

# Habitat for Humanity International

## Increasing Donor Value While Increasing Response

### Summary:

Over the past four years, primary focus has shifted away from growing the donor file and toward the goal of maximizing net revenue.

The goal is four-fold: cultivate, upgrade and retain higher valued donors while decreasing costs by investing less in programs such as acquisition.

This goal comes with a sacrifice — usually in the form of decreased response. While data trends show that as revenue per donor increases, retention decreases, it was CMS's goal to develop a package that increased response rate while maintaining average gift.

This mission based premium package directly supports and enhances the Habitat brand. The mailing begins with the teaser: *“Why is Habitat for Humanity sending you the enclosed Tape Measure?”*

Once inside the envelope, the donor finds a cloth tape measure strongly branded with the Habitat logo. The letter reprises the tape measure image with a headline that reads: *“It's not just a tape measure. It's a measure of compassion.”*

The package makes the emotional connection between the tools that Habitat uses to build homes — such as a tape measure — and how each tool is a measure of the donor's compassion.

This package mailed successfully across several programs and is a Maxi and Fundraising Success award winner.



**It's not just a tape measure. It's a measure of compassion.**

Dear Friend,

The special Habitat for Humanity tape measure I've enclosed is a free gift for you to use in your daily life.

Whenever you use it, I hope it will remind you of all the hard work Habitat for Humanity does to build safe, affordable homes with those who currently live in poverty housing.

Tape measures are a real part of the work we do at Habitat. They help assure that what we do is solidly built and precisely fit. But each tape measure we use is also a measure of YOUR compassion ... because like every other tool and material we use ... each tape measure, hammer, nail, floorboard and window ... is provided through the generosity and compassion of people who



**Why is Habitat for Humanity sending you the enclosed Tape Measure?**

XXXJohn Q. SampleXXX  
XXX123 Any StreetXXX  
XXXAnywhere, USA 99999XXX  
XXXXXXXXXXXXXXXXXXXXXXXXXX

Help stop this suffering.

Think of the difference a Habitat  
Dewey of Sarasota, Florida, I

Dewey lived with their daughters  
ermites and rats.

into a safe, decent home of  
his construction job, there just

ity.

121 Habitat Street • Americus, GA 31709 • www.habitat.org



# Habitat for Humanity International

## In the Wake of Disaster: Partnering with Habitat for Humanity to Rebuild Lives

### Summary:

CMS has been partnering with Habitat for Humanity International to help workforce families affected by disasters for more than 15 years.

So when one of the worst natural disasters in history struck the regions of the United States where poverty is most widespread, Habitat and CMS again teamed up to help the victims of Hurricane Katrina rebuild their homes and their lives.

Together we crafted a multi-channel fundraising strategy that included mail, web, and phone.

An urgent-gram format package was in the mail within a week and went on to raise more income than any other direct mail disaster package in Habitat for Humanity history — netting more than \$8.5 million.

The online component of this comprehensive strategy include both outbound email appeals, website donation page, and a “Friends Asking Friends” micro-site that both solicited donations and brought new friends into the Habitat family.

Additionally, telemarketing was used to reinstate lapsed donors and invite others to become HopeBuilder sustainers.

Finally, a second-gift strategy was implemented to convert all the new donors Habitat acquired into long-term committed partners.



Component	Specs
Outer Envelope	#10, SLW, 24# canary stock, 2/0
Letter/Reply	8.5 x 14, 1 sheet/2 page, 2/1, 60# canary stock, personalized
Reply Envelope	#9, 1/0, 20# white stock, BRE

//EMERGENCY DISPATCH//EMERGENCY DISPATCH//EMERGENCY DISPATCH//

URGENT MESSAGE FOR:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Wednesday, August 31, 2005  
 8:00 AM EST

Dear XXFIRSTNAMEXX,

Hurricane Katrina is among the worst disasters to ever strike the United States.

Damage from Katrina's 150 mph winds can only be described as catastrophic.

By the grace of God, we've never lost a Habitat house to a hurricane ... until now.

At this hour:

Habitat staff in New Orleans confirm more than half of our homes have  
 lost to the flood.  
 Reports out of Mississippi and Alabama tell of total devastation.  
 And tragically, thousands are feared dead.

