



Direct Approach

Our team developed targeted appeals to help UMass Dartmouth increase donor participation and improve donor relations.

Services Utilized

- Primary Customer Research
- Data Mining
- Data Segmentation
- Variable Data Printing
- Direct Mail

11%
increase in donors

3X
improved response rate

The University of Massachusetts Dartmouth is one of five campuses and operating subdivisions of the University of Massachusetts. It is located in North Dartmouth, Massachusetts, United States, in the center of the South Coast region, between the cities of New Bedford to the east and Fall River to the west.

The Mission

UMass Dartmouth sought to update the look and feel of their Annual Appeal and increase donor participation. They also hoped to improve donor relations which had been declining over several years.

The Answer

Our team developed a personalized targeted direct mail campaign with donor records segmented by school within the university. Each mailpiece included full color variable images and a unique personalized message from an ambassador of the specific program. For example, the appeal letter sent to Business school alumni was written by a recent graduate and focused on the improvements of the program and her success finding employment due to the respect UMass-Dartmouth had in the marketplace.



The Results

Overall donor participation improved dramatically, with the direct mail campaign generating a 17.4% response rate (5x higher than previous campaigns). Donations improved and several response envelopes came with messages from donors remarking on how much they liked the new format and messaging.

