



“We were pleased with the flexibility of the Unaddressed Admail service. It allowed us to target specific demographics with a higher likelihood of making donations—enabling us to achieve an ROI of more than 300 per cent.”

Clayton S. Claveau
Associate, Marketing and Communications
Canadian Diabetes Association



Background

The Canadian Diabetes Association's Clothesline® program raises more than 32 million dollars annually. These funds, which come from the donation and resale of reusable clothing, have assisted the Association in its mandate to conduct diabetes research and provide education, services and advocacy to Canadians.

In 2009, the Canadian Diabetes Association's Clothesline® program also diverted more than 42 million kilograms of clothing and household items from Canadian landfills, making Clothesline® the largest program of its kind in Canada.



Marketing strategy and challenge

Traditionally, the Canadian Diabetes Association has used a mix of different media to market Clothesline®, but had never tried the Unaddressed Admail service from Canada Post. That changed

Client: Canadian Diabetes Association

Sector: Not-for-profit organization

Goal: Collect four million kilograms of reusable clothing

Solution: The Unaddressed Admail™ service with the GeoPost™ Plus targeting tool

when Clothesline® added the service to its marketing mix in a spring 2009 campaign. With a goal of collecting four million kilograms of reusable clothing, Clothesline® used the Unaddressed Admail service combined with the GeoPost Plus targeting tool to target potential donors across Canada.



Canada Post solution

Using profile information from a recent baseline donor study conducted for the Clothesline® program, the Association put the Unaddressed Admail service and



The results

Overall, the Association acquired 168,000 new Clothesline® donors (i.e., those who called in to donate and followed through with a clothing donation) and surpassed its goal of collecting four million kilograms of reusable clothing. The campaign also delivered another exceptional result: according to Clayton S. Claveau, of Marketing and Communications at the Canadian Diabetes Association: “We realized a return on investment of more than 300 per cent; the Unaddressed Admail service was clearly an efficient and cost-effective choice for us.”

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