



# Game Changing Tests to Try Now

**Tiffany Neill**, CFRE, Partner  
Lautman Masko Neill & Company



# What We are Going to Discuss Today:

How to **Design** a Test

How to **Pick** a Winner

Tests that are Making a **Difference!**

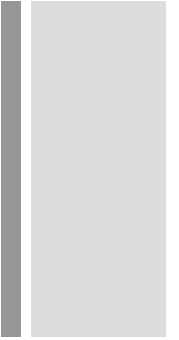
**Questions**





# If You are Going to Test ... Do It Right!

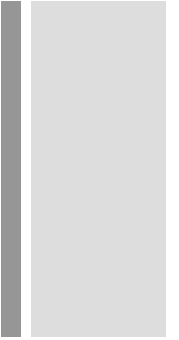
- Determine what you are trying to **achieve**.
- Only test **one thing** at a time.
- Split your **data** proportionally and randomly.
- Test enough **quantity** to provide readable, replicable results.





# How Do I Pick a Winner?

- Set a **goal** for the test i.e. have a hypothesis.
- Look at test **results** in relation to the desired goal:
  - Did you increase your response rate?
  - Did you increase your average gift?
  - Did you lower your costs?
  - Did you decrease your cost to acquire a donor?
- Was the test result **statistically** significant?
- **Do no harm!**



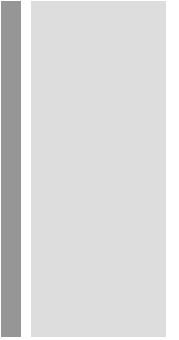
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# What is Game Changing?



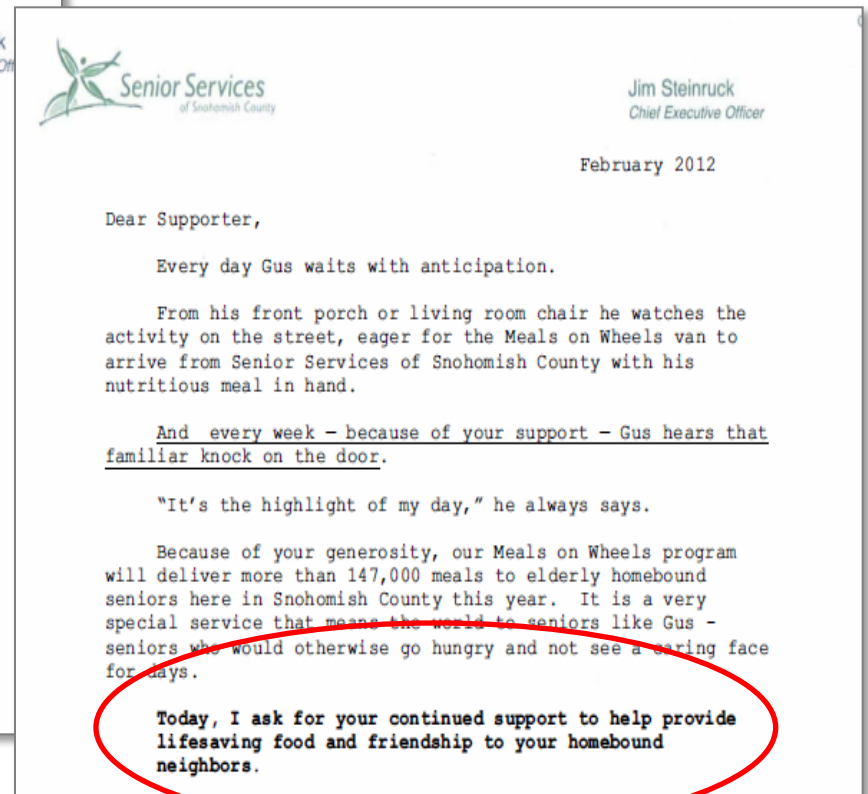
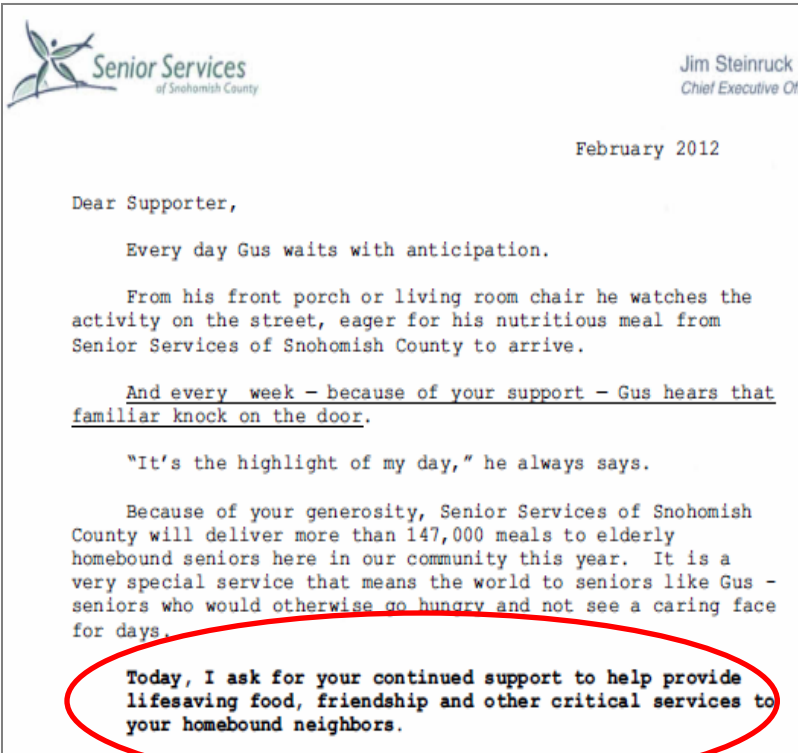


# Less = More?



- Meals on Wheels groups almost always do **more** than just serve meals.
- Will donors give more if they know they do more?
- This message test made it clear.

