



Integrated Digital Creative

That Delivered Results
*With MissionWired and
Animal Legal Defense Fund*



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ALDF



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Vice President
MissionWired

What We'll Cover Today

- How we think about and define integration across direct response marketing programs
- Examples of direct mail and digital integrations that moved the needle
- How to optimize offline strategies on digital, and vice versa, and tell stories with impact



How do we define “integration?”



Integrated Creative

- Many people hear “integrated campaign” and think it must mean full-scale, multi-channel execution across direct mail, email, SMS, paid ads, organic social, etc.
- But true integration is more about **strategic cohesion** than tactical uniformity. It’s more than just omnichannel:
 - Cross-channel alignment and learning
 - Knowing your audience
 - Consistency, not uniformity



CASE STUDY: COLD WEATHER CAMPAIGN



COLD WEATHER CRISIS:
Dogs need you this winter.

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XXXXXXXXXXXXXXXXXXXXAddress 3XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXCity State ZipXXXXXXXXXXXXXXXXXXXX



*As temperatures plummet,
more dogs are in danger. **You can help.***



**ANIMAL LEGAL
DEFENSE FUND**

525 East Cotati Avenue
Cotati, CA 94931

**Reply by January 19 to TRIPLE your
impact for animals**

aldf.org/StopWinterCruelty



Printed on recycled paper



**ANIMAL LEGAL
DEFENSE FUND**

PARTNERS IN PROTECTION

**Temperatures are dropping, and
animals are suffering.**



Give Now



2021 EARLY BIRD RENEWAL NOTICE

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XXXXXXXXXXXXXXXXXXXXFull NameXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXAddress1XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXAddress2XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXAddress3XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXCity State ZipXXXXXXXXXXXXXXXXXXXX
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Abstract

DOUBLE YOUR IMPACT NOW!
Match Deadline: 1/15

2021 EARLY BIRD RENEWAL



☐ YES! I want to renew my 2021 annual support early. Please match my gift of:

- ☐ <<ASK1>> doubled to <<ASK1X2>
- ☐ <<ASK2>>* doubled to <<ASK2X2>
- ☐ <<ASK3>> doubled to <<ASK3X2>
- ☐ Other \$_____ will be doubled!

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[illegible]

* <<Salutation>>, a gift of this amount or more will help bring animal abusers to justice!

XXXSOURCEXX XXXIDXX

Please make your check payable to the Animal Legal Defense Fund.
You can also make your donation online by going to aldf.org/Renew
 If you prefer, see the opposite side of this response form to change your
 type of donation to a recurring gift.

Reply by: Jan. 15

<<Salutation>>.

Thank you for being a member of the Animal Legal Defense Fund. Your unwavering support means a better life for animals across the country — from companion animals like cats and dogs who are protected by new, strong animal cruelty laws, to the wild and endangered animals rescued from roadside zoos that exploit them, to the countless farmed animals saved from unimaginable cruelty in slaughterhouses and factory farms. **Simply put: You're saving animals' lives.**

As we look forward to a new year, animals will need your support once again. Right now, your 2021 early renewal gift will be matched up to \$100,000! That means your gift of <<ASK1>> becomes <<ASK1x2>>, <<ASK2>> becomes <<ASK2x2>>, or your gift of <<ASK3>> will double to <<ASK3x2>> to ensure that animals get the help they need in 2021 and beyond.

For more than 40 years, with help from generous supporters like you, we have accomplished so much for animals — but there is so much more to do. Renew your partnership with the Animal Legal Defense Fund today and together we can make 2021 the best year yet for animals!

For the animals,


Stephen Wells
Executive Director

P.S. <<Salutation>>, your generosity will have an immediate impact for animals across the country. Remember your renewal gift will be doubled if received by 1/15! To make your gift immediately, please visit us online at aldf.org/Renew. Thank you.

Tested against
pre-renewal package



Dear <Salutation>,

When an animal control officer found the dogs outside, their blankets were frozen solid.

Trixie, Dallas, and Buffy had nothing more than plastic crates to protect them from the frigid January weather in Middletown, Ohio. At night, the temperature often fell below freezing, occasionally even dropping to zero degrees.

