

DIRECT HITS & MISSES



SPEAKERS: Steve Maggio & Tony Genovese





DIRECT HITS & MISSES

DAV Commanders Club Case 1: Design Test

Can design alone enhance response to the Commanders Club renewal package when copy and format remain consistent with control?





DIRECT HITS & MISSES

DAV Commanders Club
P.O. Box 10701
Cincinnati, OH 45210-0701

ENCLOSED:
TIME SENSITIVE
MATERIAL
OPEN IMMEDIATELY

*****JUN7MAY09 5-PMST 003
Personal Name
Secondary
Primary Address
City, State, Zip+4



In honor of your outstanding support of America's ill and injured veterans, I am proud to present you with the enclosed 2014 certificate honoring you as one of our most loyal supporters. Please accept the certificate, your membership card, and labels as our gift to Thank You for your command support of the Commanders Club. We truly thank you for your leadership. I look forward to welcoming you to this elite club once again!

Steve A. Murphy

Informal Name

I am personally contacting our most loyal members from DAV's elite club to thank you for your leadership in our most elite, most loyal, and most caring team of our supporters - the DAV's Commanders Club. I hope you will say yes.

Steve's story is a perfect example of the DAV's elite club members in DAV's elite club who need assistance from DAV's National Service Office in DAV's elite club.

We count on loyal supporters like you to help us make sure our veterans are treated with dignity and respect. Thanks to you our disabled veterans in DAV's elite club can live in DAV's elite club and you have left us the best looking help.

Thank you once again for your commitment and your leadership. By remaining, you will be clearly showing you have the best and you have left us the best looking help.

Steve A. Murphy
National Service Office

You can receive discounts from all of these friends of DAV:

Don't Forget Your Commanders Club Member Benefits!

Being a Commanders Club member makes you a valuable asset...one who never forgets the sacrifices of our veterans. You...and the members of our team, whom they need our help. So think of your member benefits as a return of their appreciation...giving something back to you for your generous support.

Taking advantage of savings of up to 10% shown on the back will really save you more than the cost of receiving your membership. (They might even allow you the ability to move up to the next level!)

Thanks for being there for us!



(EXHIBIT STATE) DRIVE

Dear Member:

(Informal Name), you'll receive up to a 10% discount if you renew your membership - it's our gift to you! -Steve



...did you know that about 97% of Americans look the other way when we ask for help?

"As a DAV Commanders Club member, you're in a truly elite group." You're the one who doesn't turn away...who hasn't forgotten the sacrifices our ill and injured veterans made for you.

10,000 are right here in DAV's elite club!

First of all, I want to say "thanks" - on behalf of more than 3 million disabled veterans. Without the ongoing support of friends like you, we couldn't continue to reach out to them. All of our projects would grind to a halt. **You make it all happen.**

And the Commanders Club is our "flagship." Its members are our top priority...the Americans with the best memories...who **never** forget what our wounded heroes did for them, and gave up for them.

As Campaign Chairman, and a disabled veteran, I really need the ongoing help of Commanders Club members. Please renew your Commanders Club membership right now.

I'm really counting on members like you in DAV's elite club!

Two bulletins in the abdomen and one in the leg in Vietnam. But I made it. A long series of setbacks. I lost the use of both my legs. But DAV programmed me "back-to-life."

A philosophy became, "never quit" and **from helping you to me** you!

I hope you're not a quitter!

Your steadfast support continues to help other veterans to keep **Commanders Club** support as a Commanders Club member today.

I've enclosed your 2014 Commanders Club Card and Certificate. They tell everyone who sees them that you are on our list of engagement with new hope and opportunities for the men and women.

(Steve), if you could send (Ask) or (Ask) it would be so great. In the next level to go, just send (Ask) and join the ranks of our most appreciated loyal members.

We serve all of (State XX,XXX) DAV supporters like you, (Informal Name), are very important to (State) disabled veterans.

2014 OFFICIAL REPLY DOCUMENT

YES! I will NOT FORGET Disabled American Veterans.

Enclosed are the following gifts for:

Q: NAME: Q: DAV's elite club (State) Q: DAV's elite club (State) Q: DAV's elite club (State)

Name: Personal Name: Secondary: Primary Address: City, State, Zip+4

Name: Secondary: Primary Address: City, State, Zip+4


Name: Secondary: Primary Address: City, State, Zip+4

Name: Secondary: Primary Address: City, State, Zip+4


Name: Secondary: Primary Address: City, State, Zip+4

Name: Secondary: Primary Address: City, State, Zip+4



 (DONOR STATE) DRIVE

(Informal Name),
You'll receive up to
a 25% discount
if you renew your
membership - it's
our gift to you!
-Gene



... did you know that almost 97% of Americans look the other way when we ask for help?

As a DAV Commanders Club member, you're in a truly elite group. You're the one who doesn't turn away... who hasn't forgotten the sacrifices our ill and injured veterans made for you.

30,000 are right here in (State)

First of all, I want to say "thanks" - on behalf of more than 3 million disabled veterans. Without the ongoing support of friends like you, we couldn't continue to reach out to them. All of our projects would grind to a halt. **You make it all happen.**

And the Commanders Club is our "flagship." Its members are our top givers... the Americans with the best memories... **who refuse to forget** what our wounded heroes did for them, and gave up for them.

As Campaign Chairman, and a disabled veteran, I really need the ongoing help of Commanders Club members. Please renew your Commanders Club membership right now.

I'm really counting on members like you in (State)

I took two bullets in the abdomen and one in the leg in Vietnam. But I made it. A long series of surgeries followed. I lost the use of both my legs. But DAV programs led me "back to life."

My philosophy became, "never quit" and **I'm hoping you never quit either.** We are REALLY counting on you!

Your steadfast support continues to help other veterans to keep from quitting. **That's why I urge you to continue your support as a Commanders Club member today.**

I've enclosed your 2014 Commanders Club Card and Certificate. To me, they're like badges of honor. They tell everyone who sees them that you are on our side... replacing despair and discouragement with new hope and opportunities for the men and women who fought for us.

(over, please)

(Informal Name), if you could send (Ask) or (Ask) it would be so appreciated! In fact, if you want to move up to the next level in 2014, just send (Ask) and join the ranks of our (level upgrade) level members.

Thank you so much for your continued support.
We really couldn't do it without you!
-Gene

We serve all of
(State XX,XXX)
ill and injured veterans.
DAV supporters like you,
(Informal Name),
are very important to
(State)
disabled veterans.

2014 OFFICIAL REPLY DOCUMENT

☒ **YES! I will NOT FORGET Disabled American Veterans.**

Enclosed is my tax-deductible gift for:
☒ SDCP ☐ MSCP (Level Name) ☐ MSCP (Level Name) ☐ Other \$ _____
 Name _____
 Formal Name _____
 Secondary _____
 Primary Address _____
 City, State, Zip+4 _____

Amount Enclosed _____
 Receipt No. _____
 Date _____
 Please make all checks payable to DAV. Please
 do not write on this document. Thank you for your support.

