

# Value Over Volume:

Tips to Acquire High Lifetime Value Donors

# Kristina Williams

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Managing Director,  
Membership Acquisition

Sierra Club



# Sierra Club



The Sierra Club is the most enduring and influential grassroots environmental organization in the United States. We amplify the power of our millions of members and supporters to defend everyone's right to a healthy world.

## Mission Statement

- To explore, enjoy, and protect the wild places of the earth;
- To practice and promote the responsible use of the earth's ecosystems and resources;
- To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.



## Lands, Air, Water & Wildlife

The health of our environment shapes the health of our communities. For over 125 years, Sierra Club members have worked to protect the earth's vital resources, natural beauty, wild creatures, and scenic landscapes.



## Climate & Energy

Every day brings more news about sea-level rise and climate-fueled disasters. Our task is clear and urgent: We must fight for each other—and the only planet we call home. Our voices can influence leaders and transform how industries are powered.



## People & Justice

We're protecting more than trees. The most vulnerable among us are the first to feel the impacts of the environmental crisis. And we'll settle for nothing less than a healthy world for all.

# Agenda

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1. Acquisition Mail at Sierra Club
2. Why Lifetime Value
3. Metrics to Target
4. Test Examples and Results

# Sierra Club Acquisition

# Prospect Direct Mail

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- 7 Mailings per year; 880,000 pieces each
- Outside lists & internal prospects
- Brings in nearly 60,000 new members each year



## SIERRA CLUB

Dear Friend of the Environment,

There has come time to renew your commitment to stand up for our nation and our planet. With the 40th anniversary of our founding and the 50th anniversary of our founding, we will be much stronger together — to defend and govern ourselves and the planet we live on.

By joining your voice with millions of members and activists, we will be much stronger together — to defend and govern ourselves and the planet we live on.

The need and importance of Member Benefits continues to grow as we face the challenges of the 21st century. We want to thank you for your support of the club's mission and most effective grassroots movement, you are invited to join our 40th Anniversary Gift.

- Exploration Daypack**, lightweight and strong, featuring a Sierra Club seal and logo.
- First Aid Kit**, containing over 100 necessary first aid items with the Sierra Club logo on the carrying bag or tin.
- Trail Cooler Tote**, with carrying strap and handle in Sierra Club seal and logo.

You'll also receive one **personalized label** featuring a color photo of your local Sierra Club chapter to put your support right to work in your community.

You'll be on the front lines of our critical environmental work protecting our nation's important species, protecting our water resources, promoting our national parks and monuments, fighting for a clean and green energy future, and getting government and legal programs on-path along our way.

If you believe America's public lands are held in "joint trust" by all Americans, if you believe all of us should enjoy the great outdoors and come together to share responsibilities, if you believe our world will be a better place if we share these resources, defend, and create opportunities for others to enjoy the Sierra Club. Working together, our members and supporters have achieved an impressive track record of environmental change:

- Protecting over one million acres of public land.
- Closing more than 100 coal burning power plants, America's largest polluter.
- Defending the East over federal courts in our most sensitive and diverse ecosystems — the Sierra Nevada mountains (2012) from oil and gas drilling in protected wilderness and the Arctic National Wildlife Refuge (2015) from the proposed oil drilling in the arctic.

(over photo)

3031 Mountain Street, Suite 1000 • Denver, CO 80202 • (303) 427-6600 • [www.sierraclub.org](http://www.sierraclub.org)

Your choice, FREE!

## CHOOSE YOUR FREE GIFT WHEN YOU BECOME A SIERRA CLUB MEMBER

### EXPLORATION DAYPACK

This innovative daypack is made with green with the Sierra Club logo and is ideal for any outing! It measures 12" W x 12" H x 9" D and features a fully zippered main compartment, pocket with an elastic interior, carrying handle, and two patented internal top pockets — perfect for water bottle storage.

### FIRST AID KIT

This handy first aid kit contains 90 commonly used first aid items — such as band-aids, gauze pads, an elastic medical tape, CPR mask, eye and ear drops, antiseptic wipes, tweezers, and more! First Aid kit items are neatly organized and stored in a secure mesh pocket. The fully zippered carrying bag, with convenient carrying handle, measures 10" W x 11" H x 3" D.

