

Case Study - Thank You Voice Broadcast Prior to Reminder Letter



Non-Profit Organization

Client Type: Education

Audience: 13+ Month Single & Multi Donors

Test Type: Fulfillment/Conversion

Test Objective:

To improve the fulfillment rates of lapsed donors who were recently reactivated over the telephone, by transmitting a pre-recorded "thank you" voice broadcast in tandem with their fulfillment letter.

Details of Test:

DCCI developed the scripting for the pre-recorded message, while having a recognized representative from the client/organization record it. An 80/20 split test was conducted to benchmark results. 80% of donors received a 'thank you' voice broadcast and 20% did not receive any voice broadcast. *Note: The reminder letter appeal/content was the same regardless of whether a donor received a voice broadcast or not.*

Conclusion:

The records that received a voice broadcast prior to the reminder letter fulfilled 26% higher (pieces) than those that did not receive the voice broadcast. Donors who received the voice broadcast also fulfilled 36% more revenue than their non-voice broadcast counterparts. On this particular campaign, it can be concluded that donors were receptive to receiving a message from a well-known person at the nonprofit organization. More importantly, the overall strategy did in fact increase their fulfillment rates.

If you'd like to learn more about how DCCI can help your organization improve your fulfillment rates by integrating a voice broadcast strategy into your direct mail or telefundraising campaigns, please contact us at: 1-800-398-GIVE (4483).