



## Case Study

### **Regional mailer into limited SCF's/zips**

The Vice President of an agency asked us to develop a list plan for a charity in San Francisco that wanted to solicit donations in the community. Even in a large city like San Francisco, their service area encompassed only one viable SCF. The agency was concerned about the availability of lists and the cost per mailable name out of merge given the limited geography.

The VP felt that if she could deliver breakeven results, she would be able to convince the mailer to continue their prospecting on an ongoing basis. She challenged List Services to develop a sustainable strategy for reaching the maximum universe at the minimum cost. We provided her with that capability.

We developed a list plan of approximately 77,000 names within the SCF (out of merge) and mailed in November 2004. The VP had hoped to break even but the list plan actually delivered positive net revenue of \$8,000! The cost to raise a dollar on this non-premium prospecting program was only \$0.75.

As the VP had predicted, thanks to this successful strategy, the mailer now relies strongly on direct mail for their ongoing prospecting.