

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

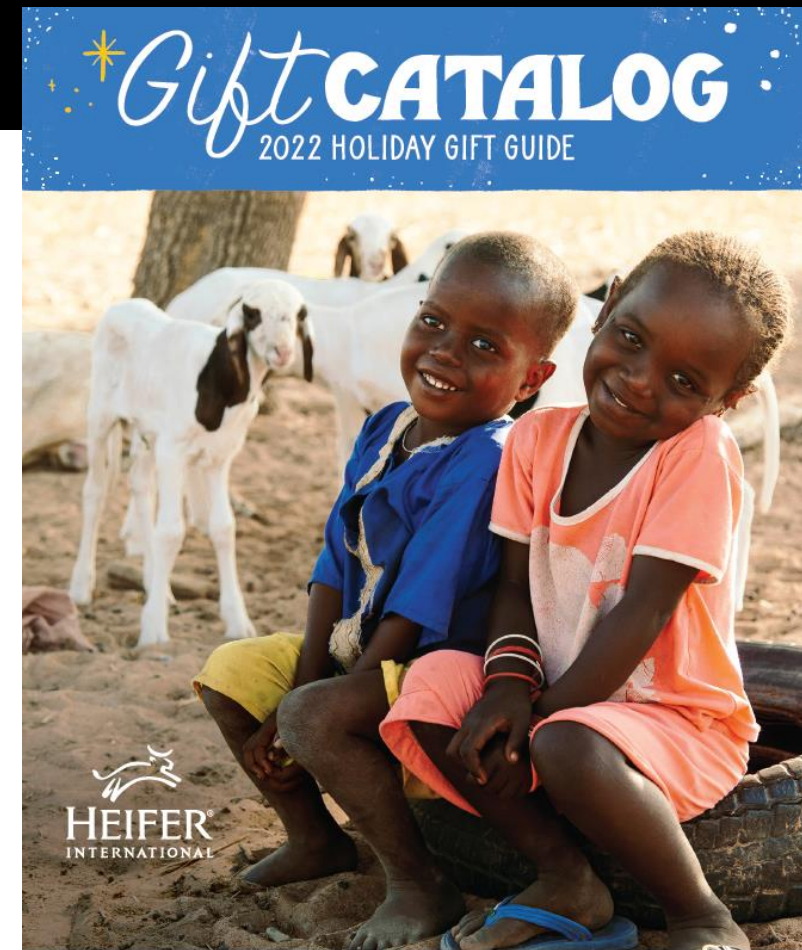
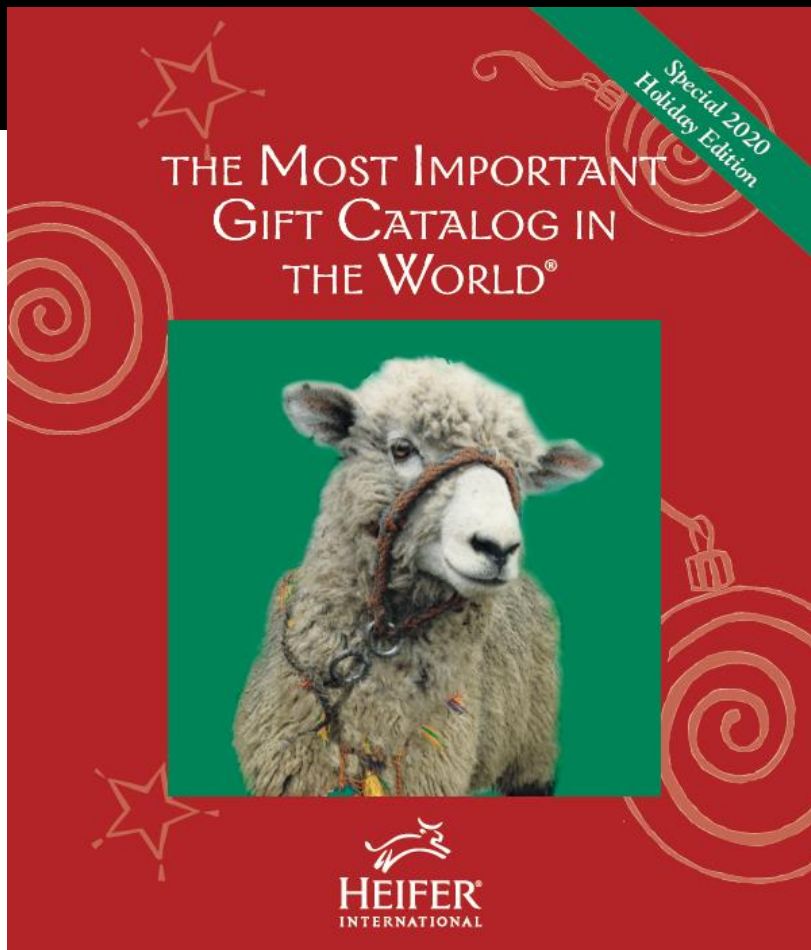