# + “Agency” Message Throughout the Package





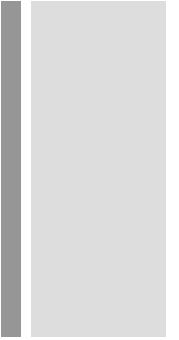
# The Results!



Senior Services of Snohomish County - (Pacific Northwest)

February Renewal 2012 - Active Donors MRC last 36 months

	Qty Mailed	Gifts	% Resp	Gross	Ave Gift	Total Cost	Net
<b>Control</b> - MOW Message	3,599	413	11.48%	\$30,883	\$74.78	\$2,824	\$28,059
<b>Test</b> - Broader Agency Message	3,598	321	8.94%	\$20,228	\$63.01	\$2,824	\$17,404



Less = More  
(part 2)

Do You *Always* Need a Letter?

# No Letter

R0HT

# PCRM

2013  
MEMBERSHIP  
CARD

Mr. Diana L. Johnson  
Member Since 1992

**I save the lives of animals!**

PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

*This card recognizes your deep compassion and your exceptional commitment to protecting animals. I hope you will carry it proudly in the year ahead. — Ned*

To validate, please remove card and return this form with your renewal gift.

Please make your renewal check payable to **PCRM** and return it along with this form in the envelope enclosed. For credit card gifts, please see reverse. Your contribution is tax-deductible as allowed by law. **Thank you!**

## 2013 MEMBERSHIP RENEWAL FORM

☒ **Yes!** I want to help PCRM save more animals and people from heartbreaking suffering. I'm enclosing my renewal contribution of:

☐ \$150 ☐ \$250 ☐ \$300 ☐ Other\$ \_\_\_\_\_

Your membership support at all levels entitles you to exclusive benefits. See below for a full listing.

Mr. Diana L. Johnson  
102 Williams Street  
Providence, RI 02903-1631

R133D1SD  
17032

## 2013 PCRM MEMBERSHIP LEVELS & BENEFITS

RENEW TODAY

### Supporter \$20

- Personalized annual membership card
- *Good Medicine* – PCRM's quarterly magazine
- Special Stop Animal Testing decal
- Healthy Diet Starter Kit

### Advocate \$100

- All Partner benefits, plus:
- Opening the Doors to Compassion – an exclusive PCRM DVD

### Report from the Field

### Friend \$35

- All Supporter benefits, plus:
- *Report from the Field* – an insider's look at the work of PCRM's researchers and expert staff, delivered four times each year

### Fellow \$500

- All Advocate benefits, plus:
- Additional complimentary subscription to *Good Medicine* for a friend or your physician

### Partner \$500

- All Friend benefits, plus:
- 10% discount on all PCRM merchandise purchased online
- PCRM Annual Action Plan – to stay abreast of PCRM's agenda for the year

### Guardian Circle \$1,000

- This exclusive Society receives all Fellow benefits, plus:
- Invitations to quarterly briefings with Dr. Neal Barnard and key PCRM staff

**PCRM** PHYSICIANS  
COMMITTEE  
FOR  
RESPONSIBLE  
MEDICINE

5100 WISCONSIN AVE., N.W., STE. 400 • WASHINGTON, DC 20016-4131 • WWW.PCRM.ORG/RENEW • 202-686-2210



**PCRM**  
2013  
MEMBERSHIP  
CARD

Ms. Cindy J. Holmes  
Member Since 1994

**I save the lives of animals!**  
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

TO: Dr. Ted Haines  
FROM: Dr. Neal Barnard  
RE: Membership Renewal

Your partnership with PCRM in 2013 was crucial to our lifesaving work, saving mice, dogs, monkeys, pigs and other animals from cruel experiments and powerful institutions and protecting people's health. Thank you!

Of course, we still have our work cut out for us in 2013. So I urge you to respond today with your renewal gift of \$30 or more to give our campaigns a huge boost! Please carry your new PCRM membership card proudly and let it remind you of the important role you play in our world!

Ms. Cindy J. Holmes  
69 Fair Street  
Cincinnati, OH 45202-1244

*This card recognizes your deep compassion and your exceptional commitment to protecting animals. I hope you will carry it proudly in your wallet. — Neal*

Please detach the membership form below and return it with your contribution in the envelope provided.

## 2013 MEMBERSHIP RENEWAL FORM

☒ **YES!** I want to help PCRM save more animals and people from heartbreaking suffering. I'm enclosing my renewal contribution of:

☐ \$20

☐ \$30

☐ \$40

☐ Other \$ \_\_\_\_\_

Ms. Cindy J. Holmes  
69 Fair Street  
Cincinnati, OH 45202-1244

R133A2SG  
U01020HLM5D69C

**PCRM** Physicians Committee for Responsible Medicine

*Your membership support at all levels entitles you to exclusive benefits. See reverse for a full listing.*

Please make your renewal check payable to **PCRM** and return it along with this form in the envelope enclosed. For credit card gifts, please see reverse. Your contribution is tax-deductible as allowed by law. Thank you!



