



## The Evolution of a Winning Control



Thursday, June 18, 2015, 1:30pm to 2:30pm

**Sonya Swiridjuk, CFRE**  
Direct Response Specialist

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## Special Thanks to:

- Cristina Capitao, Direct Marketing Manager, TLA



- Steve Thomas



- Leslie Traynor & Harvey McKinnon




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## Today's Case Study

- The Lung Association's annual Asthma Appeal Control direct mail package (House Program)

2000



2015




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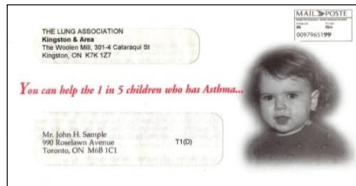
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## Today's Case Study

- How did this package come to be, how has it evolved over the last 15 years, and why has it been so successful?



## 2000 Asthma Appeal: Develop New Creative Package

- Case Study Q1: Why was the project initiated?

## 2000 Asthma Appeal: Develop New Creative Package

- Case Study Q2: What was The Lung Association hoping to achieve?

## 2000 Asthma Appeal: Develop New Creative Package

- Case Study Q3: What methods were used to execute the project?

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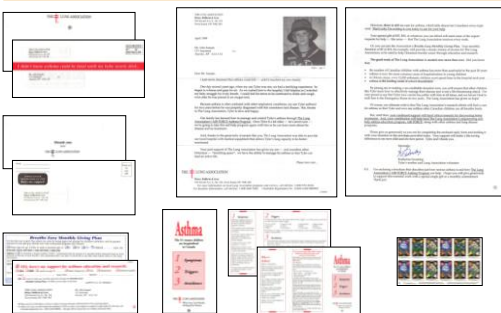
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## Where We Were Coming From: 1999 Asthma Appeal




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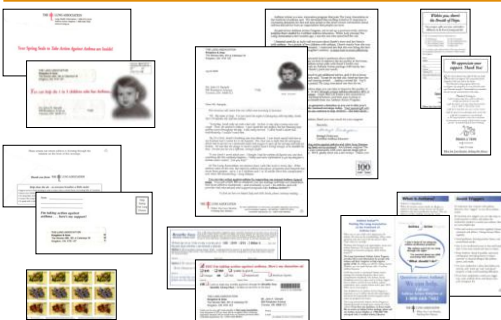
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## What We Developed: 2000 Asthma Appeal – “Sarah” Package




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## Asthma Appeal: "Sarah" Package – Key Elements of Success




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## 2000 Asthma Appeal: Outer Envelope



Two Colours = Less \$




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## 2000 Asthma Appeal: Reply Envelope



One Colour = Less \$




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## 2000 Asthma Appeal: Letter

[illegible]

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[illegible]

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- Copy Execution:

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Printed/lasered with Letter

**YES! I'm taking action against asthma. Here's my donation of:**

☐ \$15    ☐ \$25    ☐ \$50    ☐ greater to give!

☐ Cash    ☐ Visa    ☐ MasterCard    ☐ American Express

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**I want to make my monthly payments through the **Amexa** Plan.**

**Monthly Giving Plan:** You'll get your first bill on the 1st.

**THE LUNG ASSOCIATION**  
**Kingston & Area**  
 100 Atlantic Ave., 8th & 9th Floors  
 Kingston, ON K7K 1X7

Mr. John A. Bagnall  
 100 Boulevard  
 Toronto, ON M5S 1K7

Thank you for your gift. We will send you the **Amexa** card. Please  
 attach this card to your monthly bill. We will bill you monthly.  
 Please sign and mail back this card. We will send you a bill.  
 Please sign and mail back this card. We will send you a bill.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

☐ I would like to have correspondence.

