

# The Salvation Army

Acquisition Admail™ service from Canada Post bolsters charity's prospecting campaign and secures new donors



“The Acquisition Admail service generated strong results and valuable market intelligence.”

Stephanie Corlett  
Manager of Direct Response  
Salvation Army

**OBJECTIVE:** Attract new donors in an economic downturn when competition for donors is strong and people have less money to donate

**PRODUCT:** Acquisition Admail™ service from Canada Post

**RESULTS:** The campaign attracted many new donors and yielded average donations that were nearly twice as large as those achieved with rented lists that included addressee names.

## Challenge

The largest non-governmental direct provider of social services in Canada, the Salvation Army relies on private and corporate donations, and regularly runs fundraising campaigns using a variety of media. The charity follows a sophisticated direct-mail strategy; it maintains a donor database, regularly rents and analyzes commercial mailing lists, and sends several million appeal letters across the country each year using the Addressed Admail™ service. Thanks to this strategy, direct mail is the charity's top source of annual donations.

Although the Salvation Army has a strong base of repeat donors, it must—like all charities—constantly try to replace those who choose to stop donating regularly. However, with more than 80,000 registered charities in Canada, the competition for donors is strong.

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## Solution

The Acquisition Admail service from Canada Post enables charitable organizations to identify and reach prospective donors effectively. To demonstrate the power of the service, Canada Post partnered with the Salvation Army on a test campaign.

Canada Post compiled a list of 70,000 valid addresses (without names) associated with above-average household incomes in the Greater Toronto Area. As part of its annual holiday campaign, the Salvation Army mailed out appeals to the addresses on the list.

## Benefits

Although Canada Post's list of valid addresses did not include names, the campaign attracted many new donors and elicited a response rate strong enough to convince the charity to use the Acquisition Admail service again.

The average gift yielded by the campaign was nearly twice as large as that achieved with rented lists that included addressee names.

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

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From anywhere... to anyone