### TESTING STRATEGIES

# FOR FINDING NEW AUDIENCES

# A CASE STUDY IN EXPANDING LIST MARKETS

#### YOUR HOSTS TODAY



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# TODAY YOU'LL LEARN HOW TO:



Find new pockets of prospects and give them the messaging they've been missing

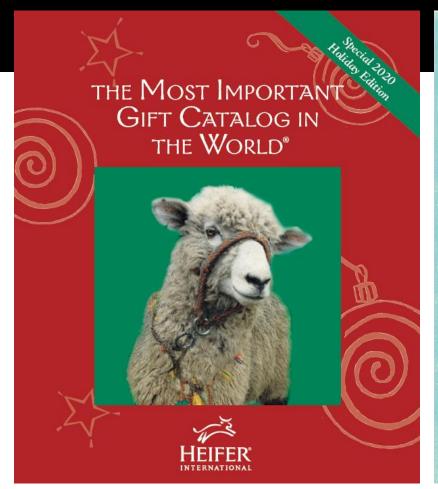


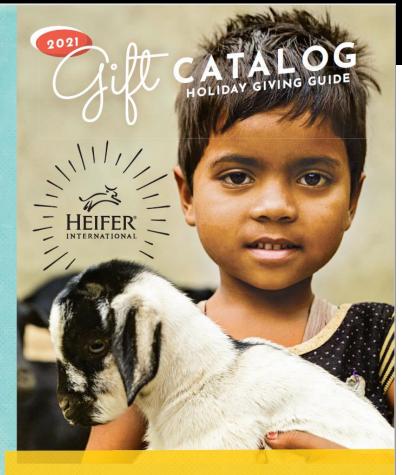
Find the right balance of data and creative for testing

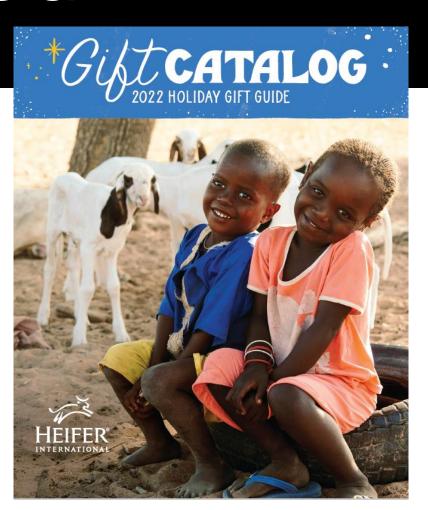


Develop a collaborative relationship between list brokers and agencies

### THE "HEIFER" CATALOG







# SYMBOLIC GIFTS OFFERED AT ALL PRICE POINTS



\$500

Alice and George worked hard their

struggled. The income they earned from

Their luck changed when Alice joined a

Heifer cooperative to sell their milk for a

better price than she was getting herself.

her cows. The cows began to produce

Alice shares her knowledge with other

more milk, and now their farm is thriving!

farmers, which has improved her neighbors' farms, too. Now Alice and George have

an active and busy dairy farm, increased

milk production, and they recently added chickens, goats, and fruit trees.

Heifer taught Alice better ways to nourish

selling milk was not enough to make ends

whole lives, but their dairy farm still

meet, and they needed help.



For many of us, a favorite Christmas tradition is putting out milk and cookies for Santa.

Children feel a magical connection to St. Nick.

After reading all the ways that a heifer—and the milk she produces—can help a struggling community, we translated that tradition into a way to help a family like Alice's. We made the gift when we discovered:

- A single dairy cow makes more than four gallons of milk a day.
- The protein and nutrient-rich milk nourishes hungry children, and extra milk can be sold to pay for food, medicine and school.
- A cow can produce a calf every year. Soon families can share their gift to help their neighbors lift themselves out of poverty.

Your gift of a heifer today will provide families with the gifts of food, health and hope this holiday.



FOLLOW HEIFER INTERNATIONAL ON FACEBOOK AND INSTAGRAM FOR WAYS TO HELP END HUNGER AND POVERTY.

#### MILK MENAGERIE

The gift of a Milk Menagerie represents a quality-breed heifer, two goats and a water buffalo-four milk-producing animals that provide hard-working families with the resources to provide better lives for their children.

