

What's working in Acquisition?

Sharon Adams, Covenant House

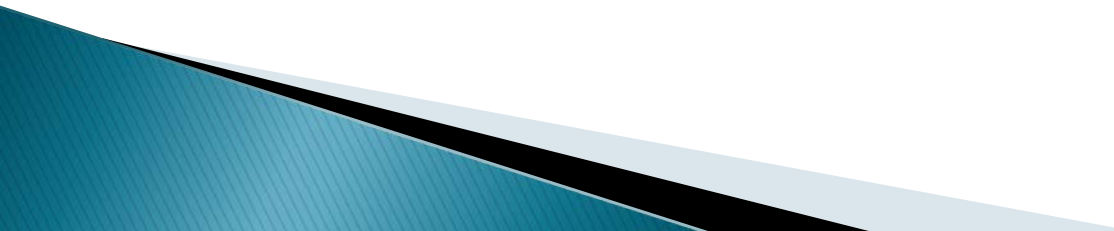
Steve Abrahamson, Planned Parenthood Federation of America

Amy Sukol, CFRE, Lautman Maska Neill & Company



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The Acquisition Challenge

- ▶ Greater competition in the mail
 - ▶ Smaller, post-recession list market
 - ▶ Increasing Costs
 - ▶ Shrinking retention
- 

Acquisition Trends

- ▶ According to Target Analytics:
 - Number of donors in their index declined by 2.7% from the first quarter of 2011 to the first quarter of 2012
 - This continues a trend of declining donors since the third quarter of 2005 (post-hurricane Katrina).
 - In the first quarter of 2012, new donor populations were flat.

Success Stories!

- ▶ Covenant House
- ▶ Planned Parenthood Federation of America

Covenant House – Our Mission

Covenant House was founded in 1972 with the mission to help homeless youth escape the streets.

Today, Covenant House is the largest privately-funded agency in the Americas providing food, shelter, immediate crisis care, and essential services to homeless, throwaway, and runaway kids.