Find the right balance of data and creative for testing



Develop a collaborative relationship between list brokers and agencies


THE "HEIFER" CATALOG



SYMBOLIC GIFTS OFFERED AT ALL PRICE POINTS

GIFT A GOAT



Harrison was just a baby when the family's thatched roofed home in Malawi caught fire. His father ran in to save him. After being released from the intensive care unit, a priest at the hospital gave him a new name — Lazarus. Lazarus Mtika was still a child when his parents died, leaving his older brother Frank to care for him. Without money to pay for school, he was forced to quit and work on the farm with his brother.

Once married, Lazarus decided to start his own farm but struggled to make ends meet. Lazarus and his wife, Elizabeth, often couldn't afford to feed their four kids, let alone pay their school fees.

But then someone earnestly flipping through the pages of this catalog decided to give goats to someone across the globe —

Lazarus. That decision changed his life.

He received two goats and training for his farm. "The training itself was a gift," Lazarus said. He expanded his farm, doubling his corn harvest and adding chickens.

He also bought a sheet metal roof for their house — finally replacing the thatch one like the one that went up in flames when he was an infant — a full-circle moment that ensures the safety of his own kids.

Lazarus' thriving goat farm wouldn't exist without a stranger's compassion. Your gift of a goat today will give another family the same opportunity.

Goat: \$120 | Share: \$10

Did You Know?
Goat's milk is the most consumed milk in the world, and it can be made into products like butter or soap. Shop your local farmers market for goat products to try.

To order your gift, visit Heifer.org/Catalog or call 855.848.6437

CELEBRATE THE HOLIDAYS with Heifers




HEIFER: \$500 SHARE OF: \$50

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 yogurt. Plus, each animal's offspring will multiply your impact even further through Passing on the Gift.*

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.

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

MILK MENAGERIE: \$1000 SHARE OF: \$100

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

CATALOG CHALLENGES

01

TIMING

Successful at Christmas time with a holiday design

02

OFFER

Attracts transactional donors who give once a year

03

COST

Lower Response rates + Higher production costs = High CTA

04

LIMITED LIST EXCHANGE

Heifer's Catalog-acquired 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

An abstract network diagram on a black background. It features a series of nodes, represented by small white circles with black outlines, connected by thin lines. The lines are primarily red and green, creating a complex web of connections. The nodes are arranged in a roughly horizontal line, with some branching out to other nodes above and below. The overall effect is that of a dynamic, interconnected system.


OUR APPROACH

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

**FAIL
FAST...
LEARN
FAST**

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


HIGH DOLLAR

**IT
WORKED!**

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


LOVER YOUR NEIGHBOR

THE APPROACH



How does God call us to help those in hunger and poverty?

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



FPO

Please carry these cards with you as a sign of your faith in action.

A Prayer for Helping the Poor

Dear Lord,
Help us to be your voice speaking out love and acceptance. Help us to be feet walking beside those in need. Help us to be your hands to clothe, feed and shelter the poor.
Amen.




A Prayer for the Hungry

Dear Lord,
Let us pray for those struggling from hunger and neglect over the world. May we see and extend our blessings to empower those in need.
Lord, hear our prayer.
Amen.

A generous person will be blessed, for he shares his food with the poor.

Proverbs 22:9





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 most. Heifer International provided me the guidance on the best path for my life, and He led me to Heifer International.

Heifer was founded by Dan West, a devout member of the Christian faith who had a clear idea. To truly address hunger and poverty, he didn't want to provide animals like chickens, goats and cows — and to help the animals so they all thrive.

In this way, families would develop their own means to feed themselves. More than 77 years since Dan West started Heifer, millions of people have benefited from the power of this idea. Gone are the days when they rely on others to feed them. They provide food and security for themselves.

But Heifer gives hope. Heifer gives dignity. Heifer cares for people in a meaningful way.

And right now, this lifesaving work is more important than ever. The United Nations, we are facing a global food crisis of epic proportions.

The ongoing pandemic, international wars and economic instability are making things worse. More people are facing hunger today, and half a million people are on the brink of famine. And if it all, children will suffer the most.

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

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

As you read these stories, I ask you to appreciate the many blessings in your life. I think about how many families still live in abject poverty around the world. If you are a Christian, 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, please)

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



I Will Answer the Call

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

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
Suite 301
Washington, DC 20036

**Make a donation of \$35 or more by 11/1/22, and we'll send you a free goat tote!*

Please make your tax-deductible gift payable to Heifer International and return it in the envelope provided. To make your gift by credit card, please see the reverse side of this form, call 888.548.6437 or visit Heifer.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



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!

