



girl power

increase response with targeted messaging

a case study featuring

Girl Scouts

organization



The Arizona Cactus-Pine Council

is one of more than 100 other councils across the nation chartered by Girl Scouts of the USA. In partnership with committed adult volunteers, in an accepting and nurturing environment, Girl Scouts cultivate their full individual potential building character and skills for success in the real world. The qualities they develop in Girl Scouting — leadership, values, social conscience, and conviction about their own self-worth — serve them all their lives.



objectives

- *Engage Girl Scout Alumni to begin to develop a network of donors for future campaigns.*
- *Collect donations today for those that are ready.*

challenge

The target audience was Girl Scout Alumni. We wanted to target the memories and emotion of former Girl Scouts in an effort to get them re-engaged, and ultimately to donate to support today's girls. However, it was clear from research that what was important to women varied based on their age. So we had to version our marketing message to specifically resonate with each particular age group.

solution

Girl Scout Alumni were divided into four personas based on the calendar years in which they had been involved as scouts. Pixa developed a multi-channel cross media campaign geared towards each persona. The first component, a variable data direct mail piece, was versioned by persona and featured prominent women of the community that had been Girl Scouts. The campaign theme was "Support the Sash." The imagery portrayed these women in their professional life today, wearing a sash. The copy was developed to resonate with the specific recipient. The direct mail piece was sent to an Alumni list of approximately 3,100 people. The call to action was to drive recipients to a "personalized involvement site."

The second component of the campaign was an email blast that arrived on the same day as the direct mail piece. This email blast was again themed "Support the Sash" and had similar copy to the direct mail piece. The call to action drove recipients to their "personalized involvement site" as well.

The third component was an integrated web strategy that included the "personalized involvement site," a social media component and a traditional website. All recipients were asked to respond to

Wanna Get Targeted?

the involvement site. This site was versioned by persona and provided compelling copy that resonated with each group. They were asked to make a donation to help "Support the Sash." Those that selected the donate option were sent to a donation site that allowed them to complete an online transaction. After they hit the donation site a representative followed up with a phone call. In most cases this was to thank them for their donation. In some cases if they selected donate, but had not, the representative called and asked them if they preferred to donate in a different manner.

Respondents that did not want to "donate now" were offered other avenues to get involved. This was part of the objective to cultivate future donations by keeping the women engaged. The "refer a friend" function allowed them to invite others that were not part of the original campaign. This was done through an automated process that sent an email that appeared to come directly from the referring individual.

The second involvement component was a link to join a Facebook Cause Page. This page was developed to begin creating an online community in an environment that would encourage ongoing donations. In addition, a YouTube video was uploaded to create more awareness of the campaign and drive incremental involvement on the cause page. All non-responders received a secondary call to action via email a few weeks after the campaign dropped. This message encouraged them to visit their involvement site.



After 20 years of direct mail, volunteer-intensive campaigns and events with limited success, I believe we have finally developed a program that blends high touch and cutting-edge high tech. Thanks, Pixa!

-Mary Lee Hoffman, Senior Associate for Advancement, Girl Scouts-Arizona Cactus-Pine Council, Inc.

results

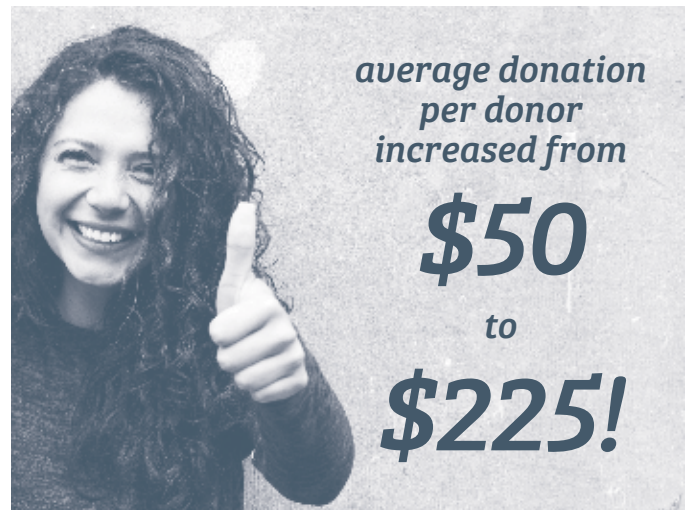


THE MULTI-CHANNEL CROSS MEDIA CAMPAIGN WAS A SUCCESS!

8%

RESPONSE RATE!

with 20% of all who responded making a donation!



25

Friend Referrals!

135

new members to the Facebook Cause Page!

Plus!

it received national recognition as one of the year's three PODi Best Practices Awards in the Direct Marketing category.

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.



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



STRATEGY
& DESIGN



LEAD
GENERATION



DONOR
NURTURING

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

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