SCANANT1 SCANANT2 ACCTNO/CHECKNOGET J00BCODE

(Informal Name)

I am personally contacting our most loyal supporters from (State) to ask them to renew their membership in our most elite, most loyal, and most caring group of our supporters - DAV's Commanders Club. I hope you will say yes.

Gene's story is a perfect example of the DAV/USFV veterans in (State) who need assistance from DAV's National Service Office in (City).

We count on loyal supporters like you to help us make sure our veterans are treated with dignity and respect. Thanks to you, our disabled veterans in (City) can count on help from DAV's National Service Office in (City) when seeking help.

Thank you once again for your compassion and your kindness. By renewing, you will be clearly stating you have not forgotten and you have left no one behind.

Gene Burgess
 J. Marc Burgess
 National Adjutant/CEO

2014
Disabled American Veterans

COMMANDERS CLUB



in Grateful Appreciation to

Jane D. Sampleperson

BRONZE LEADER, MASSACHUSETTS

This award has been bestowed in appreciation of your generosity...because you never forget the price paid for freedom... and for your steadfast loyalty to our American Heroes.



Joseph W. Johnston,
National Commander




You can receive discounts from all of these friends of DAV:

Hertz

1-877-454-2210
1-800-694-2210

Alamo

1-877-467-2467
1-800-462-5346

Rentalcars.com

1-877-467-2467
1-800-227-7368

BAYMONT

1-877-450-3286
1-877-450-3286

Chrysler

1-877-450-3286
1-877-450-3286

Enterprise

1-877-450-3286
1-877-450-3286

Budget

1-877-450-3286
1-877-450-3286

Thrifty

1-877-450-3286
1-877-450-3286

Travelodge

1-877-450-3286
1-877-450-3286

Hampton

1-877-450-3286
1-877-450-3286

HAWTHORN

1-877-450-3286
1-877-450-3286

RAMADA

1-877-450-3286
1-877-450-3286

WYNDHAM

1-877-450-3286
1-877-450-3286

Save money on prescriptions
with your FREE DAV RX card!
Go to www.davrxcard.com

Simply call the phone numbers above and provide your ID number to receive your discount. It's our way of saying THANK YOU for being a member of that small, elite group of Americans who are our best friends.

DAV

Don't Forget Your Commanders Club Member Benefits!

Being a Commanders Club member makes you somebody special...one who never forgets the sacrifices of our nation's heroes...and who reaches out to them now, when they need our help. So think of your member benefits as a token of their appreciation...giving something back to you for your generous support.

Taking advantage of savings of up to 20% shown on the back will easily save you more than the cost of renewing your membership. (They might even allow you to be able to move up to the next level!)

Thanks for being there for us!





Commanders Club Design Test: New Design is a Big Hit!

- ▶ “Parchment” Design was a big win – pulling a 27% Response Rate and an Average Gift of \$19.05
- ▶ This test beat control and 5 other tests from multiple agencies
- ▶ Rolled out in 2013 and beat 7 additional package tests
- ▶ Rolled out again in 2014, proving design alone can make the difference between winning and losing

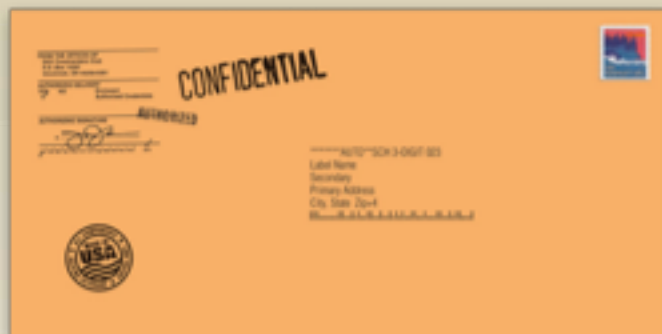


DIRECT HITS & MISSES

DAV Commanders Club Case 2: Format Test

Can a booklet format including veterans' stories, club benefits and certificate beat the new control when copy and design remain consistent?







Take Advantage of Exclusive Commanders Club Benefits!

Being a Commanders Club member makes you somebody special... one who never forgets the sacrifices of our veterans - and who reaches out to them now, when they need our help. So think of your member benefits as a token of their appreciation... giving something back to you for your generous support. Taking advantage of the savings shown below of up to 20% will easily save you more than the cost of renewing your membership. (They might even allow you to be able to move up to the next level!)

In fact, take a look at the current level on your certificate right now. If at all possible, please consider moving up to the next level. We will issue you a certificate with your new level.

2014 COMMANDERS CLUB LEVELS

Bronze: \$15-\$24	Diamond: \$75-\$499
Silver: \$25-\$49	Platinum: \$500-\$2,499
Gold: \$50-\$74	5 Star: \$2,500+

You can receive discounts from all of these friends of DAV:



I.D. #213725
1-800-854-3210



I.D. #557267
1-800-482-5286



I.D. #5022985
1-800-227-7388



I.D. #8000001193
1-877-670-7088



I.D. #8000001193
1-877-670-7088



I.D. #8000001193
1-877-670-7088



I.D. #8000001193
1-877-670-7088



I.D. #8000001193
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I.D. #8000001193
1-877-670-7088



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1-877-670-7088



I.D. #8000001193
1-877-670-7088



I.D. #8000001193
1-877-670-7088



I.D. #8000001193
1-800-854-3210

Save money on prescriptions with your **FREE DAV RX card!** Go to www.davrxcard.com

Simply call the phone numbers above and provide your ID number to receive your discount. It's our way of saying **THANK YOU** for being a member of that small, elite group of Americans who are our best friends.

Commanders Club Connection: *Let the (Informal Name) story be known!*

Honor our nation's heroes by telling your story of how military service or military conflict has impacted your life.

Veterans, caregivers, family members, survivors and advocates can contribute by visiting MyStoryDAV.org.



The Sacrifice of a Hero

Jim Sursely

Past National Commander 2004-2005

After sacrificing both legs and an arm for our nation in Vietnam, Jim built a successful life thanks to caring friends like you. Then he set about helping other veterans to overcome their disabilities.

Jim recalls fire and noise erupting at his feet. But he doesn't remember being thrown into the air by the explosion of a Viet Cong land mine. In fact, he didn't learn the full extent of his sacrifice for America until he landed in an Army hospital in Colorado.

The explosion tore away both of Jim Sursely's legs and his left arm. It could have been worse. If Jim's clothing had not caught fire, cauterizing his gaping wounds, the young Army Staff Sergeant might have died. That's why he says, "It's an absolute miracle that I'm still around."

Jim survived some of the most severe battle wounds ever, and the demons of fear, depression and despair came knocking on his door early on. But he remembers the tough love he got from other disabled veterans. As he built a successful real estate career, he always made time to give other ill and injured veterans the same kind of help that once meant so much to him.