We are fanning out to check on affected Habitat partner homeowner families  
 from Mississippi Delta to the Tennessee Valley and beyond.

Each Habitat home is built with severe weather conditions in mind — there  
 are structures that can withstand a storm of Katrina's power.

**Habitat for Humanity is immediately launching an emergency operation to help  
 families in devastated communities recover and rebuild.**

We urgently need you to help mount an undertaking of this unprecedented  
 effort by making an emergency contribution of \$AMT1, \$AMT2, or even  
 more — right away.

For many families, a disaster like Katrina can be truly overwhelming.

▼ detach here and return portion below ▼

EMERGENCY REPLY /// EMERGENCY REPLY /// EMERGENCY

**You can count on me in this time of unprecedented need.** To help low-income families recover  
 and rebuild from catastrophic Hurricane Katrina, and to help families in poverty housing worldwide,  
 please find my emergency donation enclosed in the amount of:

\$AMT1  \$AMT2  \$AMT3  other \$\_\_\_\_\_

XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXID AND SOURCEXX

CHECK THIS BOX AND FILL OUT THE  
 INFORMATION ON REVERSE TO CHARGE YOUR  
 CONTRIBUTION TO A CREDIT CARD.

YOUR GIFT IS FULLY TAX DEDUCTIBLE. PLEASE MAKE YOUR CHECK PAYABLE TO HABITAT FOR HUMANITY INTERNATIONAL AND RETURN  
 IT WITH THIS EMERGENCY REPLY IN THE SPECIALLY MARKED ENVELOPE ENCLOSED. WHEN REBUILDING EFFORTS ARE FULLY FUNDED,  
 CONTRIBUTIONS WILL BE USED WHERE REQUIRED MOST TO ASSIST FAMILIES IN NEED.

