



About Phoenix Innovate

Phoenix Innovate is a marketing company that works with animal welfare organizations to develop custom fundraising solutions that create increased net revenue and sustainable return on investment by using methods we call ***Authentic Marketing***.

This innovative approach harnesses the untapped power of the information contained in your audience, leading to tailored solutions based on their reason(s) for supporting you that are transformational to your acquisition and retention challenges.

These new insights allow for marketing strategies, creative vision and implementation that generate traction in connecting with your target audience without the ups and downs of trial and error. Strategies implemented with the benefit of these insights and creative vision eliminates the risk of unintended outcomes.

Simply said, *Authentic Marketing* harnesses a powerful combination of research, data, vision and creativity to build custom strategies for your organization that result in emotionally-engaged lasting relationships between you and your donors.

Trish Dewald

EVP, Nonprofit Solutions
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phoenixinnovate.com



Authentic Marketing. No Myth.



Brand building fundraising

21% Increase in Average Gift **34% Increase in Sustainer donors**

CHALLENGE:

Columbus Humane is an animal welfare organization that investigates animal abuse cases, rescues animals, accepts animals surrendered by their owners and provides medical and adoption services for pets in Columbus, OH. They came to Phoenix Innovate in search of a fundraising approach that would allow them to significantly reduce the budget spent on acquisition and increase revenue from their current donors, but also allow them to build the Columbus Humane brand and identity.

SOLUTION:

We used our analytics and research capabilities to leverage Columbus Humane's donor data to inform better fundraising strategies. These new insights allow for marketing strategies, creative vision and implementation that generate traction in connecting with your target audience without the ups and downs of trial and error.

We identified best performing donor segments and developed an annual fundraising plan with specific strategies and messaging to meet these objectives:

- Increase net revenue
- Increase average gift
- Increase the number of sustaining donors
- Obtain a second gift from more donors in the first year of support

Next, we developed donor-centric appeals with unique visuals aligned with Columbus Humane's brand identity and eye-catching envelopes to increase open rates. Individualized messages were crafted to each of the donor segments with emotionally-engaging stories of real animals rescued and cared for in the community, custom ask ladders that encouraged donors to increase their giving and an emphasis to give through sustained monthly giving.


We increased coordinated email appeals to reinforce the direct mail, reach donors through preferred channels and provide quick and easy ways to give.

RESULTS:

After only six months, the results of our efforts are already significant:

- Increase new donor retention to 30.3% (20.2% is the national average)
- Increased average gift 21%
- Increased Major donor average gift by 20%
- Increased the number of sustaining donors 34%
- Drove giving online from email and direct mail efforts for 35% of the donations

CREATIVE:



3015 Scoto Darby Executive Court | Hilliard, OH 43026

Hi <First>,
Will you please help us do
more with your support by
becoming a Loyalty Donor?
Thanks, Rachel

Dear <First>,

As an animal lover and generous donor, we know how you feel about animals. They offer us so much love, entertainment and joy. Sadly, not everyone loves animals the way we do.

That's why it's so important that animals have advocates like you — people who are willing and able to act on their behalf and in their best interests!

When you support Columbus Humane, you're not just supporting an organization. **You're helping thousands of animals in your community have healthier, safer lives** through full-service veterinary care, spay and neutering services, dog training classes, animal support center, cruelty investigations and of course adoptions!

Because you've been so supportive in the past, we'd like to invite you to become a Loyalty Donor. Monthly donations are the easiest way to provide on-going support to the animals who need you most.

Your gift of <ASK1> or even <Ask2> can help provide the care and services that will have immediate impact on the lives of all kinds of animals right here in the Columbus area.

- A gift of <dog_amt1> will <dog_ben1>
- A gift of <dog_amt2> will <dog_ben2>
- A gift of <dog_amt3> will <dog_ben3>

You'll be helping dogs like Rambo who was rescued by our Cruelty Investigations Department in May after being found very underweight.