# The Results!

## Testing Report

### Physicians Committee for Responsible Medicine

March 2013 Renewal #2

**Control:** Low Dollar Control

**Test:** Low Dollar No Letter Test

Mail Date: 3/11/2013

First Gift: 3/25/2013

Gifts Through: 1/31/2014

Number of Weeks: 44

Days of Returns: 312

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
Total March 2013 Renewal #2										
Control	10,539	706	6.70%	\$19,309	\$27.35	\$1,832	\$5,623	\$534	\$13,686	\$1,299
Test	10,539	751	7.13%	\$22,336	\$29.74	\$2,119	\$4,451	\$422	\$17,885	\$1,697
90% Confidence Interval		6.55% - 7.70%				\$1,948 - \$2,291				\$1,526 - \$1,869

## And again ... No Letter

THE WILDERNESS SOCIETY  
1615 M STREET, NW  
WASHINGTON, DC 20036

## 2013 Member Confirmation Form

☐ \$15    ☐ \$20    ☐ \$35    ☐ \$50    ☐ \$100    ☐ \$250    ☐ Other \$ \_\_\_\_\_

A. B. Data 50261  
TW1302 Member Confirmation  
600 A.B. Data Drive  
Milwaukee WI 53217

0002215325 AML130220MU3 2

Please make your check payable to **The Wilderness Society** or, if you prefer to charge your contribution, fill in the information below.

☐ Visa    ☐ MasterCard    ☐ American Express    ☐ Discover

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name as it appears on your credit card \_\_\_\_\_

Please e-mail me the latest news in the fight to save wilderness: \_\_\_\_\_

Email Address \_\_\_\_\_

Dear A. B. Data Sample,

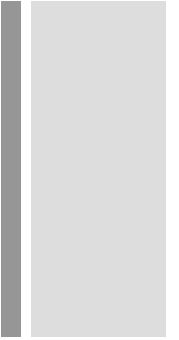
Since 2005, The Wilderness Society has relied on your support to help us protect our nation's wild places from destruction but we haven't heard from you recently. Right now we need your help to stop Arctic Ocean drilling that threatens one of the most pristine natural habitats on the planet. In Washington we face an extreme anti-environmental agenda that, if successful, would dismantle decades of protections for our public lands. We need your support to protect our wildlife refuges and to vigorously oppose the anti-wilderness agenda that would dismantle decades of protections for our public lands. We need your support to protect our wildlife refuges and to vigorously oppose the anti-wilderness agenda that would dismantle decades of protections for our public lands. We need your support to protect our wildlife refuges and to vigorously oppose the anti-wilderness agenda that would dismantle decades of protections for our public lands.

**Member Confirmation  
Form Inside**



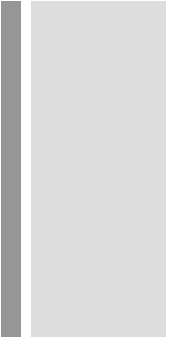
# The Results!

- New streamlined package provided:
  - 20% lift in response rate
  - 17% savings in cost
- Tested into decal (vs. bookmark, and sticker)





# More = More?



- One group found that adding certain design elements to the OE and reply form lifted response and average gift.
- Could adding *more* make it even better?



# Added Artwork

Reading Is Fundamental  
1730 Rhode Island Ave. NW, 11th Floor  
Washington, DC 20036



**RIF** Reading Is Fundamental

October 14, 2013



Dear Sara,

Thank you for caring about kids in need.

Right now, reading programs in our nation are inadequately funded – and it shows. More than a quarter of public school 4th graders read below the basic level. And in low-income urban schools, that figure jumps to an astonishing 70 percent.

Thankfully, you and I are doing something about this. We're distributing millions of books to the very boys and girls who so desperately need them.

So this Thanksgiving, I'll be thinking of you and the incredible things that happen thanks to your generosity. For kids across the country, you are helping RIF to ignite a culture of reading, a hunger for knowledge, and a passion for learning.

Just look at what RIF meant to one former RIF kid, Michelle:

She grew up in the working-class neighborhood of Brook Park, Ohio, in the 1970s when life was tough and money was tight. But one memorable event changed Michelle's life forever: her first encounter with RIF. "I held its fabric cover in my hands, I just thought this was the fanciest thing! *The Velveteen Rabbit* is my book."

Michelle is not as fortunate as Michelle. The reality is that two out of every three children in poverty have no books in their home. With your help, RIF provides a year's worth of books to children who need them most – but we're still not reaching every child who needs us.

One of the biggest reasons children can't be successful in life without access to books is that they can't wait. The longer they go without books – the farther they will fall behind. African boys and girls urgently need your help today.

These children that I'm asking you to make a very special gift to this Thanksgiving. We really need your ongoing support.

And so today, you'll continue to excite and engage young minds through remarkable talking dogs ... a curious monkey ... straw that can be spun into gold, magic carpets, and much, much more.