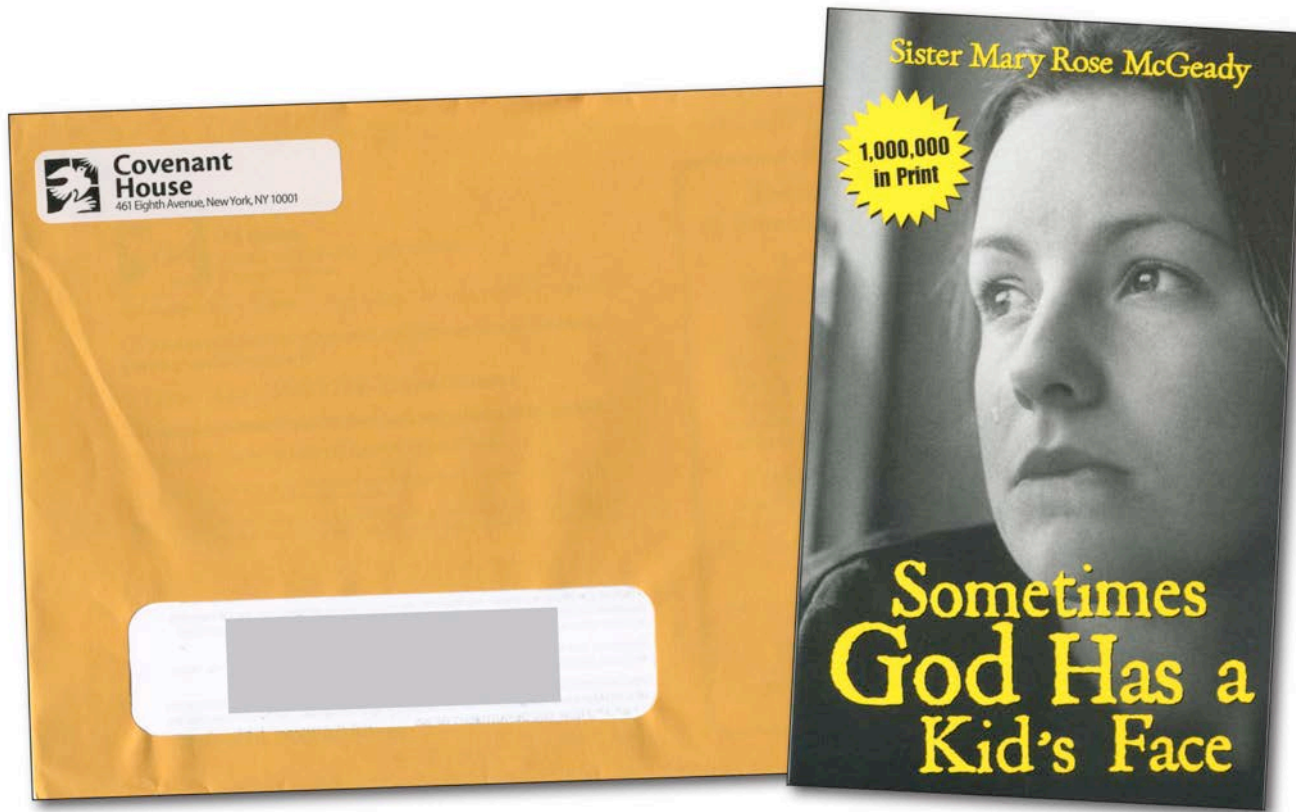
Acquisition Program – History

- ▶ Direct response Fundraising since the 80's
- ▶ 20+ million pieces mailed annually
 - 230k new donors acquired annually
 - Overall ROI ranged from \$.50 to \$.60
 - 1–3 year breakeven on upfront investment
- ▶ Average gift \$18–\$20
- ▶ Net LTV \$20–\$30 in Year 3–4

Acquisition Control Packages

Control	Package	Year
Mission	Book	1990's
Premium	Name Stickers	1999-2002
Hi-end Premium	Pin	2003-2005
	Cross & Chain	2006-2007
Higher-end Premium	Inline Key Chain	2008-2010

Control Packages: The Book



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Control Package: In-line Angel Key



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2008 – Financial & Economic Crisis



Package Strategy – FY08

Package	Mailed	RR	Donors	Average Gift	Revenue
Cross & Chain	70k	1.27%	889	\$15.98	\$14.1k
Inline Key Chain	70k	1.88%	1,316	\$14.24	\$18.6k

Acquisition Performance FY08– FY10

Fiscal Year	Mail Quantity	Donors	ROI	Breakeven
FY2010	11m	182k	\$.37	3+ year
FY2009	8.4m	192k	\$.37	3+ years
FY2008	16m	285k	\$.41	3+ years

Package Strategy – FY08

Package	LTV	Mailed	RR	Average Gift	LT-ROI
Cross & Chain	27 months Later	70k	889	\$15.98	\$0.86
Inline Key Chain	27 months later	70k	1,316	\$14.24	\$0.66

Acquisition Overview – FY11

- ▶ Hold on Acquisition
- ▶ Upfront and Long Term metrics reviewed
 - List Category
 - List
 - Package
 - Segment
- ▶ Agreed on new thresholds for Success

FY11 Acquisition Thresholds

- ▶ Upfront ROI threshold of at least \$.40
- ▶ Average gift of \$18–\$20
- ▶ Break-even at 2–3 years

FY11 Acquisition Strategic Changes

- ▶ Migrate from 3 large mailings to monthly Acquisition drops → reduce seasonality and market risks
- ▶ Develop a rotating package strategy so that there is more than one Acquisition control

FY11 Acquisition Strategic Changes

- ▶ More heavily depend on ROI and Net per Donor for Acquisition list selection
- ▶ Exploit House Match Rental Opportunities
- ▶ Heavy testing into marginal lists with tighter selects

FY11 Package Strategy

- ▶ Migrated away from Inline Key Chain to:
 - Mission based appeals
 - Book with Paint Can Letter
 - Dove Greeting Card with Paint Can Letter
 - Hi-end premium that met current thresholds
 - Cross & Chain
 - Hi-end premiums used seasonally

