

↑42%
INCREASE

OVER PREVIOUS
YEAR'S CAMPAIGN

THE MUSTARD SEED HARVESTS FASTER, SIMPLER FUNDRAISING DIRECT MAIL

Prime Data's new *élan* printer is making fundraising through direct mail fast, simple and affordable. And these cost savings are making the very best in variable data print technology an option for more and more fundraisers.

The following case study for The Mustard Seed shows just how effective this tool can be when implemented as part of a multi-channel campaign strategy.

CLIENT: THE MUSTARD SEED

For over thirty years The Mustard Seed has been fighting poverty and homelessness in Alberta. Their work depends on fundraising success. Every dollar counts, so every campaign must be cost effective and show real results.



The Mustard Seed (theseed.ca) provides shelters and services for basic needs, plus housing and employment services to address long-term needs of Albertans who are homeless or living in poverty.

**OVER 60% OF THE
CHARITY'S BUDGET
EACH YEAR COMES
FROM DONATIONS.**

CHALLENGE:

The Mustard Seed needed 4 projects completed. All were letter-format in #10 envelopes, segmented by past giving behaviour, city, and PRIZM clusters.

“We connected with Prime Data online,” says Greg Wagland, Manager of Annual Giving at The Mustard Seed. “When they told us they could provide the full-colour, full-variable product we were looking for, and even take steps and time out of our production schedule, we immediately saw the potential to make our fundraising campaigns more effective. We had to try it and see. As it turned out, the *élan* printer was only one part of what made this campaign so easy for us.”

SOLUTION:

Our new *élan* printer offers one-step printing that shrinks variable print production schedules from 5 days into a single morning. *élan* offers full customization on both sides of the page at a print quality that has not previously been available and is the ideal solution for data-driven, time-sensitive or urgent print production.

In this instance *élan* was able to provide the necessary variability, personalization and customization on both sides, and cut up to five days from the production schedule.

RESULTS:

“We were thrilled with the results. The campaign delivered 42% more revenue than last year’s appeal. Prime Data made this an easy and successful campaign,” Greg says. “The convenience and quality of the printer made a big difference. But so did the quality of the customer service. Prime Data’s level of coordination relieved any worry we had about meeting our tight timelines. We had an excellent variable campaign, quickly, by a team we can have absolute confidence in.”



AS A BONUS,

we ran some of our proprietary data hygiene applications across the donor database and improved the quality of tens of thousands of records.

These were then re-imported into the house files at The Mustard Seed. Voila! Better resources at their fingertips.

Data naturally becomes out-of-date and inaccurate. Prime Data brought over 15 years of data clean-up experience to bear, improving the ability to segment and merge-purge effectively and speak directly and personally through data-driven communications.

THE ULTIMATE GOAL: IMPROVED RESULTS.

**FOR MORE INFORMATION CONTACT US AT
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