



# seeds of success

grow revenue with integrated cross media

a case study featuring

***Arizona's Children Association***

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## organization



**Arizona's Children Association (AzCA)** is the oldest and largest statewide nonprofit child welfare and behavioral health agency in Arizona. Annually, AzCA serves more than 45,000 children and their families throughout the state. A critical source of operating revenues is generated from the deployment of direct marketing efforts and we are thrilled to have been able to help AzCA bloom in that realm.

## challenge

AzCA has been generating operating revenues for years through direct marketing efforts. However, donation levels for their winter appeal have been stagnant for many years. *"We knew there was a better way to target our donors,"* said AzCA's development administrator Chris LeBlanc. *"We needed to find a way to better leverage the information that we had on our previous donors."*

Marc Kellenberger, Chief Development Officer at AzCA, was specifically tasked with increasing revenues generated from the winter appeal.

*As with any organization we need to be keenly aware of our return on investment. We want to really focus on how to increase our average donation, and reactivate those donors that have been dormant.*

-Marc Kellenberger, Chief Development Officer

So they reached out to Pixa for assistance and we got our hands dirty planting the seeds of success to grow revenue. During a campaign planning meeting, clear measures of success were outlined for the team.



## objectives

- Increase total revenue generated from previous year's winter appeal
- Increase average donor amount from previous year's winter appeal
- Reactivate donors that had been dormant for more than five years

***Is your marketing ready to bloom?***

## solution

A collaborative team of both AzCA and Pixa staff members was chosen to develop a campaign that would create an emotional response with recipients and ultimately drive an increase in donations.

Through an analysis of the client provided data, it became clear that we had the information to create a highly focused effort that would appeal to recipients. Through a needs analysis, we identified specific areas of segmentation. It also became evident that each of these segments also had different reasons for giving. This information provided the baseline for both the creative and copy for all communication channels.

The campaign used variable data printing to produce both versioned and personalized direct mail pieces. In addition, a multi-channel cross-media component was developed that included an email blast and personalized URL. Data provided by the client drove the production of highly relevant direct communication.

### *Messaging was focused on communicating several key components:*

- Regional interest (Southern AZ vs. Northern AZ)
- Previous donation amount
- Previous donation date
- Suggested donation amounts

## results

In a post campaign recap, it became evident that our process was successful. After many years of running winter appeals, this target approach had finally delivered the superior results that the organization has desired. In a campaign debrief, results were shared with the group.

### **LARGEST REVENUE CAMPAIGN** in the history of the winter appeal!



avg. campaign  
donation grew

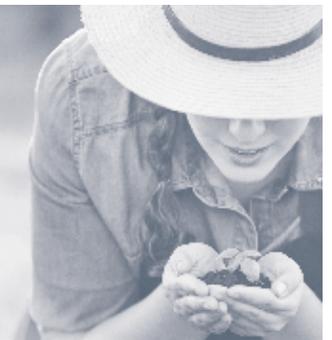
**168%!**



increased # of  
donations by

**160%!**

total donations  
grew by  
**270%!**



### **Plus!**

**Reactivated numerous former donors**  
*(exact data not available)*

Based on the success of the campaign, AzCA continues to work with Pixa to develop innovative approaches to fundraising. In addition, Pixa and AzCA have been recognized by the American Marketing Association with a Spectrum Award for Nonprofit Marketing.



# oh, hey there!

Allow me to introduce myself...or should i say selves?  
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.  
Two is better than one, right? We like to think so.

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Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY  
& DESIGN



LEAD  
GENERATION



DONOR  
NURTURING

[thinkpixa.com](http://thinkpixa.com)



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PIXA PRINT  
PORTAL



CORPORATE  
PRINT



DIRECT MAIL  
MARKETING

[pixadirect.com](http://pixadirect.com)

*Think Pixa, your local full-service marketing & print resource*