



Kansas 4-H Foundation Uses Personalized Invitations to Build Responses

About the Customer:

As a not-for-profit charitable foundation established in 1952, the Kansas 4-H Foundation builds on the tradition of bringing financial support from the private sector. A board of volunteers oversees the foundation and the staff members involved in the foundation build relationships with donors to increase funding. The Kansas 4-H Foundation uses their donations received to develop programs for Kansas 4-H youth. The primary focus of the Foundation is creating a memorable, knowledgeable experience for all of the youth involved.

Business Objectives:

The Kansas 4-H Foundation has hosted a “Kansas Friends of 4-H Day,” event at Rock Springs 4-H Center for many years. This year they wanted to increase the number of participants at the event and increase awareness of the exciting, new things happening at the Rock Springs 4-H Center. So, they decided to use a unique personalized invitation. The foundation worked with Lexinet (M3 Toolbox Marketing for Non-Profits is a division of the Lexinet Corporation) to create a fun, inviting invitation that utilized three different text versions to mail to three identified donor segments within the Foundation’s database.

The primary goal was to increase the number of responses to the mailing, thus leading to higher attendance level for the event and possibly further donations. In order to do this, 2,810 invitations were sent to the three groups.

Results:

Foundation leaders were thrilled with the response to the invitations.

- Over 425 RSVPs for the event were received (It had been over 15 years since they had more than 200 RSVPs).
- The mailing generated a 15% RSVP response rate
- Staff attributed part of the success to the unique format and tailoring the communications to segments within their database creating a more personalized invitation.
- 434 (15.4%) people attended the event, exceeding the number of RSVPs and representing an increase in attendance of 245% over the prior year.
- Several who attended said they did so simply because they were invited.

Campaign Architecture:

The mailing included a 5x7 invitation card and 4x6 reply card inserted into a closed face A7 green outer envelope. The pieces were designed to have a fun, whimsical feel and even incorporated the well-known 4-H four leaf clovers. The invitation included a personalized greeting on the front, personalized message on the inside - based on the recipient - an agenda for the day's activities and directions to the event.

In addition to inviting recipients to the Kansas Friends of 4-H Day at Rock Springs 4-H Center, the mailing also incorporated information about the Kansas 4-H Foundation's current fundraising campaign: "Growing Kansas Leaders".

Three different types of donors were identified and used to create segments for the different text versions of the invitation. The categories of donors were:

- Campaign Donor
- Other Donor
- Non-Donor

Each recipient received a slightly different message. The template and layout for the different donor type invitations were similar. However, the invite was more personalized to make them feel more rewarded for their previous donations or make them feel more welcomed as a guest to the event.



Envelope Package

Reply Card (Back/Front)

WE WANT YOU (AND YOUR FRIENDS AND FAMILY) TO COME
JOIN THE FUN AND CELEBRATION AT KANSAS FRIENDS OF 4-H DAY
AT ROCK SPRINGS ON SUNDAY, JUNE 9!

Fill out and return this card, call us at 785-532-5881, or email the information to rhaer@ksu.edu by **May 24, 2013**.

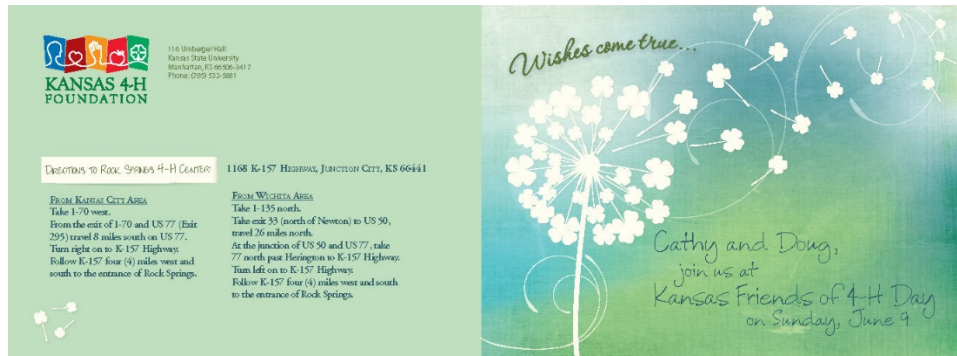
I plan to attend and will have _____ guests with me
Please list names for name tags: _____

Please reserve _____ places at the brunch buffet
(If any of this information is incorrect, please write the correct information inside it.)

Name: _____
Firm or Organization: _____
Address: _____
Phone: _____
Email Address: _____

Place
Stamp
Here

KANSAS 4-H FOUNDATION
1165 SHERBROOK HALL, KSU
MANHATTAN, KS 66506-5417



Outside of Invitation



Non-Donor Invite (inside)



Other Donor Invite (inside)



Campaign Donor Invite (inside)

Reason for Success:

The decision to send a unique, personalized invitation that would stand out was a success. The invitation grabbed the attention of recipients and helped make the event a huge success. Attendance exceeded prior years' attendance numbers by over 200.

The excitement resulting from this campaign will help achieve the Foundation's goal of community awareness of the Rock Springs 4-H Center (and 4-H in general) and lead to increased donations for the 4-H Foundation and the Growing Kansas Leaders campaign.



**Want to learn more about how to achieve results like these?
Contact Lindsey Boyer at 800-767-9227 or by email at
lindseyb@lexinetcorporation.com.**