The dogs were also starving. Trixie — a fully grown pit bull — weighed just 20 pounds. She died on the way to the shelter.

I know it's hard to read about this kind of cruelty, <Salutation>. But the sad reality is that across the country this winter, countless dogs will be left outside to suffer. It's up to us to take immediate action to strengthen the law to protect innocent animals from cold weather dangers, partner with other key stakeholders to rescue and rehabilitate cold weather animal victims, and assist law enforcement and prosecutors in pursuing justice for animal victims through case support during the investigation and prosecution of abusers.

Your support makes it possible — and today you can make **3 TIMES THE IMPACT** with a gift to the Animal Legal Defense Fund!

Thanks to a very generous donor, who has asked to remain anonymous, your contribution before January 19 will be TRIPLED up to \$250,000. With temperatures dropping across the country, your support will make an immediate impact for animals in need. I urge you to take the following two steps right now:

FIRST: Please sign and return the enclosed petition urging the <<State>> Attorney General to use the power of their office to better protect animals. We are aiming to gather 5,000 signatures to send a clear message: Animal abuse must not be tolerated in <<State>>.

THEN: Along with your signed petition, please include an emergency contribution to the Animal Legal Defense Fund to make triple the impact.

Your tax-deductible gift of \$ask1 becomes \$3ask1 ... \$ask2 becomes \$3ask2 ... and \$ask3 becomes \$3ask3! Any amount you give will be matched 3 times up to \$250,000 to help protect more animals from cruelty and neglect — and hold their abusers accountable!



Winter is coming...it's already here for some. And that means animals urgently need your support — triple your impact with a gift today!

Dear friend,

Can you imagine? It's January in Ohio. Three dogs tied up outside under frozen blankets. Their negligent owner doesn't want to speak to animal control officers outside. Why? Because it's too cold for her.

An officer tells the woman to bring her dogs inside. She refuses. When the officer goes to take custody of the dogs, they are extremely thin. Sadly, one dies on the way to the shelter.

Unfortunately, this is not a rare story. Every year, there are countless cases of animals chained up outside in freezing temperatures, with no food, water, or warm shelter in sight.

Fight Cold Weather Cruelty. Give Now

Zoe, a German Shepherd who was left chained outside in the cold with no food, no water, and only a plastic crate for shelter. Emaciated and distressed, Zoe chewed off her leg.

Oscar, a dog who died of hypothermia after being left outside in 20-degree weather.

Buddy, a senior dog who spent almost his whole life chained outside, froze to death after being left outside in the freezing cold.

[Your generous contribution is put to use fighting animal abuse like this and securing justice for animal victims. Please give today to protect vulnerable animals.](#)

Fortunately, in the case of the Ohio woman, she was indicted on felony animal cruelty charges. And Dallas and Buffy, the terribly thin dogs, were brought back to good health and have found loving forever homes.

Dallas and Buffy are safe and loved thanks to the actions of law enforcement, and their abuser was brought to justice. Their story stands as proof that law enforcement can save animals' lives when we have strong animal protection laws in place.

Fight Cold Weather Cruelty. Give Now





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The dogs were also starving. Trixie — a fully grown pit bull — weighed just 20 pounds. She died on the way to the shelter.



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Buddy, a senior dog who spent almost his whole life chained outside, froze to death after being left outside in the freezing cold.

**Show of Hands: How much higher
was the Cold Weather
Campaign's response rate
compared to the pre-renewal
campaign?**

- A) Response rate increased by 11%
- B) Response rate increased by 24%
- C) Response rate increased by 37%

**Show of Hands: How much higher
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- A) Response rate increased by 11%
- B) Response rate increased by 24%
- C) Response rate increased by 37%

RESULTS

- After integrating the Cold Weather Campaign into the mail, the package yielded a 7.25% response rate
- The pre-renewal package, our control, had a 5.28% response rate – **meaning we lifted response by 37.31%**
- The Cold Weather Campaign test also generated **38% more gross revenue** than our pre-renewal package

Cold Weather Emergency: Triple your impact for animals this winter!

