

The letter quickly suggested how respondents could help.

The cardboard piece acted as a 'McStruffen' - a driving element, around which the entire story revolved.

The images were deliberately aligned like a filmstrip along the edge of the letter to telegraphically show the suffering of refugees and the costs associated with helping them.



MAKING A FIRST TIME ACQUISITION DIRECT MAIL PIECE STAND OUT.

When the **United Nations High Commissioner for Refugees** decided to launch an acquisition direct mail piece for the first time in Canada, just after the war in Afghanistan, we knew that it would take more than a simple appeal to get people to respond.

To highlight the plight of refugees a piece of cardboard was used to conjure up the image of the homeless.

The Result: The dm piece was mailed to **50,000 prospects** from various rented lists from other charities.

It generated **\$61,500** from 726 donors (1.45% response).

The piece quickly became the control package, outperforming all other pieces worldwide and was immediately adopted in the U.S.A.

Outer envelope flagged the importance of the piece of cardboard.

The postcard focused on Afghanistan where the need was urgent.