



Case Study

Omnichannel Campaign Drives Year-End Growth for Nonprofit Fundraiser



Client
Nonprofit

Quantity Mailed
40,000

RESULTS

The omnichannel campaign significantly exceeded expectations, delivering strong engagement and measurable fundraising growth.

By transforming a single direct mail touchpoint into a coordinated omnichannel experience, nonprofit successfully increased donor engagement and improved overall campaign performance.

Campaign Details

A nonprofit organization dedicated to funding groundbreaking pediatric brain cancer research and accelerating progress toward better treatments and a cure faced a major challenge during its most important, and most crowded, fundraising season: year-end giving. The organization needed a way to stand out beyond a traditional one-time direct mail interaction.

The organization planned a 40,000-piece year-end appeal but wanted to create more opportunities for donor engagement after the mail was delivered. Their goals included increasing touchpoints beyond the initial mailbox moment, driving measurable digital engagement, proving attribution between direct mail and online donations, and growing year-over-year fundraising results.

To succeed in a crowded giving environment, the organization needed a strategy that connected offline and online engagement while providing clear visibility into campaign performance and donor response.

Appeal Mailing



Digital Ads



Email



Facebook



Informed Delivery



Strategy & Execution

Mail as the Anchor 40,000-piece appeal with:

- Personalized QR codes
- Dedicated landing page
- Consistent hero design
- Multi-response architecture
- Physical-to-digital bridge

Before Delivery

- SocialMatch ads primed recipients on Facebook & Instagram
- USPS Informed Delivery® added a clickable inbox preview

At Delivery

- Mail Tracking aligned digital ads with mailbox arrival

After Delivery

- Online Follow-Up via Google Display
- Social Media Follow-Up across Meta
- LEADMatch identified anonymous website visitors and tied behavior back to the mailing list

Timeline

- 60 day campaign 11/20/2025 - 01/19/2026

Rather than relying on one moment, the campaign followed donors across mailbox, inbox, feed and browser.

Solution

The omnichannel approach allowed the nonprofit to:

- Extend the lifespan and effectiveness of each mail piece
- Create a measurable connection between offline and online engagement
- Increase donor participation and total contributions
- Build a scalable framework for future fundraising campaigns

Money Raised

\$90,000+

Above Goal

47.5%

Total Impressions

472,000

Impressions Per Person

11.8

Total Cost

\$22,775

Cost Per Piece

\$0.57

Unique Engagements

1,515

Engagement Rate

3.79%