



HEART & STROKE FOUNDATION OF ONTARIO

Finding answers. For life.



“With the Dimensional Addressed Admail service, our pieces are more likely to get noticed and generate positive results. The Dimensional Addressed Admail service performed remarkably well, **generating lifts of 12 per cent** among existing donors **and 22 per cent** among prospective donors.”

Kristian Dart,
Heart and Stroke Foundation of Ontario



Background

The Heart and Stroke Foundation is a federation of 10 provincial non-profit organizations dedicated to the elimination of heart disease and strokes. In 2008, the Foundation invested more than \$127 million in research, health-promotion and advocacy programs.

CLIENT: Heart and Stroke Foundation of Ontario

SECTOR: Not-for-profit organization

GOAL: Attract and retain donors

SOLUTION: Dimensional Addressed Admail service

the charity has used for several years and new, oversized envelopes designed to resemble those used by couriers. Addresses chosen at random were sent the cards either in boxes or in the oversized envelopes. In all, the charity mailed more than 250,000 packages and monitored the results closely.

charity typically includes complimentary holiday-themed greeting cards. Although HSFO campaigns enjoy relatively high response rates, the charity constantly seeks ways to innovate and improve.



Marketing strategy and challenge

The Heart and Stroke Foundation of Ontario (HSFO) follows a multifaceted strategy to attract and retain donors. Although the lottery program in Ontario is the charity's largest source of revenue, the Foundation also depends on hundreds of community-based events—such as Jump Rope for Heart and door-to-door canvassing—along with an annual giving program to generate donations. HSFO uses Canada Post's Addressed Admail service to contact regular donors and prospect for new ones in a series of direct-mail campaigns each year. In two of these campaigns, the



Canada Post solution

The Dimensional Addressed Admail service delivers large or unusually sized pieces at an affordable cost. HSFO's annual holiday campaign offered an ideal opportunity to measure the effectiveness of new packaging delivered via the Dimensional Addressed Admail service. For the test, HSFO sent its regular assortment of greeting cards to existing and prospective donors in one of two packages: the simple boxes



Results

The Dimensional Addressed Admail service performed remarkably well among both groups, generating lifts of 12 per cent among existing donors and 22 per cent among prospective donors.

“Packaging is now a focal point for innovation in direct mail,” says Kristian Dart, HSFO's General Manager, Response Marketing Philanthropic. “I fully expect that the Dimensional Addressed Admail service will play a larger role in future campaigns.”

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For more information about the Addressed Admail service, please visit canadapost.ca.



From anywhere... to anyone