

CASE STUDY: CONTEMPORARY CRAFT

Through cutting-edge exhibitions focused on multicultural diversity and non-mainstream art, Contemporary Craft lets visitors engage with craft and design that raise the public's consciousness about today's social challenges.

This study describes their end-of-year fundraising campaign for 2017.



MESSAGING FOR A MULTICHANNEL FUNDRAISING CAMPAIGN

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The most effective way to raise funds is to tell an organization's story through a single individual. We identified an artist whose story allowed us to reinforce Contemporary Craft's work, tap into potential donor emotions and effectively carry the theme through all campaign materials.

Rose Clancy is an artist whose mother silently suffered from anxiety and depression until she died, never feeling as though she could go to anyone for help. Her mother's endurance gave Rose the courage to expose her own vulnerability and pain through her art. By addressing mental illness in this deeply personal yet public way, Rose has given many people the courage to talk about what her mother never could.

SERVICES PROVIDED

COPYWRITING & MESSAGING STRATEGY PROVIDED:

Direct Mail Package

- 2 versions of letter (donor and non-donor)
- 1 response envelope
- 1 outer envelope

Email Solicitations

- 4 progressive emails with donation links

Digital Campaign

OTHER SERVICES PROVIDED BY AD AGENCY:

Landing page, graphics, social placement, consulting.



RESULTS

CONTEMPORARY CRAFT'S YEAR-END CAMPAIGN RAISED \$31,514 (including a \$10,000 matching gift).

This is compared to \$14,393 raised the previous year.

- Direct-mail letters that told Rose's personal story brought in 44 gifts totaling \$6,838.
- Email solicitations resulted in 25 gifts totaling \$2,865.
- Of online donors, 24% were new to the nonprofit.
- The average campaign gift was \$336 (\$231 without the match).
- LYBUNTs and SYBUNTs made up 65% of donors.

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