Over please >>

GIVE TODAY! USE THE REPLY SLIP BELOW OR GIVE ONLINE AT COLUMBUSHUMANE.ORG/GIVE

One-time Gift:

☐ <ASK1>
☐ <ASK2>
☐ <ASK3>
☐ Other \$ _____

Loyalty Monthly Gift:

☐ <ASK4>/mo
☐ <ASK5>/mo
☐ <ASK6>/mo
☐ Other \$ _____/mo

Please check one payment choice:

☐ A check payable to Columbus Humane is enclosed.
☐ Please charge my: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Credit Card Number: _____ Expiration Date: _____
Sign Here: _____ Monthly Due: _____

We would like to learn more about you!
When you make a gift, please update your contact information if necessary and provide your favorite animal, so we can better tailor our communications and activities for you.
Email: <sample@sample.com>
ID #: <const.ID> Code: <appeal.code>
<First><Last>
<Address>
<Address2>
<City>, <ST> <Zip>
Phone Number: <(555) 123-5555>
By providing your email address, you'll receive updates about Columbus Humane. We will not share your email address or phone number.

What is your favorite pet?
☐ Cat ☐ Dog ☐ Guinea Pig ☐ Rabbit
☐ Other _____

If you have already responded, thank you! Please disregard this notice.



3015 Scoto Darby Executive Court | Hilliard, OH 43026

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Will you please help us do
more with your support by
becoming a Loyalty Donor?
Thanks, Rachel

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Your gift of <ASK1> or even <Ask2> can help provide the care and services that will have immediate impact on the lives of all kinds of animals right here in the Columbus area.

- A gift of <cat_amt1> will <cat_ben1>
- A gift of <cat_amt2> will <cat_ben2>
- A gift of <cat_amt3> will <cat_ben3>

You'll be helping cats like Milo who was rescued in March after being found outside, alone and injured.

Over please >>

GIVE TODAY! USE THE REPLY SLIP BELOW OR GIVE ONLINE AT COLUMBUSHUMANE.ORG/GIVE

One-time Gift:

☐ <ASK1>
☐ <ASK2>
☐ <ASK3>
☐ Other \$ _____

Loyalty Monthly Gift:

☐ <ASK4>/mo
☐ <ASK5>/mo
☐ <ASK6>/mo
☐ Other \$ _____/mo

Please check one payment choice:

☐ A check payable to Columbus Humane is enclosed.
☐ Please charge my: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Credit Card Number: _____ Expiration Date: _____
Sign Here: _____ Monthly Due: _____

We would like to learn more about you!
When you make a gift, please update your contact information if necessary and provide your favorite animal, so we can better tailor our communications and activities for you.
Email: <sample@sample.com>
ID #: <const.ID> Code: <appeal.code>
<First><Last>
<Address>
<Address2>
<City>, <ST> <Zip>
Phone Number: <(555) 123-5555>
By providing your email address, you'll receive updates about Columbus Humane. We will not share your email address or phone number.

What is your favorite pet?
☐ Cat ☐ Dog ☐ Guinea Pig ☐ Rabbit
☐ Other _____

If you have already responded, thank you! Please disregard this notice.



Authentic Marketing. No Myth.

Loyalty Buckslip



Match Appeal Campaign

Exceeded the match goal by 73%

CHALLENGE:

Columbus Humane, a leading animal welfare organization in Ohio had a generous offer from a donor to match \$75,000 in donations. Phoenix Innovate was challenged with generating \$75,000 in individual gifts to maximize the generous donor's offer.

SOLUTION:

Prior match campaigns had performed well, but we wanted to take full advantage of the offer to exceed the match. Historic appeals average about half of the target goal so we knew we would have our work cut out for us.

We employed a multi-channel approach that included a coordinated effort of direct mail, email and social media. To extend our reach, we launched a peer-to-peer fundraising effort on social media and promoted it to an audience that looked like our current donors, a tactic the client hadn't previously used.

All communications reinforced Columbus Humane's brand identity with a playful design that visualized the benefit of the match campaign: "Double the Impact," versioning the messaging and visuals for known dog and cat lovers to create a stronger emotional response.

