



Fundraising, Done Write

The Campaign

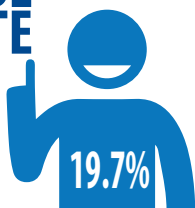
822 MAILERS



Local fundraising campaign
Holiday appeal in full colour
Canadian non-profit organization
11 letter versions & donor segments
Complex gift matrices & personalization

The Result

RESPONSE
RATE



162 GIFTS



AVERAGE GIFT

TOTAL RAISED

\$152,766

Hyper-targeting takes time, but the rewards speak for themselves.
As people spend more time at home, direct mail is connecting better than ever.

Please contact us for tips and tricks to maximize your ROI through strategic direct mail.



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