### TRAIL COOLER TOTE

To enjoy your gear, you'll need one to use it in! In comparison, our insulated cooler features extra carrying handles and a shoulder strap, built with recycled fabric, green, as well as an interior zippered pocket. The fully zippered top opens for a quick, convenient, thermal drop lid. The fully zippered top, measuring 12" W x 14" D x 10" H is a 100% fully recycled fabric bag for compact storage.

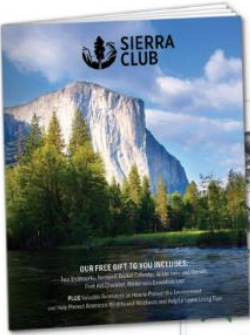
Join Today! Exclusive benefits for Sierra Club members only!

#### GET ACTIVE

Join today! Exclusive benefits for Sierra Club members only!

#### GET ACTIVE

Join today! Exclusive benefits for Sierra Club members only!



## ONCE THEY'RE GONE... THEY'RE LOST FOREVER!

OUR FREE GIFT TO YOU INCLUDES: The Mountains, Forests, Public Lands, 40th Anniversary, and more!

PLEASE RECYCLE! Recycle this magazine and other Sierra Club materials.

## 7 REASONS TO SUPPORT SIERRA CLUB

Photo credit: Sierra Club	Photo credit: Sierra Club	Photo credit: Sierra Club
<b>1. PROTECTING OUR NATION'S PUBLIC LANDS</b> Sierra Club has been instrumental in protecting over 100 million acres of public land from oil and gas drilling, coal mining, and other extractive activities.	<b>2. DEFENDING OUR WATER RESOURCES</b> Sierra Club has been instrumental in protecting over 100 million acres of public land from oil and gas drilling, coal mining, and other extractive activities.	<b>3. PROMOTING A CLEAN ENERGY FUTURE</b> Sierra Club has been instrumental in protecting over 100 million acres of public land from oil and gas drilling, coal mining, and other extractive activities.
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## STATEMENT OF MEMBERSHIP BENEFITS

Member: Mr. John G. Sample  
Membership ID: FF00000005  
Renewal Date: 09/01/2023 - 08/31/2024  
Expires: 08/31/2023

BENEFIT DESCRIPTION	AMOUNT
<input checked="" type="checkbox"/> FULL YEAR MEMBERSHIP Full year, reduced rate membership on the nation's largest and most effective grassroots movement.	\$36 \$15
<input checked="" type="checkbox"/> CHOICE OF A FREE SIERRA CLUB GIFT Exploration Daypack, First Aid Kit, or Trail Cooler Tote.	FREE
<input checked="" type="checkbox"/> ONE YEAR OF SIERRA MAGAZINE* One year digital access to our award-winning magazine, your guide for reading, reporting, and connecting to public environmental issues.	FREE
<input checked="" type="checkbox"/> MEMBERS-ONLY WORKSHOPS, OUTDOOR SETTINGS Available exclusively to members, Sierra Club Chicago provides opportunities for personal and professional development.	BONUS
<input checked="" type="checkbox"/> MEMBERSHIP IN YOUR LOCAL CHAPTER Meet others in your community who share your commitment to being a champion for the environment.	INCLUDED
<input checked="" type="checkbox"/> SIERRA CLUB MERCHANDISE DISCOUNTS Sierra Club Store offers exclusive apparel, gifts, and more. Show your support and inspire others to explore, enjoy, and protect the planet.	BONUS
<input checked="" type="checkbox"/> PERSONALIZED LABELS & BONUS GIFT A set of personalized address labels, as well as a beautiful and beautiful, pocket calendar, apparel, a Sierra Club sticker, and helpful green living tips.	ENCLOSED
<input checked="" type="checkbox"/> SIERRA CLUB ONLINE Access exclusive information through <a href="http://www.sierraclub.org">www.sierraclub.org</a> .	FREE
<input checked="" type="checkbox"/> MAKING YOUR VOICE HEARD Add your voice to that of millions of Sierra Club members and supporters committed to protecting America's wildlife and wilderness.	BONUS

Join Today! Exclusive benefits for Sierra Club members only!