That involvement led to Jim's election to a one-year term as National Commander of the Disabled American Veterans. He continues to play an active role in the DAV nationally, in the state of Florida, and in his local DAV Chapter.

"It's an absolute miracle that I'm still around."



In honor of your outstanding support
of America's ill and injured veterans,
I am proud to present you with
your Commanders Club certificate,
honoring you as one of our most
loyal supporters.

I look forward to welcoming you into
this elite club for 2014!


JOSEPH W. JOHNSTON
2014 National Commander

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and over
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in food
recharge.

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and their
works.



The Sacrifice of a Hero

Jim Sursely
Past National Commander 2004-2005

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That involvement led to Jim's election to a one-year term as National Commander of the Disabled American Veterans. He continues to play an active role in the DAV nationally, in the state of Florida, and in his local DAV Chapter.



"It's an absolute miracle that I'm still around."

2014 Disabled American Veterans

COMMANDERS CLUB

in Grateful Appreciation to

Jane D. Sampleperson

BRONZE LEADER, MASSACHUSETTS

This award has been bestowed in appreciation of your generosity...because you never forget the price paid for freedom...and for your steadfast loyalty to our American Heroes.

Jane D. Sampleperson
National Commander

Commanders Club Format Test: New Format Misses the Mark!

- ▶ Even though the new format allowed for additional storytelling and photographs, it fell far short of the control
- ▶ This format depressed Response Rate by nearly 30%
- ▶ Why?
- ▶ Perhaps because benefits & certificate were inside booklet
- ▶ We believe the certificate and benefits drive response and perhaps they were not immediately evident to the donor
- ▶ Also, the cost of the personalized booklet precluded us from inserting the note pad premium



DIRECT HITS & MISSES

MSPCA

Case 3: Envelope Teaser Test

Can an outer envelope with teaser about a shocking animal hoarding case beat the renewal control envelope with Challenge Match branding?

Can a blind OE with no branding, teaser or organizational identification be effective?



Kindness and Care for Animals®



brought him in to us -- he wouldn't have lasted much longer. Our staff was horrified, even though they've seen a lot of animals in sad situations. Poor little Goose couldn't stand, walk, or even sit!





27 + 77 + 81 + 6 + 8

dogs cats birds hedgehogs lizards

= 199

animals crammed into one filthy house!

Please help us help them!

Mrs. Jane D. Samperson
DeVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-0000
00-11-00-00-00-00-00-11



mSPCA
Rescue and Care for Animals
200 South Huntington Avenue
Boston, Massachusetts 02118

Mrs. Jane D. Samperson
DeVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-0000
00-11-00-00-00-00-00-11

Challenge
2013 **Match Appeal**
Double the power of your gift!



Mrs. Jane D. Samperson
DeVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-0000
00-11-00-00-00-00-00-11

MSPCA Challenge Match Results: Challenge Logo beats “Story” OE

- ▶ Challenge Match control was highly successful, typically pulling Response Rates of 5 – 6.4%, and Average Gifts in the \$37 – \$42 range
- ▶ The test with animal hoarding case depressed results
- ▶ Response Rate was 4.2% – a decrease of 34%; Average Gift of \$33.74 was a decrease of 14.3%
- ▶ A blind OE test pulled a 5% Response Rate and \$35 Average
- ▶ Why? We allowed story to make “Challenge Match” offer less prominent. Numbers don’t resonate with donors, emotions do.
- ▶ Lesson: A strong offer trumps a good story



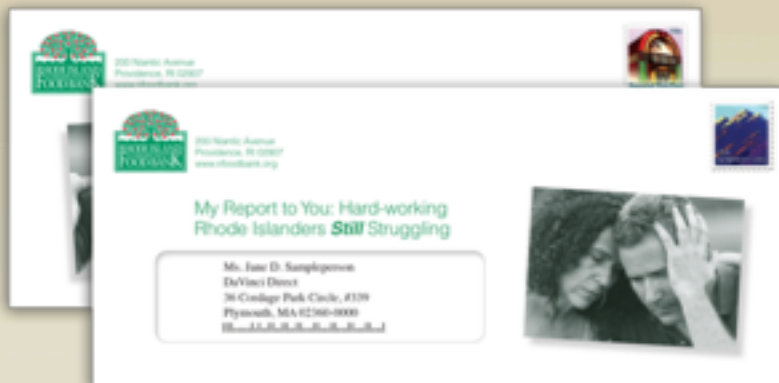
DIRECT HITS & MISSES

Rhode Island Food Bank Case 4: Brochure Test

Will the addition of a “Year in Review”
brochure enhance or depress response
to a successful year-end food bank renewal?







Food Bank Format Test: Brochure Depresses Results!

- ▶ Control pulled a 8.3% Response Rate and Average Gift of \$94.22
- ▶ No Brochure Test pulled 9% Response; Average Gift of \$105
- ▶ The brochure depressed Response by 10% and Average Gift by 13%
- ▶ Brochure also added cost, and eliminating it decreased CPDR by a whopping 28.5%
- ▶ Lesson: Many test results are counter-intuitive. Sometimes less is more.



DIRECT HITS & MISSES

Riley Hospital for Children Case 5: Signatory Test

Can a letter in which a patient tells their own story in the first person compete with a control in which the president/CEO of the hospital tells the same patient story?







Mrs. Jane D. Sampleperson
DaVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-0000

Dear Mrs. Sampleperson,

When I started feeling sick in the summer of 2010, I have to tell you, the word "cancer" never entered my mind.

So when doctors at Riley Hospital for Children first told me "you have cancer" I saw it as a challenge. As a three-sport athlete, I felt optimistic, and I was ready to do everything it took to get through my treatment with no complications.

chemotherapy. Within a month of starting chemotherapy, I had a good chance of killing me. But this was just

Through it all, my family and I never felt alone. The generosity of our friends, neighbors and parish was amazing. We also took a great amount of comfort from the Riley community—people like you who make life-saving childhood cancer research and treatment possible.

Because of my experience, it's my dream that one day, no family will ever have to endure the heartache of childhood cancer. Will you share in my dream, and send a special gift of SPG, SUP1 or SUP2 to Riley Hospital for Children today? Riley Kids need your help to keep fighting.

Because of my experience, it's my dream that one day, no family will ever have to endure the heartache of childhood cancer. Will you share in my dream, and send a special gift of SPG, SUP1 or SUP2 to Riley Hospital for Children today? Riley Kids need your help to keep fighting.

someone wanting to keep a positive attitude, I would always answer "fine" or "good" even my chemo treatment in 2012.

I went from being a happy 18-year-old, preparing for my freshman year at college, to a one leg in a wheelchair.

elp of my family, friends, Riley and my faith, I began to understand every struggle and going to make me a stronger person. The fact that I was surviving meant God had a plan and good would come of my illness.