(over, please)

1730 Rhode Island Ave. NW, 11th Floor • Washington, DC 20036 • P.O. Box 96897 • Washington, DC 20090-6897  
Toll free 1.888.725.4801 • www.RIF.org

**RIF** Reading Is Fundamental

**CONTRIBUTION FORM**

Help kids discover the joy of reading!

☒ **YES!** I want to help RIF put books in the hands of more children this holiday season. Enclosed is my special tax-deductible gift of \_\_\_\_\_.

Please make your check payable to RIF and return it in the envelope provided. To make your gift by credit card, please use the reverse side. You can also make a donation on our secure online webpage at [www.rif.org/books](http://www.rif.org/books).

1730 RHODE ISLAND AVE. NW, 11TH FLOOR • WASHINGTON, DC 20036 • P.O. BOX 96897 • WASHINGTON, DC 20090-6897 TOLL FREE 1.888.725.4801 • WWW.RIF.ORG





# The Results!

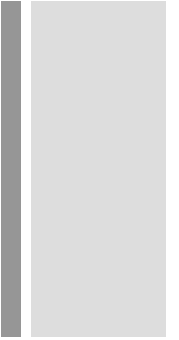


Segment	Quantity Mailed	Resp.	Percent Response	Gross Revenue	Ave Gift	Cost Per Thousand	Cost Per Segment	Net Income	% Cost Recovered
Low \$ Control	4,643	275	5.92%	\$9,567	\$34.79	\$731	\$3,392	\$6,175	282.05%
\$100+ Control	1,057	45	4.26%	\$7,105	\$157.89	\$992	\$1,048	\$6,057	677.82%
	<b>5,700</b>	<b>320</b>	<b>5.61%</b>	<b>\$16,672</b>	<b>\$52.10</b>	<b>\$779</b>	<b>\$4,440</b>	<b>\$12,232</b>	<b>375.48%</b>
Low \$ Letter Art Test	4,643	278	5.99%	\$9,217	\$33.15	\$731	\$3,392	\$5,825	271.73%
\$100+ Letter Art Test	1,057	52	4.92%	\$9,790	\$188.27	\$992	\$1,048	\$8,742	933.98%
	<b>5,700</b>	<b>330</b>	<b>5.79%</b>	<b>\$19,007</b>	<b>\$57.60</b>	<b>\$779</b>	<b>\$4,440</b>	<b>\$14,567</b>	<b>428.07%</b>

+

## More = More (part 2)

- One group had always used two sheets of labels but wanted to reduce cost.

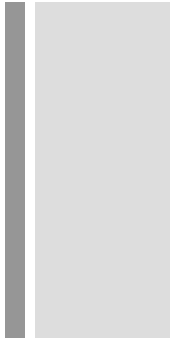




1886



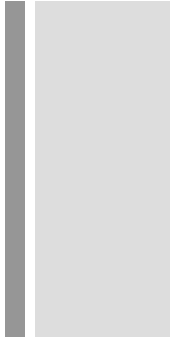
# Results!



Package Description	Quantity Mailed	Resp.	Percent Response	Gross Revenue	Ave Gift	Cost Per Thousand	Cost Per Segment	Net Income	% Cost Recovered
Control	87,833	1,074	1.22%	\$29,849	\$27.79	\$509	\$44,749	(\$14,900)	66.70%
Single Sheet	87,820	922	1.05%	\$28,726	\$31.16	\$443	\$38,915	(\$10,188)	73.82%