☐ **Yes!** I will answer the call to help animals this season, hold animal abusers accountable for their crimes, and win stronger protections for animals. My lifesaving gift is enclosed:

<input type="checkbox"/> <<ASK1>> tripled to <<ASK1X3>>	<input type="checkbox"/> <<ASK2>>* tripled to <<ASK2X3>>
<input type="checkbox"/> <<ASK3>> tripled to <<ASK3X3>>	<input type="checkbox"/> Other \$ _____ will be tripled!

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XXXXXXXXXXXXXXXXXXXX

*<<Salutation>>, as temperatures plummet I hope you'll consider a gift of \$ask2!

Reply by: Jan. 19

Please make your check payable to Animal Legal Defense Fund. Or if you prefer to charge your contribution, please see reverse. You can also make your donation online by going to aalf.org/StopWinterCruelty

XSOURCECODEX XXID#XX

CASE STUDY: STOP THE CRUELTY CAMPAIGN

First, the defendant grabbed his girlfriend by her hair. Then he punched her repeatedly. And he yelled that if she called the police, he would kill her.

Studley, a bully breed dog, heard his caregiver in distress. He ran into the bedroom where his caregiver was being beaten by the defendant. Studley growled in an attempt to stop him.

The defendant wasted no time in turning his cruelty on the dog Studley and threw the helpless dog off the second-story balcony.

<<Name>>, this is animal cruelty at its worst. The senseless violence Studley illustrates the ugly truth of animal suffering in our country. A for change. So, before I go further, I want you to know this:

For every animal who is abused, you are their best hope for justice.

That is why I'm asking for your strongest support — right now contribution is **MATCHED** to help protect animals from abuse and bring justice for their crimes.

Thanks to a lifesaving matching gift offer, every donation is doubled, up to a total of \$135,000.

Will you please give <<\$ask1>>, <<\$ask2>>, or more to the Animal Legal Defense Fund today, when you have twice the power to defend innocent animals like Studley?

Stop Animal Cruelty
Your MATCHED GIFT means
safety and justice!

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[illegible]

Dogs like Studley are abused every day. But you can help save them.

Dear friend,

Studley put himself in harm's way to protect his human.

When Studley's human companion told her boyfriend that she no longer wished to live with him, he responded with extreme violence. He punched her repeatedly, grabbed her by the hair and threatened to kill her if she called the police. Studley, a 2-year-old dog, ran to the abuser and growled in defense of his human.

That's when the abuser threw Studley off a second-story balcony.

Friend, stories like Studley's are all too common. [Please give to our Stop the Cruelty campaign today, when your donation will be matched up to \\$135,000, so that we can achieve greater success in preventing animal cruelty.](#)

Studley's injuries were so extensive that it seemed that Studley's leg would have to be amputated. But with a care grant from the Animal Legal Defense Fund that covered the costs of Studley's surgery, we are happy to report that he has since made a full recovery.

The abuser in this case was ultimately sentenced to 21 months of jail time and a five-year animal possession ban — an extraordinary win in Wisconsin. Assistant District Attorney Elaine Fehrs, the lead prosecutor on the case, contacted our criminal justice team for assistance. Having worked with us previously, she was familiar with our legal and financial resources.

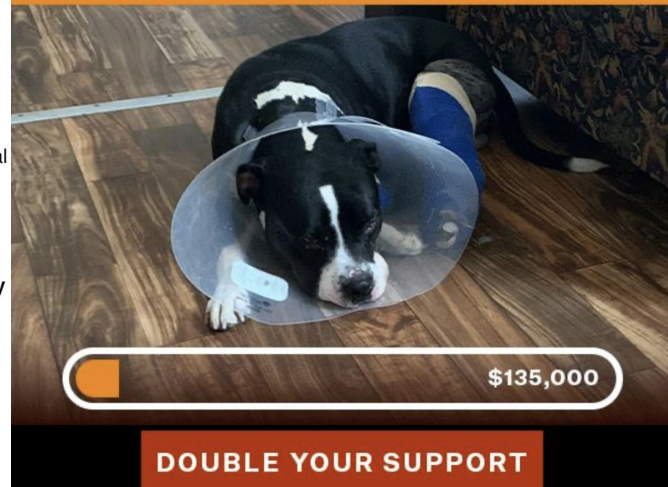
We are proud of the impact we had in this case and so many more like it. And we can only support these cases because of your generous support. But there are still so many instances of abuse where animal abusers are not held accountable for their crimes and are free to repeat their violent, heartless behavior.

