

MAILER:

Red Cross

OBJECTIVE:

The American Red Cross of the Chesapeake Region faced the challenge of increasing donations from residents in local communities.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign to reach a prospective audience of active charitable donors and philanthropic interest in geo-targeted regions of focus for the campaign. The initiative was designed to provide a single and clear call to action of a donations tab presented in the offer and directing to a landing page that educated donors on disaster relief efforts, local events, news pertaining to local heroes and community members who are active with volunteering, and other related supporting stories to connect recipients with the cause for increased donations. eTargetMedia strategically selected the targeted and high-performance list of Active Charitable Donors to reach those who provide financial support to charities as well as participate in community involvement for philanthropic causes.

OUTCOME:

The email marketing campaign had tremendous success rates in terms of well above industry average open and click rates as well as a high conversion rate in terms of generating donations. Overall the increase in traffic as well as funds raised via the email campaign led to a highly successful campaign that exceeded expectations and projected marketing goals.

Give something that
means something.



Donate Today!

Designate the American Red Cross
of the Chesapeake Region

Maryland Charities Campaign: #8003
Combined Federal Campaign: #46542
Combined Charities Campaign: #8003
United Way Campaign: #3

 **American Red Cross**
of the Chesapeake Region
www.redcross-cmd.org

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