



Donor Acquisition Package Testing at CRS

Innovative Formats/Inventive Techniques Forum

DMAW

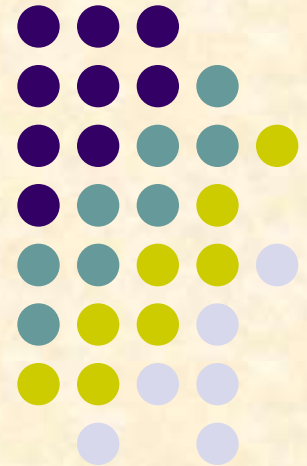
Crystal City, VA

June 11, 2003

**Kevin Whorton, Director
Direct Response Fundraising
Catholic Relief Services
Baltimore, Maryland**

Acquisition Program

Control Package(s)



OCRS CATHOLIC RELIEF SERVICES

2003 CALENDAR

Changing Our World,
One Life at a Time



CELEBRATING 60 YEARS OF SERVICE TO THE WORLD'S POOR

Acquisition Program Overview



- **8 efforts per year/6 week intervals**
 - **Quantity: 1.1 to 1.3 million per effort**
 - **Lists: rental, exchange, lapsed**
 - **Utilizing tools to maximize results: list life cycle results, statistical analysis/modeling of response**
 - **Segmentation: Recently implemented three “buckets”**
 - **Traditional/middle of the road, Catholic/devout, secular/relief oriented donors**
 - **Average gift: \$31 Response: 0.70%**
 - **Control: “New Refugee Emergency” 6+ yr tenure**
 - **Testing goals: establish control for each bucket**
 - **Identify packages to rotate in and avoid exposure**
 - **Tested premium/gimmicks that don’t beat control**



Testing Methods

- **On acquisition, moving into greater targeting by buckets**
 - **Devout, traditional, secular tracks**
 - **Discontinuation of telemarketing to reactivate**
 - **Basing all decisions on *apparent* effects on long-term retention**
 - **Use list life cycle analysis (Amergent) to measure list by list beyond initial acquisition results**
- **Moving more quickly to act on positive findings**
 - **Accelerated timeframe for agency analyses**



CONTROL PACKAGE:
REFUGEE ORIENTED
"EMERGENCY APPEAL"

Components: Control Package



- **#10 carrier “EMERGENCY APPEAL”**
 - **Insert: quote, photo of Pope John Paul II**
 - **BRE**
 - **Double buckslip: reply/letter**
 - **Special insert: Southern Africa emergency insert/teaser on carrier**
 - **Affixed precancelled stamp**
- **Very simple package**
 - **Not terribly creative**
 - **Message is disaster focused-brief history of CRS**
 - **Inserts for the Catholic audience**
 - **Cross on OE/recently tested into new logo, lifting response**



URGENT LETTER APPEAL

Catholic Relief Services

URGENT UPDATE

Dear Sophia,

This is not an easy letter to write.

And the fact is, if I had another choice, I would not be sending it to you at all.

However, if I don't write, if I don't ask for help... millions of children will suffer.

Children in Malawi, Zambia and Zimbabwe -- where drought and severe weather conditions have led to severe food shortages.

"People are suffering. We have come through the first months of the year, known as the 'hungry season,' only to find a harvest that is far below expectations," a CRS worker in Southern Africa reported.

"In desperation, many are now eating the seeds that were to be planted for next harvest -- which is still some 10 months away."

What will these children and families eat when all the seed is gone? They will have no food unless you help.

I'm also writing on behalf of the 8 million babies who will die this year from causes that are treatable and preventable -- 4 million of these babies will die in their first month of life!

Catholic Relief Services has programs to prevent these deaths. Programs that give babies the shots they need to protect them from disease. Programs that spread the word about the importance of breast feeding, clean water, and other practices that sustain life.

But until we reach more villages, babies will sadly continue to be lost. And countless young children are victims of war... in the Holy Land, in Colombia, in Afghanistan.

