

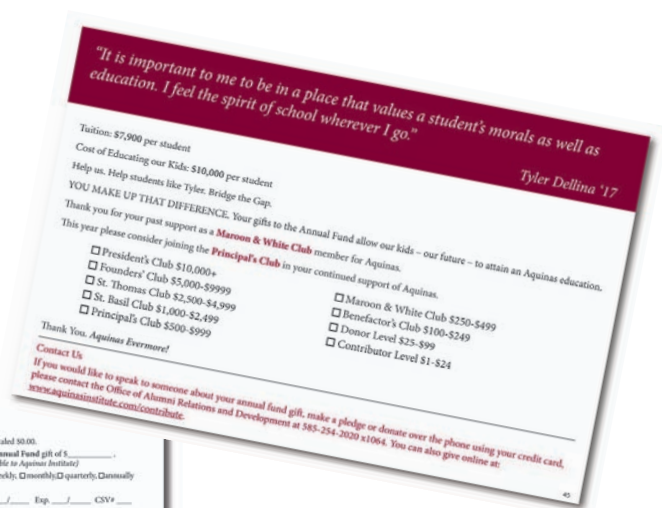
# Increasing Annual Campaign Results Using Personalized Direct Mail

*The Aquinas Fund is an annual campaign which includes alumni, parents, friends and foundations. The fund provides charitable support needed to sustain and advance The Aquinas Institute's reputation as an excellent secondary education institution in the Catholic tradition.*

## BACKGROUND

The Aquinas Institute is a college preparatory co-educational school inspiring students in grades 7 to 12. Since 1925, over 19,000 students have graduated from Aquinas. In September of 2010, The Aquinas Institute and Nazareth Schools partnered to create a co-educational Catholic school system that seamlessly serves grades Pre-K through 12.

The resources and facilities at Aquinas offer students state-of-the-art education in a traditional and historical setting. With over \$20 million in facility improvements since 2003, including the latest in computer technology, a new fine arts center and a new athletic complex, the campus at Aquinas has been modernized to enhance the students' experience. 96% of Aquinas graduates immediately pursue further study at the college and university level.



### ANNUAL FUND COMMITMENT FORM

I wish to participate in the Annual Fund at the following level:

<input type="checkbox"/> President's Club \$10,000+	<input type="checkbox"/> Maroon & White Club \$250-\$499
<input type="checkbox"/> Founders' Club \$5,000-\$9999	<input type="checkbox"/> Benefactor \$100-\$249
<input type="checkbox"/> St. Thomas Club \$2,500-\$4,999	<input type="checkbox"/> Donor \$25-\$99
<input type="checkbox"/> St. Basil Club \$1,000-\$2,499	<input type="checkbox"/> Contributor \$1-\$24
<input type="checkbox"/> Principals' Club \$500-\$999	

**Thank You For Your Support**

Mr. Sean Patrick Connell, 2004  
1041 Staci Ln  
Webster NY 14580-2355

AQUINAS INSTITUTE OF ROCHESTER  
OFFICE OF ALUMNI RELATIONS AND DEVELOPMENT

Your gift has been totaled \$0.00.  
 I am enclosing my Annual Fund gift of \$\_\_\_\_\_.  
 (please make check payable to Aquinas Institute)  
 Please charge me  weekly,  monthly,  quarterly,  annually  
 DMC:  Visa  MasterCard  
 Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV# \_\_\_\_\_  
 Name of Cardholder \_\_\_\_\_  
 I'd like to pledge \$\_\_\_\_\_ (Please bill me  monthly or  quarterly)  
 Enclosed is my payroll deduction form, \_\_\_\_\_ (available at [www.aquinasinstitute.com/contribute](http://www.aquinasinstitute.com/contribute))  
 Enclosed is the matching gift form.  
 I have made my gift online at [www.aquinasinstitute.com/contribute](http://www.aquinasinstitute.com/contribute)  
 I have not previously informed you, but I have included Aquinas in my will/estate plans.