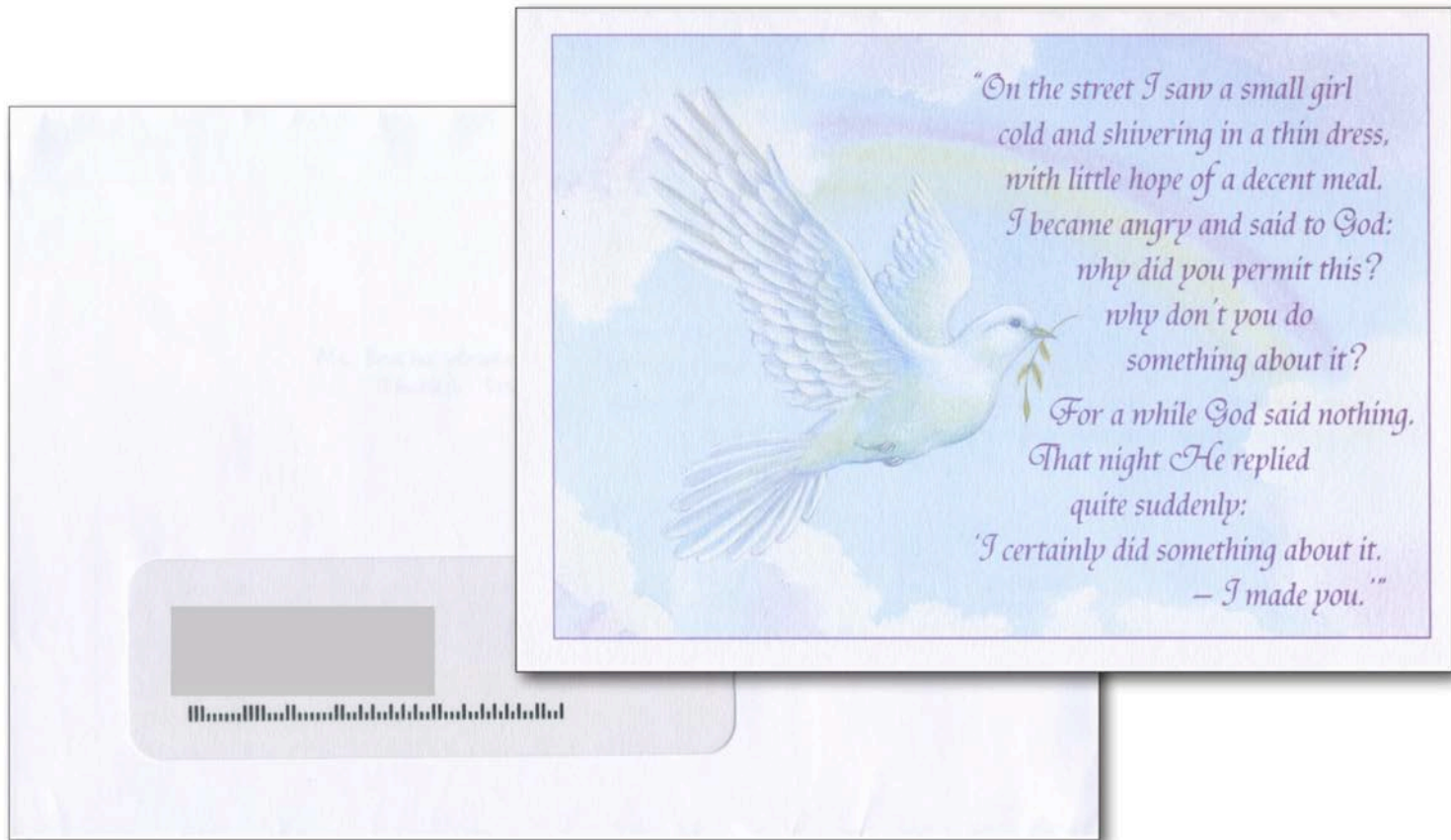
FY11 – Testing into Mission

Description	Inline Key Chain	Cross & Chain	Book w PC letter	Dove Greeting Card
Mailed	50,000	50,000	50,000	50,000
RR	1.89%	1.46%	1.70%	0.82%
Avg Gift	\$15.37	\$15.46	\$17.21	\$19.83
Revenue/M	\$290	\$226	\$293	\$162
Cost/M	\$882	\$501	\$475	\$316
ROI	\$0.33	\$0.45	\$0.62	\$0.51
Net/Donor	\$31.39	\$18.79	\$10.72	\$18.83

