



Canadian **Olympic** Committee
Comité **olympique** canadien

The Canadian Olympic Committee

Direct Marketing Issue

As per Olympic rules, the Canadian Olympic Foundation transferred all its sponsorship revenue to the Vancouver 2010 Winter Games organizing committee in 2004. Foundation leadership decided to focus on enhancing what was a relatively small direct response program as an alternate source of revenue. The program needed to reach out to Canadians who felt an affinity with Olympic sport and with amateur athletes. Although name recognition is high, there was little history of direct marketing in the organization. Our challenge was to introduce the Canadian Olympic Foundation to direct mail responsive donors.



Direct Marketing Response

By its very nature, fundraising for the Olympics is cyclical. There is a window of opportunity to acquire new donors and embed Olympic-spirit loyalty in existing donors. Using the 2006 Torino Winter Games as a launching point, we developed an aggressive acquisition and donor renewal strategy including mission and front-end premium appeals. We wanted to foster a sense of belonging to the Olympic movement and give Canadians a chance to 'be a part of the team.'

Direct Marketing Result

The acquisition program has outperformed industry standard results in every mailing. We are on target to acquire 100,000 new donors by 2010.