

# Christopher Reeve Paralysis Foundation

## Growing and Sustaining a Donor File Through Multiple Channels

### Summary:

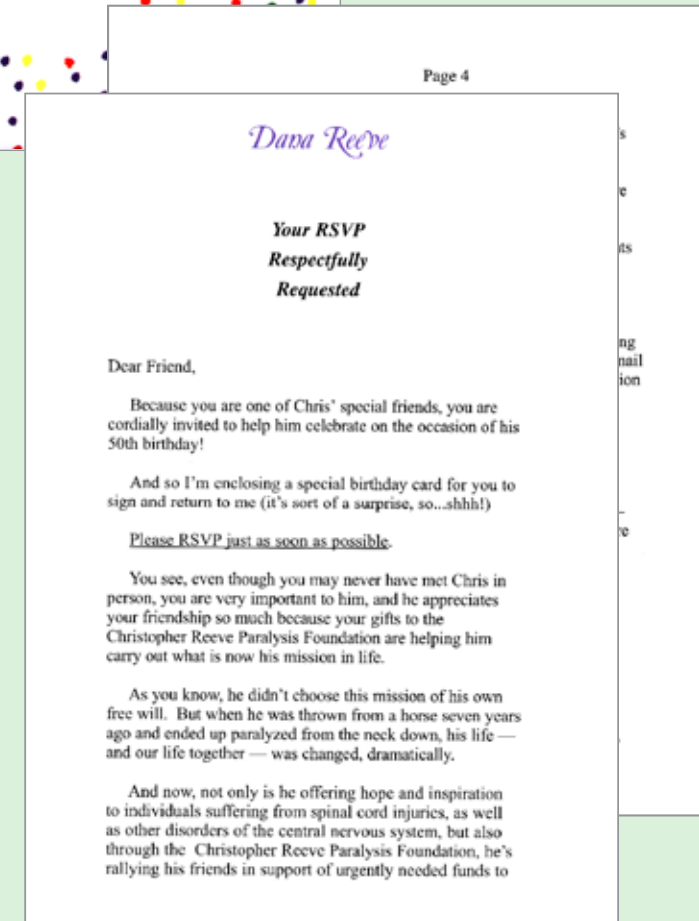
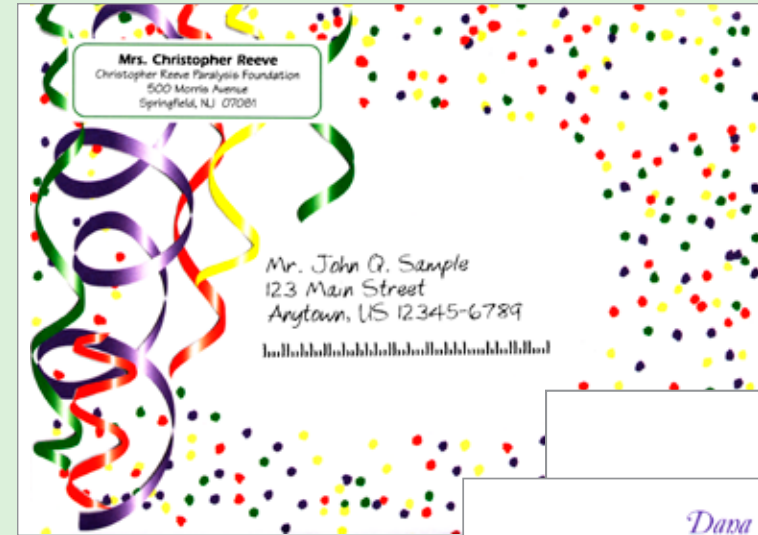
When the American Paralysis Association merged with the Christopher Reeve Foundation to form the Christopher Reeve Paralysis Foundation, the new organization turned to CMS to help launch a direct response fundraising program to fund research for a cure for spinal cord injury.

