

# POWER IN A PANDEMIC

Last-minute pivot makes divinely inspired connections for appeal letter.

Hour of Power needed to respond to a world changing by the minute.

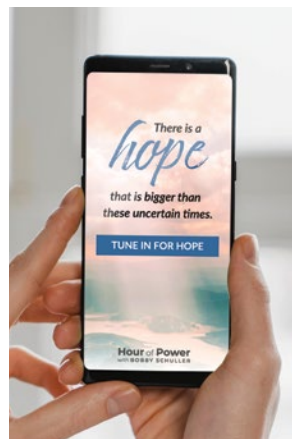
The global Christian ministry sends monthly appeal letters with special offers to its Canadian donor database as part of its annual fundraising strategy. Anchor Marketing helps Hour of Power Canada adapt and redesign the appeal from its U.S. counterpart for the Canadian audience.

In April 2020, the pre-written monthly mailer didn't address the rapidly evolving COVID-19 pandemic. Anchor red-flagged this notable omission and quickly pivoted to create a special-edition mail piece to better serve and support patrons – all in two days.

The agency felt strongly that keeping the planned message, along with a direct call to action, would risk damaging donor relations going forward. This was about more than fundraising; direct mail was a method of connecting the brand empathetically and contextually with donors. Despite a time crunch and added costs, the calculated risk was deemed worth it to remain relevant by reflecting the reality people were collectively experiencing.

The pivot paid off. The direct mail piece's supportive messaging generated the highest response rate and second-highest revenue of all mailers sent out by Hour of Power Canada in 2020. Followup letters were also adapted to ensure what was being sent reflected donors' current experiences.

Pressing pause, it seems, was a divinely inspired pivot that proved powerful in a pandemic.



COMPANY: Hour of Power Canada | PRODUCT: Fundraising | COUNTRY: Canada | AGENCY: Anchor Marketing  
PRODUCTION: Growth Media North America