FY11 – Mission with a lift

- ▶ ROI and Net per donor for Dove Greeting Card Dove is 2nd only to the Book
- ▶ Cost per package is inexpensive
- ▶ Average gift is strong
- ▶ How do we increase response rate

Dove Greeting Card



*"On the street I saw a small girl
cold and shivering in a thin dress,
with little hope of a decent meal.
I became angry and said to God:
why did you permit this?
why don't you do
something about it?
For a while God said nothing.
That night He replied
quite suddenly:
'I certainly did something about it.
— I made you.'"*

Dove Greeting Card with Labels



FY11 – Dove Greeting Card

Description	Dove Greeting Card	Dove Greeting Card W LABELS
Mailed	20k	20k
RR	.96%	1.38%
Avg Gift	\$20.16	\$20.86
Revenue/M	\$192	\$287
Cost/M	\$298	\$340
ROI	\$.65	\$.84
Net/Donor	(\$11)	(\$4)



FY11 – Christmas Cards



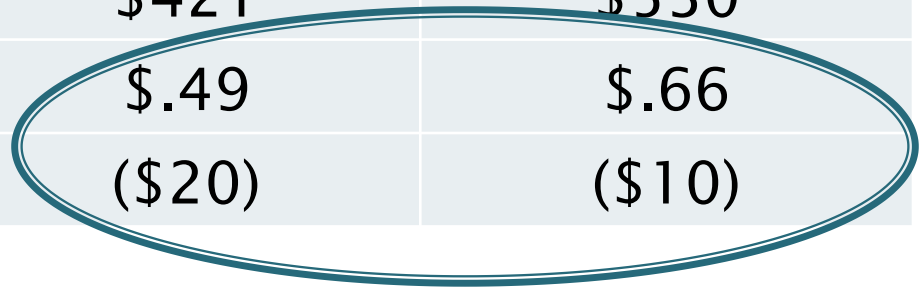
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FY11 – Christmas Cards

Description	FY10	FY11
Mailed	2.1m	870k
RR	2.4%	4.32%
Average Gift	\$19.43	\$16.44
Revenue	\$980k	\$618k
Cost	\$2.2m	\$1.2m
ROI	\$0.44	\$0.53
Net/Donor	\$25	\$15

FY12 – Dove Greeting Card with Coins

Description	Dove GC	Dove GC w Coins
Mailed	30,000	30,000
RR	1.04%	1.81%
Average Gift	\$19.95	\$19.35
Revenue/M	\$181	\$350
Cost/M	\$421	\$530
ROI	\$.49	\$.66
Net/Donor	(\$20)	(\$10)