Animal protection is not enforced equally throughout the country, which is why we work directly with law enforcement, prosecutors and judges to ensure cruelty cases are properly investigated, the animal victim receives treatment and the offender is prevented from hurting more animals.

We also work with state legislatures to enact comprehensive animal protection laws and with communities to enact groundbreaking initiatives like our **Collaborative Response Project**, which trains and provides consultation to key criminal justice system stakeholders and creates a network of experts who are able to address reports of animal cruelty more effectively, with a focus on veterinary support.

[You are key to our efforts to keep animals safe. Please give today while your gift will be DOUBLED, allowing us to have twice the impact on animal welfare.](#)

**Our companion animals rush to
our defense when we are in trouble.
Let's do the same for them.**



Show of Hands: Which channel's Stop the Cruelty Campaign had a higher response rate?

- A) Direct mail
- B) Email
- C) Results were similar across channels

Show of Hands: Which channel's Stop the Cruelty Campaign had a higher response rate?

A) Direct mail

B) Email

C) Results were similar across channels

RESULTS

- Direct mail response rate: 2.94%
- Email response rate: 0.03%
- While direct mail had a much higher response rate than email, this does not indicate digital integration isn't valuable.
 - More than 591 supporters donated over email, generating \$35,000 in revenue
 - This is on top of 2,457 gifts totalling \$84,000 from the low-dollar audience in the mail, which is the larger program
 - We also integrated digital further with a website homepage takeover, which generated another \$5,542 from 82 gifts
 - **A lack of integration in digital would be leaving money on the table!**

WHERE ALDF IS INTEGRATING NEXT: SMS



Friend, this is Zakeia from ALDF. Every day, animals in laboratories endure pain, terror, and even death. Please help us protect these animals by giving today when your gift is **DOUBLED**. Stop the Cruelty! Give Now!

LINK

—Animal Legal Defense Fund

Did you know there's an estimated 9 billion land animals raised and killed for food every year in the United States? Learn more about how we are committed to holding factory farms accountable, forcing transparency in their practices and ending these egregious abuses. <<LINK>>

—Animal Legal Defense Fund



The clock is ticking, and we only have till **MIDNIGHT!** Our Stop the Cruelty Campaign is now a 2:1 match. That means for every \$1 you give, it will be matched by \$2!

Please give now to **TRIPLE** the impact we can have on providing justice and lifesaving care to abused animals. <<LINK>>

CASE STUDY: SF-MARIN FOOD BANK HOLIDAY CARD

Together We Nourish One Another



☐ Yes, I want to provide food for San Francisco and Marin families facing hunger this holiday season. Please match my gift of:

- ☐ \$HPC To provide HPCx2 meals! ☐ \$HPC1.5 To provide HPC1.5x2 meals!
☐ \$HPC2 To provide HPC2x2 meals! ☐ Other \$ _____ goes twice as far!

☐ Please charge my credit card (See back of this form.)

☐ I have enclosed my check, payable to SF-Marin Food Bank

To charge your gift by phone, please call 415-282-1907 ext. 249. Donate online at sfmfoodbank.org/HolidayGiving23

XXXXXXXXXXXXXXXXXXXXFull NameXXXXXXXXXXXXXXXXXXXX
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XXXXXXXXXXXXXXXXXXXXCity State ZipXXXXXXXXXXXXXXXXXXXX

\$1 = 2 Meals

Reply by December 31 to make the difference for neighbors in need

DonorIDxx Srccecode 4RHoliday2324 0Lnumberclcd

1/2 INCH SUT ZONE

Great news! Your holiday gift to the Food Bank is doubled, thanks to a \$100,000 matching gift from the Harris Family!

Dear (Name),

Sharing a meal with loved ones reminds us of the joy of good food. But during the season so centered on family, friends and food, the emotional impact of struggling to get ingredients for these celebrations is palpable.

That's why we're calling on you to reinvest in your community. Donate today with a gift of ask1, ask2, or even ask3, and the Harris Family will double your gift up to \$100,000, so all our neighbors can share the joy of a holiday meal.