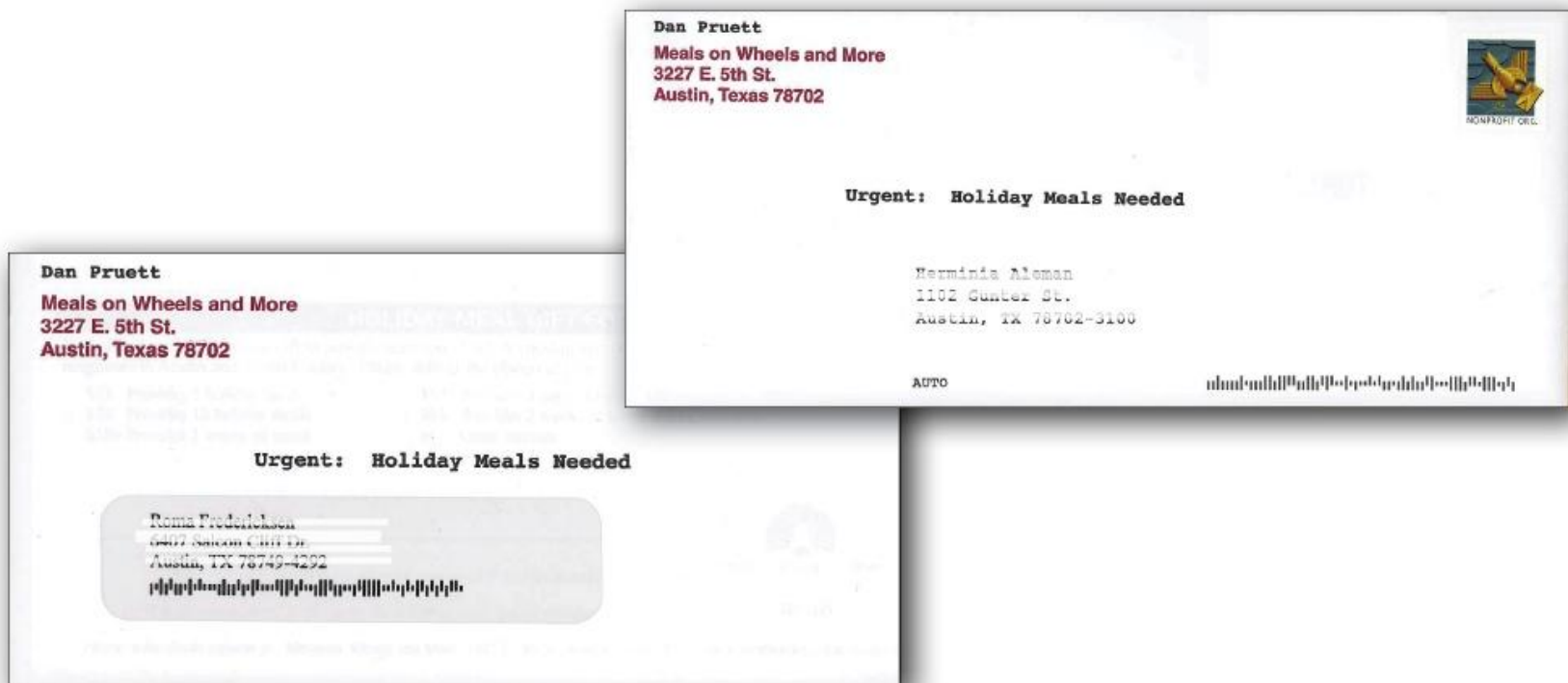


# Close a Window = Open a Door



- Package and list fatigue were dragging down a longstanding control.
- Numerous tests (message, ask amounts, personalized teaser) failed to make a difference.
- One simple change finally worked:

# + Closed Face Envelope





# The Results!

## Testing Report

### Meals on Wheels & More (Austin)

November 2012 Acquisition

**Control:** Control

**Test:** Test - Closed Faced OE

Mail Date: 11/2/2012

First Gift: 11/8/2012

Gifts Through: 8/8/2013

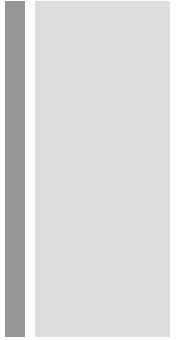
Number of Weeks: 39

Days of Returns: 273


	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	CTA
Total November 2012 Acquisition											
Control	44,217	417	0.94%	\$24,041	\$57.65	\$544	\$17,089	\$386	\$6,951	\$157	(\$16.67)
Test	44,217	554	1.25%	\$34,771	\$62.76	\$786	\$17,952	\$406	\$16,819	\$380	(\$30.36)
90% Confidence Interval		1.14% - 1.37%				\$714 - \$859				(\$33.10) - (\$27.06)	



# Close a Window = Open a Door (part 2)

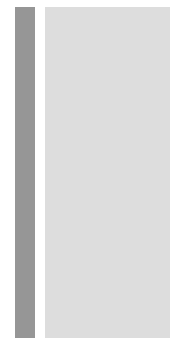


- Premium package plagued by low value giving.
- Can we wean prospects away from the premium with a closed face envelope?





# The Results!



## Testing Report

### Bnai Brith Youth Organization

September 2013 Acquisition

**Control:** Full Sheet Address Labels

**Test:** Half Sheet Address Labels

Mail Date: 9/11/2013

First Gift: 10/3/2013

Gifts Through: 1/30/2014

Number of Weeks: 17

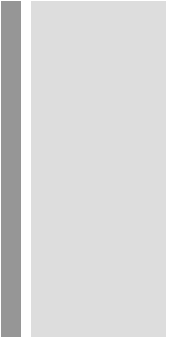
Days of Returns: 119

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	CTA
Total September 2013 Acquisition											
Control	40,224	289	0.72%	\$6,330	\$21.90	\$157	\$16,480	\$410	(\$10,150)	(\$252)	\$35.12
Test	40,224	272	0.68%	\$7,247	\$26.64	\$180	\$17,358	\$432	(\$10,111)	(\$251)	\$37.17
90% Confidence Interval		0.58% - 0.77%		\$154 - \$206				\$29.18 - \$47.84			



# So Many Ways to Ask ...

- There are almost as many ask strategies as organizations.
- It pays to keep trying new ones!
- Here are four that made a difference:





# “Other” vs “Your Best Gift”

**JOIN PCRM TODAY!**

☒ **YES!** I want to join others from <CityXXXXXXXXXXXX> to help PCRM save more innocent animals and improve the health of people. Enclosed is my gift of:

☐ \$10 ☐ \$20 ☐ \$35 ☐ \$50 ☐ \$100 ☐ Your Best Gift \$ \_\_\_\_\_


Please make your check payable to **PCRM** and return it with this form in the envelope enclosed. For credit card gifts, please see reverse. Your contribution is tax-deductible as allowed by law. And don't forget to sign the attached petition! Thank you!

☐ Please send me campaign updates and the *PCRM Online* monthly e-newsletter. My e-mail address is: \_\_\_\_\_

*We'll never sell or exchange your e-mail address!*

(Please sign and return the petition below with your contribution. Do not detach.)