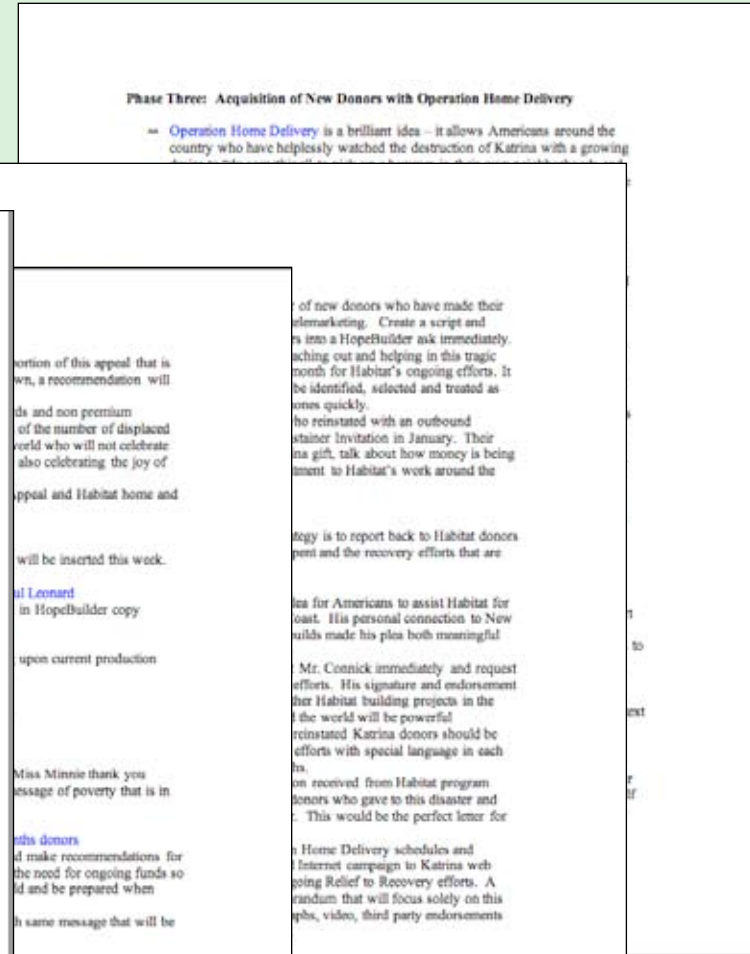
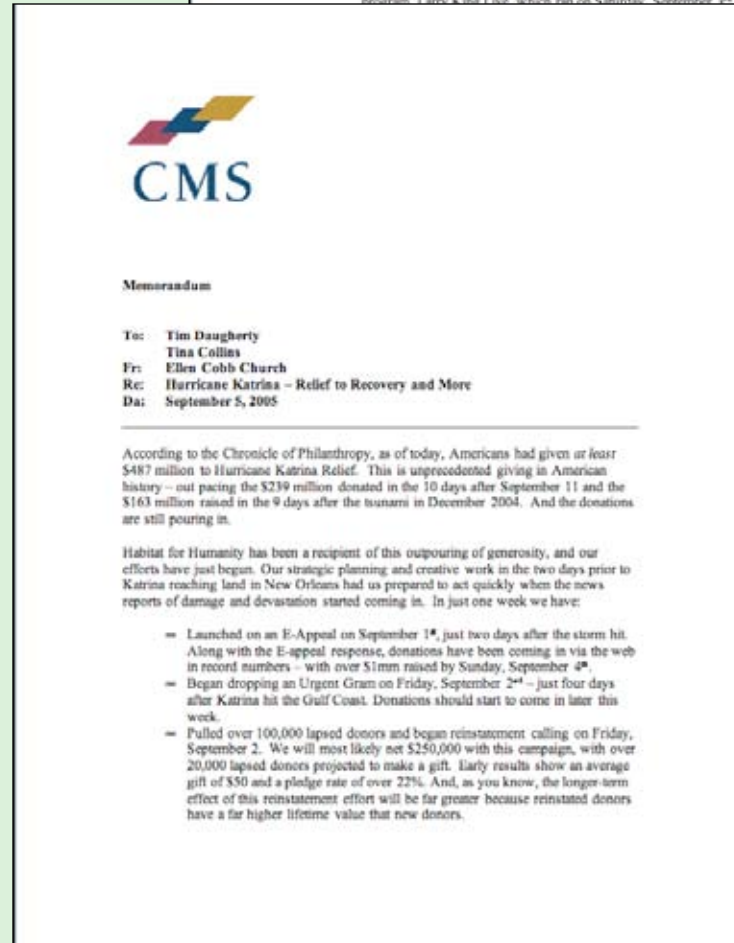
Team Members:	Total Raised:
General Team Donation	\$5,580.00
Jennifer Mercer	\$2,325.00
Ellen Church	\$405.00
Cathy Crace	\$0.00
Lisa Crane	\$600.00
Toby Gohn	\$850.00
David Jorgensen	\$250.00
Sarah Sharaf	\$1,100.00

# Habitat for Humanity International

## In the Wake of Disaster: Partnering with Habitat for Humanity to Rebuild Lives

Urgency was paramount and the result of our rapid response has already helped more than 1,000 of these families build a decent, affordable home.

It's been an honor to work with you to serve these families and the millions of other people who are now living in Habitat homes because of our partnership.





