

Harry Chapin Food Bank Fort Myers, FL

& The One to One Group

Partnership with a regional food bank in Southwest Florida.

CASE STUDY



"We have been very impressed with the cost per dollar raised and the revenue-to-cost ratio that The One to One Group has attained through our cultivation mailings. In fact, the results have been some of the highest within industry standards. For every \$1 raised, it cost us a nominal sum of 16 cents, and for every \$1 invested we have been able to capture \$6.14 in revenue through our direct mail campaign during this last fiscal year. We have continued our partnership with The One to One Group and look forward to our continued success together."

Fred Richards MBA, MS
Development Director

Harry Chapin Food Bank of SW Florida

CUSTOMER

Harry Chapin Food Bank,
Fort Myers, Florida

CHALLENGE

Reduce the expenditure of resources, and yield more acceptable results

SOLUTION

- Four highly segmented, fully personalized, seasonal mailings
- Mop up mailing for non-renewed donors
- Incorporate "Bounce-Back" envelopes to be sent with all **Thank You** letters

RESULTS

- Exceeded clients goal by more than 25%
- Increased donor base by thousands, maintaining very high retention rate

The Harry Chapin Food Bank of Southwest Florida was one of the 200+ Food Banks born in the early 1980's. At its inception in 1983, the Food Bank was known as the Lee County Food Cooperative whose primary responsibility was to help distribute the huge surpluses of cheese and other dairy products held by the federal government. Almost immediately, the Cooperative began recovering other food products through food drives and by salvaging nutritious foods from retailers and growers. Throughout the 1980's, the Cooperative grew in size and effectiveness, earning the reputation it deserves today as the #1 safety net for the hungry in Southwest Florida. In 1994, Sandy Chapin, Harry's widow, provided permission to incorporate the name of her late husband into the name of the Southwest Florida Food Bank. The name change honored a man who gave a great deal of his talent, treasure, and energy to the cause of hunger, and provided the Food Bank with a unique identity. Even today, Harry's family and original band continue to help the Food Bank through an annual concert held in Florida.

Today, Harry Chapin Food Bank provides food for more than 30,000 individuals monthly, across five large Florida counties, in partnership with 170 food relief agencies located throughout Southwest Florida. In the past fiscal year, (July 1, 2010—June 30, 2011) the Harry Chapin Food Bank distributed nearly 12.5 million pounds of food to Southwest Floridians in need, with a food value of more than \$20 million.

Prior to the engagement of The One to One Group in 2009, Harry Chapin Food Bank mailed their direct mail campaigns ten times each year, to tens of thousands each mailing. There was a large expenditure of critical resources, which failed to yield acceptable results. Cost per dollar raised at that time was significantly above the Feeding America norm.

The One to One Group immediately instituted the following efforts:

- A series of four highly segmented (often cut to recognize key communities in each of the service counties), fully personalized, full-color, seasonal mailings, plus a mop-up of non-renewed donors:
 - ▲ Back to School (mailed late August)
 - ▲ 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 HCFB. 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 HCFB receiving the gift.
- “Thank you” letters are tiered to four levels: \$1-\$99, \$100-\$249, \$250-\$999, and \$1,000 plus. All \$1,000 plus letters are printed, packaged and stamped with first class postage, then sent back to HCFB for hand signature and personal notation by the President of the Food Bank.
- 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.
- The One to One Group incorporates “Bounce-Backs” (remittance envelopes) which are sent with all “thank you” letters. In the past year (2010-2011) they accounted for 610 donations, \$43,195 and an average gift of \$71.
- After a highly successful program measuring the impact of The One to One products on long-lapsed donors, (each of whom received a cost-effectively created, yet fully variable, mailing in an 8.5” x 14” configuration, also in full color) these donors have now been folded into the larger appeals with a unique letter content driven at them.

Last year (2010-2011), The One to One Group raised \$968,731 in support of Harry Chapin Food Bank on 13,172 gifts. That number exceeded the client’s stated goal for our appeal by more than 25%. Best of all, their donor base has increased by thousands with a very high retention rate.

According to Al Brislain, President and CEO of Harry Chapin Food Bank, “The food bank’s direct mail income has increased substantially during our relationship with The One to One Group. They are creative, flexible, and committed to helping the food bank maximize the community’s support of our mission.”