**CONTRIBUTION FORM**



06\_12 Rodney "Your Best Gift" Test  
Chris D. Sample  
123 Main Street  
Anytown, US 12345

**JOIN PCRM TODAY!**

☒ **YES!** I want to join others from <CityXXXXXXXXXXXX> to help PCRM save more innocent animals and improve the health of people. Enclosed is my gift of:

☐ \$10 ☐ \$20 ☐ \$35 ☐ \$50 ☐ \$100 ☐ Other \$ \_\_\_\_\_


Please make your check payable to **PCRM** and return it with this form in the envelope enclosed. For credit card gifts, please see reverse. Your contribution is tax-deductible as allowed by law. And don't forget to sign the attached petition! Thank you!

☐ Please send me campaign updates and the *PCRM Online* monthly e-newsletter. My e-mail address is: \_\_\_\_\_

*We'll never sell or exchange your e-mail address!*

(Please sign and return the petition below with your contribution. Do not detach.)

**CONTRIBUTION FORM**



06\_12 Rodney Lapsed bolded ask version  
Chris D. Sample  
123 Main Street  
Anytown, US 12345

**SOURCE CODE ID**



# The Results!



## Physicians Committee for Responsible Medicine

June 2012 Acquisition

**Control:** Rodney Control

**Test:** Your Best Gift Ask Test

Mail Date: 6/6/2012

First Gift: 6/18/2012

Number of Weeks: 82

Gifts Through: 1/16/2014

Days of Returns: 577

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	CTA
<b>Total June 2012 Acquisition</b>											
Control	42,661	348	0.82%	\$6,224	\$17.89	\$146	\$13,961	\$327	(\$7,737)	(\$181)	\$22.23
Test	42,661	365	0.86%	\$7,425	\$20.34	\$174	\$13,961	\$327	(\$6,536)	(\$153)	\$17.91
90% Confidence Interval		0.75% - 0.96%				\$153 - \$195				\$13.80 - \$23.13	

## Testing Report



# Up or Down?

 **CONTRIBUTION FORM** HC-408-11

Yes, I want to provide a loving and supportive "home away from home" for critically ill children and their families. I have signed one of the coupons below and enclosed my gift of:

☐ \$25 ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$125 ☐ Other \$ \_\_\_\_\_

To make your gift by credit card, see reverse.

**Pauline Landrum**  
6020 Broadview View  
Cold Spring-Highland Hills, KY 41076-7157



**HC-408-11**  
60031

  
Trinity's family lived at our House while waiting for a heart transplant.

Please return this entire form with your gift payable to RMHC Greater Cincinnati in the enclosed envelope. Your contribution is tax deductible to the full extent of the law. Thank you.

 <b>1 Night \$25</b> \$25 will sponsor a family for one night at the House _____ Signed	 <b>2 Nights \$50</b> \$50 will sponsor a family for two nights at the House _____ Signed
 <b>3 Nights \$75</b> \$75 will sponsor a family for three nights at the House _____ Signed	 <b>4 Nights \$100</b> \$100 will sponsor a family for four nights at the House _____ Signed
 <b>5 Nights \$125</b> \$125 will sponsor a family for five nights at the House _____ Signed	 <b>RONALD MCDONALD HOUSE CHARITIES OF GREATER CINCINNATI</b> 250 Lakeshore Avenue • Cincinnati, OH 45229 • 513-626-7042 www.rmhcincincinnati.org

 **CONTRIBUTION FORM** HC-408-22

Yes, I want to provide a loving and supportive "home away from home" for critically ill children and their families. I have signed one of the coupons below and enclosed my gift of:

☐ \$125 ☐ \$100 ☐ \$75 ☐ \$50 ☐ \$25 ☐ Other \$ \_\_\_\_\_

To make your gift by credit card, see reverse.

**Emily Smith**  
Golden T. Smith  
5779 S Mason Montgomery Road Suite 2 Building 100  
Mason, OH 45040-9250



**HC-408-22**  
44047

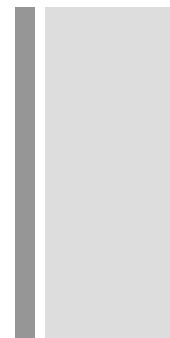
  
Trinity's family lived at our House while waiting for a heart transplant.

Please return this entire form with your gift payable to RMHC Greater Cincinnati in the enclosed envelope. Your contribution is tax deductible to the full extent of the law. Thank you.

 <b>5 Nights \$125</b> \$125 will sponsor a family for five nights at the House _____ Signed	 <b>4 Nights \$100</b> \$100 will sponsor a family for four nights at the House _____ Signed
 <b>3 Nights \$75</b> \$75 will sponsor a family for three nights at the House _____ Signed	 <b>2 Nights \$50</b> \$50 will sponsor a family for two nights at the House _____ Signed
 <b>1 Night \$25</b> \$25 will sponsor a family for one night at the House _____ Signed	 <b>RONALD MCDONALD HOUSE CHARITIES OF GREATER CINCINNATI</b> 250 Lakeshore Avenue • Cincinnati, OH 45229 • 513-626-7042 www.rmhcincincinnati.org



# The Results!



Ronald McDonald House Charities of Greater Cincinnati  
November 2013 Acquisition