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## NEW MEMBER ACTIVATION FORM

Member: Mr. John G. Sample  
Membership ID: FF00000005  
Renewal Date: 09/01/2023 - 08/31/2024

I understand that my membership is for one year and that I will receive a FREE GIFT (see above) and a digital copy of Sierra Magazine. I understand that my membership is for one year and that I will receive a FREE GIFT (see above) and a digital copy of Sierra Magazine.

I understand that my membership is for one year and that I will receive a FREE GIFT (see above) and a digital copy of Sierra Magazine. I understand that my membership is for one year and that I will receive a FREE GIFT (see above) and a digital copy of Sierra Magazine.

When you join, please consider a gift of \$15 or more!

APPLY YOUR FREE GIFT CHECK THESE BOXES HERE

\$15 can 1 line 2

Sierra Club is a 501(c)(3) nonprofit organization. All contributions are tax-deductible to the extent allowed by law. Sierra Club is an Equal Opportunity Employer. We are an affirmative action employer. We are committed to providing a safe and healthy work environment for all our employees. We are committed to providing a safe and healthy work environment for all our employees. We are committed to providing a safe and healthy work environment for all our employees.





# Reinstatement

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- 11 Mailings per year; 650,000 pieces each
- 1-25 years lapsed are eligible, selected using data models
- Rotating Packages – more topical
- Brings in 84,100 members each year



251 Webster Street, Suite 1000  
Oakland, CA 94612  
www.sierraclub.org

Your choice FREE!

PLUS a special FREE BONUS  
gift enclosed.



Recyclable and printed with vegetable-based inks on recycled paper to minimize environmental impact.  
Please recycle this mailing after reading: **DO NOT THROW IN TRASH.**



First Name, please help me...

About a nicker a  
day can help save  
America's wolves!



PETITION ENCLOSED FOR:

Mr. Ronald J. Bell  
MarkTeam, LLC  
600 Northpark Town Center, Suite 400  
1100 Abernathy Road NE  
Atlanta, GA 30328



HIGHEST QUALITY  
US POSTAGE  
PAID  
SIERRA CLUB

SIERRA  
CLUB

(Post Name)

If a wolf nicker is made for your baby rascal... what would she say?

I have to confess to you. I'm a wolf nicker and I need your help to protect the wolves of the West. I would love to have a wolf nicker for my own... but it will cost me a lot of money and I need your help to make it happen.

But you know the situation has become so urgent, and only you can help me save this wolf.

When the Trump administration rescinded Endangered Species Act (ESA) protections for gray wolves in the lower 48 states, it threatened the very wolf nicker that I need to survive.

That's why I'm asking you to help me save the wolves of the West. I need your help to make it happen.

Thank you for your help. I'm so grateful for your support. I need your help to make it happen.

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Recyclable and printed with vegetable-based inks on recycled paper to minimize environmental impact.  
Please recycle this mailing after reading: **DO NOT THROW IN TRASH.**

**RENEW TODAY!**  
It's time again to renew your Sierra Club membership. It's time to support America's wildlife and wilderness!

**SAVE THE GRAY WOLF!**  
Help us protect the gray wolf from extinction. Your donation will help us support the recovery of the gray wolf in the lower 48 states.

**Special Offer:** Renew today and receive a special gift of your choice! Choose from a fleece blanket, flashlight, or trekker backpack.

**Sierra Club Membership:** \$150 per year. Includes access to all Sierra Club programs and services.

**PETITION TO MARTHA WILLIAMS, DIRECTOR, U.S. FISH AND WILDLIFE SERVICE**  
We urge you to support the petition to protect the gray wolf from extinction.

**Sierra Club:** 251 Webster Street, Suite 1000, Oakland, CA 94612. Phone: 415.774.2400.

Enjoy the many benefits of Sierra Club membership. Just for you!

- Sierra Magazine:** Receive 12 issues of Sierra Magazine, the award-winning journal of wilderness and conservation.
- Sierra Club Outings:** Enjoy exclusive access to Sierra Club outings and events.
- Favorite Fleece Blanket:** Made from recycled athletic bottles, our ultra-soft fleece blanket measures 50" x 50" and has a drawstring hem.
- LED Flashlight:** A full-powered LED flashlight with an amperage boost and lighting modes.
- Trekker Backpack:** An everyday backpack suitable for city adventures, measuring 17" x 11" x 10".