(Over, please)

311 West Fawcett Street • Baltimore, Maryland 21201-3443 • www.catholicrelief.org

Free Book

Send a gift — Save a life!

\$25 can help provide milk for a hungry child for a year. Please share generously and save lives. Thank you.


Yes, AL, here is my urgent gift to help CRS expand programs that save lives:

\$15 \$25 \$35 \$50 Other \$ _____

I do not wish to make a contribution at this time.

Please use permanent ink in marking a donation, an envelope is enclosed. Please make your own duplicate check payable to Catholic Relief Services.

Catholic Relief Services
P.O. Box 17152
Baltimore, MD 21290-17152
www.catholicrelief.org



Sophia Schwartz
P.O. Box 97
Greenbush, NY 12188-0097
M121880097

900337675ARCO701310L6



Components: Urgent Letter Appeal



- **Changes in outside teaser:**
 - **New CRS logo**
 - **“URGENT” telegram look, not “EMERGENCY APPEAL”**
- **Longer package**
 - **Update-themed letter/reply**
 - **First test August, 2002: rolled out slowly**
 - **At first, letter signed by former Deputy Executive Director, not Executive Director**



OCRS. Catholic Relief Services
International Relief and Development Services
EMERGENCY APPEAL

Special Gift Inside...

John J. Collins
444 1st Avenue N
Nap, FL 34110
Area 19 - 5674 2104



For more information about
OCRS, visit www.crs.org

For a complete list of our programs, visit www.crs.org

URGENT! URGENT! URGENT! URGENT!

John J. Collins
444 1st Avenue N
Naples, FL 34110
Area 19 - 5674 2104



ANGEL TOKEN PACKAGE

Components: Token Package



- **Only change to package:**
 - **Small token included**
 - **Shows through window envelope**
 - **Attention-getter, tested best attached to reply**
 - **Works better with “traditional” not devout audiences**
- **Example of an old positive test result when bias was to retain the control**

Testing Results: Package Comparison



Results of head to head tests in 2002

	A	B	C
# Mailed	364,945	150,000	50,000
% Response	0.71%	1.23%	0.77%
Average Gift	\$36.48	\$23.73	\$55.52
Rev/M	\$257.26	\$292.99	\$424.76
CPDR	\$1.38	\$1.54	\$0.93

- A: New Refugee Control
- B: Control with Gold Angel Token
- C: Urgent Letter Package

Analysis, Random Observation



- **Control is still respectable performer**
- **Resting control has some effect**
- **These packages seem to have very different second gift performances**
- **These results need to be indexed against their bucket/segment performance**
- **Clearly token lifts response rate, letter increases gift and up-front ROI**
 - **Relationship on retest, rollouts not stable**
 - **Urgent Letter probably will become the new control**

Acquisition Program: Testing Rules



- **Package testing**
 - **Limitations to method**
 - **Ignoring: bias toward control**
 - Confidence intervals suggest equal performance
 - Testing into longer pieces—adding if doesn't hurt response
 - **Split controls: rotation for multibuyers**
 - Old (Refugee) Control Package
 - **Repetition: quality of acquired donor goes down**
 - The price of rigidly following testing “rules”
 - **Variations with testing, sometimes without**
 - Logo, color scheme, attention-getters (token)
 - Anything that gets it opened

