

Case Study - Fulfillment Letter Test



Non-Profit Organization

Client Type: Faith-Based

Audience: 13+ Month Single & Multi Donors

Test Type: Fulfillment

Test Objective:

Execute a lapsed donor reactivation campaign for an 8-year client partner, while reducing their telefundraising costs without sacrificing previously benchmarked conversion rates.

Details of Test:

A black & white fulfillment letter package (1-page 8.5x14 letterhead w/5.5" perf., #9 envelope, and #10 envelope) was tested against the client's control package (full-color, 2-page 8.5x12 letterhead w/5.5" perf., B&W #9, and full color #10 envelope). Using the single page black & white package, eliminated the full color costs and hand-matching costs, allowing DCCI to meet the clients budget objectives. The campaign was also run under DCCI's "Breakeven Guarantee" to limit the financial risk of the client. *NOTE: this was not an A/B split test as it was tested on 100% of letters mailed due to the client's immediate budget restrictions. Metrics from the test are compared to metrics from clients' 2016 telefundraising campaign as it was called during a similar time frame, with similar segments, and a similar appeal.*

As was done in the previous year (2016), donors who made a gift over the telephone were mailed a pledge letter within 24 hours of receiving the phone call. Donors who did not fulfill their gift with the initial pledge letter were mailed a reminder letter at weeks 3 and 6. Similar letter copy was also used in the letters between 2016 and 2017.

Conclusion:

The 2017 B&W letter package generated a 24.8% higher fulfillment rate (pieces), and a 22.5% higher fulfillment rate (dollars). Additionally, this letter package had a cost that was 64% lower than the control package. Furthermore, the lift in fulfillment from this test generated 13% more reactivated donors for the client.

The assumed conclusion is that donors were accustomed to receiving full-color packages for the past few years. Changing to black & white, differentiated it, resulting in a higher open rate and ultimately higher fulfillment rates. Additional A/B testing is recommended on the next campaign to validate this test, however preliminary results are encouraging and underscore the importance of testing against established controls.

If you'd like to learn more about testing strategies and/or reactivating lapsed donors at virtually no cost under a "Breakeven Guarantee," please contact us at: 1-800-398-GIVE (4483).