

DM2.0 Informed Delivery® Campaign Brings in \$5,000 Donation!

Dear Brigid,

I'm now the happiest person on the planet. This morning **we received a gift of \$5k from a donor who previously gave under \$3k, they used the USPS Informed Delivery link.** I also have been getting tons of compliments from alumni on the mailer itself – one even posted on Instagram how thankful he was to see a picture of his alma mater.

Thank you for everything – we've certainly learned a lot in this process and can't wait to run the next campaign. I'm sold on the effectiveness of Mail with a Twist.

All the best,

Jasan



“The mailing went to known and unknown donors. The informed delivery win came from a known donor whose previous donations were less than \$3,000 but this year they donated \$5,000! Obviously, that blew his socks off!”



–Brigid Kaye

Mail with a Twist
A DirectMail2.0 Partner

