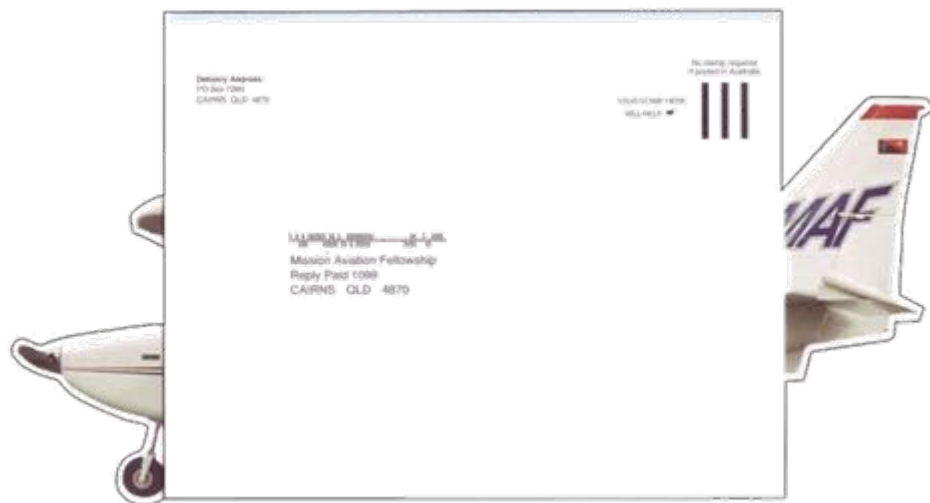


Mission Aviation Fellowship



ADVERTISER:
Mission Aviation Fellowship

INDUSTRY:
Charity

CAMPAIGN PURPOSE:
Fundraising / Acquisition

MEDIA USED:
Direct Mail (Impact Mail)

Background

Mission Aviation Fellowship (MAF) is a non-profit team of aviation and communication specialists that was formed in 1947. With a fleet of 37 aircraft, MAF pilots can transport missionaries, relief supplies and much more. They also provide telecommunications services in many countries - like electronic mail, satellite phones, HF data radio and other wireless systems.

Strategy

MAF wanted to encourage existing donors to increase their giving and to acquire new donors. To do this MAF invited recipients to become a flying partner with MAF. To qualify for this status donors need to make regular monthly pledges of \$20 or more. By doing this, donors would feel a sense of belonging to the MAF and know that their contributions are the most effective way of maintaining this vital aviation service.

Creative solution

The mail piece had the front and back end of a MAF aircraft die cut on each side. Upon opening, the reader is immediately presented with the invitation to become a flying partner. The reader is then told the story of Sali from Papua New Guinea and how the MAF saved his son's life. The boy's rescue paints a clear picture of the type of vital services MAF provide. The lower half of the mail piece forms the response device. The reader can fill out the donation form, remove it from the perforated edge, then fold it and seal it as a reply paid envelope which provides an even higher chance of a positive response.

Results

4.9 per cent of current donors responded to MAF's request to increase their monthly donations. They also achieved a response rate of 0.68 per cent among new prospects which they considered to be an excellent result.

The role of direct mail

Impact Mail was chosen by MAF to create a point of difference in the letterbox and encourage opening interest by a tough market of new prospects. According to David Henry of MAF, "the response rate was excellent and we received a great deal of positive anecdotal feedback from supporters and staff".

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit www.auspost.com.au/impactmail