Sierra Club membership benefits:

- Access to all Sierra Club programs and services.
- Exclusive access to Sierra Club outings and events.
- Receive 12 issues of Sierra Magazine.
- Enjoy exclusive access to Sierra Club outings and events.
- Receive a special gift of your choice.



2707 Webster Street, Suite 1200 • Oakland, CA 94612 • www.sierraclub.org

**Choose your FREE GIFT!**

Recyclable and easy to use. Please ♻️

**ANNUAL MEMBERSHIP NOTIFICATION**

RENEWAL BY MAIL OR ONLINE  
PAID SERVICE CLUB

**IMPORTANT: Return your renewal form to continue your membership!**

ANNUAL MEMBERSHIP RENEWAL ENCLOSED FOR:

Mr. John Q. Sample  
Legal Print of Sierra Club Since [YEAR]  
1000 Northpark Tower Center, Suite 4000  
1200 Abernathy Road NE  
Atlanta, GA 30328

Recycling symbol with numbers 1-7 and ♻️

Dear Friend of the Environment,

During these challenging times, I want to thank you for your support and for being such a strong advocate for our planet and the Sierra Club. We have an ambitious agenda, made even more critical by the fact that the future of our planet hangs in the balance.

And we cannot think of anyone we would rather have on our side than YOU.

Your commitment to our mission will continue to inspire us. Your determination to stand up for what we believe is right will lift us up. And your support will sustain us.

Our movement depends on the strength of members like you.

Please renew your Sierra Club membership today. It's an invaluable action that will help protect our air, water, public lands, and natural legacy.

Sincerely,  
  
 Bianca Cruz  
 President, Sierra Club

**THANK YOU**

Dear Friend of the Environment,

I am writing to ask you to rejoin the Sierra Club today.

Not only because your support will benefit our work, but also because it will give you more power to your personal life to protect the clean air you value most.

When you consider the severity of the challenges we face — the climate crisis that is hurting to a point of no return, the degradation of our most spectacular places, the disappearing species crisis, and the need to clean up the plastics and chemicals that poison our air and water — it's so easy to feel, when you do, some reluctance to make a difference.

Obviously, you can recycle, reduce your carbon footprint, choose clean energy options, support products companies, and causes that nurture nature, and make your feelings known to your elected officials.

That's great. Those are powerful, positive options.

But you are still only a force of one.

As a member of the Sierra Club, you will join that passionate, principled force for good, but by working with millions of other Sierra Club members and activists, your power will be multiplied.

All I'm asking you to do is return the enclosed contribution form along with your renewal gift of just \$10 or more to renew our nation's treasures.

Because your support is so critical to our mission, we've shaded our usual membership fee to encourage you to rejoin the Sierra Club with other concerned Americans to preserve and protect our nation's natural treasures.

And, as a special bonus, you can add an additional person in the same household to your Sierra Club membership, and you both can enjoy the many benefits of membership all year — absolutely FREE!

As part of one of the most effective grassroots environmental organizations in the world, you will have more muscle to make things happen.

When our attorneys go after polluters, seek injunctions to stop toxic sites, stop drilling (and spilling), or ensure that polluters clean up the toxic messes they make — you'll be there, fighting for what is right.

And when your local chapter organizes a hike, meet-up, or clean-up, you'll have the opportunity to spend time with kindred spirits — people who share your values and understand the exhilaration of routing down a Class IV River, the joy of gathering in a park with friends, showing your kids how to pick a compass, or the serenity of watching shooting stars arc against an inkly black sky.

(see below)

2707 Webster Street, Suite 1200 • Oakland, CA 94612 • (415) 871-5500 • www.sierraclub.org

Blue-Chic Reusable Bag Set

Favorite Fleeces Blanket

Trekmer Backpack

Made from recycled plastic printed in the USA with environmentally sustainable ink. PLEASE RECYCLE.

