

All Faiths Food Bank Sarasota, FL & The One to One Group

Partnership with a regional food bank serving Sarasota and surrounding communities.

CASE STUDY



"All Faiths Food Bank was a different organization prior to our relationship with The One to One Group. To begin, we were trapped in an aging facility with essentially flat direct mail income, and suddenly confronted by an exploding demand for support as the economy dramatically weakened here in Southwest Florida. By 2008, demand was growing exponentially as the recession took hold. In the years we have been partnered with The One to One Group, the number of active annual AFFB donors has grown from 3,500 to more than 15,000. All the while, the cost per dollar raised through our direct mail campaigns dropped to an amazing 16 cents...far below Feeding America's tracked average of 23 cents. Our five-year average cost-per-dollar-raised with them stands at just 14 cents. Best of all, our average gift has increased by nearly 40% during that period. Perhaps most valuable of all their contributions, The One to One Group identified 9,450 likely prospects in our 3-year+ lapsed donor pool...and have successfully recaptured more than 70% of them. Last year, funds raised by The One to One Group Campaign amounted to 26.8% of all funds raised by All Faiths...our largest single segment. As a result of their tireless friendship and partnership with us, we now have a beautiful state-of-the-art facility, as well as the resources we need to meet a demand that continues to grow. They are the very best of partners and friends to our food bank."

Dan Dunn

Executive Director (Retired, August 2011)

All Faiths Food Bank

All Faiths Food Bank, in cooperation with more than 160 partner agencies, distributes food to over 7,100 people weekly in Sarasota and DeSoto counties. The majority of those they help are hard-working families who simply cannot make ends meet; parents in minimum-wage jobs, the elderly on fixed incomes, and children who not only face the prospect of going to school on an empty stomach, but of going to bed on one, as well. In what is rapidly becoming a pervasive national concern for all food banks, as hard as All Faiths works to feed the hungry in their community, the problem of hunger grows. Despite their best efforts, more people will unquestionably need their help this year than last, which means that they will require a stronger appeal effort from The One to One Group than ever before.

Prior to the engagement of The One to One Group in early 2007, All Faiths mailed their direct mail campaigns many times each year, to tens of thousands each mailing, with the effort failing to reach the desired audience due to old addresses that had not been verified by the previous vendor. There was a significant expenditure of vital resources, which failed to yield meaningful results.

When The One to One Group began its work, a review of the database concluded that the majority of the names being solicited through another vendor were, in fact, non-deliverable. Many had not given to the organization for more than ten years. Analytics conducted by The One to One Group identified ~3,500 validated and active donors; and another 9,450 that were lapsed 3+ years, yet still active donors to other causes in the market...despite the fact that they had once given to AFFB. The One to One Group immediately instituted the following efforts:

- A series of four highly segmented, fully personalized, full-color, seasonal mailings, plus a mop-up of non-renewed donors:
 - ▲ Back to School (mailed late August)

CUSTOMER

All Faiths Food Bank,
Sarasota, Florida

CHALLENGE

Reduce waste and
cost per dollar raised

SOLUTION

- Update & improve constituent information to ensure the reach of desired donors
- Generate a strategic mailing schedule
- Create highly personalized, full-color seasonal mailings, and a mop up of non-renewed donors

RESULTS

- Achieved almost 200% of client's goal for the year
- 63.6% of those who received the appeal made a gift

- ▲ Holiday Appeal (mailed in late October)
- ▲ Mop-up to non-renewed donors in home by December 1st
- ▲ Spring Appeal (mailed prior to Easter – Passover)
- ▲ Summer Hunger appeal (mailed in May-June)
- The One to One Group took over all “thank you” letters for AFFB. They are mailed the same day received, 2-3 times per week, so that a donor always receives the “thank you” letter within 7 days of AFFB receiving the gift.
- All “thank you” recipients receive a hard survey after their first gift. Also, when the survey program began, all donors received the survey so that no one’s opinion went unsolicited. AFFB received a 40% response rate to the surveys.
- The 9,450 long-lapsed donors received a cost-effectively created, yet fully variable, mailing in an 8.5” x 14” configuration, also in full color. These were mailed in two waves, each of approximately 4,600 letters, to test the value. That value was rapidly affirmed by the high conversion rates experienced.

Today, The One to One Group maintains the same disciplines in support of All Faiths. Four mailings plus a mop-up now go to about 15,000 donors each time, with a very small group of newly evolving long-lapsed getting the less expensive product. Last year, All Faiths Food Bank raised \$2,394,312 from all private sources, of which \$640,732 came from The One to One Direct Mail effort. That represents almost 200% of the client’s stated goal for the year. Best of all, 63.6% of those who received a mailing from an appeal generated by The One to One Group, made a gift to All Faiths Food Bank.