We employed a deadline to create urgency and then extended the deadline on the last day to tie-in to Giving Tuesday and push giving to higher levels.

RESULTS:

We exceeded the match goal by 73% with the promoted peer-to-peer fundraising effort generating a 400% return on investment.

CREATIVE:

COLUMBUS Humane
3015 Scioto Darby Executive Court | Hilliard, OH 43026

DOUBLE YOUR IMPACT! 2

Dear first_name,

In the spirit of giving, a generous pet lover has offered to match your donation to Columbus Humane dollar for dollar between November 1 and November 30, 2019. UP TO \$75,000! BUT HURRY! This amazing offer expires on November 30, 2019. PLEASE GIVE TODAY!

How matching gifts work:

A very generous donor has offered to contribute \$1 for every \$1 we raise from other supporters. But only between November 1 and November 30, 2019. For maximum impact, we need your help to raise \$75,000 from pet lovers like you in a short amount of time.

Your gift of <ask1>, <ask2> or <ask3> becomes a gift of <ask1x2>, <ask2x2>, or <ask3x2>!

That's why it's so important you send your gift today.

- ♥ Your gift of \$25 today becomes a gift of \$50 and that will help to vaccinate 10 animals.
- ♥ Your gift of \$50 today becomes a gift of \$100 and that will help provide enrichment toys to dogs for one month.
- ♥ Your gift of \$75 today becomes a gift of \$150 and that will provide supplies for seven litters of bottle nursing kittens.

And, if your employer has a charitable giving matching program, your gift could mean even more Columbus area pets get the care and attention they deserve.

Over please >>

GIVE TODAY! USE THE REPLY SLIP BELOW OR GIVE ONLINE AT COLUMBUSHUMANE.ORG/GIVE

One-time Gift:

- ☐ ask1
- ☐ ask2
- ☐ ask3
- ☐ Other \$_____

OR

Loyalty Monthly Gift:

- ☐ m1/mo
- ☐ m2/mo
- ☐ m3/mo
- ☐ Other \$_____/mo

Please check one payment choice:

- ☐ A check payable to Columbus Humane is enclosed.
- ☐ Please charge my: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Credit Card Number: _____

Sign Here: _____

If you have already responded, thank you! Please disregard this notice.

Direct Mail Appeal Letter

COLUMBUS Humane
3015 Scioto Darby Executive Court | Hilliard, OH 43026

DOUBLE YOUR IMPACT! 2

A generous pet lover has offered to match your donation to Columbus Humane dollar for dollar between November 1 and November 30, 2019. UP TO \$75,000! BUT HURRY! This amazing offer expires on November 30, 2019. PLEASE GIVE TODAY!

Whether you love the furry, feathered or finny, there's never been a better time to give.

PLEASE GIVE TODAY!

DONATE

YOUR \$50 GIFT BECOMES \$100! BUT HURRY! THIS AMAZING OFFER EXPIRES ON NOVEMBER 30, 2019.

COLUMBUS Humane
3015 Scioto Darby Executive Court | Hilliard, OH 43026

HELP US CROSS THE FINISH LINE!

Thank you for your past support of Columbus Humane. Our Double the Impact campaign deadline has past and we're \$10,000 short of our goal. Your gift of \$25 becomes \$50!

Our match donor has offered to extend the deadline to midnight tomorrow, Giving Tuesday, so we have more time to reach the goal of \$75,000.

Won't you please make a small gift so we can take full advantage of the match offer.

DONATE

OUR EXTENSION ENDS AT MIDNIGHT TONIGHT. PLEASE GIVE TODAY!

COLUMBUS Humane
3015 Scioto Darby Executive Court | Hilliard, OH 43026

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Email

COLUMBUS Humane
3015 Scioto Darby Executive Court | Hilliard, OH 43026

Whether you love the furry, feathered or finny, there's never been a better time to give. Your gift of \$60, \$75 or \$100 becomes \$120, \$150 or \$200!

Please go to columbushumane.org to contribute today. BUT HURRY, the match offer expires November 30, 2019.