Along with training for recipient families, each animal in the Milk Menagerie will produce gallon after gallon of wonderful, life sustaining milk that can be sold or turned into cheese and yogur. Plus, each animal's offspring will multiply your impact even further through Passing on the Gift!



4 To order your gift call 855.848.6437 • heifer.org/catalog

ALIGE FEEDS ONE OF HER DAIRY GOWS.

with Heifers

#### **CATALOG CHALLENGES**

01

#### **TIMING**

Successful at Christmas time with a holiday design 02

#### **OFFER**

Attracts transactional donors who give give once a year 03

#### COST

Lower Response rates + Higher production costs = High CTA 04

#### LIMITED LIST EXCHANGE

Heifer's Catalogacquired list doesn't work for other mailers

**OUR GOAL: EXPAND ACQUISITION TO** 12 MONTHS OF THE YEAR AND ACQUIRE MORE MISSION-RESPONSIVE DONORS

#### BECAUSE...



**Appeal-responsive donors** have better retention



We wanted to fuel aggressive growth of monthly-giver program

# BIG DREAMS REQUIRE BIG PLANS...

This wasn't a time for small changes ... we needed big tests with big impact.



## USE YOUR EXPERTS!



Strategy starts with lists!



Agency and list broker create a budget together



Map out a year of controls and tests



#### LIST

TRANSFORMATION

**STRATEGY** 

Catalog mostly mails co-ops, publications and catalogs with some nonprofit lists.

Mission acquisition required a new approach with stronger focus on nonprofits.

Identified potential new markets and the best times to mail them.

## WHAT WE CONSIDERED:



The catalog had seen some success in the Christian markets. We used these wins to pinpoint more lists for the Mission acquisition.



This big universe gave us huge rollout potential!



We got key learnings from catalogs, publications, donors, models and Christian enhancements/overlays.



Omitting Catholic names gave us the best response.

#### DEVELOPED NEW CREATIVE

We identified test list markets and developed creative for each group. (Normally, we would test either creative or lists at one time – but with our BIG TESTS we did BOTH!)

ALL test packages went to ALL test lists for maximum impact.

### FAMILY SUPERHERO

#### THE APPROACH



Dear Friend.

I know you care deeply about helping people in need and, like me, you make gifts to charities — you might even spend precious volunteer time making the world better. I think you'll agree that our best hope for creating a better world for all lies with the next generation.

ther of two, I want my little ones to become their best possible selves. I the values that will ultimately help struggling people escape lives of pair.

arning to treat others with respect and kindness and being generous and

ifer International, I'm proud to set an example of empathy for my he way Heifer works is easy to explain!

r families around the world lift themselves out of truly dire situations.

ng families in need the gift of animals — like chickens, goats, cows and ucation in their care. These animals provide them with nutritious milk, by to eat and stay healthy, as well as enough to sell for income.

changing gift, struggling families can earn a steady income and break free f hunger and poverty. Our unique approach works. Since 1944, Heifer has million families by giving them the hand up (not a hand out) they need.

wo special opportunities today:

a know about Heifer with a child in your own life and have some fun ivity sheet is a great way to engage your kids to learn more about puzzles and games — creative ways to learn about compassion.

a special gift of \$20, \$35, \$50 or more to Hift of animals to a family in need. If you n u can make your donation in honor of a chile v about your gift. AND, you'll also have acc

cked to learn that so many children around to school, boys and girls — even their same at the put food on the table.

ed to know the gift of Heifer animals can cha

d at what a flock of chickens can mean for a good nen can lay more than 200 eggs a year. This is plenty of eggs to ea

families can make money from chickens without spending too much sing space and can flourish on food scraps. **Help A Hungry Child Today!** 

Heifer International • 1 World Avenue • Little Rock, AR 72202 • Heifer.org

I want to help save a child from a life of hunger and poverty, and inspire

a child in my own life. Here's my tax-deductible gift to Heifer to provide life-changing animals to a family in need:

Jane Q. Sample 1730 Rhode Island Ave NW Suite 301 Washington, DC 20036

Donate immediately at Heifer.org/FamilyGift and you can send an Honor Card to a child in your life.

