



## UNICEF

### Direct Marketing Issue

Prior to engaging Stephen Thomas in 2000, UNICEF Canada executed their mail program in-house for 30 years. They simply mailed all donors four times a year and had next to no monthly donors. Spearheaded by new management, and encouraged by international headquarters in New York, they decided to hire a consulting firm, ran a competition and engaged Stephen Thomas.



### Direct Marketing Response

From day one, we decided to make growth in the monthly donor program a priority. First, we conducted focus groups with current donors to test a range of messaging. Information gleaned from focus group participants led to the creation of the Global Parents monthly donor program. We recruited monthly donors directly from acquisition appeals, mission, premium and emergency mail programs, telephone and direct dialogue.

### Direct Marketing Result

UNICEF's net revenue tripled over the next five years. UNICEF now has 13,000 monthly donors with whom they communicate four times a year by mail and email, and 100,000 donors who give at least one gift each year.