



Client: St. Joseph Children's Home has been providing strong, loving homes to Louisville's most vulnerable children since 1849. The one constant through all these years has been St. Joe's ability to adapt to the changing needs of the community. Today, St. Joe's serves children across three core programs—Residential Treatment, Foster Care, and Adoption and the Child Development Center.

Challenge:

St. Joe's Picnic for the Kids has served as the annual fundraising event. Due to the global pandemic, they had to demonstrate their flexibility and change this popular in-person event into a successful virtual experience. All while inspiring online donations with a fundraising goal of \$200,000.

Solution:

Utilize HyprMail technology to provide an omnichannel experience that will enhance a highly targeted, personalized direct mail campaign. HighNote understands that potential donors and supporters are more likely to contribute if they receive multiple impressions across different marketing channels. Using a drive-to-web strategy, the direct mail campaign asked recipients to visit a virtual picnic on the website to encourage giving.

Project Details:

Picnic letter packs and postcards were mailed to an acquired prospect list with letter packs mailed to the existing donor list. Recipients were asked to purchase raffle tickets online or donate.

- Mailing list recipients were pre-matched to social media accounts. Online ads were delivered before, during, and after the mailing.
- The mail piece directed recipients to the St. Joe "picnic" website page where donors were encouraged into the donation process to purchase raffle tickets or donate.
- Once they visited the website, online follow-up began.
- 325,000 digital ads were displayed with 19 ads per person average.

Objective:

Using multiple marketing channels and virtual activities, motivate and connect with donors to encourage giving as if donors were at the live picnic and successfully meet St. Joe's fundraising goals.

Return on Highnote:

More donors were acquired with an increased brand impact on the community resulting in new opportunities that will continue.

- **Exceeded fundraising goal by 50%:** \$300,326 with 30% attributed to this campaign.
- **Return on investment: 478%** while acquiring 381 new donors.
- **7,500 website visitors** with **2,500 new donor leads**



"I like the multi-channel approach that HyprMail offers and the results. We need to have a presence in all of the marketing channels and HyprMail helps make that easier for us, so that we can focus on other things."

Christina Miller

Annual Fund Coordinator,
St. Joseph Children's Home

