

# The Children's Hospital Foundation of Manitoba

Acquisition Admail™ campaign expands donor base



“Acquisition Admail helped us attract new donors.”

Lesia Sianchuk  
Executive Director  
Children's Hospital Foundation of Manitoba



## OBJECTIVE:

Attract new donors

## PRODUCT:

Acquisition Admail™ service from Canada Post

## RESULTS:

Response rate three times greater than previous campaign



## Challenge

The Children's Hospital Foundation of Manitoba raises money to support the Winnipeg Children's Hospital and the Manitoba Institute of Child Health. Founded in 1971, the Foundation enjoys strong community support and has raised more than \$90 million through a variety of regular campaigns and special events. Direct mail has long been a key component of fundraising campaigns. However, due to a steady decline in the response rates yielded by rented address lists in 2007 the Foundation abandoned using direct mail with rented lists to acquire new donors.



## Solution

To demonstrate the ability of the Acquisition Admail service to reach new audiences effectively and efficiently, Canada Post partnered with the Foundation on a special campaign. Working from a list of Postal Codes<sup>OM</sup> of the Foundation's regular donors, Canada Post identified valid addresses located in the same neighbourhoods. These addresses were then compared to the Foundation's master list of donors and all duplicates were deleted, creating a list of approximately 30,000 new, qualified prospects. The Foundation then mailed each prospect a package appealing for support.



## Benefits

The campaign generated a response rate more than three times higher than that yielded by the Foundation's last direct-mail campaign. Along with raising tens of thousands of dollars in new revenue, the Foundation attracted dozens of new donors. Over the long term, the campaign's return on investment will be even more significant, since most Foundation supporters donate regularly. Given the success of the test campaign, the Foundation plans to incorporate the Acquisition Admail service from Canada Post into future campaigns. "Working with Canada Post enables us to maximize the impact of our direct-marketing investment," says Lesia Sianchuk, executive director of the Children's Hospital Foundation of Manitoba.

™ Trademark of Canada Post Corporation  
OM Official mark of Canada Post Corporation

Want to learn more about the Acquisition Admail service?  
Contact your Canada Post Sales Representative today.

6-257 (11-09)



From anywhere... to anyone