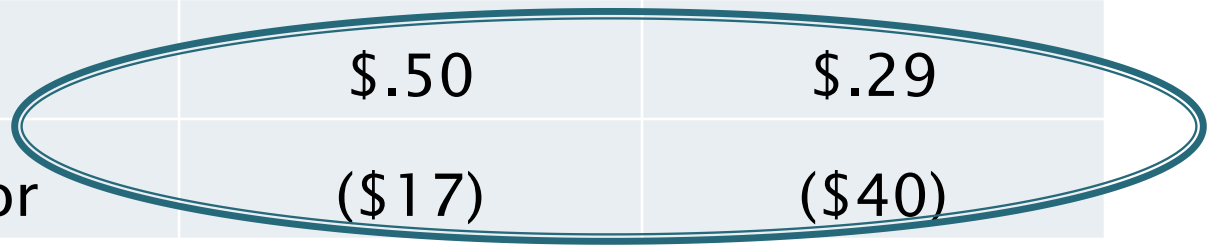


FY12 – Blanket

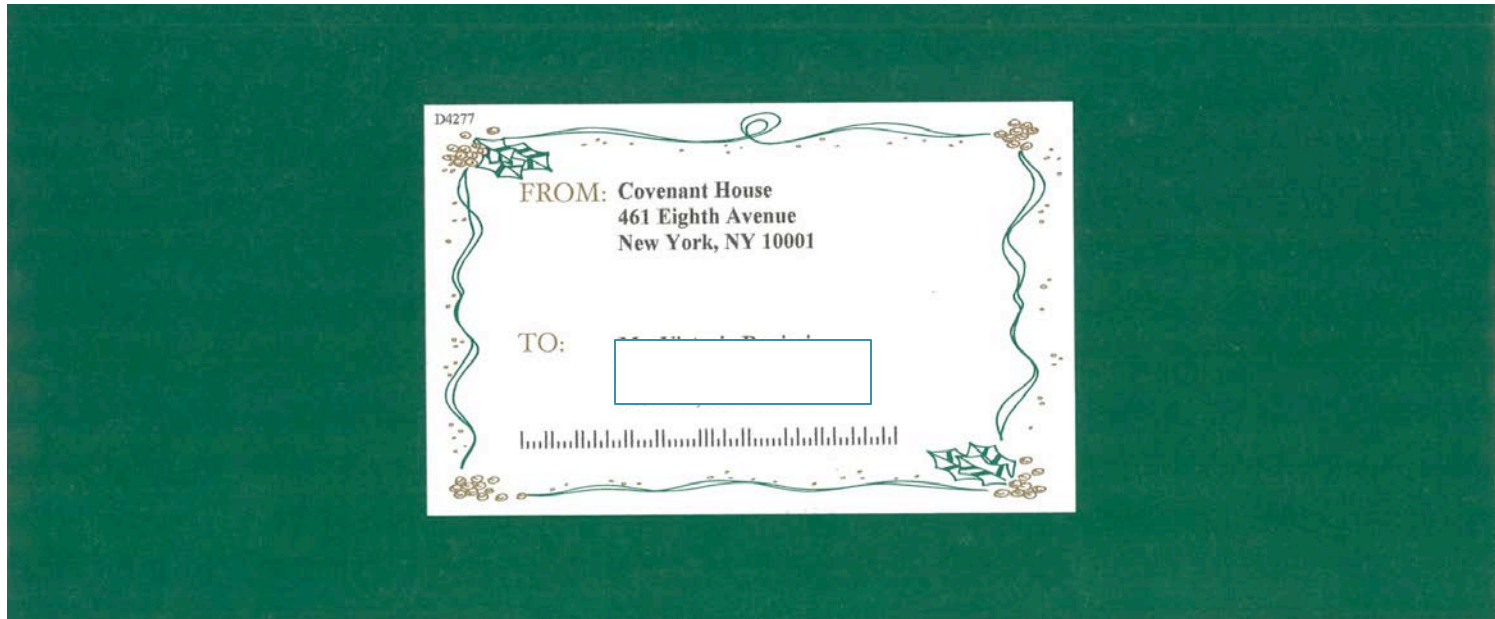


FY12 – Blanket

Description	Control – C&C	Blanket
Mailed	20k	20k
RR	1.56%	5.74%
Average Gift	\$17.33	\$16.15
Revenue/M	\$269	\$927
Cost/M	\$543	\$3000
ROI	\$.50	\$.29
Net/Donor	(\$17)	(\$40)



FY12 - Christmas Appeal



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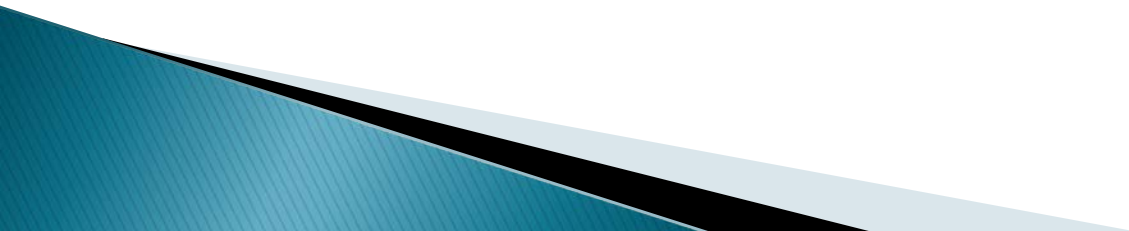
FY12 - Christmas Appeal