****endorse****

<Address>
<Address1>
<Address2>
<City>, <St> <Zip>

Direct Mail Reminder Postcard

COLUMBUS Humane
3015 Scioto Darby Executive Court | Hilliard, OH 43026

DOUBLE YOUR IMPACT! 2

Dollar for dollar, your donation to Columbus Humane will be matched by a generous pet lover up to \$75,000! BUT HURRY, the match offer expires November 30, 2019.



Principles of Persuasion

20% Increase in Net Revenue **50% Increase in New Donor Retention**

CHALLENGE:

Columbus Humane is an animal welfare organization that investigates animal abuse cases, rescues animals, accepts animals surrendered by their owners and provides medical and adoption services for pets in Columbus, OH. They came to Phoenix Innovate in search of a fundraising approach that would generate more revenue than the previous year and allow them to significantly reduce the budget spent on acquisition.

SOLUTION:

One of the methods we used to achieve this was to employ behavioral science to develop a program that influenced donors to give using the one of the six principles of persuasion in each appeal.

Because we would be making repeated appeals to many of the same donors, every appeal needed to be different and fresh, with a new reason for the donor to engage. With this in mind, we implemented a different approach to each appeal:

- A free gift in one appeal employed the "reciprocity" principle.
- An urgent deadline to give utilized the "scarcity" principle.
- In the membership appeal, we employ the "consensus" and "consistency" principles to encourage donors to become members of Columbus Humane.


The combination of our individualized messaging for each audience segment, based on data insights, and this behavioral science tactic allowed us to speak personally to each donor with messaging designed to create a strong emotional connection.

RESULTS:

As we come to the end of our first year of work with Columbus Humane, the results of our efforts have been significant:

- Net Revenue increased 20% year-over-year with some campaigns generating increases as high as 35%.
- Increased the number of sustaining donors 34%
- Increased average gift 21%
- Increased Major donor average gift by 20%
- Increase new donor retention to 30.3% (20.2% is the national average)

CREATIVE:



3015 Scioto Darby Executive Court | Hilliard, OH 43026
ADVANCING ANIMAL WELFARE SINCE 1883

Dear <Salutation>,

January is membership month!

Your neighbors, friends and family are supporting animal welfare by becoming Columbus Humane members. Won't you join too? The work you support goes beyond helping animals find loving homes. Your support helps protect animals from cruelty and provides resources for exceptional veterinary care. **And that's why we need your dependable support.**

Please return the enclosed 2020 Membership Confirmation form and we'll send you our newsletter with updates on all the good work your support is making possible. Plus, you'll receive notifications about special pricing for tickets to events.

And, if you want to make a gift at this time, please don't hesitate, because we need your help urgently!

When you become a member, you help continue the fight against animal abuse and neglect. You provide medical care, food, shelter, training and other services to animals throughout Columbus. Last August, 247 animals were rescued from a property in Grove City and a pet store in Columbus. Many had life threatening illnesses requiring extensive medical treatment and round the clock care. Our dedicated staff, volunteers and supporters worked tirelessly to ensure the animals received the care they needed. After two months of treatment and rehabilitation we were able to find loving families for these animals to begin a new life.


If you haven't become a member, please do so now. We need you!

Complete the form by indicating the gift level you would like to make and enclose your tax deductible check. You can also join with a credit card. Instructions are on the form.

Use the enclosed envelope to mail your 2020 Membership Confirmation form or visit columbushumane.org/member and take pleasure in knowing that you're doing your part to end the suffering and help innocent animals who need advocates to speak on their behalf.


For all the animals you're helping, I say thank you!


Sincerely,



Rachel D. K. Finney, CAWA
Chief Executive Officer

P.S. Please join us. Your support provides dependable care for the kittens, puppies, cats, dogs, hamsters, fish, lizards and birds you help us serve!





