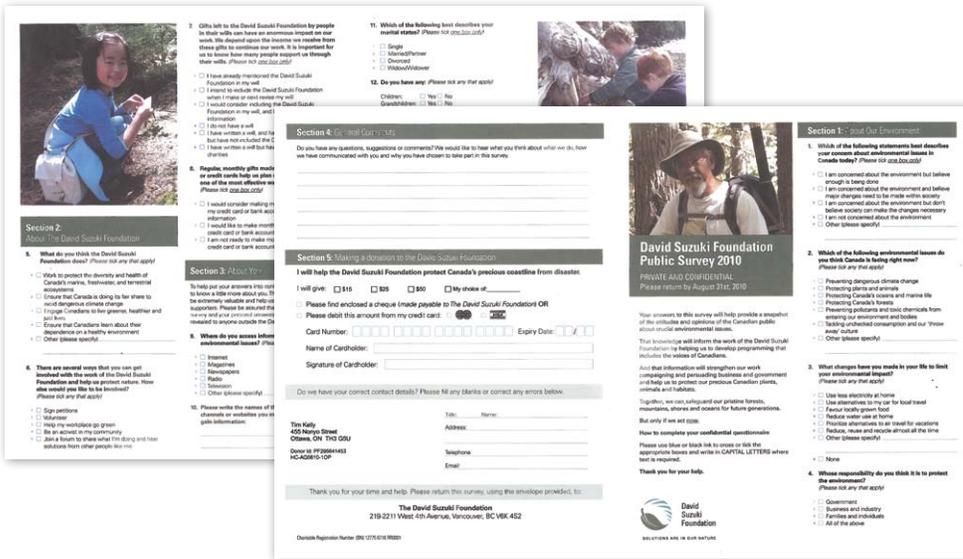


David Suzuki Foundation

Non-profit organization combines electronic media and direct mail to lift response rates and boost average donation.



“We were delighted by the 5.8-per-cent response rate and higher-than-expected average gift. We also discovered how powerful a multi-channel communications strategy can be.”

Akua Schatz
Community Development Manager
David Suzuki Foundation



David Suzuki Foundation



Background

The David Suzuki Foundation is a non-profit environmental organization based in Vancouver, British Columbia. The organization was founded by Canadian icon and eco spokesperson David Suzuki in 1990. Today, the Foundation works with government agencies, businesses and individuals to conserve the environment by providing science-based education, advocacy and policy work, and acting as a catalyst for the social change.



Marketing strategy and challenge

Non-profit fundraising for environmental causes can be particularly challenging given the vast number of charities competing for donations. Additionally, organizations operating in the eco space are often perceived as rogue or agenda-seeking compared to other non-profit agencies and charities such as hospital foundations. Faced with these challenges, the David Suzuki Foundation is always on the lookout for

Client: David Suzuki Foundation

Sector: Non-profit

Goal: Build awareness and raise funds

Solution: The Addressed Admail™ service from Canada Post

environmentally friendly solutions that can help raise awareness and capture donor-wallet share.



Solution

In the summer of 2010, the David Suzuki Foundation embarked on a campaign to raise funds to protect Canada's coastal ecosystems against the environmental devastation caused by the Gulf of Mexico oil spill.

For the fundraising campaign, the Foundation decided to put various delivery channels to the test to see how each performed. One of these included using the Addressed Admail service from Canada Post to reach individuals who were not current donors, but had an established online relationship with the



Results

The mailing targeted to the online community yielded exceptional results in terms of response rate and average gift. For Akua Schatz, Community Development Manager, David Suzuki Foundation, the numbers spoke volumes. “We were delighted by the 5.8-per-cent response rate and higher-than-expected average gift,” says Schatz. “We also gained some valuable insights, including how powerful a multi-channel communications strategy can be.”

By combining the strengths of physical mail and online media (i.e. the organization's e-newsletter and action alerts) the Foundation was able to turn engaged individuals into financial supporters.

For more information about the **Addressed Admail** service, please visit canadapost.ca.



From anywhere... to anyone

The multi-channel advantage

Using e-newsletters and action alerts, the David Suzuki Foundation has been able to build awareness and establish a trusted relationship with an online community interested in the organization's mission and causes. As a follow-up to email communications, the Addressed Admail service has proven to be the ideal complement for fundraising. Mail provides a personal connection that cuts through the clutter and gets noticed by an already-engaged audience, resulting in higher response rates. Additionally, since the Addressed Admail service targets individual addresses, the Foundation can count on greater mailing precision and less waste—a key objective for an environmentally focused organization.



Addressed Admail™ is a trademark of Canada Post Corporation.

How green are you?

Following certain practices can help ensure a greener direct-mail mail campaign. How green is your campaign? Use the checklist below to find out.

I update my customer records

- I ask my customers, at least once a year, if their contact information has changed.
- I check my customer lists regularly to make sure there are no duplicates.
- If I'm using two or more lists, I always cross-reference them and remove customers who appear more than once.

I follow data hygiene best practices

- I regularly (at minimum twice a year) check my database against the National Change of Address file.
- I regularly (at minimum twice a year) check my database against Address Accuracy software tools.
- I keep an active Do Not Mail file for our organization for those Canadians who have expressed no interest in hearing from us.
- I typically remove addresses from my prospecting files from our Do Not Mail file and the CMA Do Not Mail list.

I choose my paper carefully

- My paper has at least 30 per cent recyclable content.
- My paper supplier has sustainable reforestation practices.

I consider environmentally conscious design and production

- I've explored alternative creative formats that require less paper and print production processes that consume less energy.
- To reduce waste, I only print as much as I need.

I reduce toxic emissions from ink

- I have selected a less toxic vegetable-based ink.

I remind my customers to recycle

- I've encouraged my customers to recycle by including a "Please recycle" message and the recycle symbol on all my campaigns.