<First_Name>, hunger hasn't gone away — 54% of our neighbors are buying fewer groceries due to rising food costs. With government support dwindling and demand for services still high, we urgently need your support once again.

You've shown us the power of collective action in the past. So, in the spirit of the holidays, let's come together again to ensure every family has what they need to thrive.

Your investment today can help make Food For All a reality. What will you give?

In community,

Tanis

Tanis Crosby

P.S. Donate now until December 31, and the Harris Family will supercharge your support. Every gift will go even further to distribute healthy food to neighbors facing hunger this holiday season.

900 Pennsylvania Ave., San Francisco, CA 94107-3446



REMINDER
HOLIDAY
2X
MATCH

Reminder for you: please look for our holiday card in the mail! Your year-end gift to the Food Bank can still be doubled thanks to a \$100,000 matching gift from the Harris family. [Please, help us nourish a hunger-free future now:](#)

MATCH MY GIFT

The emotional toll of struggling to afford ingredients for holiday celebrations is deeply felt in our community. More than one in five Californians is at risk of hunger, and your support is crucial in helping us provide the nourishment and resources so many of our neighbors need.

[Please, if you are able, will you consider sending back your mailed donation or donating online today, while your contribution will go TWICE as far in ensuring every family can enjoy a joyful holiday season?](#)

GIVE \$20
(BECOMES \$40)
Help provide 80 meals

GIVE \$50
(BECOMES \$100)
Help provide 200 meals

GIVE \$100
(BECOMES \$200)
Help provide 400 meals

GIVE \$250
(BECOMES \$500)
Help provide 1,000 meals

Thank you for your continued support.



Sincerely,

Tanis

Tanis Crosby
Executive Director



Show of Hands: How much did net revenue increase, year-over-year, after integrating the Holiday Card?

A) 21%

B) 45%

C) 53%



Show of Hands: How much did net revenue increase, year-over-year, after integrating the Holiday Card?

A) 21%

B) 45%

C) 53%



RESULTS

- Integrated two holiday card emails to coordinate with the direct mail campaign
- In addition to the increase in net revenue, we saw increases across all major KPIs:
 - 10% increase in response rate
 - 48% increase in average gift

Thank you for your holiday gift



CASE STUDY: JANE GOODALL INSTITUTE – JANE'S 90TH BIRTHDAY

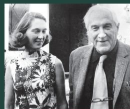
- Multi-channel campaign since 2021, culminating in Jane's 90th last year
- Storytelling about Jane, the charismatic chimpanzees that she has saved, and the positive impact on the planet
- Emphasize milestone of 90th birthday with new logo, a \$90,000 match, and a \$90 default donation ask
- Complimentary content that balanced direct fundraising appeals with engagement



HAPPY 90TH BIRTHDAY, JANE!

Jane Goodall was born in London, England. From an early age animals fascinated her — one of her most beloved companions was a stuffed chimpanzee, Jubilee, that her father gave her. Her childhood dog, Rusty, still has a place in her heart, and his photo is permanently displayed in her home.

At the age of 23, Jane went to visit a schoolmate's family farm in Kenya. While there she met the famed anthropologist and paleontologist, Dr. Louis Leakey. He was looking for someone to study chimpanzees in the wild — to better understand them and to gain insight into the evolutionary past of humans. Jane's persistent desire to understand animals made her a perfect candidate.



Jane arrives on the shores of Tanzania with her mother. Equipped with little more than a notebook, binoculars, and her fascination with wildlife, she stepped into an adventure that gave the world a remarkable window into humankind's closest living relatives.

After months of observation, Jane observed David Greybeard and Goliath making tools to extract termites from their mounds, a discovery that would force science to reconsider its definition of homo sapiens: "Man the Toolmaker."



National Geographic publishes the first of many cover stories about Jane and her research. "My Life Among the Wild Chimpanzees" brings Jane and her research into the homes of millions, sparking curiosity and laying the groundwork for people to begin understanding both how much we can learn from our closest living relatives and the challenges they face.



