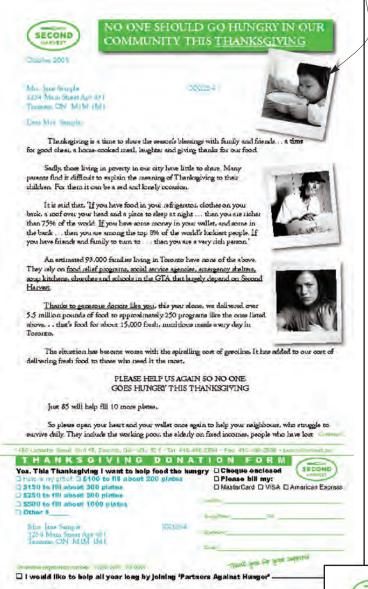
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DIRECT MAIL (COPY & ART DIRECTION)



The letter included images of the various groups that need assistance



YEAR END MAILING

This Second Harvest mailing was specific to an event -Thanksgiving.

To beat the traditional holiday Christmas giving rush, I suggested we leverage
Thanksgiving – a highly respected holiday that is not as faith based as Christmas. Plus it is the perfect time for Torontonians to help their neighbours, since this holiday is so closely related to food.

KUDOS TOO TO THE CLIENT: The client telephoned over 200 select donors who had not responded by a certain date and got a 48.51% response to their calls.

The Result: A 37% increase in donations from the year before. This piece was mailed to 6,957 donors and prospects and generated a 6.06% response, almost twice as much as the year before. A reminder mailing produced a 10.29% response.



The outer envelope focused on a particular event-Thanksgiving