To make your contribution by credit card, see reverse. For faster service, call 888.548.6437 (888.5HUNGER).

☐ No thanks — please keep the tote and use my entire gift to aid families in need.

nder# DMH21Y9 0000000X Sequence

1 World Avenue • Little Rock, AR 72202 • 888.548.6437 • Heife

#### \* Get This **FREE Goat Tote** with Your Gift of **\$35 or More Today!**

For a limited time, when you make a donation of \$35 or more, we'll send you a special Goat Tote as our way of saying "THANK YOU!" for your incredible generosity toward hardworking, hungry families.

We hope this bag will serve as a daily reminder of all of the children you help feed through your donation. Or better yet, give this bag to a special child so they can be reminded every day of the impact they too can have on a family in need through compassion and charity.

Get your Goat Tote faster by making your donation at Heifer.org/FamilyGift.

Offer ends on 10/4/21 or while supplies last — be sure to make your donation by this date to receive your tote bag. Please allow 8 wee for delivery.





# FAIL FAST... LEARN FAST

The Family Superhero test yielded a low response rate, average gift, and high net per donor.

### HIGH DOLLAR

#### THE APPROACH



#### Christy Moore

SENIOR VICE PRESIDENT OF MARKETING

The United Nations has sounded the alarm - we are facing a global food crisis. International wars, the pandemic and economic insecurity mean millions will go hungry. You can help feed hungry families today!

Dear Friend.

Here's what I know after a long career at Heifer International:

When struggling people can earn a living income - enough to cover their expens roof over their heads, put food on the table, and provide health care and education to their their potential to thrive is unleashed.

Your kindness and generosity tell me that you believe this, too.

You understand that families living in severe poverty can only be helped briefly andout - a gift of a meal ... a few dollars. But, families who are given the tools and resemselves do more than survive day to day and meal to meal ... they flourish. They have free themselves from the shackles of hunger and poverty forever - giving their children tures and igniting generations of continued success.

Here at Heifer, we provide people in the most impoverished corners of the world - a hand up, not a handout. With the help of caring and thoughtful friends like you, we give the t of an animal and training in its care. This gift not only provides nutritious foods like eggs, milk or ese for their children, but it's also a reliable source of income. With the money earned from selling ie items, families can afford other critical expenses like school fees and medical care.

I've seen firsthand how our approach works in countries like India, Kenya, Mexico and the v other nations where we help.

Because I find that no matter where they live, parents want the same things for their children that we want for ours - reliable sources of food, education and medical care - and they work backbreaking hours trying to provide all of that and more. But, without some support, they still cannot free themselves from the tight grip of poverty.

That's why today, our mission is more important than ever.

I'm sorry to tell you that children will suffer the most during this hunger crisis, and I know this breaks your heart as much as it does mine - thinking of a little boy going to bed every night with an empty stomach or a girl thinking that shoes or a glass of milk are luxuries.

So I'm inviting you to join a special group of people who share the same values and compassion you and I share for these hardworking families living in poverty.

Your gift of \$50, \$100, \$250 or even \$1,000 will change their lives forever. It will help buy a goat, chicks or other animals for a family and provide the training needed to turn that gift into food on their table every day, plus an income that will last a lifetime.

When you donate to Heifer, there is no question about whether you'll make a direct impact on someone's life. The only question is how many hundreds of lives you will touch as the impact of your gift resonates through families and villages for years.

Let me explain how your gift today does so much for a child in India like Nirmal.

(over, please)

Christy Moore Little Rock, AR 72202



Please RSVP

JANE Q. SAMPLE 1730 RHODE ISLAND AVE NW SUITE 301 WASHINGTON, DC 20036

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YOU + HEIFER + **FAMILY FARMERS** 

Partnering Together to Change the World by Ending Hunger & Poverty

With your gift to Heifer, you will receive these exclusive benefits:

- Detailed information about our programs and investments throughout the year.
- Access to special conference calls and webinars with Senior Vice President of Marketing Christy Moore and other program experts.
- With a gift of \$50 or more by November 7, 2022, our Goat Tote Bag. This whimsical tote bag is perfect for trips to the grocery store, farmers market or running errands.

a subscription to World Ark magazine. This magazine

will highlight the ways you are making an impact around the world and introduce you to some of the hardworking families who are lifting themselves out of hunger and poverty, thanks

· With a gift of \$100 or more,

And with a gift of \$1,000 or more, you will join Heifer's Partners in Hope. This elite group makes it possible for Heifer to help families achieve living incomes and empowers entire villages to thrive.