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## 2000 Asthma Appeal: Reply Form

Printed/lasered with Letter

2000 Asthma Appeal Reply Form

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DATE: \_\_\_\_\_

APPEAL RESPONSE: \_\_\_\_\_

## 2000 Asthma Appeal: Reply Form

Printed/lasered with Letter

2000 Asthma Appeal Reply Form

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DATE: \_\_\_\_\_

APPEAL RESPONSE: \_\_\_\_\_

## 2000 Asthma Appeal: Inserts

- Incentive
- Another way to give



- Brochure
  - New program
  - Branding



**2000 Asthma Appeal: Tests**

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**2000 Asthma Appeal: Results**

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- Which tests won?

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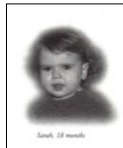
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**2000 Asthma Appeal:  
New Creative Package Results**

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- Did a package featuring a story with a little girl perform better than one with an older boy?



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### 2000 Asthma Appeal: New “Sarah” Package a Success!

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- Case Study Q4: What were the outcomes?

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### 2000 Asthma Appeal: New “Sarah” Package a Success!

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- Case Study Q4: What were the outcomes?  
(continued)

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### 2000 Asthma Appeal: New “Sarah” Package a Success!

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- Case Study Q5: Did those outcomes meet  
expectations?

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### But first... A few words about Control Packages in DM Fundraising

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### So... Why Test?

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### Direct Response: Tests vs. Tweaks

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### Direct Response Testing Tips

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### Asthma Appeal: “Sarah” Control Package – Tests & Tweaks Through the Years

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- Aggressive testing conducted from 2001 to 2003 with Stephen Thomas
- Testing resumed in earnest in 2009 to 2011 with Harvey McKinnon Associates
- Control package enhancements (“tweaks”) from 2001 to 2007; again from 2009 to 2011
- Brand new creative tested against “Sarah” in 2010 and 2013

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### Asthma Appeal: Tests Against “Sarah” Control Package

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- Package size
- Gift matrix (generic vs. personalized upgrade)
- New creative (design & letter copy)
- Monthly giving push
- Signatory
- Story
- Inserts (lift note, brochure, seals/stickers)
- Reply Envelope (community office return/no stamp vs. central office BRE)

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## Asthma Appeal: Key Tests Never Conducted Against “Sarah” Control Package

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## Asthma Appeal: “Sarah” Package – Key Tweaks Over Time




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## Test, Test... and Test Again!

- “Never stop testing, and your advertising will never stop improving.” – David Ogilvy
- “I didn’t fail the test. I just found 100 ways to do it wrong.” – Benjamin Franklin

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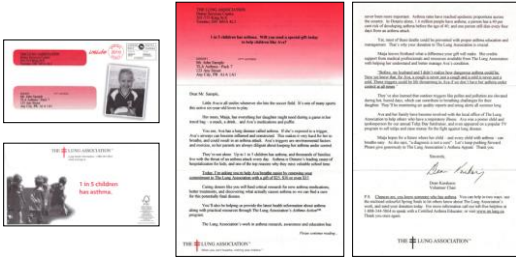
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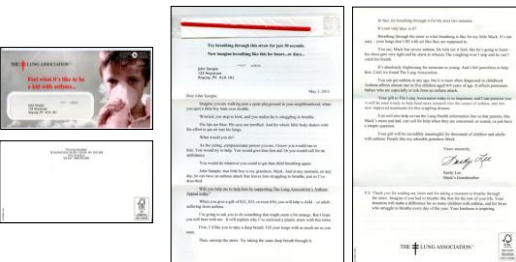
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## 2010 Asthma Appeal Test: "Ava" Package



## 2010 Asthma Appeal: Test Results

## 2013 Asthma Appeal Test: "Mack" Package



## 2013 Asthma Appeal: Test Results

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## Asthma Appeal: "Sarah" Package – Why still a winner after 15 years?

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Theories:




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## Thank You!

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 @SonyaSwiridjuk

❖ For the full PowerPoint version of this presentation, please leave your business card with Sonya or email her your request. Thanks!

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