For example, the first annual Dance Marathon at my high school, started by my 20,000 in 2011 while I was in treatment.

Today, we are both on the Dance Marathon executive committee at the University of

...money projects like Dance Marathons raise—and you contribute—save lives. For cancer research and treatment at Riley, we are helping doctors and scientist discover what once seemed impossible.

heartache of childhood cancer, one Riley Kid at a time.

Love love love.

Clare Scheller ☺♥

Clare Scheller
Riley Kid and Cancer Survivor

doing well. I had to have a hip replacement, but I'm walking, driving, and in January at USL. At my last check up, my test results were great! So, please to help fund childhood cancer research and treatment can change lives for you, thank you, thank you!

ne, please go to www.GivetoRiley.org

Riley is One of the Nation's Best Children's Hospitals

Ranks in 10 out of 10 categories nationally for third consecutive year; Remains the only children's hospital ranked in Indiana

From a premature baby with trouble breathing to a teenager with aortic valve disease and everything in between, Riley Hospital for Children at Indiana University Health receives top honors for its pediatric care. U.S. News Media Group has again named us one of the best children's hospitals in the country.

listing of its kind and recognize the top 50 children's hospitals in 10 specialties: cancer, cardiology and heart surgery, diabetes and endocrinology, gastroenterology, neonatology, nephrology, neurology and neurosurgery, orthopedics, pulmonology, and urology.

The distinction is based on Riley ranking in 10 out of 10 categories in the 2013-2014 Best Children's Hospitals, with two

"We've long known we have the most dedicated and skilled physicians and nurses, and rankings from our colleagues nationwide confirm the extraordinary care we provide," said President and Chief Executive Officer, Riley at



Ms. Jane D. Sampleperson
DaVinci Direct
36 Cordage Park Circle, Suite 339
Plymouth, MA 02360-0000

Support my dream and help end childhood cancer!

YES! I want to support life-saving childhood cancer research and treatment at Riley.

Enclosed is my gift of:

☐ \$PG ☐ \$UP1 ☐ \$UP2 ☐ Other \$ _____

☐ My check made payable to Riley Children's Foundation is enclosed.

☐ Please charge my gift to my card below (debit card accepted only for VISA or MasterCard).

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

CREDIT CARD NUMBER _____ EXP. DATE _____

NAME ON CARD _____ SIGNATURE _____

PHONE NUMBER _____ E-MAIL ADDRESS _____

☐ I would like to make this a monthly recurring donation on my credit card.

Give online at www.GivetoRiley.org

Riley Children's Foundation
P.O. Box 1787, Indianapolis, IN 46206-1787

Your gift is tax deductible to the full extent of the law.
Thank you! All personal information which you provide
will remain confidential.

Riley Hospital Copy/Design Test: First-person Patient Story Works!

- ▶ The first-person story signed by Clare increased Response Rate by 7% over control w. same story signed by Dr. Sperring
- ▶ However, Dr. Sperring letter had a 10% higher Average Gift
- ▶ While “Clare” might not seem like big winner in the traditional sense, it was a big step forward in messaging for the hospital
- ▶ They wanted to use more patient signers, featuring older children who were articulate and thankful
- ▶ Lesson: Letter signer is not as important as you might think

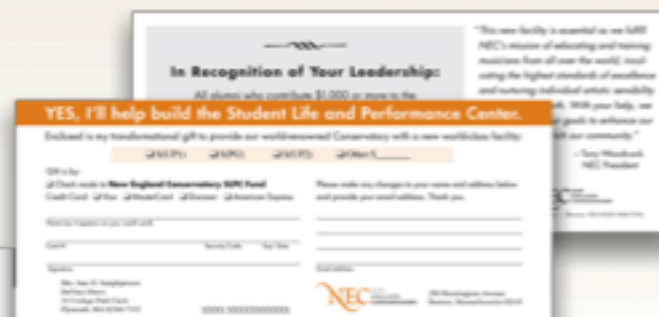


DIRECT HITS & MISSES

New England Conservatory Case 6: Capital Campaign

Can direct mail to alumni help
launch a Capital Campaign?







Tony Woodcock | NEC President



"This new facility is essential as we fulfill NEC's mission of educating and training musicians from all over the world, instilling the highest standards of excellence and nurturing individual artistic sensibility and creative growth. With your help, we will accomplish our goals to enhance our institution and enrich our community."

The Student Life and Performance Center (SLPC) will provide a welcoming and vibrant new venue for music and community. With a performance complex at the base of a ten-story structure, the SLPC will be a landmark building on the Boston skyline, at the heart of the Avenue of the Arts, radiating music, learning and light.

A transparent facade will present an inviting face to the community, revealing common spaces designed to encourage lingering, listening, conversation and connectivity.

The 135,000-square-foot building will consist of a seven-story student residence atop a student life and performance complex. An internal circulation spine will link the three lower floors of community, learning, rehearsal and performance spaces, which will include an Orchestra Rehearsal Room, Opera Studio/Black Box Theatre, Ensemble Room, a modern student dining commons and a state-of-the-art library.

Community



The SLPC will greatly enhance the student educational experience and be most conducive to a congenial environment for the entire NEC community. The new building will not only embellish the city skyline, it will also benefit the Boston community with public access to the state-of-the-art library, additional performance venues for concertgoers and a pedestrian-friendly streetscape.

Collaboration

One of the key goals of the SLPC is to give students places to meet, connect, collaborate and rehearse. Creative collaboration and learning go hand-in-hand.



Performance

NEC offers nearly 1,000 free performances each year, attended by more than 40,000 concertgoers in Jordan Hall alone, and thousands more in our smaller venues. With these new facilities, NEC's students will at last enjoy performance and rehearsal spaces that are state-of-the-art, adding to the tradition of excellence that has always existed at NEC.

Library

NEC's music collection is one of the largest and most important in the United States. This new state-of-the-art library provides the perfect new home for our collection, which is currently stored in two locations.



On the second level of the Library, students, faculty, and the public will find the Reading Room and Open Circulating Stacks, Special Collections, and Group Study Rooms. A fully equipped Seminar Room and Computer Instruction Room will be available to all students and faculty.

Dining Commons

Brigely illuminated by the sunlight from its southern exposure, the 3,550-square-foot Dining Commons will provide a striking and welcoming space for dining and socializing by students, faculty, and visitors.



Sources of Funds for the SLPC

Fundraising: \$70.0M
Financing: \$15.0M
Total Cost of Building: \$85.0M
Grandopening: Summer 2015

Please support this project and make this beautiful vision a reality!

Residence Commons

Student life and NEC's residential community are at the very heart of this project. The Residence Commons on the fourth floor offers a place for young musicians to relax and hang out with friends.



Student Residence

Floors 5 through 10 provide a combination of singles, doubles, and semi-suites, offering students choices in living options, all with natural lighting and clean, simple lines. Each floor offers its own Student Lounge.