Direct Mail Appeal Letter



3015 Scioto Darby Executive Court
Hilliard, OH 43026


Nonprofit Org.
U.S. Postage
PAID
Permit No. 108
Hilliard, OH
Zip Code 43026




BECOME A MEMBER AND
LET THEM KNOW YOU

CARE

<Salutation>
<Company>
<Address>
<City>, <State>, <Zip>



2020 MEMBER



UPGRADE TODAY! 2020 SUSTAINING GIFT FORM
Use the reply slip below and return it in the supplied envelope to upgrade your loyalty gift.

Please change my monthly gift to:
☐ \$<MoAsk1> ☐ \$<MoAsk2> ☐ \$<MoAsk3>
☐ Other \$ _____

Please check one payment choice:
☐ A check payable to Columbus Humane is enclosed.
☐ Charge my: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Credit Card Number: _____
 Expiration Date: _____ Security Code: _____

Sign Here: _____

If you have already responded, thank you!
Please disregard this notice.

We would like to learn more about you!
 When you make a gift, please update your contact information (if necessary) and provide your favorite animal, so we can better tailor our communications and activities for you.

ID #: <donor_id> Code: <app_code>
 First Last
 address
 address2
 city, st zip
 Phone Number: phone_home
 Email: email

By providing your email address, you'll receive updates about Columbus Humane. We will not share your email address or phone number.

What is your favorite pet?
☐ Cat ☐ Dog ☐ Guinea Pig ☐ Rabbit
☐ Other _____

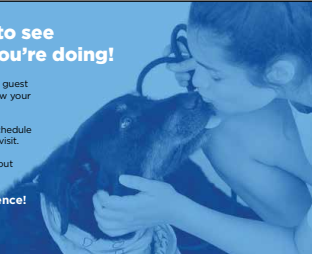
We want you to see all the good you're doing!

Stop by for a visit and be our guest for a tour. See for yourself how your support is being put to work.

Call us at (614) 777-7387 to schedule a time. I look forward to your visit.

Thanks for caring enough about animals to take action.

You're making a difference!
- Rachel D. K. Finney



PET ALERT!
In case of an emergency, please notify the emergency caregiver below for my pet.

I have _____ pets in my home.

Pet Owner's Name: _____

Pet Name: _____ Type of Animal: _____

Pet Name: _____ Type of Animal: _____

Pet Name: _____ Type of Animal: _____

Emergency Caregivers

Name (Primary): _____ Phone Number: _____

Name (Secondary): _____ Phone Number: _____

Free Gift Reply Device



Fundraising

Increased contributions 20% in a down economy.

CHALLENGE:

Increase donations

- Without increasing spend
- In the midst of a down economy
- Following the passage of a widely publicized tri-county millage

SOLUTION:

With no additional budget, Phoenix Innovate knew we would have to refine the annual appeal strategy to target only the most-likely to give with messages that would be irresistible. We took a deep dive into the Zoo's donor database looking for patterns and relationships that would help us identify our best prospects and create an appeal package that would truly resonate. Our analysis not only found new audiences with high potential but directed us to recommend an approach that employed multiple individualized messages and new channels of outreach.

The analysis indicated there was potential among younger audiences to drive more participation and at a higher level. To reach that younger audience, we developed a multi-channel communications strategy with direct mail, email and social media, a channel previously untapped for fundraising at the Zoo. Our work increased the number of communication touchpoints and gave them more options to donate.

By better allocating economic resources, we were able to add specialized content, such as video, that developed a deeper connection and allowed for easy sharing through social media.

RESULTS:

- Contributions increased by 20%
- The integration of web-based contribution channels helped to significantly increase the number of \$50-and-below contributions over past campaigns

CREATIVE:


Email Subject Line: Your support does make a very real difference
Having trouble viewing this email? [View it in your browser.](#)

2010 Annual Fund


Your support does make a real difference!

DETROIT ZOOLOGICAL SOCIETY
DETROIT ZOO • BELLE ISLE NATURE ZOO

Celebrating and Saving Wildlife

 **DONATE TODAY**

As a supporter, your personal commitment to our mission of **Celebrating and Saving Wildlife** is wonderful, and most appreciated. Your generous support allows us to do extraordinary things locally and globally. As we launch the 2010 Annual Fund campaign, I want to share a few recent accomplishments and ask you to consider making a gift that will enable us to keep saving and celebrating.



