

Cross-Channel Direct Marketing Campaign Delivers Strong Results



The University of Pennsylvania Law School is one of the oldest and most selective Law Schools in the tradition of American legal education. At Penn Law the emphasis is on cross-disciplinary education both within the Law School and other Graduate Degree programs at the University of Pennsylvania. It has ranked consistently as one of the top 14 law schools in the country by the US News & World Report and stresses the importance of diversity in its student community.

The campus is located on 269 acres of urban landscape in West Philadelphia blending the culture of both the college's prestigious history with the modern facilities of today. The school offers the degrees of Juris Doctor (J.D.), Master of Laws (LL.M.), Master of Comparative Laws (LL.C.M.), and Doctor of the Science of Laws (S.J.D.).

The University of Pennsylvania also offers eleven other graduate and professional schools.

CHALLENGE

Increase the average gift size from four different demographic groups (Elders, Baby-boomers, Gen X'rs and Gen Y'rs) from previous giving levels for the Benjamin Franklin Society.



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MSP-CS-UPENN-1000 Rev A

SOLUTION

Create a cross-channel direct marketing campaign that features a graphic rich, unique format direct mail piece incorporating photos that are relevant to each segment. By also utilizing a personalized URL each recipient was taken to a personal web-site to view video from various Penn Law students and prominent alumni and have the opportunity to make a donation. Following the personalized mailing were targeted personalized e-mail appeals over a period of six weeks to maintain contact with the campaign and further encourage alumni to visit their personalized response site.



RESULTS

- Total Mailed — 1004
- Total Raised — \$20,825.00
- Average Gift — \$867.71
- Response Rate — 9%
- ROI — 5 times their investment



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