Theatre Commons

Accessible from the Main Entry Lobby and Dining Commons above, the 2,500-square-foot Theatre Commons provides a welcoming gathering space for students, faculty and visitors, as well as a breakout and function space for events.



Orchestra Rehearsal Room

Designed to emulate the exquisite acoustics of the Conservatory's renowned Jordan Hall, the two-story high, 3,000-square-foot Orchestra Rehearsal Room is a large, flexible space equally suited for rehearsals of a 100-piece orchestra or for performances of smaller ensembles, such as jazz bands, chamber ensembles or vocal ensembles, with room for an audience of 100 to 150 people.



Opera Studio/Black Box Theatre

With a seating capacity of 200 to 250, this versatile and handsome space of 3,500-square-feet will enable NEC to stage opera in many configurations: orchestra pit, in the round, completely flat floor, or raised platform. Seating is flexible. Acoustically isolated from other program spaces, the Studio can be customized and used for recording.



Ensemble Room

Students of Jazz, Contemporary Improvisation, Chamber Music and many other programs will be drawn to this flexible, customized space. Acoustically isolated and approximately 2,000 square feet, the Ensemble Room will be ideal for recording, rehearsals of ensembles such as chamber orchestra or jazz big bands, or more intimate performances of smaller groups. It will accommodate an audience of 100 to 120.



New England Conservatory Results: Mail Jump-starts Capital Campaign!

- ▶ Audience consisted of alumni, most of whom were NOT direct mail donors
- ▶ Response Rate was typical of acquisition campaign, but Average Gift of \$288 was a 223% increase over typical gift of \$89
- ▶ Package grossed \$25,000, as compared to the \$10,000 of an average donor renewal mailing for NEC
- ▶ Lesson: A more inclusive approach can activate previously unresponsive audiences



DIRECT HITS & MISSES

Riley Hospital for Children

Case 7: Lapsed Recapture Test

Can a mini note card beat the standard #10 renewal package with lapsed donor messaging?



Ms. Jane D. Sampleperson
DuVinci Direct
36 Cordage Park Circle
Plymouth MA, 02360

Thanks to friends like you, Ms. Sampleperson!

Dear Ms. Sampleperson,

Your past gift of \$0PG) to Riley Hospital for Children provided youngsters like Reyker with the world-class medical care they needed to survive — and to look toward the future with hope. However, we haven't heard from you in a while. I hope you are well, and will consider

this season

rt, which helps
t. Now, during
gift you send
of \$200,000.

ere, but we
ght futures
y need us.

Jeff Sperring, M.D.
President and CEO



Please charge my: ☐ ☐ ☐ ☐

2015 Holiday Challenge Match Appeal

YES, I'll continue to help children like Reyker to build bright futures, and understand that my gift will be doubled during this Challenge Match Appeal.

\$50
will be worth
\$100

\$75
will be worth
\$150

\$
will be
doubled!



P.O. Box 1187
Indianapolis, IN 46206-1187



Ms. Jane D. Sampleperson
DuVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-7332

Please make any needed corrections to your name and address above and return this form for our records. Your contribution is deductible for income tax purposes. Please make your check payable to Riley Children's Foundation. Thank you.

Jeff Sperring, M.D.
Riley Children's Foundation
P.O. Box 1187
Indianapolis, IN 46206-1187



Thanks to friends like you, Ms. Sampleperson!

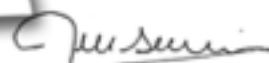
Dear Ms. Sampleperson,

Your past gift of \$(PG) to Riley Hospital for Children provided youngsters like Reyker with the world-class medical care they needed to survive — and to look toward the future with hope. However, we haven't heard from you

...you are well, and will consider generosity during this season

...your support, which helps work possible. Now, during the Match, any gift you send up to a total of \$200,000.

...Happens Here, but we te healthy, bright futures n who urgently need us.



Jeff Sperring, M.D.
President and CEO



Riley Hospital Lapsed Technique: “Personal” Card is an effective Win-back Tactic!

- ▶ This mini card test increased response rate by 70% over a traditional #10 package
- ▶ Average gift increased by 199%
- ▶ Lesson: The small format was a new look for Riley, and provided a much-needed change-up in the program
- ▶ The note card with handwritten font created a personal touch that resonated with lapsed donors



DIRECT HITS & MISSES


Franciscan Hospital for Children Case 8: Catholic Copy vs Secular

Can an introduction that focuses on the Catholic history of the hospital increase response to our acquisition control?



Franciscan
Hospital for Children


Enclosed: Your special holiday ornament



**Franciscan
Hospital for Children**
30 Warren Street, Brighton, MA 02125

More healing power for every gift you send!

Mrs. Jane D. Sampleperson
DeVinci Direct
36 Cottage Park Circle
Plymouth, MA 02360-0000
XXXXXXXXXXXXXXXXXXXX



**2014
Holiday
Challenge
Match**



**Franciscan
Hospital for Children**

March 22, 2014

Mrs. Jane D. Sampleperson
DeVinci Direct
36 Cottage Park Circle, Suite 339
Plymouth, MA 02360-0000
XXXXXXXXXXXXXXXXXXXX



"The staff at Franciscan Hospital for Children was amazing. They made our son shine."
— Scott Kozminski, Baby Michael's Mom

Dear Ms. Sampleperson,

You may know Franciscan Hospital for Children as one of the nation's largest pediatric rehabilitation hospitals. We're the hospital that other hospitals turn to when compassionate and groundbreaking family-focused care is required to help children with special health care needs to reach their full potential.

But here's something you (don't) know:

Franciscan has just received a \$25,000 matching gift from a very generous benefactor, who prefers to remain anonymous. This means that when you send your holiday gift to Franciscan Hospital for Children, it will be matched dollar for dollar.

This is wonderful news for the children and families we serve, and just in time for the holidays!

Through this "Holiday Challenge Match," your tax-deductible gift of \$25 doubles to become \$50, a gift of \$50 becomes \$100 ... and your very generous gift of \$100 will make \$200 available to support our children.

Your support of Franciscan Hospital for Children is urgently needed to help drive the life-changing work we do for our children and their families, and if you join us now during this special time, your gift will have more healing power than ever before.

(Ms. Sampleperson), I truly hope you can find it in your heart to help us take advantage of this unique opportunity to help the children of Franciscan who rely on us for their very special medical care.

You'll help children like Michael Ryan Kozminski. Michael was a "micro preemie" born 18 weeks early, weighing a mere 1 lb. 12 oz. and measuring just 13.5 inches long. He was admitted to the hospital's Neonatal Intensive Care Unit (NICU) where he battled nearly every complication a baby his size could face. After 133 days of having strangers care for their baby, his parents were ecstatic when he could finally go home.