National Geographic films and releases "Miss Goodall and the Wild Chimpanzees", bringing the lives of chimpanzees and Jane into the international spotlight.

HAPPY 90TH BIRTHDAY, JANE!

JGI was founded to continue Jane's chimpanzee research and expand her work to protect chimpanzees, conserve their habitats, and teach people across the world about their impact on the environment.

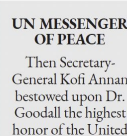


A group of students in Tanzania told Jane they did not have hope for the future. All they read and heard was that the Earth was in trouble, and it felt hopeless, but Jane knew that was not the case. Roots & Shoots was created to place the power and resources for creating practical solutions to big challenges in the hands of young people — and they have been doing just that in more than 100 countries around the world since.

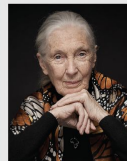
Known as the Lake Tanganyika Catchment Reforestation and Education (TACARE), this program was designed as a pilot project to address poverty and support sustainable livelihoods in villages around Lake Tanganyika while arresting the rapid degradation of natural resources, especially in the remaining indigenous forest.



To provide a home and care for chimpanzees orphaned by the illegal commercial bushmeat and pet trades, JGI established the Tchimpounga Chimpanzee Rehabilitation Center, which now cares for more than 150 chimpanzees.



Then Secretary-General Kofi Annan bestowed upon Dr. Goodall the highest honor of the United Nations for global citizens for her work to create a more peaceful world through Roots & Shoots.



Focused on the landscape surrounding Gombe Stream National Park, this plan sought to bring together local communities, public officials, and NGOs alike to share the work of protecting the wider ecosystem and reestablishing degraded habitats while also improving the lives of people living nearby. While they have moved on from that first plan, they continue to build on it and are close to releasing a new plan this year.

Throughout this timeline and since, Jane has published books, travelled for lectures to bring her message to people around the world, and done hundreds of interviews to share her perspective and inspire others to turn hope into action. This year,

1120 20th Street NW Ste 520
Washington, DC 20036

**SPECIAL MATCHING GIFT
— DOUBLE THE GOOD YOU DO!**

XXXXXXXXXXXXXXXXXXXXFull NameXXXXXXXXXXXXXXXXXXXX
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XXXXXXXXXXXXXXXXXXXXAddress 3XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXCity State ZipXXXXXXXXXXXXXXXXXXXX

Abstract

**PLEASE RESPOND
TODAY**

Help make Jane's 90th birthday wish come true...



the Jane Goodall Institute

Sponsored • Paid for by The Jane Goodall Institute for Wildlife
Research, Education and Conservation
Library ID: 1350919485620313

You're invited! Celebrate Dr. Jane Goodall's 90th birthday with us by signing her birthday card! Her special day is April 3, but you don't have to wait to join in the celebration. Send your best wishes to Jane by signing her card today.

Jane captured hearts and minds as she took us on an unforgettable journey, showing us the rich lives of wild chimpanzees and the ...



PETITIONS.SIGNFORGOOD.COM

Sign the card to celebrate Jane Goodall's 90th birthday!

10,000 Signatures Needed

Jane Goodall Institute

Dr. Jane Goodall's 90th Birthday Card

Jane is one of a kind — a trailblazer in a global movement for good. Let's give her a celebration like no other, with birthday wishes from 10,000 supporters like you!

Sign the card to wish Jane a happy birthday today!



Matt

McLaughlin

matt.mclaughlin@missionwired.com

20009

Happy birthday, Jane! I'm so grateful for the impact you've made on our planet and the planet's wildlife. You inspire me to take action to protect our environment. Enjoy your big 90th!

Sign The Card

By completing this form, you are opting in to receive email updates from Jane Goodall Institute about our work. You may unsubscribe at any time.

© 2025 | Paid for by the Jane Goodall Institute

[Privacy Policy](#)



The Jane Goodall Institute | Official Priorities Survey

Thank you for signing Jane's birthday card! Jane's biggest birthday wish? A more sustainable world for animals and people. Please, will you answer a few questions to guide our efforts and help us make Jane's wish a reality?

From engaging in conservation science and research to protecting chimpanzees and helping communities adopt sustainable livelihoods, the Jane Goodall Institute is actively working to address the challenges affecting our planet.



