

St-Boniface Hospital Foundation

Acquisition Admail™ campaign attracts new donors



“The Acquisition Admail campaign generated new supporters and larger donations than we’ve received in recent acquisition campaigns.”

Bridgette Parker
Director of Annual Giving
St-Boniface Hospital Foundation

OBJECTIVE: Secure new donors

PRODUCT: The Acquisition Admail™ service from Canada Post

RESULTS: Average gift amount significantly higher than previous campaigns



Challenge

The first hospital established in Western Canada, St-Boniface Hospital is the second largest health-care facility in Winnipeg. St-Boniface Hospital Foundation raises funds to support patient care and health research at the facility. Founded in 1971, the Foundation enjoys strong community support, and has raised more than \$125 million through a variety of regular campaigns and special events such as international award dinners and radiothons. Although direct mail has long been a key component of fundraising campaigns, the results yielded from rented lists have been disappointing in recent years.



Solution

To demonstrate the ability of the Acquisition Admail service to identify and reach prospective donors, Canada Post partnered with the Foundation on a test campaign targeting the neighbours of recent donors. Canada Post developed an address list by analyzing the Postal CodesSM of recent donors and identifying valid addresses located nearby. These addresses were then compared to the Foundation’s master list of donors and all duplicates were deleted, leaving 30,000 new, qualified prospects. The Foundation then mailed each prospect a package appealing for support.



Benefits

The campaign yielded new donors and valuable market intelligence. The average amount donated was higher than the amounts generated by previous campaigns. The average gift from an Acquisition Admail donor was approximately 10 per cent higher than that of regular donors and more than 40 per cent higher than that of lapsed donors (no gift in five or more years). The campaign attracted dozens of new donors—a significant benefit, given that Foundation supporters tend to donate at least once each year.

“We also received a few donations that were exceptionally large,” says Bridgette Parker, the Foundation’s director of Annual Giving. “This means that the Acquisition Admail service connected us with people who strongly believe in St-Boniface Hospital.”

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