Description	Christmas Appeal	Dove GC w PC letter; coins	88 religious Labels; coins	Book w PC letter
Mailed	30,000	30,000	30,000	30,000
RR	1.33%	1.85%	1.86%	1.36%
Avg Gift	\$23.05	\$21.79	\$16.00	\$18.70
Revenue/M	\$307	\$402	\$298	\$254
Cost/M	\$300	\$500	\$650	\$500
ROI	\$1.02	\$0.80	\$.45	\$.50
Net/Donor	\$0.50	(\$5)	(\$19)	(\$18)

For the Future

- ▶ Co-op Participation
- ▶ Compiled Lists
- ▶ Chronic Non-Responder model
- ▶ Zip model(s)
- ▶ Responder models (decile ranking)

Planned Parenthood Federation of America





Cecile Richards
President

Dear Friend,

Freedom of choice is a seriously endangered right.
Not just because its survival depends on a one-vote margin in the U.S. Supreme Court.
No, your right to choose is endangered because anti-choice forces have spent

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reproductive rights!



ACCESS = CHOICE



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Membership Reply Form

Please sign me up as a member of Planned Parenthood Federation of America and as a Guardian of Choice. To help Planned Parenthood continue to provide and protect access to reproductive health care and options and to stand firm against the anti-choice extremists, my new member contribution is enclosed for:

- \$20
- \$25
- \$50
- \$100
- Other \$ _____

I would like to receive e-mail alerts from Planned Parenthood. My e-mail address is: _____

Please make your check payable to PPFA, or to charge your gift by credit card, please see reverse.

Donations to PPFA are tax deductible to the fullest extent allowable under the law.

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I'm asking you to become a member of Planned Parenthood Federation of America with a gift of \$20, \$25, \$50, or even \$100 or more to support our work to protect access and choice.
As a member, you'll be joining millions of women and men who trust Planned Parenthood to get it right when it comes to reproductive health care and education.



Cecile Richards
President

Dear Friend,

If you have any doubt that standing up for what you believe in matters, listen to what happened recently at the Planned Parenthood health center run by our affiliate in Yuma, Arizona.

This health center was the target of anti-choice protesters. Day after day, from 7:00 in the morning to 7:00 at night, 10 to 15 people set up a gauntlet near the

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Will You Cross the Line?



I Stand With Planned Parenthood!

Yes! I will stand with Planned Parenthood Federation of America to help improve women's health, prevent unintended pregnancies, and advance the right of women to make their own informed and responsible choices.

Enclosed is my generous membership contribution in the amount of:

\$20 \$25 \$50 \$100 Other \$ _____

Please make your check payable to PFFA, or to charge your gift by credit card, please see reverse.

Donations to PFFA are tax deductible to the fullest extent allowable under the law.

I would like to receive e-mail alerts from Planned Parenthood. My e-mail address is: _____

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do away with Planned Parenthood altogether. Disrupting health centers isn't enough ... now our opponents are trying to eliminate all funding for family planning. Passing restrictive anti-choice laws isn't enough for them; they want to deny women access not only to affordable birth control, but also to cancer screenings, pre-natal care, and every other preventive health care service Planned Parenthood offers.

For more than 90 years, Planned Parenthood Federation of America has been

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President

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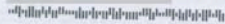
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I Stand With Planned Parenthood!

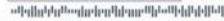
Yes! I will stand with Planned Parenthood Federation of America to help improve women's health, prevent unintended pregnancies, and advance the right of women to make their own informed and responsible choices.

Enclosed is my generous membership contribution in the amount of.

\$20 \$25 \$50 \$100 Other \$ _____

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Cecile Richards
President

Dear Friend,

Come hell or high water, Planned Parenthood will be there for the women who need us — whatever it takes.

