



## Non-Profit Industry Case Study

# National Charity Organization Reached Clients through Direct Mail

### Introduction

National Charity Services (NCS) manages fundraising efforts for non-profits largely through vehicle donations, book donations and marketing campaigns. NCS wanted a marketing channel that would catch the attention of donors. The company successfully used direct mail to gain the attention of their intended audience. NCS has reported an average ROI of 300% over the last 9 years.

### The Challenge

People are often bombarded with emails; they tune out radio and television commercials. The NCS was looking for an opportunity to touch clients more frequently and in a way that would actually reach them.

### The Strategy

NCS found success using direct mail for their clients' marketing efforts. The design example shown here is for the national charity, American Red Cross. The card used the company's signature color red to make it easy to identify the charity. A black and white photo of a Red Cross worker embracing a disaster victim added an emotional appeal to the card, which led recipients to connect on a human level with the charity's cause. They also featured several ways to contact them to donate, including an offer for a free pickup.

### The Results

National Charity Services has been using direct mail as a media channel for over nine years. The details on the card (contact information and free pickup) increased response rates. NCS noted a return on investment (ROI) of \$2,500 for every \$500 spent and a ROI at 300%.

**DONATE YOUR CAR**

Help us provide emergency food, shelter and clothing to victims of disaster.

Call today to make a hassle-free donation!

**REDCROSS-CMD.ORG** or **1.800.737.0265**

**American Red Cross**  
of Central Maryland  
More than you know.

**Donate your car, truck, boat, van or motorcycle.**  
It's tax deductible and pick up is FREE!



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