# Habitat for Humanity International

## Retaining Dedicated Donors Through Targeted Messaging

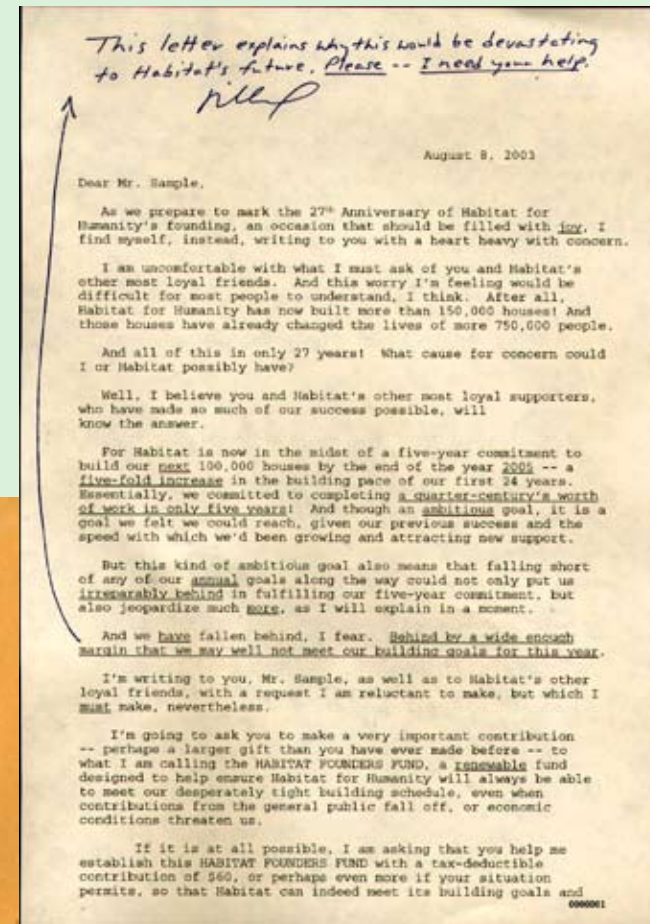
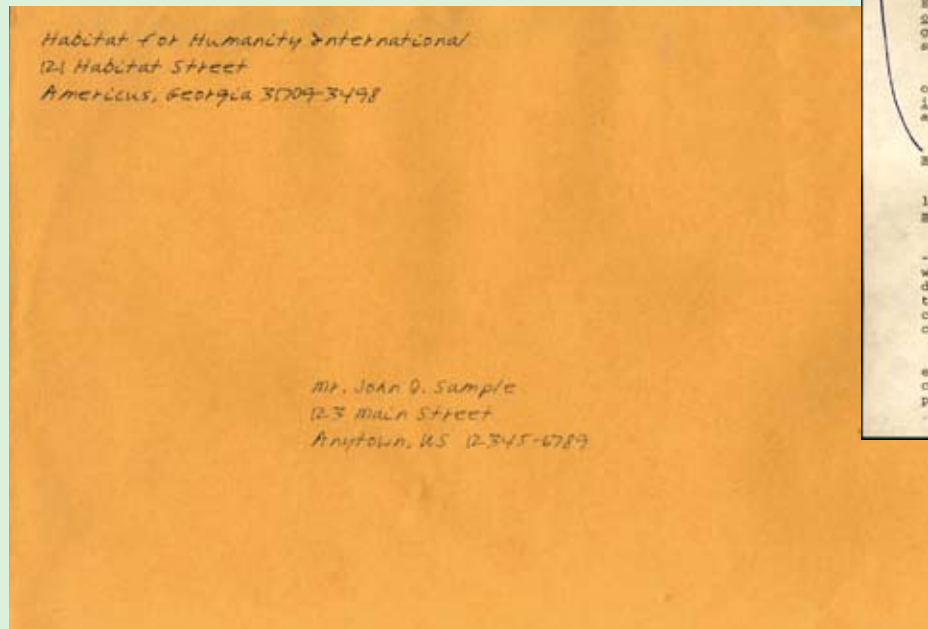
### Summary:

Once a donor has been on Habitat's file for 3 years, their lifetime is expected to last another 12+ years. Because of the high value of these dedicated donors, special treatment is given to this group to support retention.

Designed to acknowledge their longevity, the Founders Fund renewable appeal mailed to donors who had been on the file for 5 years or more.

Along with a request for a contribution to start the legacy Founders Fund, came a miniature hammer key charm that to the donors who had been helping us "wield the hammer" for a long time. With a personal note from the Founder, they were reminded that: "Whenever you reach for the keys to your house, I hope you will be reminded of the many thousands of families across this country and around the world who now have keys to their own simple, decent homes, because of your faith, love and generosity."

By selecting loyal donors and contacting them with this targeted message, we were able to increase response and average gift from the higher echelons of the file. This package continued to mail for three more years and today a version of this package is testing to various segments of the file.



TO: Millard Paller  
 FROM: Mr. John Q. Sample  
 123 Main Street  
 Anytown, US 12345-6789

**Habitat for Humanity International**  
**121 Habitat Street**  
**Americus, Georgia 31709-3498**

0458-5513  
 2328 00076

Dear Millard,

**YES** -- I do want to help Habitat for Humanity in this time of financial crisis, when thousands of families are counting on us, and so many of our building goals hang in the balance. And I feel honored that you have asked me to join with other long-term partners in establishing the HABITAT FOUNDERS FUND.

As we mark the Anniversary of Habitat's founding -- and more than 150,000 houses built throughout the world -- the realization that we have committed to building the next 100,000 by the end of the year 2005 is indeed wonderful. And I understand your concern over whether Habitat will have the resources to do this.