SIERRA CLUB  
2707 Webster Street, Suite 1200 Oakland, CA 94612 • (415) 871-5500 • www.sierraclub.org

Member Since: [YEAR]

Renewal Method: by Mail or Online (Preferred)

**SIERRA CLUB MEMBERSHIP DUES PAYMENT FORM**

ANNUAL MEMBERSHIP RENEWAL ENCLOSED FOR:

Mr. John Q. Sample  
Legal Print of Sierra Club Since [YEAR]  
1000 Northpark Tower Center, Suite 4000  
1200 Abernathy Road NE  
Atlanta, GA 30328

YES, renew my Sierra Club membership for the next year. I will be paying my Annual Membership fee of \$10.00 (US) for 1 year.

Member Since	2023
Renewal	Aug 27
Supporting	\$0.00
Overarching	\$10.00
Membership	\$10.00

YES, add an additional person to my membership for the next year. I will be paying \$0.00 for 1 year. I understand that I will be paying the full membership fee for the second person if I do not add an additional person to my membership.

Additional Service Fees: \$0.00

Member Since: [YEAR]

Renewal Method: by Mail or Online (Preferred)

**Claim Your FREE GIFT Below When You Renew Your Sierra Club Membership!**

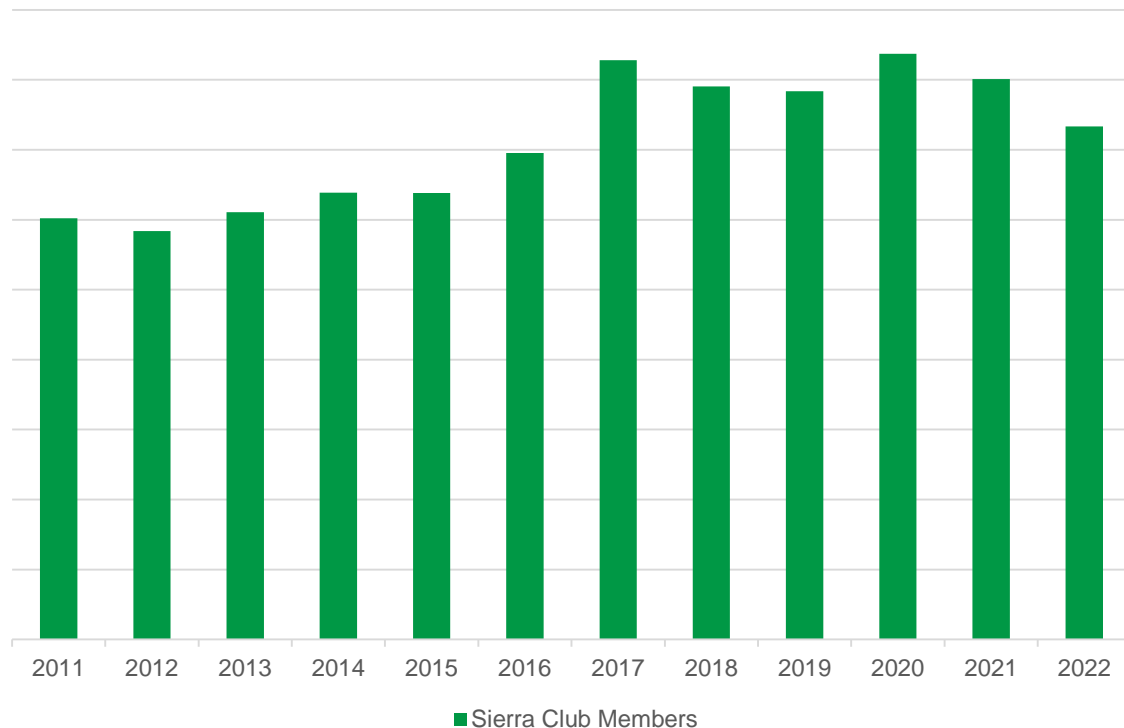
Enjoy the many benefits of membership all year — absolutely FREE!

1. **ECC-CHIC REUSABLE BAG SET**  
Exclusive Renewal Offer For Mr. John Q. Sample  
Code: [Dueser ID] 191210  
Includes 3 reusable bags: 1 red, 1 blue, 1 green. Made from recycled plastic printed in the USA with environmentally sustainable ink.

