

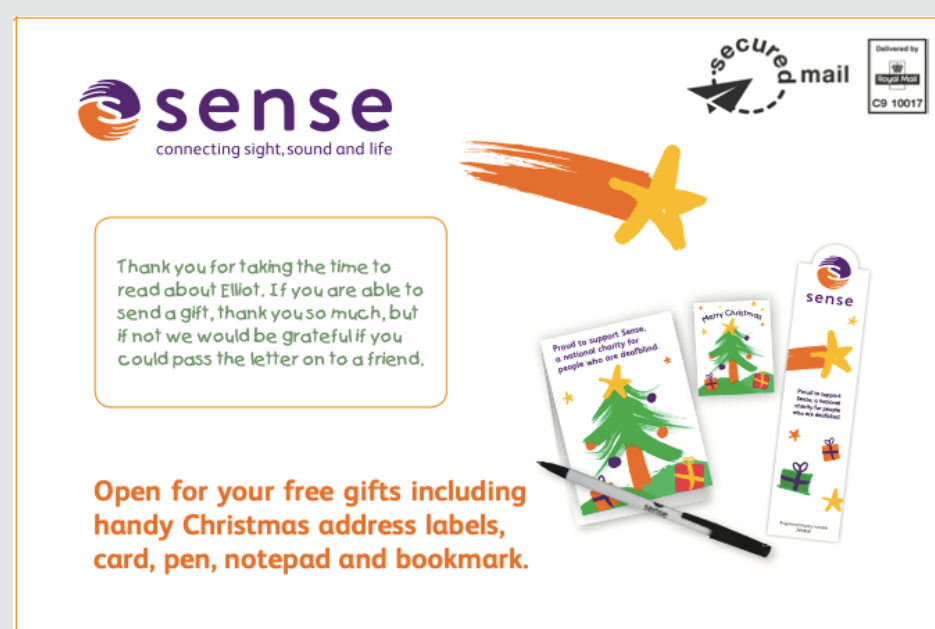
# Access DM used JICMAIL to demonstrate 55+ year old engagement with charity mail for Sense

Client: Sense  
Agencies: Access DM



## The Challenge

Sense wanted to recruit new cash supporters at Christmas but GDPR was threatening the viability of cold mail across the sector, and their banker lists no longer met the requirements of Sense's new legitimate interest policy. The charity needed to start afresh if they were going to recruit new donors to support their cause.



## The Approach

Post GDPR the data landscape altered dramatically. Banker lists were either no longer available or excluded due to the thorough due diligence checks. Sense and their agency Access DM, as part of their legitimate interest, set strict parameters for using mail. Each list must have offered a clear postal opt out statement with unambiguous wording specifically naming 'charities' as a category for data sharing and the privacy policy had to also clearly detail 'charities' as a category for data sharing if the individual did not opt out to postal communications.

It was important that Sense sourced data from named brands that the recipient recognised if they called supporters services to ask where their details came from. The whole process had to be fully transparent and the mailpack also had to offer very clear ways of opting out of communications.

