

# CASE STUDY BADGER FUND PROPERTIES

By using a Campaign Management Solution, Badger Fund was able to achieve very specific goals in a cost effective manner.

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## CHALLENGE

To create a relationship with UW Athletics ticket holders who had not previously donated to the Badger Fund. Educating this audience about how the Badger Fund works and the benefits of their efforts was the organization's primary tactic. To be successful the Badger Fund also needed to acquire information about as many ticket holders as possible in order to effectively develop the relationship and secure a donation.

## SOLUTION

Campaign Management

Package including:

- Variable Printing
- Direct Mail
- E-mail Messaging
- Website/Micro Site Technology
- Personal URLs
- Reporting

## RESULTS: 15%+ RESPONSE

### WHY IT WAS SUCCESSFUL

- Targeted Audience  
Current UW Athletics ticket holders
- Motivating Offer  
3 drawings, PLUS 20% Off Promotion at the Bucky's Locker Room Store
- Credibility  
Education on the Badger Fund established the value of the organization.

“We found that by using the PURL marketing technique we were able to reach donor prospects in a unique way. The process was very valuable from a data gathering perspective and the campaign was also a successful fundraising initiative.”

— CHAD KIMMEL

Assistant Director of Development, Badger Fund

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### HOW IT WORKED

#### STEP 1: REACH OUT

Six direct mail versions were created. The season ticket holder received a self-mailer specific to their sport and personalized for them with their own PURL. The direct mail piece enticed the consumer to visit the PURL with two appealing offers.

#### STEP 2: COLLECT INFORMATION

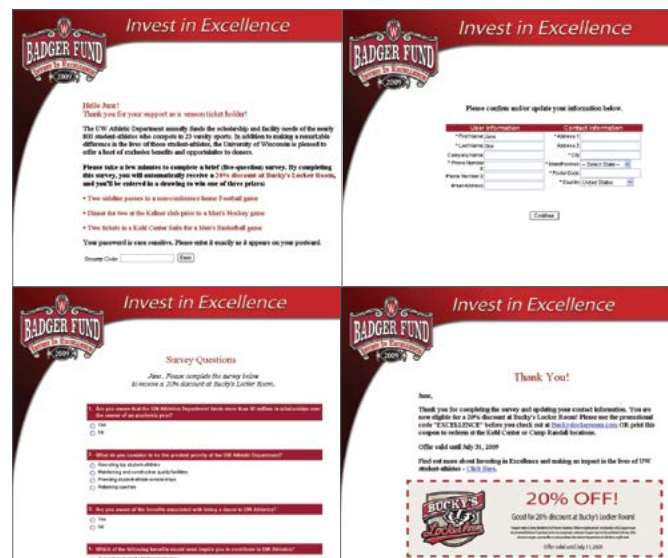
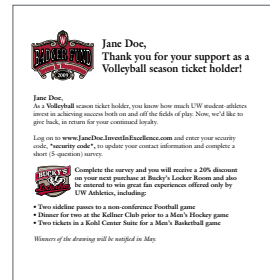
Once the ticket holder entered the PURL into their browser, they were directed to a personalized landing page where they were asked to enter a unique code from the mailer. Upon entering the code, they were directed to a survey page with four multiple choice questions. Once the responses were submitted, the ticket holder was directed to a Thank You page that included a 20% off coupon to print and redeem in the Bucky's Locker Room store.

#### STEP 3: FOLLOW-UP

Ticket holders received a Thank You e-mail that was instantly generated when they clicked submit. There were three versions of the Thank You e-mail depending on how they answered the survey questions.



#### STEP 1: DIRECT MAIL WITH VARIABLE



#### STEP 2: MICROSITE



#### STEP 3: E-MAIL FOLLOW-UP

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### BADGER FUND BENEFITS

By using a Campaign Management Solution, Badger Fund was able to achieve very specific goals in a cost effective manner.

### TICKET HOLDERS UPDATED BADGER FUND'S MAILING LIST

Traditional methods would have required phone calls or business reply cards to capture this information. Badger Fund did not have to use staff, spend additional postage or hire a service to get this information. The recipient did all the work and the updated information was available for Badger Fund's use as soon as the recipient clicked submit.

### TURNING LEADS INTO DONATIONS

The participating recipients gave valuable information about what was important to them with regard to UW Athletics. This information was used to market more specifically to each person in the future, further develop the relationship and ultimately receive the desired donation.

### INSTANT RESPONSE TO THE RECIPIENT – RELATIONSHIP MARKETING

When the recipient participated by filling out the survey, an e-mail was immediately sent to Badger Fund letting them know who participated, how they answered the questions and if the recipient desired to be contacted. This gave Badger Fund the ability to react instantly while the subject was still fresh in the recipient's mind. Traditional methods could have a response delayed for weeks between the initial interest and a response from Badger Fund, risking losing the recipient's interest.

### BUILD E-MAIL LIST

Badger Fund made the e-mail field a required fill-in, allowing them to develop a database for future cost effective communication with these ticket holders.



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