At Heifer International, we're committed to lifting families out of hunger and poverty. It all starts with one gift - YOURS. Please send your gift today!

> Give today at Heifer.org/Invitation



# IT WORKED!

High Dollar increased the average gift by 38%, adding higher-value donors to file.

### LOVER YOUR NEIGHBOR

#### THE APPROACH





I am ever mindful of Jesus' words: "You shall love thy neighbor as yourself" (Mark 12:31), and I challenge myself each day to express this love.

Dear Faithful Friend.

My Christian faith has guided me my entire life. And it was through my faith that I learned the importance of helping those in need.

As I grew into adulthood, I knew that I wanted to be part of something bigger, part of a community making a real difference for people who need it the m

guidance on the best path for my life, and He led me to Heifer Inter Heifer was founded by Dan West, a devout member of the C had a clear idea. To truly address hunger and poverty, he didn't wan wanted to provide animals like chickens, goats and cows — and tethe animals so they all thrive.

In this way, families would develop their own means to feed t

More than 77 years since Dan West started Heifer, millions of power of this idea. Gone are the days when they rely on others to fe provide food and security for themselves.

But Heifer gives hope. <u>Heifer gives dignity</u>. Heifer cares for meaningful way.

And right now, this lifesaving work is more important th United Nations, we are facing a global food crisis of epic propor

The ongoing pandemic, international wars and economic insecutor more are facing hunger today, and half a million people are on the brink of famine. A it all, children will suffer the most.

So as the Christmas season approaches, you can help these families facing a l crisis. You may be looking for a way to engage your faith and act on the true meanin Christmas — to thank God for sending His Son and to share His love by serving thos especially families facing grave hunger and poverty.

Today, I'd like to share stories about some families in need and how generous have helped them through Heifer.

As you read these stories, I ask you to appreciate the many blessings in your think about how many families still live in abject poverty around the world. If you ar person, as I am, perhaps you will pray on it.

Then, to make a gift with the power to transform someone's life, please give to Heifer International. Your gift of \$20, \$35, \$50 or more will help supply families with animals and seedlings — as well as tools, training and guidance — so families can feed themselves today, tomorrow and beyond!

(over, pleas

HEIFER

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☐ YES! I agree the best way to solve hunger and poverty is to help people help themselves. I'm putting my faith into action today with my gift to Heifer in the amount of:

□\$20 □\$35\* □\$50 □\$100 □ Other \$ \_\_\_

Jane Q. Sample 1730 Rhode Island Ave NW

Washington, DC 20036

\*Make a donation of \$35 or more by 11/7/22, and we'll send you a free goat tote! Please make your tax-deductible gift payable to

Please make your tax-deductible gift payable to Helfer International and return it in the envelope provided. To make your gift by credit card, please see the reverse side of this form, call 888.5HUNGER (888.548.6437) or visit Helfer.org/FeedingFaith

#### Get This Free Goat Tote With Your Gift of \$35 or More Today!

Make a donation of \$35 or more by November 7, 2022, and we'll send you a special Goat Tote as our way of saying "THANK YOU" for your incredible compassion and commitment to ending hunger and poverty.

Whether you use this bag when you are grocery shopping to buy food for your family, attending Bible Study to strengthen your faith or volunteering in your community, we hope it will serve as a daily reminder of the life-changing hope you are providing hardworking, hungry families as you share your faith and service with the world.

Please allow 8 weeks for delivery.

Heifer International - 1 World Avenue - Little Rock, AR 72202 888.548.6437 - Heifer.org/FeedingFaith



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# ANOTHER WIN!

The Christmas version was our biggest winner! (We also had an Easter version which did great.)

In 2022, the Christmas package yielded triple the response rate of the control and actually net money in Acquisition for Heifer!

It continues to be the control today with similar strong results!

### QUESTIONS?

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### THANK YOU!