(over phone)

Franciscan Hospital for Children | 30 Warren Street, Brighton, MA 02125-3600 | 617-776-5238 | www.franciscanhospital.org



RUDOLPH

**2014
Holiday
Challenge
Match
PLEASE RUSH!**



**Franciscan
Hospital for Children**
30 Warren Street
Brighton, MA 02125-3600

XXXXXXXXXXXXXXXXXXXX

Franciscan Hospital's First Acquisition: It's all in the name (& the story)!

- ▶ “Secular” copy control did 0.83% with a \$28.40 average
- ▶ “Catholic” copy test did 0.51% with a \$31.60 average
- ▶ Despite test's higher average, control's higher response beat the test dramatically in CPRD terms: \$4.44 vs. \$3.08
- ▶ Lesson: For this hospital, religious messaging, vague though it was, does not help ... strong offer & compelling storytelling drive donors to action, NOT the religious connection
- ▶ For Catholics, Franciscan's name is enough to get them onboard



DIRECT HITS & MISSES

MSPCA

Case 9: Integrated Fundraising

Keeping branding and messaging
consistent in a multichannel campaign
for the Walk for Animals.



Kindness and Care for Animals®

Landing Page



Walk for Animals 2014 mopca angel
True Love... Every step of the way!

REGISTER NOW!

About
Register today and more dogs, cats, birds, and other pets will be helped. The MOPCA-Angel Walk for Animals will be held in three locations on Sunday, September 7th. [Why We Walk](#)

Donate
Make a difference for animals! Support a furry member or friend's Walk fundraising. [Make a Gift](#)

Walk
Sign up to walk, start or join a team for a virtual walk... There are so many ways to get involved! We'll get all the tools you need to get started. [Join the Walk](#)

Volunteer
Lend a hand and join in on the celebration... we can always use extra help! Sign up today to volunteer at the Boston, Myrtlewood, or Cape Verde. [Sign up to volunteer](#)

The more you raise, the more you win!
Any amount you raise will be gratefully received and put to use immediately to help animals. For those who strive for higher giving levels, there are great incentive prizes which you can earn by including them in your walk. [Learn More](#)

Facebook Page
MOPCA-Angel
April 12, 2014
20% more 1,274 likes
Register now for the...
Walk for Animals 2014 mopca angel
True Love... Every step of the way!
Sunday, September 7, 2014
Boston • Myrtlewood • Cape Verde
[walkforanimals.com](#)

Facebook Page

Email Blasts



Walk for Animals 2014 mopca angel
True Love... Every step of the way!

REGISTER NOW!

Join the MOPCA Walk for Animals to help raise urgently needed funds for homeless, abused and injured animals. Walk as an individual or form a team and walk with other animal lovers - and their dogs! You'll help save lives through MOPCA's rescue, rehabilitation and medical treatment programs.

Choose from one of three fun walks on September 7 in Boston, Myrtlewood or Cape Verde. The walk is only a mile or so long, but it goes a long way to save animals!

Sunday, September 7, 2014
Boston • Myrtlewood • Cape Verde

Dear Jane,
I know you love animals and I don't want you to miss out on an opportunity to help them when you're having a lot of fun.
Please join me and my dog, Teddy at our 2014 Walk for Animals. This is the event I've been waiting for all year!
We'll have a virtual team by using our team at [walkforanimals.com](#) and follow the directions. [Please register now!](#)
I have questions after going to the Walk website. I'll call or [email](#) if you can help.

Don't have a dog? Of course you can still participate! Many people have found creative ways to include their cats, birds, and other pets without actually bringing them to the event.
Remember, the sooner you get started, the more money you will raise for the animals. People always love to go to our Walk, so don't be shy about asking for support! And ask your friends to ask their friends too! (Don't forget your Facebook friends!)
Even if you can't join us in person, you can still have a virtual team by using our easy team page. Just go to [www.walkforanimals.com](#) and follow the directions. Or host your own neighborhood walk. Or just make a personal donation. (Does your company have a matching gift program that will support your Walk efforts? Please help in any way you can!)
I truly hope you will join us! If you still have questions after going to the Walk website, please contact Alice Finner at 617-541-5043 or [afinner@mopca.org](#).
Stay tuned for further updates!
Alice Finner
Center Lake
President



Poster



Banner Ad



Newspaper Ad

Walk for Animals Integrated Campaign:

- ▶ The Initial Mailer & Postcard Reminder raised \$148,658 (direct mail & online) — total WFA revenue reached over \$245,000
- ▶ Total CPRD: \$0.06
- ▶ Overall lead generation and attendance increased from the previous year. Website visits and requests for more information increased dramatically.
- ▶ Lesson: Holistic, multichannel marketing strategy pays, even on a limited budget!



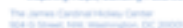
DIRECT HITS & MISSES

Catholic Charities Case 10: Branded Appeal vs. Immigrant story

Can a dramatic story about a family assisted by Catholic Charities' Refugee Resettlement Center beat established control with "Good Shepherd Appeal" branding and a more general "give to support programs that help the poor and vulnerable" message?



Catholic Charities
ARCHDIOCESE OF WASHINGTON
Inspiring Hope, Building Futures.



Mrs. Jane D. Sampleperson
DeVinci Direct
36 Cottage Park Circle, #309
Philmont, MA 02760-0000
01234-5678-9012-3456-7890

2015
Good Shepherd
APPEAL

*"I am the good shepherd.
A good shepherd lays down
his life for the sheep."
— John 10:11*



July 2019

Ms. Jane D. Sampleperson
DeVinci Direct
36 Cottage Park Circle, #379
Plymouth, MA 01902-0000
Phone: 508-555-1234



We were blessed to help Valiah when she needed it most. With our assistance, she graduated from a physician's assistant program, and lifted herself and her family out of poverty.

Dear Mr. Sampson:

In just a few short months, Pope Francis will be in our midst! As you may have heard, he intends to visit Washington September 22, 24th and it will surely be an inspiring event for us all.

Last year, during the trip of a lifetime, I had the honor of traveling to Rome to witness the canonization of both Saint John Paul II and Saint John XXIII. I was greatly blessed to be with over one million people in shared spirit to celebrate the gifts of these two great shepherds.

At one point, Pope Francis gave his Blessings to all who were present, as well as their families, friends and co-workers. As a wonderful friend of Catholic Charities, you should know that it gave me great joy in being the Pope's blessings home to you. It will be an even greater joy to see him here in DC, to call us to live out the teachings of Jesus by helping people in need.

As I reflect back, I'm moved by the stirring homilies of Pope Francis, then and now. His simple and eloquent calls to service inspire me to be the best shepherd I can be. They also help me to understand that shepherds are leaders, with a special message of peace and protection.

deft. Superlatives. Pope Francis has also helped me realize that with your generous support of Catholic Charities, and your community leadership, you are an angel/dragon! Please accept my deepest gratitude for putting your sheep first, and yourself second.

Like me, I hope you find it exhilarating to have a Pope who speaks to all of us so clearly. His decisions to get out of the pews and onto the streets—to get dirty and “smell like sheep”—are a true reflection of the good works we perform that can bring God’s love to this earth.