Celebrating wildlife daily with some amazing numbers:

- Your Detroit Zoo is sanctuary for more than 3,000 animals representing more than 250 species.
- Last year, nearly 1.3 million people visited our main campus, with an additional 53,000 enjoying the Belle Isle Nature Zoo.
- 56,000+ member households make us the top membership program in this region.

Saving wildlife extends to some unexpected places:


- Outstanding members of our staff were in Texas for two months, assisting in the care of 27,000 animals seized in a raid on an exotic animal dealer. We are providing a home for more than 1,000 of the confiscated animals, including wallabies, sloths, ring-tailed lemurs, lizards, turtles, snakes, spiders and amphibians. We helped place hundreds more in other accredited zoos and sanctuaries throughout the country.
- When it was determined that a harp seal rescued off the coast of Massachusetts could not be returned to the wild because it was blind, the Detroit Zoo was happy to welcome him to our Arctic Ring of Life, the largest polar exhibit of its kind in North America. Today "Pequot" can be seen from the 70-foot Frederick and Barbara Erb Polar Passage, enjoying the safety of this highly acclaimed habitat with four other rescued seals.
- With more than one-third of the planet's 6,000 amphibian species threatened with extinction due to habitat loss, climate change, pollution, infectious diseases and other factors, we are extremely proud of our National Amphibian Conservation Center's success in breeding the critically endangered Puerto Rican crested toad. Our decade-long effort climaxed in 2009 with 3,701 endangered tadpoles returning to their Caribbean home.

As we reflect on these accomplishments, we do so mindful of the role you and other generous supporters play, and we celebrate our shared vision!

On behalf of our animal residents, staff, volunteers and board, I ask you to support the 2010 Annual Fund campaign. Please join us in making lasting impressions and memorable experiences for our visitors from generation to generation, as we protect and conserve some of the most remarkable creatures on earth.




Sincerely,

Ron L. Kagan
Executive Director/CEO



DETROIT ZOOLOGICAL SOCIETY
DETROIT ZOO • BELLE ISLE NATURE ZOO

Follow your Zoo:



ASSOCIATION
OF ZOOS
& AQUARIUMS

The Detroit Zoological Society is a non-profit organization that operates the Detroit Zoo and Belle Isle Nature Zoo.

Detroit Zoological Society | 8450 W. 10 Mile Rd | Royal Oak, MI 48067 | 248.541.5717
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ANNUAL FUND
CORP. RENAISSANCE
ZOO EXHIBITS
MICHIGAN CITY
RENAISSANCE ORCHID
TERRACE AND
MEMORIALS

Your gift does make a real difference!

 **CONTRIBUTE**



Each year, the Detroit Zoo relies on the generosity of individuals, businesses and foundations to help support our mission.

With each dollar raised, we are able to make a real difference in providing the very finest to both our animals and our visitors! Our resident population receives exceptional care and our guests have the opportunity to take advantage of award-winning habitats, programs and attractions every time they come.

Please join us in making lasting impressions and memorable experience for our visitors from generation to generation, as we protect and conserve some of the most remarkable creatures on earth. You will be **Celebrating and Saving Wildlife!**

Celebrating wildlife daily with some amazing numbers:

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Website

**Two more ways we're
"Celebrating and Saving
Wildlife".**

Lioness Katie was rescued from a suspected crack house in Detroit in 1992 and lion Percival was found in an abandoned house in Detroit the following year. Both found sanctuary at the Detroit Zoo.



Social Media



Authentic Marketing. No Myth.



Member Retention

10% increase in renewal rate **33% reduction of direct mail costs**

CHALLENGE:

The Detroit Zoo relies on a membership base with diverse interests to provide a significant portion of its operating budget. Their members include families with young children who join because it's the most economical way to visit frequently. Other members join because they want to support the Zoo's education and conservation initiatives. Recognizing that it costs more to acquire a new member than to retain an existing one, membership renewals are an important focus of the Zoo's membership activity.