2. **FAVORITE FLEECES BLANKET**  
Exclusive Renewal Offer For Mr. John Q. Sample  
Code: [Dueser ID] 191210  
Includes 1 fleece blanket. Made from recycled polyester printed in the USA with environmentally sustainable ink.

3. **TREKMER BACKPACK**  
Exclusive Renewal Offer For Mr. John Q. Sample  
Code: [Dueser ID] 191210  
Includes 1 backpack. Made from recycled polyester printed in the USA with environmentally sustainable ink.

# Membership Growth



## Key Takeaways

- Membership has fluctuated over the years, but has been generally on a growth trajectory
- External events have had a huge impact on membership numbers, most notably the 2016 election and industry-wide “Trump Bump” that followed
- Despite Covid, 2020 and 2021 were among our most successful years
- We started seeing a dip in responsiveness in Q3 2021, as we normalize back to pre-pandemic levels, coupled with budget-related cutbacks in Acquisition mail

# Why Lifetime Value

# Lifetime Value

- Primary metric had been number of members
- Declining response led to a need to be more efficient
- Focus on net revenue and long-term stability

# Metrics to Target



## Results Summary

Campaign	Mailed	Gift	Members	RespRate	Revenue	AvgGift	Total Cost	CP\$R	Net Revenue	Net/Donor	Net Rev/M
M24D...A	48,610	342	339	0.70%	\$7,852	\$22.96	\$44,733	\$5.70	-\$36,881	-\$107.84	-\$758.71
M24D...B	341,476	3,636	3,548	1.06%	\$89,264	\$24.55	\$339,806	\$3.81	-\$250,542	-\$68.91	-\$733.70
M24D...C	74,997	696	674	0.93%	\$15,588	\$22.40	\$73,667	\$4.73	-\$58,079	-\$83.45	-\$774.42
M24D...D	74,996	572	555	0.76%	\$15,284	\$26.72	\$72,830	\$4.77	-\$57,546	-\$100.60	-\$767.32
M24D...E	84,572	803	749	0.95%	\$18,402	\$22.92	\$83,187	\$4.52	-\$64,785	-\$80.68	-\$766.04
M24D...F	23,417	44	44	0.19%	\$3,965	\$90.10	\$21,976	\$5.54	-\$18,012	-\$409.36	-\$769.18
M24D...G	23,416	64	64	0.27%	\$3,295	\$51.48	\$22,068	\$6.70	-\$18,773	-\$293.32	-\$801.71
M24D...H	43,864	474	472	1.08%	\$12,855	\$27.12	\$39,411	\$3.07	-\$26,556	-\$56.03	-\$605.42
M24DZ	0	193	193	0.00%	\$5,846	\$30.29	\$1,142	\$0.20	\$4,704	\$24.37	\$0.00
	0	14	14	0.00%	\$352	\$25.11	\$107	\$0.30	\$245	\$17.48	\$0.00
	0	4	4	0.00%	\$192	\$48.06	\$26	\$0.14	\$166	\$41.53	\$0.00
	0	3	3	0.00%	\$109	\$36.19	\$13	\$0.12	\$96	\$31.87	\$0.00
<b>Grand Total</b>	<b>715,348</b>	<b>6,845</b>	<b>6,659</b>	<b>0.96%</b>	<b>\$173,002</b>	<b>\$25.27</b>	<b>\$698,966</b>	<b>\$4.04</b>	<b>-\$525,964</b>	<b>-\$76.84</b>	<b>-\$735.26</b>

### Average Gift

One of the best early indicators of long-term value

### Net per Donor

Measures the efficiency of the mailing. Allows you to compare to other channels in an omni-channel program

### Net per Thousand

Measures the efficiency of the mailing while adjusting for mailing size. Helps to compare to other mailings despite varying volumes

### Cost per Dollar Raised

Quick way to look at the relative expense of the mailing

# Test Examples and Results

# Raising the Ask

PERF FPO



## NEW MEMBER ACTIVATION FORM

Member Name: <b>Mr John McGinness</b>	Annual Dues: <del>\$35</del> <b>\$19</b>	Member Number: <b>FF990269123</b>	Respond By: <b>06/15/24</b>
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**YES, you can count on me to help protect America's wildlife and wildlands. Enclosed is my contribution to join Sierra Club in the amount of:**

**\$19 Special Introductory Offer**    \$25    \$35    \$50    \$100    Other \$ \_\_\_\_\_ See reverse for payment options. ▶

I have enclosed a membership contribution of \$19 or more. Please send the gift I selected using my FREE GIFT CHOICE sticker:    Daypack (p365)    First Aid Kit (p249)    Cooler (p363)

Please do NOT send me any free gifts. I'd like Sierra Club to use my entire gift to help protect the environment.