To help turn his words into action, I've initiated the **2015 Good Shepherd Appeal**. I hope you'll be inspired to do all you can to further the work of the church today and offer a special sacrifice of \$XX, \$YY, \$ZZ, or perhaps something more. Together, we will continue to inspire hope and build futures for those in need all year long.

[illegible]

We survived.
You helped us live.



Ms. Jane D. Sampleperson
DeVinci Direct
36 Conings Park Circle, #309
Plymouth, MA 02268-0000
H-H-H-H-H-H-H-H-H-H-H-H-H-H



July 2009

Mrs. Jane D. Sampleperson
DaVinci Direct
36 Condrage Park Circle, #309
Plymouth, MA 02363-0000
H.....



He and his family
were devastated ... but you
rescued them!

Dear Mr. Sampersson,

You and I can hardly even imagine ... not being free.

But when you meet John, you start to get an idea. His story tore my heart.

In his home country, rebels attacked his home. They murdered his parents. They slaughtered his brothers and sisters. But John was young and strong. They wanted him. He would join their cause, as a fellow fighter — or they would kill him too.

By God's grace, John managed to escape with his wife and two children. They fled to the United States. They didn't know anything about this country — only that they would be safe here.

God in His mercy guided their steps. They found their way to us here at Catholic Charities. We had the privilege of helping John and his family find a place to live. We helped them learn to cope in this strange new culture. We helped John find a job.

Not long ago, I shared a meal with him. In his eyes, I could see the pain, as he told me his family's story. But in the end, he was smiling. He has known terrible loss — but he has also known something called — the promise of a better tomorrow. **He is free.**

Today I invite you to help another family like John's — through our Refugee Resettlement Center. With your generous gift today, you will welcome refugees, people fleeing persecution and seeking asylum, and others ... all seeking healing from the past, help in the present, and hope for the future. You'll help rebuild their shattered lives. You'll help families reunite. You'll help shattered people regain their dignity.

Perhaps you can give XX, or SYY. Or maybe you can give as much as SZZ, or even more. Whatever you can give will be a real blessing. You'll keep our Refugee Center open, and all of our vitally important outreach efforts going strong.

Your compassion today, expressed through your generous giving, will make a beautiful difference for people in serious need. Our Refugee Center provides crucial, practical help for vulnerable

(over, please)





Catholic Charities
ARCHDIOCESE OF WASHINGTON
Inspiring Hope, Building Futures.
The James Cardinal Healey Center
324 G Street, NW, Washington, DC 20001


2015
Good Shepherd
APPEAL

*"I am the good shepherd.
A good shepherd lays down
his life for the sheep."
— John 10:11*

Ms. Jane D. Samperson
DeVinci Direct
36 Cordage Park Circle, #339
Plymouth, MA 02360-0000
Hhhdhhdhhdhhdhhdhhdhhd


2015
Good Shepherd
APPEAL


Please Support the 2015 Good Shepherd Appeal!
YES! I'm inspired by Pope Francis to be a good shepherd, and put the needs of the poor first. So I'm enclosing a special Good Shepherd sacrifice to help the most vulnerable among us of:

☐ XXX ☐ \$YY* ☐ \$ZZ ☐ Other \$_____

* This will help our flock all year!

☐ Yes! I wish to make this a recurring monthly gift. ☐ Please charge my gift to my credit card. (See reverse) ☐ My check made payable to Catholic Charities is enclosed.

You can also give online at: www.CatholicCharitiesDC.org/Shepherd15
Please send me updates by email at: _____


Catholic Charities
ARCHDIOCESE OF WASHINGTON
Inspiring Hope, Building Futures.
324 G Street, NW
Washington, DC 20001


Ms. Jane D. Samperson
DeVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-0000

PLEASE PRINT NAME AND ADDRESS
IF YOU WISH TO RECEIVE RECEIPT OF FUTURE MAIL OFFERS,
PLEASE CALL US AT 202-772-4361.

Please send me information on including Catholic Charities in my will.



Catholic Charities
ARCHDIOCESE OF WASHINGTON
Attn: Msgr. John J. Ecker
P.O. Box 90185
Washington DC 20090-0185

10-007


Catholic Charities
ARCHDIOCESE OF WASHINGTON
Inspiring Hope, Building Futures.

July 2015

Ms. Jane D. Samperson
DeVinci Direct
36 Cordage Park Circle, #339
Plymouth, MA 02360-0000
Hhhdhhdhhdhhdhhdhhdhhd



We were blessed to help Yvonne when she needed it most. With our assistance, she graduated from a physician's assistant program, and lifted herself and her family out of poverty.

Dear Ms. Samperson,

In just a few short months, Pope Francis will be in our midst! As you may have heard, he intends to visit Washington September 22-24th and it will surely be an inspiring event for us all.

Last year, during the trip of a lifetime, I had the honor of traveling to Rome to witness the canonization of both Saint John Paul II and Saint John XXIII. I was greatly blessed to be with over one million people in shared spirit to celebrate the gifts of these two great shepherds.

At one point, Pope Francis gave his Blessings to all who were present, as well as their families, friends and co-workers. As a wonderful friend of Catholic Charities, you should know that it gave me great joy to bring the Pope's blessings home to you. It will be an even greater joy to see him here in D.C. to call us to live out the teachings of Jesus by helping people in need.

As I reflect back, I'm moved by the stirring homilies of Pope Francis, then and now. His simple and eloquent calls to service inspire me to be the best shepherd I can be. They also help me to understand that shepherds are leaders, with a special message of peace and protection.

Ms. Samperson, Pope Francis has also helped me realize that with your generous support of Catholic Charities, and your community leadership, you too are a good shepherd. Please accept my deepest gratitude for putting your sheep first, and yourself second.