That's our core commitment. And it has never been more important — or more difficult — to keep than it is today. More and more often, we find ourselves in situations where

women simply

Planned Parenthood

we will support your right to choose

where Planned Parenthood's unyielding determination — and your personal support for our mission — are making a profound difference in women's lives.

Sometimes protecting women's health doesn't just take a good doctor ... it takes a good lawyer.

A recent case brought by Planned Parenthood in Nebraska is a prime example.

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Come Hell or High Water ...



I Stand With Planned Parenthood!

YES! I wholeheartedly support Planned Parenthood Federation of America and am proud to join as a member! To help Planned Parenthood fulfill their core commitment and do whatever it takes to help women protect their health and exercise their reproductive rights, I have enclosed a generous membership contribution in the amount of:

\$35 \$50 \$100 \$250 Other \$ _____

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Cecile Richards
President

Dear Friend,

What does Planned Parenthood mean to the women who count on us?

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Are you with me? I hope so, because we urgently need your help.

If you've ever thought, "I really ought to support Planned Parenthood" — or if you haven't considered that idea until this moment — now is the time to act.

I urge you to become a member of Planned Parenthood Federation of America today by making a generous contribution of \$25, \$50, or even \$100 — or whatever you can afford.

Together we can challenge the extremists and stand firm — with strength in

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Every woman deserves to make
her own family planning choices.



Help Planned Parenthood Challenge the Extremists!

Yes, I will stand with Planned Parenthood Federation of America to push back against the extremists who threaten women's health and rights. To ensure that Planned Parenthood has the resources necessary to be there for women and teens no matter what happens, my new member contribution is enclosed for:

\$20 \$25 \$50 \$100 Other \$ _____

I would like to receive e-mail alerts from Planned Parenthood. My e-mail address is: _____

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President

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What does Planned Parenthood mean to the women who count on us?

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Well, those facts matter to us. And that's why I'm promising here
Planned Parenthood will do whatever it takes to protect women's health and rights.

Are you with me? I hope so, because we urgently need your help.

If you've ever thought, "I really ought to support Planned Parenthood,"
you haven't considered that idea until this moment — now is the time to act.

I urge you to become a member of Planned Parenthood Federation of America
by making a generous contribution of \$25, \$50, or even \$100 — or whatever amount you wish.

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Help Planned Parenthood Challenge the Extremists!

Yes, I will stand with Planned Parenthood Federation of America to push back against the extremists who threaten women's health and rights. To ensure that Planned Parenthood has the resources necessary to be there for women and teens no matter what happens, my new member contribution is enclosed for:

\$20 \$25 \$50 \$100 Other \$ _____

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I would like to receive e-mail alerts from Planned Parenthood. My e-mail address is:

I STAND WITH PLANNED PARENTHOOD®





Cecile Richards
President

Dear Friend,

This has got to stop.

All over the country, countless irrational and often dangerous laws that have far-reaching consequences for women's health care have been passed in the name of ending abortion.

Represent

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- the nation's largest advocate for affordable women's health care — these attacks *must* be
- Politicians in Indiana, Wisconsin, Kansas, and North Carolina all **voted to stop going to Planned Parenthood**, putting thousands of women in each state having no affordable health care options — for lifesaving cancer screenings, birth control, and more.
 - Indiana's governor was even willing to reject Medicaid funding for *all* the state's income residents **rather than allow Planned Parenthood to receive a dime.**

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This has got to stop.



I Stand With Planned Parenthood, too!

I agree these attacks on Planned Parenthood and women's health care and rights must stop. To help sustain the fight and ensure that women can get the health care they need, I am joining Planned Parenthood Federation of America with a contribution of.

\$20 \$25 \$50 \$100 Other \$ _____

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Thank You!

Sharon Adams

sadams@covenanthouse.org

Steve Abrahamson

steve.abrahamson@ppfa.org

Amy Sukol

asukol@lautmandc.com

Don't forget to visit the **Solutions Showcase!**

*Many of the ideas discussed today are on display at the **Solutions Showcase!***

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