

MAXIMIZING IMPACT OF NON-PROFIT ANNUAL APPEALS WITH DIRECT MAIL AND DIGITAL

Founded in 1971, Operation Breakthrough has grown into one of the largest and most effective non-profit organizations in Kansas City, serving over 400 children daily and providing essential services to families in need. With a mission to break the cycle of poverty through education and support, the organization relies on donations to fund its programs and initiatives.



THE CHALLENGE

Expand Outreach While Retaining Recurring Donors

Relying on the generosity of donors, Operation Breakthrough has consistently leveraged personalized communication tactics, including annual appeals through digital and direct mail campaigns, to engage supporters and secure vital funding for its life-changing programs.



THE SOLUTION

Incorporating IP Targeting Into Direct Mail Strategy

For the past eight years, Operation Breakthrough has consistently expanded its donor network through annual appeals. In 2023, they elevated their strategy by integrating IP Targeting into the mix, reaching new and current donors on a variety of devices, and forging more and deeper connections with recipients for greater impact.



THE RETURN

Unprecedented Success With Direct Mail, IP Targeting, and Personalization

Operation Breakthrough's 2023 annual appeal campaign yielded astounding results. Donations surged by 43% compared to the prior year, and an extraordinary 169% growth since 2021. This success is owed to the organization's strategic use of personalized direct mail, handwritten notes, and IP targeting, deeply connecting with donors and igniting increased engagement and support.

THE IMPACT

43%

donations increase over 2022!

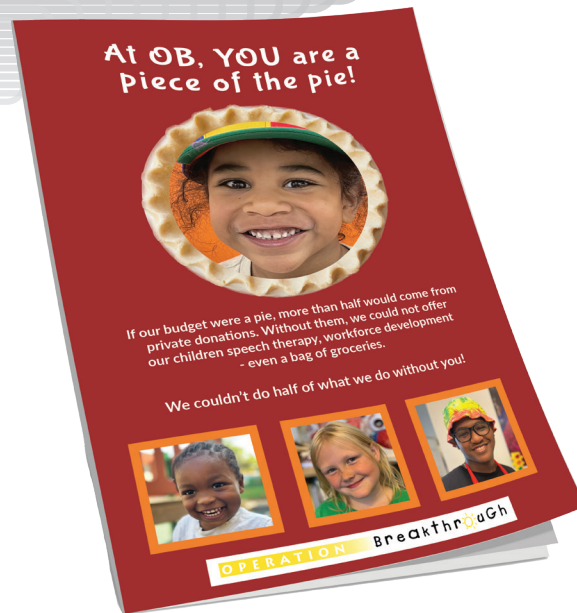
169%

year-over-year growth last 2 years!

0.13%

IP Targeting CTR!





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