



Custom
Printed
Products



CASE STUDY

Non-profit Organization

Custom Post-it® Notes utilized as incentive in non-profit children's hospital fundraising mailing.

Situation

Our client is a non-profit children's hospital who conducts on-going fundraising mailings to support the large expense of running their facilities. The hospital had been inserting a traditional scratch pad in their mailings but wanted to test the effectiveness of a Post-it® Note as an alternative premium. They felt a repositionable note would allow their message to be visible longer and that recipients would be more likely to utilize this type of gift.

Solution

We worked with the customer to develop a Post-it® Note pad with a low sheet count which could easily be inserted into current mailings. Artwork from the young patients was utilized on the notes to add visual appeal. They conducted multiple test mailings to determine if the Post-it® Note would drive a higher response rate than the mailing with the non-adhesive note pad.

The solution allowed:

- The recipient to receive a small and useful gift with the mailing which extends the hospital's message beyond the mailing.

Outcome

The tests concluded that Post-it® Notes drove an increase in donations and led the hospital to utilize Post-it® Notes in their next major appeal.

In addition:

- Recipients received a premium which allowed them to continue to share the message of the hospital with friends, family and co-workers.
- The customer reduced the overall expense of the mailing by eliminating the note pad which was more labor intensive to produce and insert into the mailing.