Mr John McGinness

FREE GIFT CHOICE

AFFIX YOUR  
FREE GIFT  
CHOICE  
STICKER  
HERE

*When you join, please consider a gift of \$35 or more!*

FF990269123   M24DD44EBD   2

PERF FPO



## NEW MEMBER ACTIVATION FORM

Member Name: <b>Ms Natasha Gregory</b>	Annual Dues: <del>\$35</del> <b>\$24</b>	Member Number: <b>FF990521520</b>	Respond By: <b>06/15/24</b>
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**YES, you can count on me to help protect America's wildlife and wildlands. Enclosed is my contribution to join Sierra Club in the amount of:**

**\$24 Special Introductory Offer**    \$35    \$50    \$100    \$1,000    Other \$ \_\_\_\_\_ See reverse for payment options. ▶

I have enclosed a membership contribution of \$24 or more. Please send the gift I selected using my FREE GIFT CHOICE sticker:    Daypack (p365)    First Aid Kit (p249)    Cooler (p363)

Please do NOT send me any free gifts. I'd like Sierra Club to use my entire gift to help protect the environment.

Ms Natasha Gregory

FREE GIFT CHOICE

AFFIX YOUR  
FREE GIFT  
CHOICE  
STICKER  
HERE

*When you join, please consider a gift of \$35 or more!*

FF990521520   M24DP269NG   2

# Raising the Ask - Results

Campaign	Package Description	Mailed	Gift	Members	RespRate	Revenue	AvgGift	Rev/M	CPM	Cost w-o Prem	Premium Cost	Total Cost	Cost/Donor	CPDR	Net Revenue	Net/Donor	Net Rev/M	
M24B...C	H2-MS71 - Vanishing Flora Notecard Ctrl - Pr 3 Choice - \$19 Gift	38,241		228	224	0.60%	\$9,023	\$39.57	\$235.94	\$830.98	\$31,778	\$1,304	\$33,081	\$145.09	\$3.67	-\$24,059	-\$105.52	-\$629.13
M24B...D	H2-MS72 - Vanishing Flora NC S24Ask Tst - Pr 3 Ch - \$19 Gift	38,240		219	215	0.57%	\$8,814	\$40.25	\$230.49	\$834.09	\$31,896	\$1,049	\$32,945	\$150.43	\$3.74	-\$24,131	-\$110.19	-\$631.03
<i>H2-MS72 - Vanishing Flora NC S24Ask Tst - Pr 3 Ch - \$19 Gift v. H2-M Control</i>						<i>0.96</i>		<i>1.02</i>	<i>0.98</i>						<i>1.02</i>	<i>1.04</i>	<i>1.00</i>	

- Slightly lower response rate
  - Higher average gift
  - Mostly flat CPDR and Net/M
  - Slightly less favorable Net/Donor
- 
- **Decision: Likely does no harm, will rollout**

# Changing Selects

- Post-Merge Balance Models
- Introduced a \$25 floor

# Changing Selects - Results

Campaign	Package Description	Mailed	Gift	Members	RespRate	Revenue	AvgGift	Rev/M	CPM	Cost w-o Prem	Premium Cost	Total Cost	Cost/Donor	CPSR	Net Revenue	Net/Donor	Net Rev/M
M24B...E	H2-MS73 - Vanishing Flora NC \$25NoFI Ctrl - Pr 3 Ch - WilBal	30,215	426	225	1.41%	\$6,771	\$15.90	\$224.11	\$833.76	\$25,192	\$1,373	\$26,565	\$62.36	\$3.92	-\$19,793	-\$46.46	-\$655.08
M24B...F	H2-MS74 - Vanishing Flora NC \$25AskFI Tst - Pr 3 Ch - WilBal	30,215	205	202	0.68%	\$7,745	\$37.78	\$256.33	\$833.76	\$25,192	\$1,236	\$26,428	\$128.92	\$3.41	-\$18,683	-\$91.14	-\$618.34
<i>H2-MS74 - Vanishing Flora NC \$25AskFI Tst - Pr 3 Ch - WilBal v. H2-M Control</i>					<b>0.48</b>		<b>2.38</b>	<b>1.14</b>						<b>0.87</b>		<b>1.96</b>	<b>0.94</b>