Historically about 50% of membership renewals happen at the gate with the other 50% submitted through a response to a direct mail renewal letter. The Zoo had invested in the technology for members to renew online and this channel was much more efficient for processing the membership renewal.

Phoenix Innovate was approached to develop a program for the Zoo that would increase membership renewal rate and drive more members to renew online without any additional spend.

SOLUTION:

We started with a review of all the membership communication touch points and messaging to identify opportunities for stronger engagement with members. To improve the retention rate, members would have to understand the full value of their membership. We knew from experience with other organizations that to make that happen, we would likely have to educate members about all the benefits their membership provided.

We also knew that we would have to make the communications more relevant to the members. And, we needed to deliver those messages through the channels that members preferred. It was a seismic shift from talking about what mattered to the Zoo to talking about what mattered to the member.

Our analysis indicated that there was opportunity to overhaul a poorly-performing monthly email program into a content-rich membership benefit that would not only serve to educate members but could also cost-efficiently add three touch points for driving renewal response.

We transformed the direct mail renewal letters with personalized content as well, based on audience segments that were organized around the stage in the member's lifecycle with the organization.

Through both channels, we emphasized the option to renew online, which dramatically impacted the cost to process membership renewals and reduced mail costs.

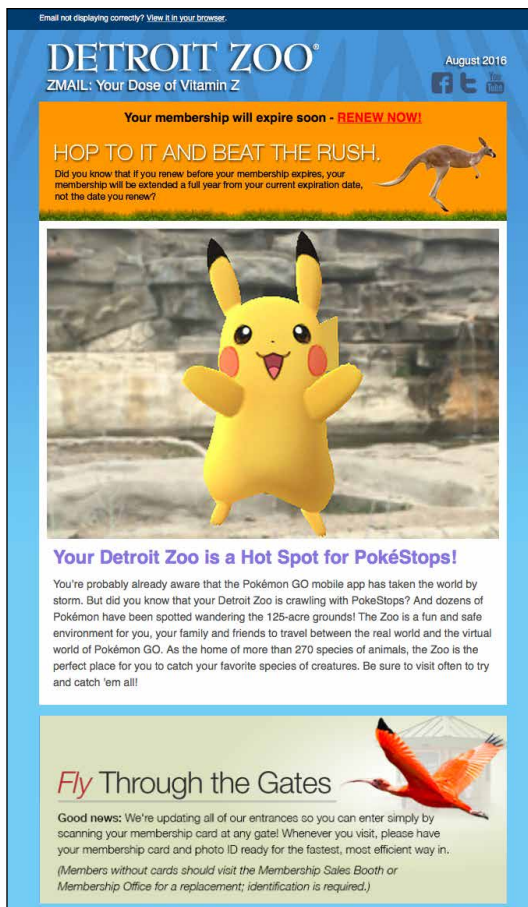
Last, but definitely not least, we tested different mail package formats, different headlines and imagery in mail and email and monitored performance of every element of the program. From the insights we gained and success we achieved in migrating responses to the web, we were able to modify the program, replacing mail packages with cost-efficient postcards for additional cost savings with no decrease in response rate.

RESULTS:

Dramatically increased awareness of membership benefits, creating stronger ties and sense of community among members.

- 10% increase in renewal rate
- 25% increase in online renewal response
- 25% reduction in cost of membership application processing
- 33% reduction of direct mail costs

CREATIVE:



Email

The direct mail renewal form for Detroit Zoological Society includes a "Renew my membership at the following level" section with checkboxes for "Family - variable based on date" and "New level (complete membership levels on reverse side)". It also has a table for "ADD-ONS" with prices for "Named Nanny/Caregiver", "Additional Child or Grandchild", and "Additional Unnamed Guest". The form includes a "Please check one payment choice" section with checkboxes for "Check payable to Detroit Zoological Society", "Credit Card", "Discover", "MasterCard", "Visa", and "AmEx". There's a "What is your favorite animal?" section with a line for the answer. The form also includes a "Please update the information below and add a phone or email if you haven't provided them:" section with fields for "First Name", "Last Name", "Address", "City", "State", "Zip", "Phone Number", and "Email". At the bottom, there's a "DETROIT ZOOLOGICAL SOCIETY" logo and a "Membership Services Department" address. The form is signed by Jennifer L. Clarke, Membership Director.