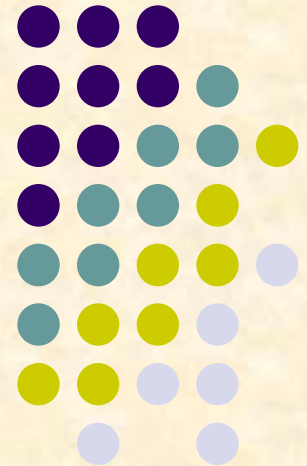


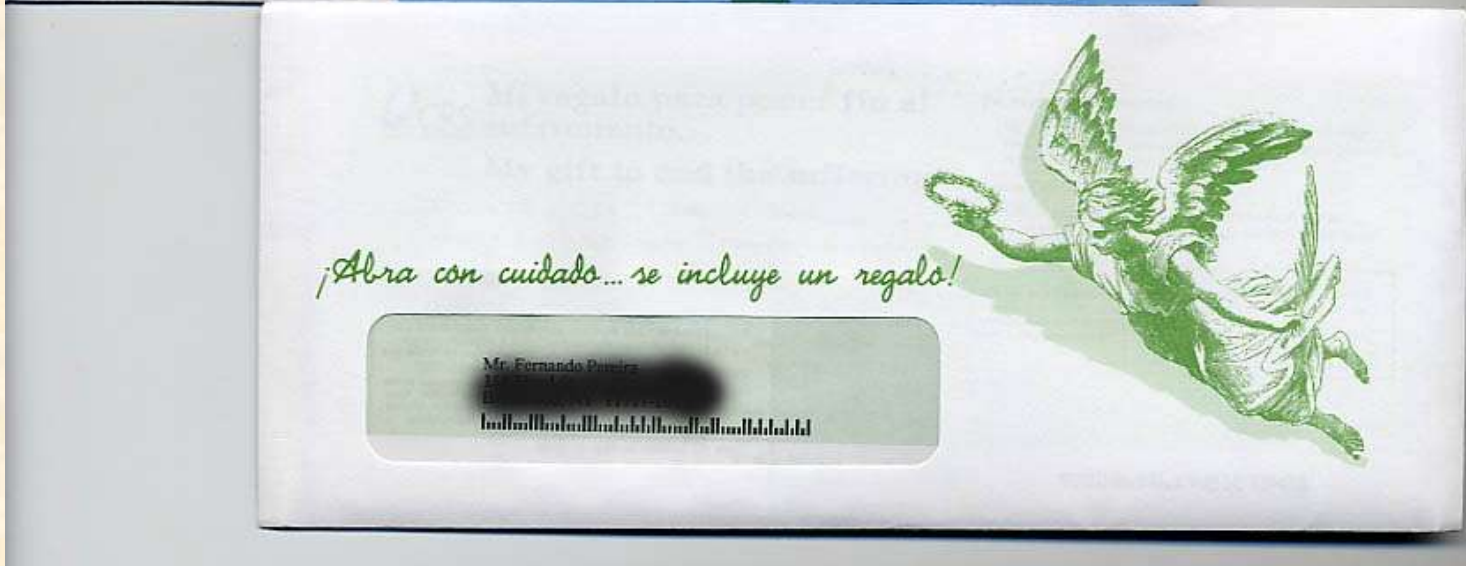
Changing Package Formats

- **Going from buckslip to letter**
 - **Distinct approaches: letter vs. buckslip vs. token**
 - **Personal, warm, memorable**
- **Avoiding the “keep elements constant”**
 - **Many package tests attempted to retain too many common elements: visuals, text**
- **Concern: non-optimal approaches, controls**
 - **“Local optimum,” not the overall best**
 - **Seeking Kaizen—non-incremental change**
- **Fighting the ongoing “relief vs. development” battle**
 - **Emergency gets attention, creates sense of urgency**
 - **Citing the Pope, quoting our President**

Acquisition Program

Other Tests





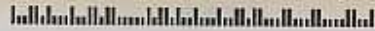


209 West Fayette Street
Baltimore, MD 21201-3443
www.catholicrelief.org

GIFT ENCLOSED

Lessons from Ancient Biblical Times...

Mr. William E. DeMers
4500 Sanabel Ln.
Apison, TN 37302-9730



GIFT ENCLOSED

Help Us Make The Toughest Choices.

Mr. David Bernini
7516 Brighton Way
Salt Lake City, UT 84121-5317