

# Catholic High of Little Rock Uses PURLs to Increase Alumni Donations



**Project:** Catholic High of Little Rock Uses PURLs to Increase Alumni Donations

**Vertical Market:** Nonprofit

**Business Application:** Direct Marketing/Direct Order

### Business Objectives

The objectives of this campaign were to:

- Create added awareness of the CHS Alumni Association
- Increase membership in the Alumni Association
- Update contact information and get emails from alumni
- Determine interest in assisting in alumni activities
- Create an opportunity to donate to the Alumni Association

### Results

Mail pieces were sent to 4,303 alumni.

- Unique visits to personalized URLs: 584 (13.57%)
- Completed surveys: 241 (5.60%). Click through rate: 41%
- Number of donations : 122 (2.8%) – over 50% of respondents made a contribution; over half of these were made online
- Total new alumni memberships acquired: 136 (3.2%)
- Total donation amount: \$13,000+

### Campaign Architecture

One postcard containing a personalized URL (PURL) was mailed to each alumnus. Their personalized landing page featured three types of questions that asked them to (1) share experiences and memories from when they attended school, (2) volunteer to lead or get involved in alumni activities, and (3) make a donation. Respondents could donate online at the Catholic High site or by check.

### Target Audience and Messaging

Little Rock Catholic High School is a private all boys' school founded over 75 years ago. During most of that time, fundraising was handled by the principal, Fr. George Tribou. Typically, he would pick up the phone and ask one or two prominent businessmen for a contribution. After his passing a few years ago, this method of fund raising was no longer available. The CHS Alumni Association was founded to maintain contact with alumni and to assist in fundraising efforts. While the school has maintained contact with its alumni through quarterly newsletters, this was the first attempt to use variable data printing and PURLs to accomplish this goal.

The target audience was the 4,300 alumni. The messaging for the campaign played to the affinity alumni have for their school and their shared experiences. For example, on their personalized site respondents were asked to divulge their favorite memory and/or their most memorable punishment. On the postcard their class year was included along with a personalized detention slip, which added humor to the promotion.

### Offer

Alumni who contributed \$100 received a CD of a tribute show which the local radio station ran when Father Tribou passed away. Alumni who contributed \$250 received the tribute CD and had their detention records destroyed. And for \$500, alumni also received a signed autograph from the school's rector, Father Fred.

Dear Eugene,

It seems like only yesterday that you roamed the halls of Catholic High School and were being reprimanded by Father Tribou. Finally, graduation came and you moved on to become a man of faith and integrity.

It's hard to believe that seven years have passed since Father Tribou's passing. He had the uncanny ability to get so much from so few.

Today, we continue his vision. Whether you are from the "old school" or a recent graduate, you can continue the tradition of the Catholic High Experience. It's a tradition of loyalty and brotherhood that is shared only by fellow alumni. Today, you are given the opportunity to play a more prominent role in the future of CHS, so let's not let the good Father down.

Visit your own web page at [www.EugeneSikora.RocketAlum.org](http://www.EugeneSikora.RocketAlum.org) to find out how you can make an investment in the Catholic High Tradition.

Please put your money where your heart is and join the Catholic High Alumni Association. Let's ensure that the school you so dearly love will forever be at the pinnacle of education and character building.

In God's name,  
 Monsignor Lawrence Frederick '55  
 Rector  
 Catholic High School  
 (501) 664-4625  
[www.rocketalumni.com](http://www.rocketalumni.com)

DETENTION NOTICE  
 Name: Eugene Sikora  
 Reason: Hair length!  
 Will not report at the end of period... penalty will be added.  
 of Detention: \_\_\_\_\_  
 Teacher's class: \_\_\_\_\_

Set the standard for the Class of 1964  
 visit  
[www.EugeneSikora.RocketAlum.Org](http://www.EugeneSikora.RocketAlum.Org)

CATHOLIC HIGH FOUNDATION  
 6300 FATHER TRIBOU STREET  
 LITTLE ROCK, AR 72205

Non-Profit  
 Organization  
 US POSTAGE  
 PAID

Tradition

EUGENE, AS A PROUD MEMBER OF THE CLASS OF

1964

YOU BECAME A PART OF THE "EXPERIENCE".

FIND OUT HOW YOU CAN CONTINUE TO SHARE THE CATHOLIC HIGH EXPERIENCE BY VISITING:  
[www.EugeneSikora.RocketAlum.com](http://www.EugeneSikora.RocketAlum.com)

Excellence Loyalty

### Creative and Outbound Pieces

The front of the postcard was personalized to each recipient's graduating class and included a PURL. Images of the school, the uniform tie and a portrait of Father Tribou were on the front as well. The back of the postcard contained a letter from the rector, a mock detention slip and two instances of the PURL printed in school colors.

Questions encountered when they visited their PURL included:

- How many times did you attend Detention Hall? (hmmm...almost 14% of respondents were there more than 10 times)
- What was your favorite punishment? (You're dying to know, aren't you...)
  - 26.67% - Smoking green cigars
  - 18.33% - Carrying the bathroom stall doors
  - 51.25% - Had their own very creative punishments to relate
- Would you be interested in assisting with alumni activities?
- I'd like to make the following contribution to the Alumni Association...

### Reasons for Success

Several factors contributed to the success of this campaign. This was the first direct solicitation of funds from the Alumni Association. While in the past two years, alumni received quarterly newsletters with donation envelopes this was the first campaign actually directed at giving. This campaign was quite different from getting an envelope in a newsletter and used creative that called upon the shared experiences of alums and some tongue-in-cheek humor. It also utilized the latest in technology with personalized landing pages and an online donation process to drive response.