



Brokerage Case Study

Success in Identifying New Test Lists

A benefit of switching to List Services Fundraising is our ability to quickly identify profitable new tests and retests that others have overlooked or not discovered. This opens new universes and opportunities for our clients to strengthen performance or expand their outreach.

Situation Analysis

In August 2007, List Services Fundraising started working with Catholic Relief Services (CRS), a very large and well-established mailer. The challenge for List Services was that we had absolutely no prior experience in the Catholic market. However, during the proposal process CRS liked the way we approached their programs and how we challenged their assumptions in a constructive way. So they “took a chance” on us.

Results

In the first twelve months we identified 38 new test lists that met the criteria necessary to be continuations. In Q4 of 2008, we recommended an additional 17 lists which have met the continuation performance standards.

In total, these **55** new tests or re-activated retests (hadn’t been mailed in three years or more) yielded an additional universe of 1,900,000.

This had two impacts on CRS’ program. First, it allowed them to expand their acquisition volumes by approximately 20% and bring a similar increase of new names to file. They were able to do this with almost no deterioration of response rates or average gift. This was especially remarkable considering the challenges other mailers were facing due to the biggest economic recession since the Great Depression.

Second, the solid performance of these lists gave CRS more options to replace declining files and to improve the overall health of the prospecting program. In the first year-over-year program analysis, we saw a surprising turnover of the Top 25 lists by mail volume. Whereas some mailers were forced to use other lists more often due to cost issues or performance declines, List Services was actually delivering better results overall.