



# targeting

Increase Response by Targeting Your Message to the Right Person at the Right Time



## Organization



The Arizona Cactus-Pine Council is one of more than 100 other councils across the nation chartered by Girl Scouts of the USA. In partnership with committed adult volunteers, in an accepting and nurturing environment, Girl Scouts cultivate their full individual potential building character and skills for success in the real world. The qualities they develop in Girl Scouting — leadership, values, social conscience, and conviction about their own self-worth — serve them all their lives.

## Challenge

The target audience was Girl Scout Alumni. We wanted to target the memories and emotion of former Girl Scouts in an effort to get them re-engaged, and ultimately to donate to support today's girls. However, it was clear from research that what was important to women varied based on their age. So we had to version our marketing message to specifically resonate with each particular age group.

### OBJECTIVES

1. Engage Girl Scout Alumni to begin to develop a network of donors for future campaigns.
2. Collect donations today for those that are ready.

“A leading challenge of fundraising in Girl Scouts is effectively engaging and cultivating the large number of Girl Scout alumni whose affiliation ranges from lifelong passion to warm memories of being a Brownie. After 20 years of direct mail, volunteer-intensive campaigns and events with limited success, I believe we have finally developed a program that blends high touch and cutting-edge high tech. Thanks, Allegra!”



**Mary Lee Hoffman, CFRE**  
Senior Associate for Advancement  
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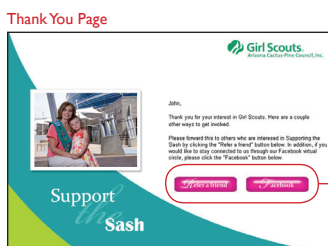
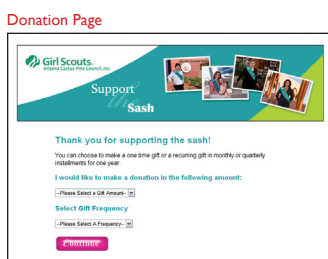
## Solution

Girl Scout Alumni were divided into four personas based on the calendar years in which they had been involved as scouts. Allegra developed a multi-channel cross media campaign geared towards each persona. The first component, a variable data direct mail piece, was versioned by persona and featured prominent women of the community that had been Girl Scouts. The campaign theme was “Support the Sash.” The imagery portrayed these women in their professional life today, wearing a sash. The copy was developed to resonate with the specific recipient. The direct mail piece was sent to an Alumni list of approximately 3,100 people. The call to action was to drive recipients to a “personalized involvement site.”

**Jennifer: Age 20 – 39 → Susan: Age 40 – 49 → Martha: Age 50 – 59 → Mary Pat: Age 60+**



The second component of the campaign was an email blast that arrived on the same day as the direct mail piece. This email blast was again themed “Support the Sash” and had similar copy to the direct mail piece. The call to action drove recipients to their “personalized involvement site” as well.



The third component was an integrated web strategy that included the “personalized involvement site,” a social media component and a traditional website. All recipients were asked to respond to the involvement site. This site was versioned by persona and provided compelling copy that resonated with each group. They were asked to make a donation to help “Support the Sash.” Those that selected the donate option were sent to a donation site that allowed them to complete an online transaction. After they hit the donation site a representative followed up with a phone call. In most cases this was to thank them for their donation. In some cases if they selected donate, but had not, the representative called and asked them if they preferred to donate in a different manner.



Respondents that did not want to “donate now” were offered other avenues to get involved. This was part of the objective to cultivate future donations by keeping the women engaged. The “refer a friend” function allowed them to invite others that were not part of the original campaign. This was done through an automated process that sent an email that appeared to come directly from the referring individual.

The second involvement component was a link to join a Facebook Cause Page. This page was developed to begin creating an online community in an environment that would encourage ongoing donations. In addition, a YouTube video was uploaded to create more awareness of the campaign and drive incremental involvement on the cause page. All non-responders received a secondary call to action via email a few weeks after the campaign dropped. This message encouraged them to visit their involvement site.

## Results

The multi-channel cross media campaign was a success. The total response rate achieved was nearly 8%, and 20% of all who responded, donated as well. The targeted approach managed to increase the average donation from \$50 up to \$225 per donor. In addition, the social media component created 25 friend referrals as well as 135 new members of the Facebook Cause Page and potential future donors.

- Total response of 7.64% with unique response of 4.56%
- 20.71% of all responders donated
- Increased average donation from \$50 to \$255
- Grew Facebook Cause Page 135 members
- Collected 25 referrals from refer a friend button





Challenge	Solution	Results
<ul style="list-style-type: none"> <li>&gt; Engage Girl Scout Alumni to begin to develop a network of donors for future campaigns</li> <li>&gt; Solicit donations from those willing to give now</li> <li>&gt; Based upon age, motives for involvement would vary</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Utilizing variable data and variable content printing, we were able to version our message and imagery to be geared toward each segment of our data.</li> <li>&gt; We developed a multi-channel cross media campaign that included the use of direct mail, personalized URLs as well as social media</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 20% of all responders donated</li> <li>&gt; Average donation increased from \$50 to \$225</li> <li>&gt; Social media opened channels for potential future donor communication and solicitation</li> </ul>



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