



## CASE STUDY

# Old Brewery Mission

Canada Post lists help increase donations by 30%



## Combining Canada Post Personalized Mail™ with sociodemographic data results in a winning campaign for Montréal's Old Brewery Mission.

### Identifying the most promising leads

The Old Brewery Mission in Montréal has fought to end homelessness for more than 125 years. To continue its work, the storied organization needed to find new sources of revenue, and that required a new approach to its donor lists.

For years, the Mission targeted prospects using lists of magazine subscribers purchased from publishers. But those lists were completely devoid of meaningful sociodemographic data. What's more, there was no way to confirm addresses were up to date.

"It just wasn't effective," says Kim Nguyen, Director of Development, Annual Gifts and Administration. "That's why we decided to rent a list from Canada Post and combine it with Personalized Mail™. That gave us the best results."

**Targeted Personalized Mail™ increases response rates and generates more donations for nonprofits.**

To learn how Canada Post can help you optimize your marketing strategy, go to [canadapost.ca/smm](http://canadapost.ca/smm).



Smartmail Marketing™

## Targeted appeals increase donations

With Canada Post, marketers can access up-to-date customer lists that allow them to define target audiences by geolocation, age, income, education, lifestyle and more – all while eliminating invalid and out-of-date addresses to make marketing budgets go further.

Working with Canada Post, the Mission identified its top donors and the six postal codes where they lived. Historically, the nonprofit's largest donors were university educated and owned a detached home near Montréal.

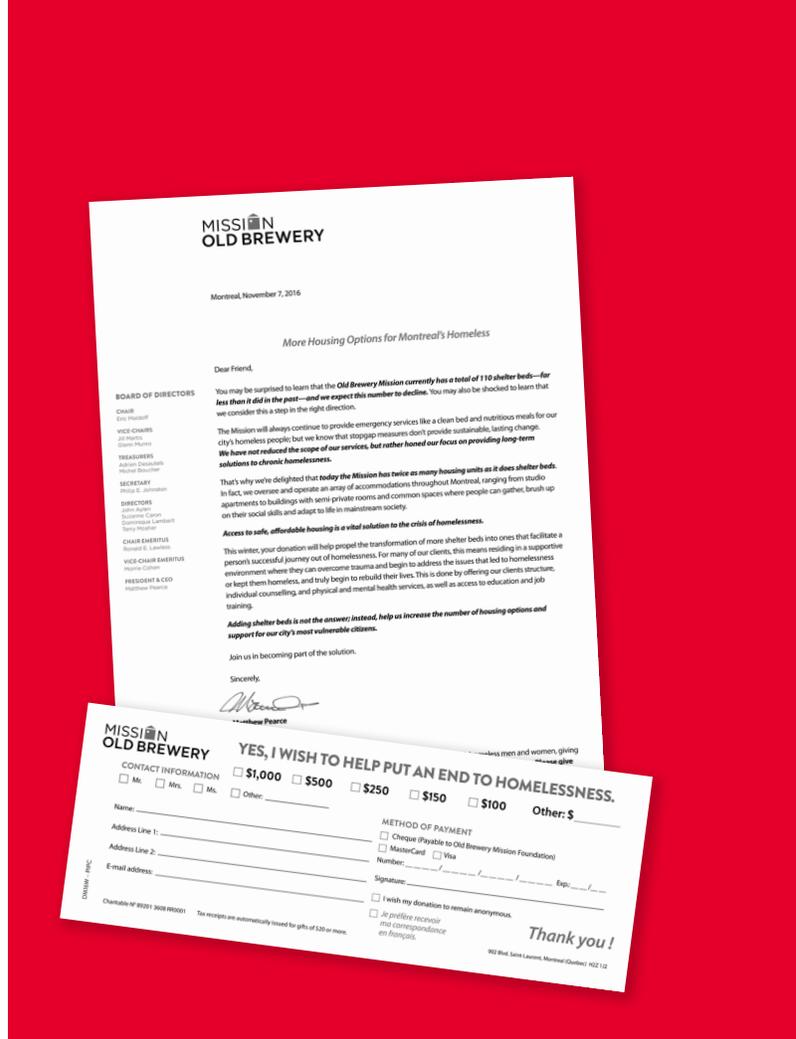
For its spring campaign, the Mission's development team rented a list of 50,000 contacts who fit that profile. Each person received a personalized letter in the mail similar in format to previous years; the impact, however, was entirely different.

The targeted campaign proved perfect for fundraising success.

"Not only was Canada Post's solution less expensive, but the response rate it generated was five times higher than it had been with publishers' lists, and the average donation was almost 30% higher, from about \$54 to \$69," she says.

When you reach the right people with the right message, your campaign will be more successful – and Canada Post made that possible for the Old Brewery Mission. The charity hit the right market segment, increasing its return on investment considerably.

Results were so impressive, in fact, the Mission development team rented 125,000 contacts for their following campaign.



**Distribution:** 50,000

**Service:** Canada Post Personalized Mail

**5X**

Increase in response rate using Canada Post mailing lists

**\$54 → \$69**

Increase in the average donation using Canada Post mailing lists

**15 million**

Mailing addresses you can select from, based on geography, age, income and more

Find out how our direct mail solutions can boost your performance. Contact your Canada Post representative or reach us at 1-866-282-8053.



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