

My Sports Dreams Raises Interest in a New Market



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Project:	My Sports Dreams Raises Interest in a New Market
Vertical Market:	Other
Business Application:	Direct Marketing / Lead Generation

Business Objectives

My Sports Dreams is a fundraising organization that targets schools and other not-for-profit agencies with a solution that includes professionally crafted sponsorship letters.

Their primary market is college sports teams but they were eager to enter a market new to them – high school sports teams. They had previously tried to reach high school coaches via email campaigns, but they had very low response rates.

Working with Foley Graphics, they developed a direct mail campaign incorporating personalized URLs (PURLs) that met My Sports Dreams objectives.

- Capture key information on the fundraising strategies and current needs of high school football coaches
- Introduce the My Sports Dreams product to high school football coaches

Results

- 3.34% response rate – out of 5,003 postcards sent, 167 respondents visited their PURL and completed the online survey

Campaign Architecture

The campaign was designed to create interest among high school football coaches in My Sports Dreams' product which could help them raise money for their team's expenses. It was important that these coaches experience the uniqueness of a personalized campaign which is similar to the fundraising experience My Sports Dream offers.

Coaches received a postcard that was personalized in many areas. Due to the high turnover rate of high school coaches it was decided that the image personalization would emphasize the team instead of the coaches' name. The variability included:

- The high school's letters on a football
- The high school's name and team's name at the top of a clipboard

- A “magazine cover” including the team’s name in the headline and on the back of a sports cap and the coach’s name on the top of the playbook
- The high school and team name were used in the copy on the address-side of the postcard
- The coach’s name was used in the PURL



Once at the personalized landing page, coaches were asked to complete a survey on what they would purchase with extra funds, how much money they needed, and who makes the fundraising decisions. This information can be used in future marketing efforts.



Target Audience and Messaging

The target audience was high school football coaches. This is a group that doesn't particularly want to fundraise, but in today's economy, it's very important due to many budget cuts.

Offer

Two offers were tested in this campaign to entice coaches to visit their PURL. One offer was \$5 in cash and the other was a choice of 10 free playbooks from a library of over 1,000 top pro and college teams. The response between the two offers was about even.

List

A purchased list of high school football coaches was compiled from geographic areas where football is known to be a popular sport.

Creative and Outbound Piece

The creative, developed by the print service provider, incorporated the image of a high school coach on a magazine cover being named Coach of the Year.

Reasons for Success

Through this campaign My Sports Dreams learned valuable information about the high school football market. Among survey respondents the biggest purchase desires were training and video equipment. Most coaches were looking to raise at least \$10,000 or more.

Best practices learned from this campaign are:

- **Use personalization to attract attention.** The image and text personalization in this campaign helped My Sports Dreams get the attention of high school coaches.
- **Provide an easy response mechanism.** PURLs provide an easy way for people to respond to your campaign and learn more about your product.
- **Gather information on prospects.** By including an online survey on the personalized landing pages My Sports Dreams was able to collect important information about its target audience which can be used in future campaigns.