- Significantly lower response rate
  - AMAZINGLY higher average gift
  - Lower CPDR & Net/M
  - Significantly higher Net/Donor
- 
- **Decision: Promising, but limited scope. Larger retest scheduled for Winter**

# Lowering Costs

With your ongoing support, Sierra Club will continue to defend and protect our nation's precious wildlands and wildlife. We will be relentless in our push at the local, state, and federal levels to move our country toward a renewable and sustainable clean energy future.

But without you, our cause will be more difficult. Because YOU are Sierra Club.

3R002

Because of YOUR membership support, Sierra Club has advocates on the ground in every state... we have the proven ability to hold politicians accountable... we have a creative and effective legal program to ensure that corporations are held liable for their actions... and we have a grassroots network of committed and energetic activists like YOU.

**And, if at all possible, please consider increasing your level of support to help us meet the challenges ahead. Your donation will provide an extra boost to our work at a time when the threats to our environment are greater than ever.**

With your gift today, you'll receive special members-only benefits without interruption, including a one-year digital subscription to our award-winning *Sierra* magazine, membership in your local Sierra Club chapter, and discounts on Sierra Club merchandise. Plus, you'll get the satisfaction that comes from playing an active, personal role in safeguarding our nation's precious natural heritage.

**All that for about a nickel a day.**

Please take a moment to renew your Sierra Club membership right now. Thank you.

Sincerely,



Kristina Williams  
Managing Director, Membership

3R002

P.S. Visit [SierraClub.org/Save](https://SierraClub.org/Save) to renew your membership today and put your gift to work immediately to protect wildlife and wilderness!

P.P.S. When you renew your Sierra Club membership, you'll receive a **FREE Sierra Club gift of your choice to thank you for your support**. Hurry, supplies are limited — renew your membership at the reduced rate of \$19, and **add an additional person in your household as a full Sierra Club member FREE!**



♻️ Recyclable and printed with environmentally sustainable inks.

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# Lowering Costs - Results

Campaign	Package Description	Mailed	Gift	Members	RespRate	Revenue	AvgGift	Rev/M	CPM	Cost w-o Prem	Premium Cost	Total Cost	Cost/Donor	CPSR	Net Revenue	Net/Donor	Net Rev/M
S24EM01	\$19 Renewal-Style Non-Voucher Control – Trekker Backpack, Multitool, SOS Kit	99,329	905	1,071	0.91%	\$31,537	\$34.85	\$317.50	\$442.20	\$43,924	\$2,825	\$46,748	\$51.66	\$1.48	-\$15,211	-\$16.81	-\$153.14
S24EM02	\$19 Renewal-Style Non-Voucher No Premium Retest – Trekker Backpack, Multitool, SOS Kit	99,311	573	685	0.58%	\$19,047	\$33.24	\$191.79	\$403.07	\$40,030	\$0	\$40,030	\$69.86	\$2.10	-\$20,983	-\$36.62	-\$211.29
	<i>\$19 Renewal-Style Non-Voucher No Premium Retest – Trekker Backpack, Multitool, SOS Kit v. S24EM01 Control</i>				<b>0.63</b>		<b>0.95</b>	<b>0.60</b>						<b>1.42</b>			<b>1.38</b>

- Significantly lower response rate
- Lower average gift
- Significantly higher CPDR, Net/Donor & Net/M
- **Decision: Lower costs do not offset depressed response. Do not rollout.**



# Takeaways

# Session Takeaways

- Volume and Value are both valid metrics – be clear on your priority
- Prioritizing Value requires focus on different metrics
- The metrics you focus on can drive your creative and tactical tests

# Thank You!

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