How important is it to you that Jane's conservation work continues?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not that important

[PREV](#)[NEXT](#)

The Jane Goodall Institute | Official Priorities Survey

Following Jane's arrival in Tanzania in 1960, the Jane Goodall Institute has maintained the longest-running wild chimpanzee study at Gombe Stream Research Center, where we're advancing science, conservation, and human health for the betterment of all living creatures.



Are you committed to helping Jane's vision of a healthy world where people, animals, and the environment all live in harmony become a reality?

- ☐ Yes, I'm committed to protecting our planet!
- ☐ No, I'm not interested.

[PREV](#)[NEXT](#)



The Jane Goodall Institute | Official Priorities Survey

Will you take the next step to a brighter future alongside Jane?

From studying chimpanzees in the wild, to creating the world's largest sanctuary for chimpanzees, to engaging new conservation activists, Jane continues to build a global movement for good. As she shares hope throughout the world, please join Jane and the Jane Goodall Institute to advance our vision — a healthy, just world where all beings can thrive. **Donate today and your gift will be matched up to \$90,000 in honor of Jane's 90th birthday! Every dollar becomes two to turn hope into action for the planet we all share.**

Will you donate \$90 to be matched today?

- ☐ Yes, I will give \$90, which will double to \$180 today. (This is what most JGI supporters are giving!)
- ☐ Yes, and I'll give even more when every dollar goes twice as far.
- ☐ No, I can't give that much right now.

PREV

NEXT

Jane's 90th Birthday is April 3



Let's fulfill Jane's birthday wish of a more sustainable world in which all beings can live in harmony. **Thanks to a generous donor, your gift will be matched up to a total match amount of \$90,000.** Please give a birthday gift now when it's doubled to do twice the good in the world.

✓ One-time

Monthly

Choose a **one-time** amount

\$25

\$50

\$90

\$500

USD ▼

\$ Other

☐ Dedicate my donation **in honor or in memory** of someone

☐ See if your employer will match your donation



Show of Hands: How much did revenue increase between 2023 and 2024 for the Jane Goodall birthday campaign?

A) 37%

B) 53%

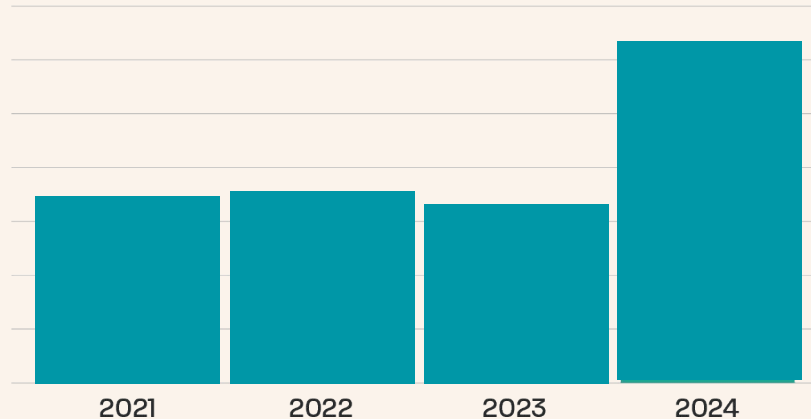
C) 92%

Show of Hands: How much did revenue increase between 2023 and 2024 for the Jane Goodall birthday campaign?

A) 37%

B) 53%

C) 92%



RESULTS

- Used engagement strategies across channels to cultivate existing donors and acquire new donors while bringing in immediate revenue
- Unified content approach amplified Jane's story and the significance of her 90th birthday
- \$1.8 million raised across channels over four years of Jane's birthday campaigns (includes major gifts)



Summary of Learnings

- Integration doesn't necessarily need to be an omni-channel campaign. Instead, test top-performing campaigns from mail in digital and vice versa to boost overall response for your direct response program.
- Stories and content that resonate with donors offline will likely be just as powerful online, and vice versa
- Digital is an optimal tool to amplify mail efforts and give donors an additional pathway to give
- Cohesive storytelling across channels, especially during big moments, is key to boosting results

**Q&A: Let's
Discuss! The
floor is now
open for
questions.**