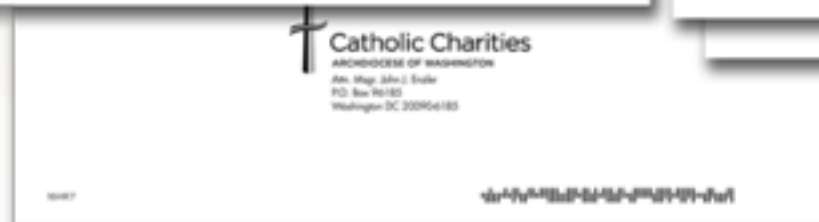
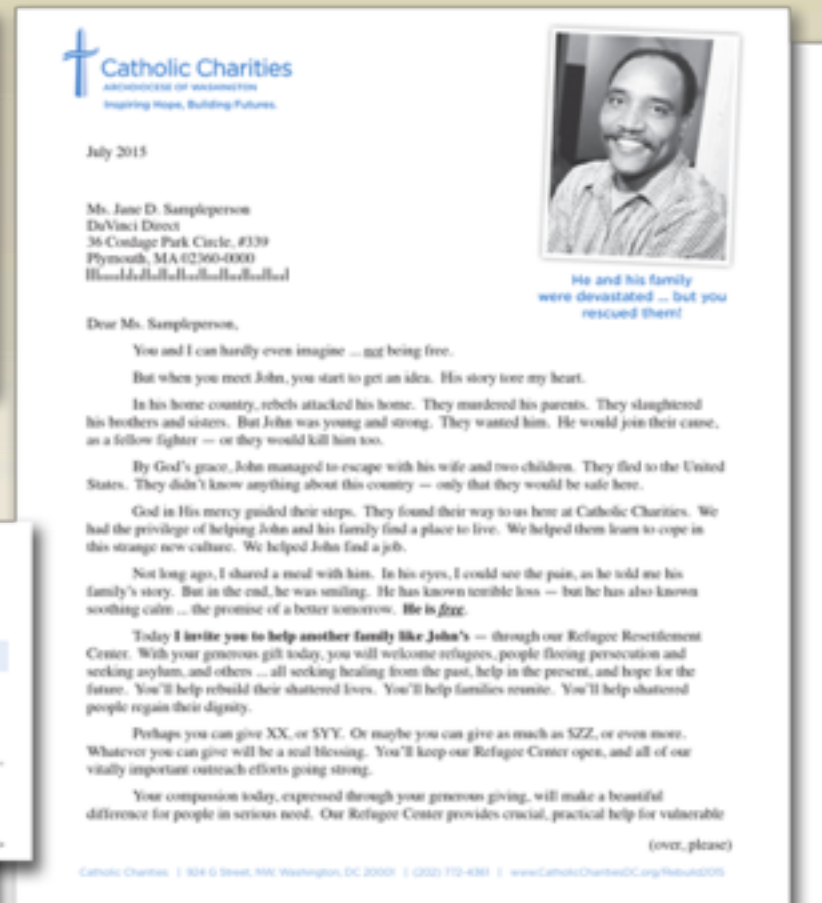
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To help turn his words into action, I've initiated the 2015 Good Shepherd Appeal. I hope you'll be inspired to do all you can to further the work of the church today and offer a special sacrifice of XXX, \$YY, \$ZZ, or perhaps something more. Together, we will continue to inspire hope and build futures for those in need all year long.

(over, please)

Catholic Charities | 324 G Street, NW, Washington, DC 20001 | (202) 772-4361 | www.CatholicCharitiesDC.org/Shepherd15

HERE



Catholic Charities: “Good Shepherd” Branded Appeal Beats Straight Story!

- ▶ Branded appeals often help increase response.
- ▶ In this case, the “Good Shepherd” branding had a tremendous impact.
- ▶ Response rate was 50% lower without the “Good Shepherd” branding.
- ▶ And the average gift was almost \$35 higher.
- ▶ Although we split the file 50/50, the incredible response to the “Good Shepherd” branding allowed us to beat projections for the campaign.



DIRECT HITS & MISSES

Nationwide Children's Hospital Case 11: Name label vs. Greeting Card

Can a greeting card test beat our
name label acquisition control?



Enclosed: Your specially designed name labels!



GIVE THE HOLIDAY GIFT THAT MATTERS MOST...



November 2013

Dear Friend,

"There is no place like home for the holidays." You have heard it said, you have heard it sung. For the sick children at Nationwide Children's Hospital, answering home is their fondest dream. That is why every single person at this hospital is dedicated to healing as many children as possible before the holidays.

The hard fact is that during this festive season the hospital will be treating children affected by illness and injury 1,200,000 times. There is no time to contemplate recreation for the lives we save or for making it possible for kids to return home for the holidays because the ambulances keep coming and families with their sick or injured children fill our waiting rooms.

Every child that is brought to the hospital will be treated regardless of the family's ability to pay. Clearly more and more families are struggling to get by and they must depend upon Nationwide Children's Hospital to heal their children. No family will ever leave. "Sorry we can't help your child because you don't have enough money." That's unacceptable and it will never happen here!

That's why I hope you will join us today with a gift of \$15, \$25, \$50 or \$100 to help support our critically important work.

As one of the premier pediatric care centers in the country, Nationwide Children's Hospital is renowned for its ground breaking work in pediatric cancer, congenital heart disease, cystic fibrosis and a host of other heritable diseases that threaten the lives of our children.

But it is the moments that don't make the headlines that truly define who we are... like when physician spends an entire night at a child's bedside. When a nurse makes a connection with a family that lasts well beyond their child's stay at the hospital. When research scientists are relentless in the pursuit of cures and never give up. Or when every member of our staff never fails to put patients first and, of course, our 127-year-old mission of treating every child who needs us regardless of the family's ability to pay.

That's why we say, "Where your child needs a hospital, everything matters."

In this very busy time of the year, it is also true that every gift matters. No gift is too small, nor when the demand for our services is climbing every day. Whether it's \$50 gift cards or \$1,500 chemotherapy chemo -- or \$5,000 more of the air IV infusion pumps, there are many ways that a gift

can help.

NATIONWIDE CHILDREN'S HOSPITAL
P.O. BOX 16410
COLUMBUS OHIO 43216-6810

CREDIT CARD INFORMATION

Without charge we will accept all major credit cards. We will not accept cash. (All other gift cards are accepted.)

BEST
CHILDREN'S

GIFT REPLY FORM

YES! I want to support the life-saving work of Nationwide Children's Hospital. Enclosed is my special gift of:

☐ \$15 ☐ \$25 ☐ \$50 ☐ \$100 ☐ Other \$ _____

To give online go to www.nationwidechildrens.org/giving



Please write your child's name (or Nationwide Children's Hospital) and where to ship this form in the envelope provided. Your gift will be delivered to you within approximately 30 days. Please do not include cash or cash equivalents.

Mr. Jon D. Thompson 4000 East Main St. P.O. Box 16410 Columbus, OH 43216	Mr. Jon D. Thompson 4000 East Main St. P.O. Box 16410 Columbus, OH 43216	Mr. Jon D. Thompson 4000 East Main St. P.O. Box 16410 Columbus, OH 43216
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ENCLOSED: Free Nationwide Children's Hospital Holiday Cards!





Nationwide Children's Hospital: Name and address label Beats Greeting Card Pack

- ▶ Greeting cards can be an expensive way to acquire donors.
- ▶ Response rates can be very high, but average gift tends to be lower.
- ▶ This test proved this out.
- ▶ The greeting card had a healthy response rate of 2.2% compared to 1.7% for the labels.
- ▶ Average gift was \$22 for the cards compared to \$28 for the labels.
- ▶ Cost to acquire a donor showed dramatically why the high response rate comes at a big cost.
- ▶ Cost to acquire a \$28 label donor was \$12.12 compared to \$20.16 to acquire a lower value card donor.



DIRECT HITS & MISSES

Thank You! Any Questions?

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