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DIRECT MAIL (COPY & ART DIRECTION)



The outer envelope asked an intriguing question:
 What's the biggest thing you can fit in an envelope?



INTRIGUING THE READER

One of the important things they wanted their current and new donors to know was that the most misunderstood and neglected group among Ontario children was made up of kids with learning disabilities.

Like all other children they too have dreams and hopes, but theirs are hampered because they are often shunned, bullied or rejected by their peers in school and at camp.

This mailing used the outer envelope to arouse people's curiosity. Inside, a printed piece revealed that the biggest thing that could fit inside an envelope was a child's dream. The letter asked readers to fulfill this dream by sending these children to a camp called Camp Towhee, built especially for kids with these needs.

The Result: This direct mail piece accomplished its mission and increased the data base by 10% in the first year.

A printed piece revealed the answer to the question on the envelope.

The main letter asked donor to contribute and help send a kid with learning disabilities to Camp Towhee