

Date: 11/30/07

For: Consideration for
CVC Philanthropy Success Story Achievement Award

From: Greene County Community Foundation
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Title: A Real Difference

Reinforced, creative messaging to our target market and team work made a real difference this year for our direct mail fund drive. In just two months, we raised \$8000 in donations to our endowment, at a cost of only \$1100. This was four times our goal of \$2000, as well as a huge increase from our first mailing last year that raised \$1520 (\$560 cost). This is an exciting achievement for our group just established in 2005.

Our mailing targeted 600 households in Greene County. In addition to our past donor list, we used a new mailing list of charitable donors purchased from infoUSA.com.

To craft our letter, we used pointers from Mal Warwick's book, "How to Write Successful Fundraising Letters." Our two-pronged message was "make a real difference" and "giving back to your community means giving forward for the FUTURE of Greene County." These themes were repeated in the mailing materials which included the request letter, brochure, reply form and pre-addressed return envelope. They were also reinforced in news articles published during the campaign, as well as in personalized "thank you's" mailed from our president.

Our message was supported with examples of past grants awarded for projects in cities across our county, illustrating the community-wide impact of our organization. To further illustrate this "local connection," we listed the names of our board members and their home towns in the brochure. We also sealed the back of the envelope with a customized label addressed from just the board members who lived in the addressee's town. This label also included the call-to-action message, "Make a real difference! OPEN NOW!"

In addition to good mailing lists and creative messaging, distribution of tasks through coordinated team work also made a real difference that contributed to this campaign's success.