## Testing Report

**Control:** Cincinnati Control

**Test:** Cincinnati Descending Ask Line Test

Mail Date: 10/28/2013

First Gift: 11/15/2013

Number of Weeks: 6

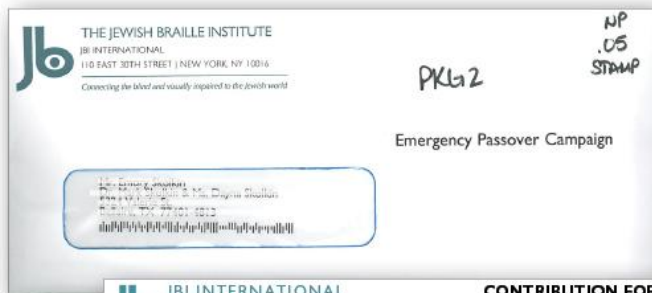
Gifts Through: 12/31/2013

Days of Returns: 46

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	CTA
Total November 2013 Acquisition											
Control	25,234	164	0.65%	\$8,192	\$49.95	\$325	\$9,635	\$382	(\$1,443)	(\$57)	\$8.80
Test	25,238	184	0.73%	\$9,366	\$50.90	\$371	\$9,637	\$382	(\$271)	(\$11)	\$1.47
90% Confidence Interval		0.61% - 0.85%				\$309 - \$433				(\$6.01) - \$11.95	



# Tis' The Season?



**JBI INTERNATIONAL**  
EST. IN 1931 AS THE JEWISH BRAILLE INSTITUTE

**CONTRIBUTION FORM**

Yes! I want to help JBI provide Jewish Interest Braille, Audio and Large Print books to the blind or visually impaired this Passover and throughout the year. Enclosed is my tax-deductible gift of:

☐ \$18   ☐ \$36   ☐ \$54   ☐ \$100   ☐ \$250   ☐ \$550   ☐ Other \$ \_\_\_\_\_

☐ Enclosed is my check made payable to JBI.  
☐ I would like to make my gift by credit card (please see reverse).

Connecting the blind and visually impaired to the Jewish world | 110 EAST 30TH STREET, NEW YORK, NY 10016 | TEL: 212-889-3525 | WWW.JBIBRARY.ORG  
(Please Do Not Detach)

<input type="checkbox"/> \$18 will help cover the cost of one Audio Haggadah	<input type="checkbox"/> \$36 will help cover the cost of one Large Print Haggadah
<input type="checkbox"/> \$54 will help cover the cost of one Braille Haggadah	<input type="checkbox"/> \$ _____ Your generous gift of any amount will make a real difference

**JBI INTERNATIONAL**  
EST. IN 1931 AS THE JEWISH BRAILLE INSTITUTE

**CONTRIBUTION FORM**

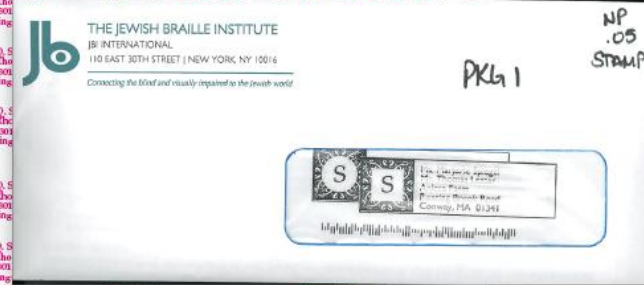
Yes! I want to help JBI provide Jewish Interest Braille, Audio and Large Print books to blind or visually impaired men, women, and children throughout the world. Enclosed is my tax-deductible gift of:

☐ \$18   ☐ \$36   ☐ \$54   ☐ \$100   ☐ \$250   ☐ \$550   ☐ Other \$ \_\_\_\_\_

☐ Enclosed is my check made payable to JBI.  
☐ I would like to make my gift by credit card (please see reverse).

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# The Results!



## Testing Report

**JB International**

February 2013 Acquisition

**Control:** Labels Control

**Test:** Hagaddah Package Test

Mail Date: 2/7/2013

First Gift: 1/14/2013

Gifts Through: 1/16/2014

Number of Weeks: 52

Days of Returns: 367

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	CTA
Total February 2013 Acquisition											
Control	59,431	349	0.59%	\$7,357	\$21.08	\$124	\$21,725	\$366	(\$14,368)	(\$242)	\$41.17
Test	59,431	356	0.60%	\$9,051	\$25.42	\$152	\$18,465	\$311	(\$9,414)	(\$158)	\$26.44
90% Confidence Interval		0.53% - 0.67%		\$134 - \$171				\$20.78 - \$33.70			

+

# Would Donors Give Just \$5 More?

**GMHC**  
FIGHT AIDS. LOVE LIFE.

**2013  
RENEWAL  
REMINDER**

To change your contribution by credit card or to request more information, please see other side. Please return this form with your check payable to GMHC in the envelope provided.

Your contribution is tax deductible to the full extent of the law.

