

Flood Appeal Garners an Eye-opening 14% Response Rate

Lutheran Social Services of Wisconsin and Upper Michigan

THE CHALLENGE

Lutheran Social Services, like many organizations in the area, was hurt, financially and emotionally, by the springtime floods of 2008. It needed to raise funds to relocate displaced clients and replace lost office equipment and furnishings.

Given the state of the economy, LSS, like many not-for-profit organizations are suffering a decline in overall donations. This fact, combined with current cost increases for direct mail, makes it increasingly important for non profits to focus on marketing that's measurable.

THE SOLUTIONS

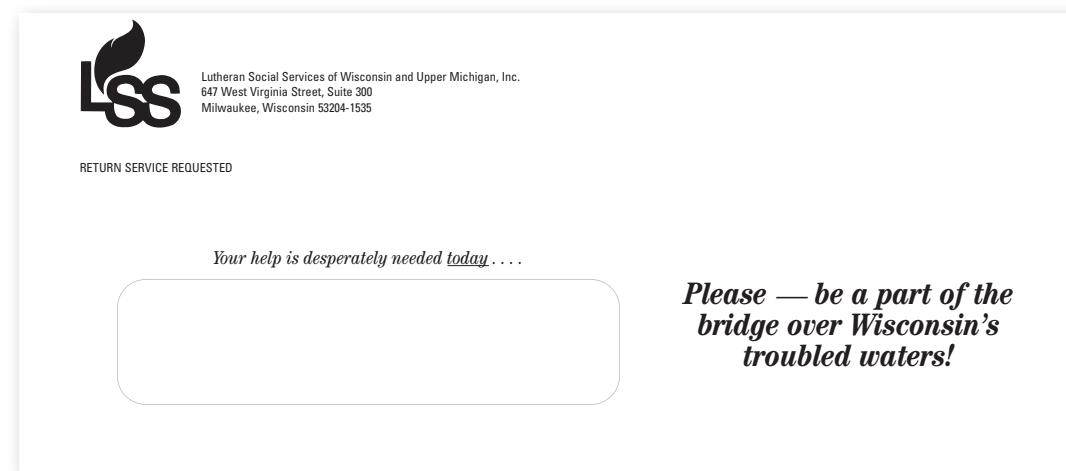
While many organizations are ruling out direct mail because they think it is too expensive and doesn't work, Johnson Direct applies strategic execution to beat the odds. Instead of featuring imagery of flood damage, Johnson Direct made the message "king." The resulting black and white letter package was fiscally responsible and genuinely sincere, proving that a plain package can make a great impact with the right messaging, offer and call-to-action.

THE RESULTS

The message and approach overwhelming appealed to the donor base. The single letter package earned a 14% response rate, the highest LSS has ever earned.

THE TACTICS

- Consulting
- Direct Mail Strategy Design & Production



PLEASE
PLACE
STAMP
HERE



MAKE YOUR CONTRIBUTION BY CREDIT CARD!

You may charge your Lutheran Social Services contribution to a credit card. Please complete the information requested below and return this form in the enclosed pre-addressed envelope.

Please charge my: VISA MasterCard Amount to be charged: \$ _____ Exp. Date: _____

Credit card number: _____

Your name as it appears on the card: _____

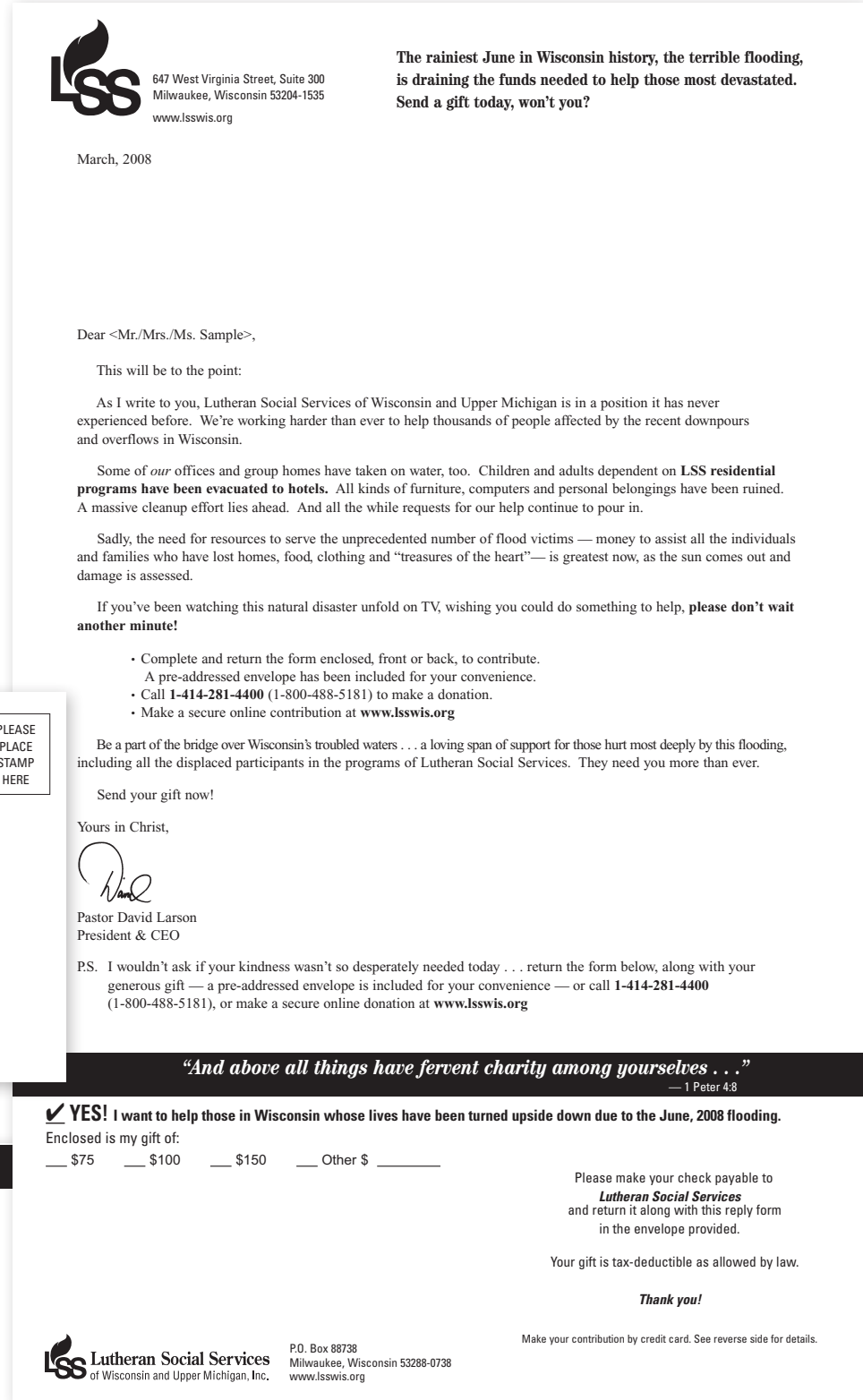
Signature: _____

If you have any questions about contributing to LSS, e-mail: givinginfo@lsswis.org

Please send me more information about including LSS in my will.

Please remove me from future fundraising appeals.

Thank you so much!



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