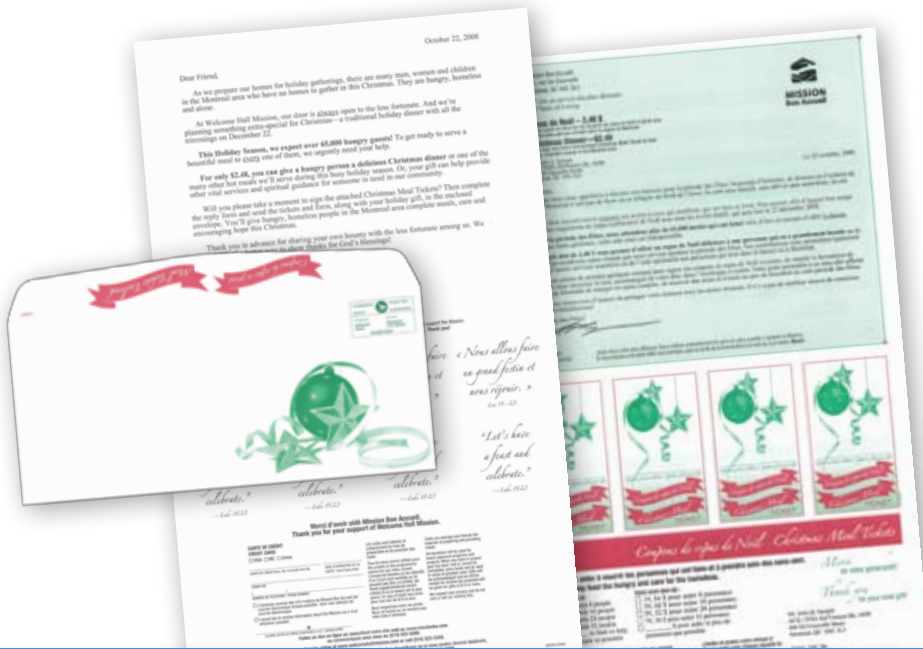


Welcome Hall Mission

Acquisition Admail™ campaign enables Quebec charity to secure new donors and expand its donor base



“The Acquisition Admail service generated impressive results.”

Anne Cattaruzza,
Communications Coordinator,
Welcome Hall Mission

OBJECTIVE: Attract new donors when competition for donations is stiff.

PRODUCT: Acquisition Admail™ service from Canada Post.

RESULTS: The campaign generated a return on investment of 100 per cent — exceptionally high for an acquisition campaign run by a charitable organization.



Challenge

One of Montreal's oldest and most respected charitable organizations, Welcome Hall Mission operates an emergency shelter, outreach programs and food and clothing banks, and provides addiction and rehabilitation counseling. The Mission relies on private and corporate donations for its operating revenues and regularly runs fundraising campaigns.

Welcome Hall Mission often connects with potential donors using rented lists. However, this strategy has become less efficient in campaigns to attract new donors.

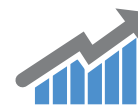


Solution

With more than 80,000 registered charities in Canada, the competition for donors is stiff.

The Acquisition Admail service enables charitable organizations such as Welcome Hall Mission to target their appeals effectively.

Working from a list of postal codes of the Mission's regular donors, Canada Post identified valid addresses located in the same neighbourhoods. These addresses were then compared to the Mission's master list of donors and all duplicates were deleted—creating a list of 40,000 new, qualified prospects.



Benefits

The campaign generated a response rate of 1.89 per cent and a return on investment of 100 per cent—exceptionally high for an acquisition campaign run by a charitable organization.

Given that the campaign enabled the charity to raise significant donations, Welcome Hall Mission plans to incorporate the Acquisition Admail service from Canada Post into future prospecting campaigns.

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



From anywhere... to anyone