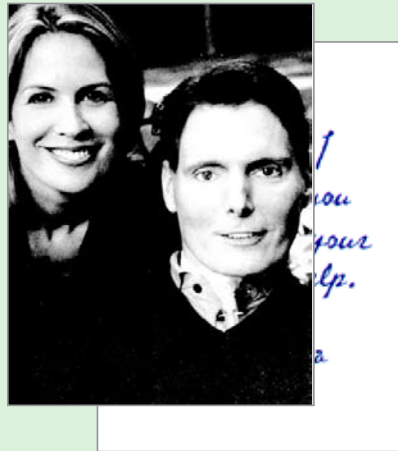
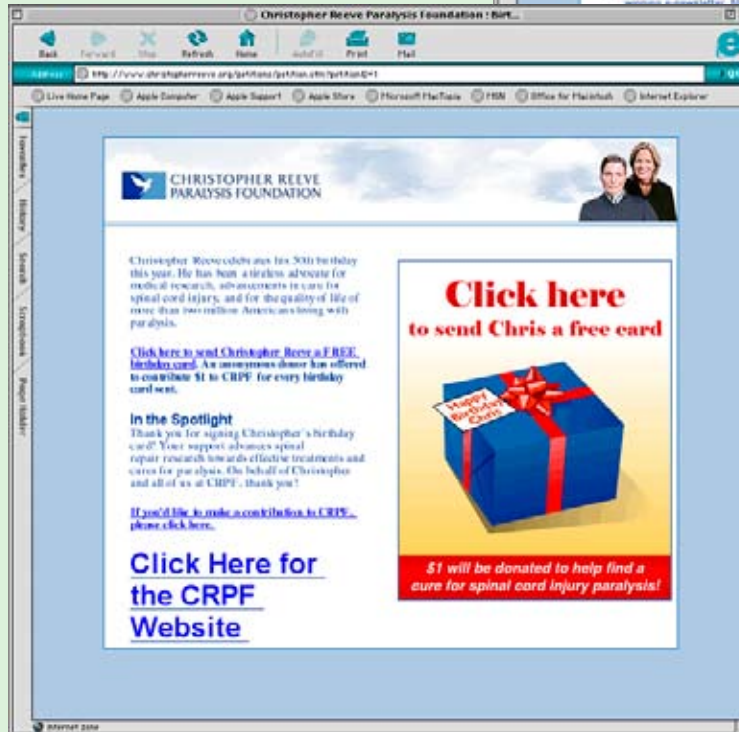
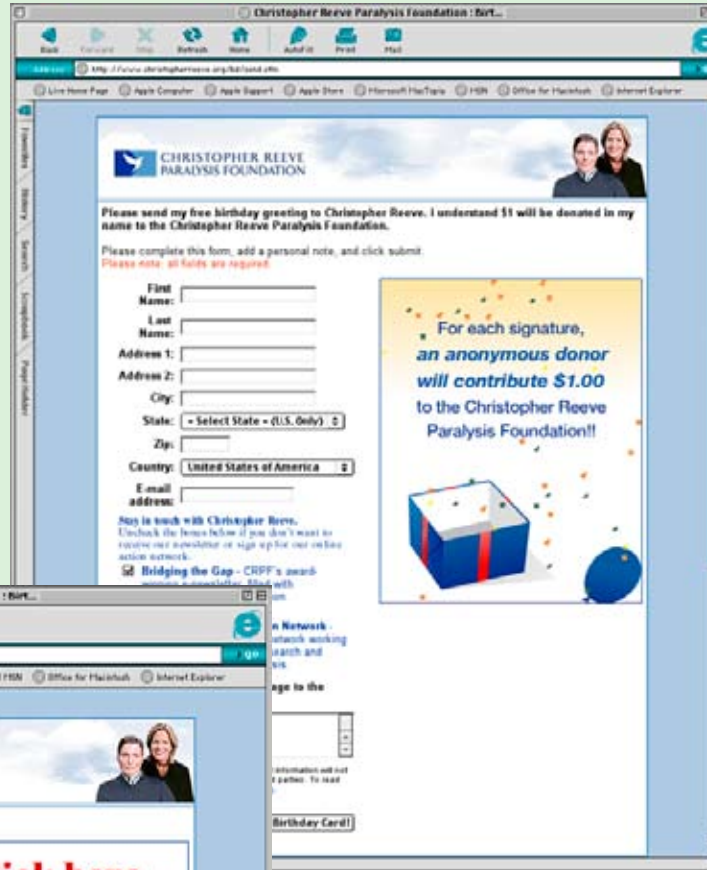
Launching the fundraising program from the ground up — and growing the income by \$7 million in under three years took an integrated approach that would quickly engage donors and prospective donors.

The strategy was to use Christopher Reeve's upcoming 50th birthday as a centerpiece of a six-month long campaign that would integrate direct mail, web, media promotion and culminating with a VIP Birthday Fundraiser.

- The direct mail component consisted of a housefile appeal and a prospect effort from Christopher's wife, Dana, inviting the recipient to join her in celebrating Christopher's 50th birthday by signing and returning the enclosed birthday card.

- In addition, a viral marketing campaign was designed to attract traffic to the CRPF website where they could sign a virtual birthday card for Christopher, add a personal message of hope, and have their name entered into a book of signers that was publicly presented to Christopher on his birthday.
- As added incentive, CMS's strategy included an agreement with a corporate sponsor that donated \$1 for every person who signed the card online. We then began successfully converting the online signers into donors.





## Results:

- ✓ Expanded their online marketing and education programs by collecting email addresses from those who signed the birthday card.
- ✓ Competitive response rate against a premium acquisition control.
- ✓ Introduced Christopher Reeve's birthday as an annual renewal fund – increasing response to multi-year donor segments.

Component	Specs
Outer Envelope	Baronial, CF, handwritten lasered font, 4/C, 24# white
Letter	7 x 10, 2/2, 50# white stock
Birthday Card	5 x 7, 4/2, 8 pt coated card stock
Photo	9 x 4, 1/0, 8 pt card stock
Reply	5 x 7, 3/2, personalized, 50# white stock
Reply Envelope	7.25 x 5.25, 1/0, 20# white stock, BRE