



Canadian Cancer Society
Société canadienne du cancer

The Canadian Cancer Society - Ontario

Direct Marketing Issue

Although the Canadian Cancer Society is one of the most recognized Canadian charitable brands, when ST took over the program from a commercial direct marketing agency in 2000, revenue from direct marketing was minimal. Increased demand for CCSO's programs and services necessitated revenue growth and the Society believed the direct marketing program had potential.

Direct Marketing Response

Using the high awareness of the Cancer Society brand, ST developed the small program into a full-featured program that includes a four-shot renewal cycle and seven special appeals with regular recruitment of monthly donors through the active donor file. (Some donors have the opted for a once or twice a year program.) Each appeal is carefully tested and only added to the program when it proved to bring in more net revenue. We chiefly use the telephone to recruit donors to the Until Cures are Found monthly donor program. Email is deployed at targeted times throughout the year in support of the mail program. Premium and mission based appeals are used for acquisition. Hard copy and e-newsletters round out the program.

Direct Marketing Result

This large, sophisticated program now has 100,000 people who make at least one gift each year and more than 10,000 monthly donors.

