



you're so special

nurture relationships with relevant & personalized messaging

a case study featuring

Save the Family

Organization



Working in six cities throughout metro Phoenix, **Save the Family**, a nonprofit 501(c)(3), envisions communities free from family homelessness.

Through a variety of programs and support services, Save the Family empowers families to conquer homelessness and achieve life-long independence. Save the Family serves families facing significant challenges, including job loss, domestic violence, divorce, foreclosure, and poverty.

Challenge

STF knew that individual financial support was critical to ending homelessness. And in order to get that, it needed to reach individuals on a more personal level. So STF went forth to create deeper relationships with its donors and volunteers.

The goal of the campaign was to find a way to make each supporter feel special, to show how financial contributions positively impact the community, and to demonstrate that ongoing support would help STF serve even more families.

We all like to feel special, right?

STF needed to be thoughtful with their strategy to maximize their budget and resource impact.

With Pixa as our virtual marketing team, we developed a thoughtful fundraising strategy that effectively communicated our message and set the course for the entire fundraising season. We are absolutely thrilled with the results and are delighted to partner with Pixa for all our ongoing communications.

-Jacki Taylor, Chief Executive Officer



objectives

- Retain, grow, and steward current donors
- Reactivate lapsed donors
- Acquire new donors by converting current volunteers and in-kind donors to new cash donors

Let's Get Personal.

Solution

So, first order of business: finding out who the individuals were! Pixa and STF worked together to identify distinct target segments.

Segments included:

- current, lapsed & expired donors
- in-kind donors
- VIPs
- Volunteers
- Board Members
- Staff

A donor value was assigned to each segment so that more campaign budget could be invested in the segments with the highest potential return.

More bang for the buck!

Understanding that donors want nonprofit organizations to see them as individuals, not data, the messaging strategy was "Show Me You Know Me." Personalized, relevant letters with a focus on the donor (eg. you make a difference) and a success story that highlighted the impact of donor gifts were created for each segment. The messaging also specifically recognized the donor or prospect's existing connection to STF.

A corresponding digital media plan, including relevant Facebook posts and e-Letters, was developed. In addition, a postcard with coordinated imagery was created to specifically promote the mutual benefits of contributing to STF and claiming a Working Poor Tax Credit. Two follow up email messages with more urgent messaging were sent.

Throughout the campaign, branding was consistent and all imagery and copy was upbeat, emotionally appealing, recipient-oriented, and benefit driven.

Bada Bing, Bada Boom

Results

**INCREASED
TOTAL
ANNUAL
APPEAL
DONATIONS
BY 25%**



**NEW
DONORS:
255**



**INCREASED AVG.
GIFT AMOUNT BY**

71%!

(Highest Ever!)

**RECAPTURED
187
LAPSED DONORS
(Highest in 5 Years!)**



Plus!

**Converted 58 existing agency
volunteers/in-kind donors to
new cash donors**

(23% of total new donors)

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