That is why I want to assure you of my continuing commitment to helping Habitat reach its building goals all over the world, and why I am grateful to be able to enclose my tax-deductible FOUNDERS FUND contribution of:

\$40     \$60 \*     \$80     Other \$ \_\_\_\_\_

Email: \_\_\_\_\_  
 (optional)

\* Mr. Sample, please consider a gift of this amount to help Habitat meet the ambitious goals before us. May God bless you.  
 Millard

Please make your check payable to HABITAT FOR HUMANITY INTERNATIONAL and return with this reply in the enclosed envelope. Your gift is tax-deductible to the fullest extent of the law.



*Inexpensive though it may be, I believe this little hammer-shaped key chain fob will be deeply meaningful to you, for you are someone who has been helping us "wield the hammer" for a long time.*

*Whenever you reach for the keys to your house, I hope you will be reminded of the many thousands of families across this country and around the world who now have keys to their own simple, decent homes, because of your faith, love and generosity.*

*Thank you for everything. And may God bless you and your home.*

Millard

## Results:

- ✓ netted \$450,000 from 10,366 donors.
- ✓ Provided a renewable fund that was mailed over subsequent years.
- ✓ financed the relationship between HFHI and long-term valuable donors.



Component	Specs
Outer Envelope	7.5 x 10.5, CF, Brown Kraft stock, Handwritten lasered font
Letter	7 x 10, 1 sheet/2 page, 60# white offset stock, 0/2
Key Charm	2.25" pewter miniature hammer, HFH engraved on handle, affixed to 4 x 6 tent card
Reply	7 x 10, 1/1, 50# white wove stock, personalized
Reply Envelope	#9, CF, 1/0, 20# white stock, SRE/BRE

September 3, 2005 Stats from the first night of Reinstatement calls are solid – with a 23% pledge rate, \$50 average gift and \$11,088 raised per contact.



Memorandum

To: Tim Daugherty  
Tina Collins  
Fr: Craver, Mathews, Smith and Company  
Re: Hurricane Katrina Series of Events  
Dt: October 12, 2005

- August 27, 2005 Katrina approaches the Gulf Coast
- August 28, 2005 CMS writes the urgent gram on Sunday based on the current news – phone conversations between CMS and HFHH on strategies for the next week are discussed
- August 29, 2005 Copy delivered to Habitat the day Katrina makes landfall.
- August 30-31, 2005 Habitat at meetings in CMS offices
- August 30, 2005 CMS, Habitat, Share and Direct Advantage agree to put lapsed donors into reinstatement telemarketing campaign for Katrina
- August 31, 2005 Katrina email to full email list
- September 1, 2005 Proposal for Text Messaging Campaign Submitted by CMS
- September 2, 2005 \$425,000 raised to date online
- September 2, 2005 Reinstatement phoning began – all funds are designated
- September 2, 2005 Urgent Gram mails to over 1 million donors
- September 2, 2005 Habitat DM and CMS alerted that HFHH will be featured with other charities on Larry King Live the following night. This appearance will encourage giving – HFHH does not have the ability to handle the volume of calls that this type of appearance will generate. CMS and HFHH secured 10 seats through Share Group and 150 seats through TigerTel for this event

September 13, 2005 Raleigh, NC public radio station interested in running a radio-thon for Habitat

we insert to include Katrina

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Results:

- ✓ Urgent-Gram mailed just days after Katrina made landfall and raised over \$9 million with a \$0.06 cost of funds.
- ✓ An email appeal was launched within 48 hours and produced three times more revenue than any previous email solicitation.
- ✓ Reinstatement calling reactivated more than 20,000 lapsed donors and grossed over \$1 million while generating a \$53.59 average gift. Later, in February 2006, we contacted these donors on the phone and converted 1,176 into HopeBuilders and also received 1,381 additional one time gifts totaling \$57,474.
- ✓ In addition, 280 \$100+ lapsed donors were reactivated by converting them into monthly givers while an additional 334 lapsed \$100+ donors made one time gifts totaling \$34,479.
- ✓ Sustainer Invitation calling during the Fall of 2005 acquired 3,668 new HopeBuilders — including more than 1,483 designated as “Katrina joins.”

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