

Three American Heart Association Donor Renewal Campaigns:

1. Renewal Campaigns Summary

Summary Comparing Computer HandScript Note Card and Three Control Packages: 1.) Box of Free Greeting Cards, 2.) Real Handwriting 3.) Standard Window Envelope Appeal:												
Description	Select Criteria	Households Contacted	Gift Count	% Rsp.	Dollar Income	Average Gift	Mailing Cost	Cost per \$ Raised	Income per Letter	Net Income	Confid. Level	
Simulated Handwritten Note Card Test Package	0-12 mos, \$15-\$49.99	25,000	2,772	11.09	62,854.80	22.67	28,500.00	0.45	2.51	34,354.80	99%	
Gift Box of Cards Control Package	0-12 mos, \$15-\$49.99	25,000	2,005	8.02	42,187.50	21.04	28,571.50	0.68	1.69	13,616.00		
Simulated Handwritten Note Card Test Package	0-12 mos, \$50+	25,000	2,274	9.10	196,015.50	86.20	28,500.00	0.15	7.84	167,515.50	98%	
Real Handwritten Note Card Control Package	0-12 mos, \$50+	25,000	2,112	8.45	173,639.74	82.22	40,750.00	0.23	6.95	132,889.74		
Simulated Handwritten Note Card Test Package	13-36 mos, \$15-\$49.99	25,000	1,472	5.89	33,091.74	22.48	28,500.00	0.86	1.32	4,591.74	99%	
Double Remit Control Package	13-36 mos, \$15-\$49.99	24,997	426	1.70	10,007.00	23.49	4,821.42	0.48	0.40	5,185.58		

Source: Sherry Minton and Renee Warner; American Heart Association; Dallas, Texas. Ensuring arm's length objectivity, High Touch Direct did not plan, produce, evaluate or profit from these campaigns. All work was done by third-party agencies, one of which had been granted access to a computer-simulated handwriting program called Computer HandScript. Using our proprietary Computer HandScript program, a simulated handwriting style had been designed from samples of my own penmanship. My HandScript was then used to address and personalize the note card packages in the three A/B tests summarized here. The *Confid. Level* in the last column refers to "statistical confidence," which expresses the *confidence* that repeat tests would produce the same results. In this case, were the first & third tests repeated, 99% of the time the same outcomes would be achieved. In test two, the same results would occur 98% of the time. In the third test, while ROI was slightly higher with the standard package, you will note that the HandScript package regained 2-1/2 times as many donors (which was the key goal for that segment).

2. Segmentation Criteria

Description of Segments Compared, Defined by Dollar Amount and Recency of Last Gift Made:			
Test:	Segmetation Criteria 1	Segmetation Criteria 2	Segmetation Criteria 3
\$ Range of Last Gift:	\$15 - \$49.99	\$50+	\$15 - \$49.99
Recency of Last Gift :	0 - 12 Months	0 - 12 Months	13- 36 Months
Volume by Segment:	(Segment A: 25,000 pieces Segment B: 25,000)	(Segment A: 25,000 pieces Segment B: 25,000)	(Segment A: 25,000 pieces Segment B: 24,997)

3. Analysis of Eight Variables in Three Campaigns Differentiated by The Three Segmentation Criteria Noted Above

Table 1	% Difference in Number of <i>Gifts Received</i>		
Packages Compared:	A: HandScript Note Card vs B: Card Box	A: HandScript Note Card vs B: Genuine HandWriting	A: HandScript Note Card vs B: Double Remit
A. HandScript Note Card Test	2772	2274	1472
B. Three Control Packages	2005	2112	426
Difference	767	162	1046.00
% Change	38.25%	7.67%	245.54%

Table 2	% Difference in <i>Percent Response</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	11.09%	9.10%	5.89%
B. Three Control Packages	8.20%	8.45%	1.70%
Difference	2.89%	0.65%	4.19%
% Change	35.24%	7.69%	246.47%

Table 3	% Difference in <i>Total Dollar Income</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	\$62,854.80	\$196,015.50	\$33,091.74
B. Three Control Packages	\$42,187.50	\$173,639.74	\$10,007.00
Difference	\$20,667.30	\$22,375.76	\$23,084.74
% Change	48.99%	12.89%	230.69%

Table 4	% Difference in <i>Average Gift Amounts</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	\$22.67	\$86.20	\$22.48
B. Three Control Packages	\$21.04	\$82.22	\$23.49
Difference	\$1.63	\$3.98	-\$1.01
% Change	7.76%	4.84%	-4.30%

Tables 5-8 continued on Page 2 . . .

Table 5	% Difference in <i>Mailing Cost, Including Postage</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	\$28,500.00	\$28,500.00	\$28,500.00
B. Three Control Packages	\$28,571.50	\$40,750.00	\$4,821.42
Difference	-\$71.50	-\$12,250.00	\$23,678.58
% Change	-0.25%	-30.06%	491.11%

Table 6	% Difference in <i>Cost Per Dollar Raised</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	\$0.45	\$0.15	\$0.86
B. Three Control Packages	\$0.68	\$0.23	\$0.48
Difference	-\$0.23	-\$0.08	\$0.38
% Change	-33.82%	-34.78%	79.17%

Table 7	% Difference in <i>Income Per Piece</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	\$2.51	\$7.84	\$1.32
B. Three Control Packages	\$1.69	\$6.95	\$0.40
Difference	\$0.82	\$0.89	\$0.92
% Change	48.52%	12.81%	230.00%

Table 8	% Difference in <i>Net Income Per Campaign</i>		
Packages Compared:	A: Simulated Note Card vs B: Card Box	A: Computer Simulated vs B: Genuine HandWriting	A: Computer Simulated vs B: Double Remit
A. HandScript Note Card Test	\$34,354.80	\$167,515.50	\$4,591.74
B. Three Control Packages	\$13,616.00	\$132,889.74	\$5,185.58
Difference	\$20,738.80	\$34,625.76	-\$593.84
% Change	152.31%	26.06%	-11.45%

Note: In table 8, net income declined in column three (comparing Computer HandScript to American Heart's conventional double remit package). However, the goal for this segment (whose last gift was given as far back as three years) was to renew as many as possible. Table 2 indicates the HandScript package generated 246.47% more responses than the control package.

NO RISK SPECIAL OFFER GOOD THROUGH SEPTEMBER 30, 2010:

We cannot guarantee that your organization can achieve the same results American Heart Association (AHA) did, were you to test Computer HandScript addressing and personalization against your conventional direct mail package. However, as illustrated above, AHA found that the same results would be achieved 98-99 percent of the time were the same tests repeated. After this test, AHA rolled out this campaign to more than a million households. We're offering a NO-RISK chance for you to test this same technology. For any mailing that drops by September 30, 2010, we will match the price you have received from another vendor to produce your conventional package. But we will upgrade the mailing. We will add Computer HandScript addressing and personal notes written in HandScript at NO EXTRA COST. Or . . . you can choose to send one of our flagship packages (like the note card sent on behalf of AHA) at our 1999 prices. To download our price list, go to www.TheWrittenVoice.org. You can also download our *Summer Special Coupon* from the same site.

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