

The Evolution of a Winning Control







Thursday, June 18, 2015, 1:30pm to 2:30pm Sonya Swiridjuk, CFRE Direct Response Specialist

Special Thanks to:

· Cristina Capitao, Direct Marketing Manager, TLA



· Steve Thomas



• Leslie Traynor & Harvey McKinnon



Today's Case Study

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





2015



Today's	Case	Study
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 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

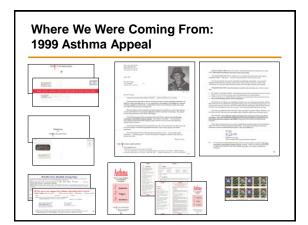
• Case Study Q1: Why was the project initiated?

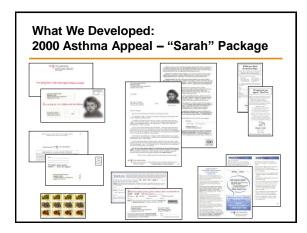
2000 Asthma Appeal: Develop New Creative Package

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

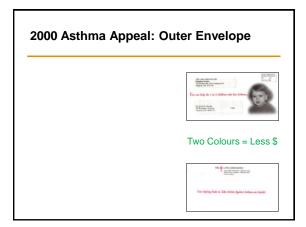
2000 Asthma Appeal: Develop New Creative Package

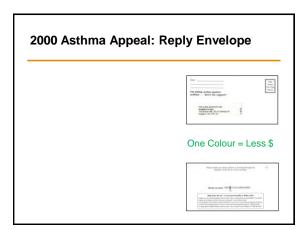
• Case Study Q3: What methods were used to execute the project?



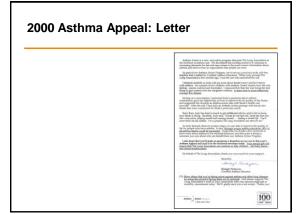


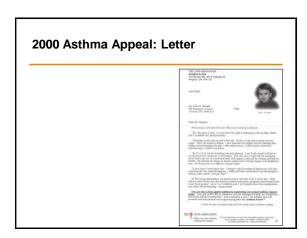
Asthma Appeal: "Sarah" Package - Key Elements of Success The second of the second o





2000 Asthma Appeal: Letter | Major |





2000 Asthma Appeal: Lo	etter	_		
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2000 Asthma Appeal: Reply Form

Printed/lasered with Letter



2000 Asthma Appeal: Reply Form

Printed/lasered with Letter



2000 Asthma Appeal: Inserts

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· Another way to give

- Brochure
 - New program
 - Branding

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2000 Asthma Appeal: Tests	
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2000 Asthma Appeal: Results	
Which tests won?	
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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?	
Sands, 28 months	

2000 Asthma Appeal: New "Sarah" Package a Success!
Case Study Q4: What were the outcomes?
2000 Asthma Appeal: New "Sarah"
Package a Success!
Case Study Q4: What were the outcomes? (continued)
2000 Asthma Appeal: New "Sarah" Package a Success!
Case Study Q5: Did those outcomes meet expectations?

But first A few words about Control Packages in DM Fundraising	
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So Why Test?	
TESTING, TESTING, 123	
MAL WARWICK	
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	
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	
Asthma Appeal:	
Tests Against "Sarah" Control Package	
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)	

Asthma Appeal: Key Tests Never Conducted Against "Sarah" Control Package		

Asthma Appeal: "Sarah" Package – Key Tweaks Over Time



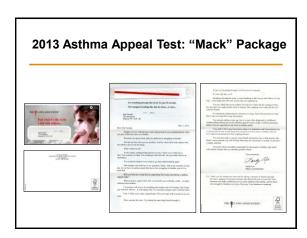


Test, Test... and Test Again!

- "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

2010 Asthma Appeal Test: "Ava" Package | Company | Comp

2010 Asthma Appeal: Test Results



2013 Asthma Appeal: Test Results	
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Asthma Appeal: "Sarah" Package - Why still a winner after 15 years?	
- Wily Still a Willier after 13 years:	
Theories:	
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Thank You!	
Sonya Swiridjuk, CFRE Direct Response Specialist, Toronto, Canada	
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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!	