Direct Mail



Authentic Marketing. No Myth.



Fundraising

Net revenue increased 300%

CHALLENGE:

The Children's Hospital of Michigan Foundation had amassed a database containing almost 80,000 records over its long history. Like many organizations, it was seeking sustainable solutions to reduce fundraising costs, without risking donation revenue.

SOLUTION:

Our recommendation was to invest in research to better understand:

- Who their donors were and the level at which they support the organization
- Impact of the current communications
- How to message more compellingly
- Best channels to reach donors
- Appropriate frequency of communications

Armed with the insights gleaned from the research, Phoenix then outlined a strategic action plan focused on increased donor engagement that would lead to greater support.

In our study, we analyzed 40,000 donor records. We appended additional data points to create a more robust profile of each donor. And then conducted primary research to determine the motivations for giving and to uncover the emotional stimuli that could be used to encourage future giving. We segmented the database into personas using the demographic, motivational and emotional data points uncovered in the research. The personas allowed us to apply cost-saving techniques and gave our creative team powerful insights to create more personal and poignant messages.

RESULTS:

The first year we implemented the new messaging strategy:

- We slashed costs and increased net donation revenue over 300%
- The persona segments created from the research are used throughout the organization to establish a more personal and emotional approach to speaking with their audience in all their communications

Trish Dewald

EVP, Nonprofit Solutions

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LOUISE

Average Gift
\$72



54% OF ALL DONORS
10% OF TOTAL REVENUE

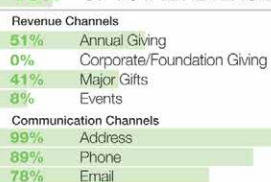


GENE

Average Gift
\$932



21% OF ALL DONORS
18% OF TOTAL REVENUE



EDWARD

Average Gift
\$1,476



6% OF ALL DONORS
26% OF TOTAL REVENUE

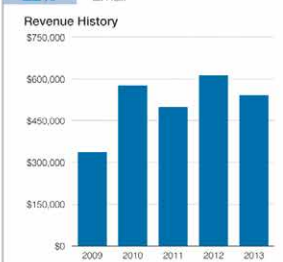


CHUCK

Average Gift
\$4,211



19% OF ALL DONORS
46% OF TOTAL REVENUE



CREATIVE:



Fundraising Appeal

Magazine



Authentic Marketing. No Myth.

Client Testimonials

"When I started my position years ago, I interviewed several vendors and Phoenix Innovate was the only one which listened to my needs and understood my vision. They provided specific, detailed ideas to help me achieve my goals, and educated me on resources and processes I didn't know were available. I trust my account manager and appreciate his partnership and knowledge. I don't need to work with any other vendor."

Director of Individual Giving

"Phoenix Innovate has worked with us on solutions for production from data management to fulfillment. They have helped us identify efficiencies and drive change within our process. They do an excellent job of thinking as though they are working within the organization, understanding our sense of urgency and demonstrating a passion for our institution."

Membership Director

"Phoenix Innovate's approach to structuring our renewal and appeal mailings has freed me from the details of managing these programs and allowed me to focus on the big picture. Their combination of state-of-the-art technology and production capabilities produced campaigns that contain donor-centric messages that are highly personalized to each individual in our mailings. They understand our unique campaign challenges and react with creative solutions to maximized our results."

Vice President, Individual Giving

"The improvements they made to our mailing approach reduced mail cost while engaging a broader base of our audience. This highly efficient approach reduced our cost to raise a dollar by 33% which created an opportunity to increase the number of communications we send to our constituents, dramatically increasing donations overall."

Assistant Development Manager