



Alberta Cancer Foundation

Direct Marketing Issue

Alberta is unique in Canada in having one cancer authority. The Alberta Cancer Foundation, which raises funds for the Alberta Cancer Board (which in turn runs two large cancer care facilities in Calgary and Edmonton, plus 15 cancer care centres across the province) became an ST client when Stephen Thomas acquired Gail Picco Associates in 2006. Before hiring a consulting firm, the Foundation ran a minimal program with two mailings a year.



There was no active acquisition program. In addition, because of the relative youth of the Foundation, it had a low profile. Many donors and potential donors confused it with other cancer-related charities.

Direct Marketing Response

We knew the Foundation's work – funding research, prevention and screening programs, diagnosis, treatment and care – would resonate with Albertans. A full-featured mail program for the Foundation was designed and implemented including a four-shot renewal cycle, four special appeals, four addressed acquisition mailings and four householder mail drops focusing on areas where cancer care centres are located. In the process we tested and honed messaging for the Foundation that gave greater clarity to its mandate and work across the province. We employ the strategic use of front-end premiums in donor renewal and donor conversion. We've instituted regular, comprehensive file audits to identify areas of opportunity.

Direct Marketing Result

The direct marketing program brings approximately 10,000 new donors to the Foundation each year and annual revenue from direct marketing has tripled. Program integration is now a priority, as is using the direct marketing program as a basis for developing intermediate donor products and planned giving, as well as strategic development of the digital channel.