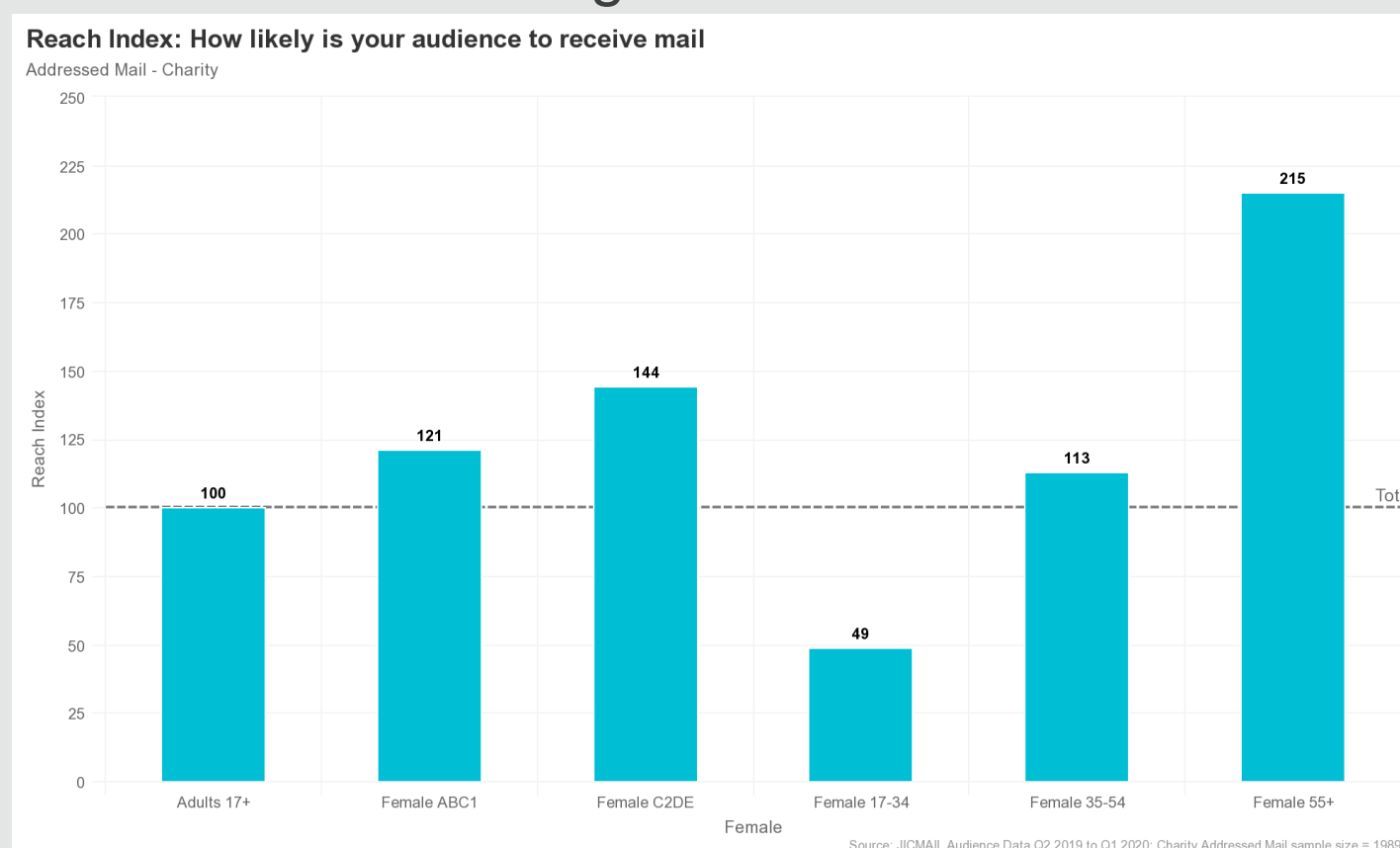
Knowing the parameters, Sense worked to identify lists which met the targeting and compliance requirements. Specific, known mail order brands were chosen, so the clarity of source was achieved. Key selection criteria were then overlaid on each file to enhance the data performance.

The target audience were females aged 50+, socially conscious and aligned to Sense's values. The charity knew they were likely to be targeted by and supporting other charities at Christmas. JICMAIL tells us that women within this age range were more than twice as likely to be targeted with charity DM than the average UK adult, so it was vital to stand-out on the doormat to ensure Sense's appeal was the one they'd open and support. Knowing the audience, and the data lists, Sense understood their behaviours and needs - predominantly mail-order catalogue subscribers and purchasers, they knew they take time to read their mail, and enjoy getting something in return.

According to JICMAIL, catalogues and magazines read by women aged 55+ are over 2.5 times more likely than the average mail item to put aside to look at later and 24% more likely to be passed on to someone else. They also record higher levels of exposure, recording 4.5 consumer interactions a month on average.

At the heart of the mailing was the highly emotive story of young Elliot, born deafblind and unable to communicate with his family. The copy demonstrated the urgent need and balanced this carefully with the solution and tangible impact a donation would have.

## Likelihood to receive Charity DM – split by female social groups and age bands



After years of testing and optimisation, the creative used tried and tested direct marketing techniques to draw the supporter in. Included – and teased on the outside - were address stickers, a bookmark, a pen, and a Christmas card for supporters to send back to Sense so that they could be shared with children who are deafblind and their families. To mitigate concerns around wastage the messaging referenced the low cost of the inclusions, the value to the supporter, and asked them to share with loved ones if they didn't find them of use – a critical message given that with 10% pass-on rate, women aged 55+ are more likely than average to share their mail with other people according to JICMAIL .

It was vital that the mailing complied with GDPR and held the supporter data with utmost respect. To address this a detailed data protection statement was included which offered supporters the option of opting out of future mail communications - going above and beyond GDPR requirements and ensuring that Sense were putting supporters first.

### The Outcome

This was the most responsive cold recruitment campaign that Sense have done the past four years - beating all KPIs including response rate % and ROI. Whilst the GDPR challenges were thought to be a limitation to the performance of the campaign, tackling the issues with their supporters front of mind, meant that the campaign delivered well beyond expectations. As a result, mail continues to be a highly effective channel to engage and recruit new supporters at scale.

The campaign also received four high-value gifts ranging between £500 and £2,000. Over 1,100 respondents also returned the engagement device (a Christmas card to be shared with a child who is deafblind and their family), which demonstrated the engagement level of these supporters, and the positive impact including these devices can have on the campaign.

Sense looked at the wider success of the appeal using JICMAIL and measured the overall reach and frequency of the mailing. It showed that the overall reach was 270,216 (over 30,000 more than expected) and the frequency of individual interactions with the mailpack was 4.23 which gave 1,143,013 campaign impacts – demonstrating that mail does more than drive acquisition and that it has a broader halo effect of contributing to the types of above-the-line planning KPIs which are so vital for long term brand health.