



CASE STUDY 2

USC/NORRIS COMPREHENSIVE CANCER CENTER



FOCUS:

Membership/Major Donor Club Development

SITUATION:

The USC/Norris direct mail program did not have a membership or major donor club. However, there was a group called Cancer Research Associates, which began at the \$150 price point. We crafted an innovative strategy to reposition the communication to the potential high value donors.

GOAL:

We created a new offer — a tiered Membership/Donor Club with associated benefits — aimed at cultivating direct mail donor loyalty, upgrading average gift and increasing the long-term value of USC's donors.

OFFER:

A unique logo was created for the Club. This club logo reinforced the USC/Norris “brand,” and integrated with the organization’s identity in the overall graphic design of the package.

The Club was positioned as a special offer to a select group of loyal supporters.

- The package looked and felt special and included a special member card.
- Member benefits, and/or “credentials” were included in the club offer.
- Member card also served as a front end recognition device.
- Incentives used included: Certificate of Appreciation; Member pin; Recognition in a newsletter or annual report; Invitations to special events

The invitation package was mailed to the \$50-\$99 donors who were active within the past 24-months. The \$10 to \$49 donors were mailed a separate membership package.

The \$100+ donors were mailed a special package that recognized their major donor status. Donors who contributed \$100 or more became Members of the Cancer Research Associates, a group of special donors who were recognized for their leadership role in supporting USC/Norris. Donations under \$100 were recognized as Members of USC/Norris Cancer Center.

The offer was tiered based on the donor’s previous giving. A minimum gift of \$100 was required in order to join the club and receive the first “level” of benefits for the Cancer Research Associates. Other price points were established at \$150, \$250, \$500 and \$1,000.

OUTCOME:

The program yielded higher donor conversion and a 100% increase in revenues. The membership offer increased giving by more than 50% over the prior year.