



Case Study

Growth of List Rental Revenue

A national Children's Relief Charity made the decision to aggressively market their list to help supplement their direct mail revenue stream. This client's membership file consists of approximately 64,000 0 – 12 month, \$5+ members.

Working closely with the client to focus on the best interests of both donors and the organization, we first helped identify segments that should be omitted from rentals and exchanges. Once the rental file was confirmed, we began an aggressive marketing campaign utilizing suggestive selling techniques and personalized broker recommendations. As expected, the first year yielded many tests, and several retests.

At this point, we were able to build continuations and offer pricing incentives and refined selects to encourage retests for mailers whose initial tests were unsuccessful.

Over the past five years, this client's list rental revenues have increased from \$72,000 to more than \$208,000 annually. In this time, their member file has remained relatively constant.

The average value per name has increased from \$1.12 to \$3.25. Additionally, there has been no identifiable impact on their membership retention or appeal programs.

Impact of List Services Fundraising's List Marketing Strategies