## CHALLENGE

*Increase participation and donation commitment for the annual Aquinas Fund Campaign.*

## SOLUTION

Replace a traditional envelope appeal package with a graphic rich, graduation year themed mailer, personalized to past donors and non-doners, that resonates with recipients and generates increased enthusiasm for the campaign.

Overall creative and design work was a collaborative effort between Aquinas and the MSP Digital Solutions team. The resulting mail piece combined imagery of current students, along with past images from the decade the recipient graduated, a personalized message from a current student and the specific benefits contributions would make to the fund.

MSP Digital designed a colorful personalized 8.5 x 5.5 insert with a separate reply device and business reply envelope. All pieces inserted into a 6 x 9 display envelope. Recipients were also encouraged to donate online if they preferred.

MSP Digital also provided all campaign data services, merge/purge, postal presorting, NCOA and DPV requirements to achieve the lowest USPS rates possible.

## RESULTS

- Total Mailed – 6520
- Total raised to date – \$456,272
- Average Gift Size – \$161
- Response rate – 43%
- Response Rate up 10% over last year
- Cost/dollar raised – \$.02



*"It is important to me to be in a place that values a student's morals as well as education. I feel the spirit of school wherever I go."*  
Tyler Dellina '17

Tuition: \$7,900 per student  
Cost of Educating our Kids: \$10,000 per student  
Help us. Help students like Tyler. Bridge the Gap.  
YOU MAKE UP THAT DIFFERENCE. Your gifts to the Annual Fund allow our kids - our future - to attain an Aquinas education.  
Thank you for your past support as a **Donor Level** member for Aquinas.  
This year please consider joining the **Benefactor's Club** in your continued support of Aquinas.

<input type="checkbox"/> President's Club \$10,000+	<input type="checkbox"/> Maroon & White Club \$250-\$499
<input type="checkbox"/> Founders' Club \$5,000-\$9999	<input type="checkbox"/> Benefactor's Club \$100-\$249
<input type="checkbox"/> St. Thomas Club \$2,500-\$4,999	<input type="checkbox"/> Donor Level \$25-\$99
<input type="checkbox"/> St. Basil Club \$1,000-\$2,499	<input type="checkbox"/> Contributor Level \$1-\$24
<input type="checkbox"/> Principal's Club \$500-\$999	

Thank You, Aquinas Evermore!

**Contact Us**  
If you would like to speak to someone about your annual fund gift, make a pledge or donate over the phone using your credit card, please contact the Office of Alumni Relations and Development at 855-254-2020 x1064. You can also give online at: [www.aquinasinstitute.com/contribute](http://www.aquinasinstitute.com/contribute).

**ANNUAL FUND COMMITMENT FORM**

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<input type="checkbox"/> St. Basil Club \$1,000-\$2,499	<input type="checkbox"/> Contributor \$1-\$24
<input type="checkbox"/> Principal's Club \$500-\$999	

Thank You for Your Support

Mr. Philip A Knight, 1970  
353 Reef Point Cir  
Webster NY 14580-1776

AQUINAS INSTITUTE OF ROCHESTER  
OFFICE OF ALUMNI RELATIONS AND DEVELOPMENT

Your gift has your total \$25.00. Thank You!  
 I am enclosing my Annual Fund gift of \$\_\_\_\_\_  
(Please make check payable to Aquinas Institute)  
Please charge me  Creditly,  monthly,  quarterly, C  
 DMC,  Visa  
Card # \_\_\_\_\_ Exp. \_\_\_\_\_  
Name of Cardholder \_\_\_\_\_  
 I'd like to pledge \$\_\_\_\_\_  
 I'd like to pledge \$\_\_\_\_\_  
(Please bill me  monthly or  quarterly)  
 Enclosed is my payment deduction form.  
(available at [www.aquinasinstitute.com/contribute](http://www.aquinasinstitute.com/contribute))  
 Enclosed is the matching gift form.  
 I have made my gift online at [www.aquinasinstitute.com/contribute](http://www.aquinasinstitute.com/contribute)  
 I have not previously informed you, but I have included  
Aquinas in my will/estate plan.



CONNECT ■ ENGAGE

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