**Thank you for caring.**

**RENEWAL FORM**

☐ **Yes**, I want to renew my support of GMHC and ensure that thousands of men, women and families living with HIV and AIDS will have access to GMHC's vital services every day. I'm enclosing a renewal gift of:

☐ \$MRC1   ☐ \$MRC2   ☐ \$MRC3   ☐ Other \$ \_\_\_\_\_

☐ \$MRC1+5   ☐ \$MRC2+5   ☐ \$MRC3+5

*Adding \$5 to your gift will provide one more hot nutritious meal to someone living with HIV/AIDS.*

Mail Code  
ID Number

Ms. Jane Q. Sample control  
Lautman Maska Neill & Company  
1730 Rhode Island Avenue NW  
Washington, DC 20036

GMHC • 446 West 33 Street, New York, NY 10001 • 212.367.1000 • gmhc.org



# The Results!

## Testing Report

### Gay Men's Health Crisis

March 2011 Renewal #2/Appeal

**Control:** Under \$250 Control (Renewal)

**Test:** Under \$250 Ask "Plus \$5" Test (Renewal)

Mail Date: 3/11/2011

First Gift: 3/22/2011

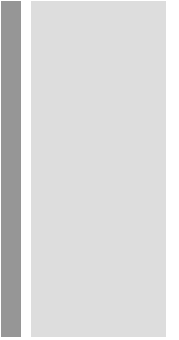
Gifts Through: 1/11/2012

Number of Weeks: 42

Days of Returns: 295

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
Total March 2011 Renewal #2/Appeal										
Control	8,346	437	5.24%	\$18,837	\$43.10	\$2,257	\$3,263	\$391	\$15,573	\$1,866
Test	8,345	443	5.31%	\$21,471	\$48.47	\$2,573	\$3,263	\$391	\$18,208	\$2,182
90% Confidence Interval			4.74% - 5.88%		\$2,296 - \$2,850				\$1,905 - \$2,459	

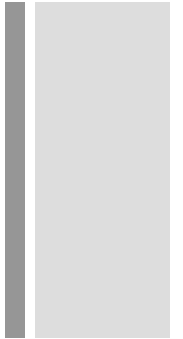
# + Other Testing Ideas



- Outer envelopes: to tease or not to tease – keep asking the question!
- Font size: sometimes size does matter.
- Premiums and freemiums: does it pay to give it away?
- Member versus supporter.
- Personalization: how much is too much?



# One Last Winner!



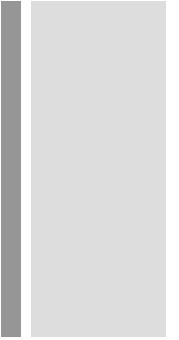
- One organization was only successful with internal prospecting, but it was flagging.
- The last acquisition in 2011 yielded a \$90 cost per new donor.
- Organization investing in data append that helped them “find” 29,000 long-ago alumni addresses.
- Did it make a difference?

# + Prospect Alumni Kit



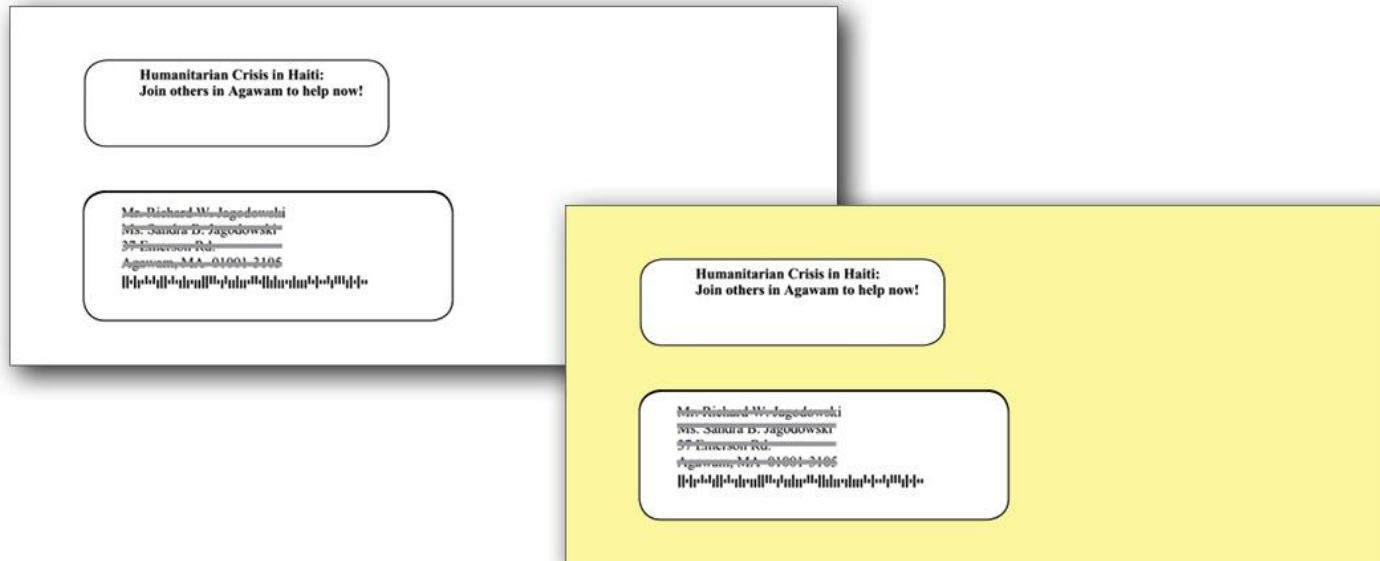


# The Results!



- Investing in the new data enabled the organization to acquire 470 new donors at breakeven.
- Not truly a test – but worth a try for alumni type internal prospects.

# + One Cautionary Tale



- Using a yellow OE to call attention to an emergency campaign dropped the response rate 12.5% and the average gift by 8%



Thank You



**Tiffany Neill**

[tneill@lautmandc.com](mailto:tneill@lautmandc.com)