

Project: **MCV Reunion —Direct Mail Piece**  
 Segment: Direct Marketing/Direct Order

*Program objectives*

- To create mailers that were versioned by class year that would encourage graduates to donate money in support of the school in conjunction with reunion time.
- Obtain better results from their annual fund campaign.

*Significant results reported by user*

- This one mailing generated over \$14,000 in gifts and netted a return rate of 600% over the cost of the mailing.
- The mailer created goodwill among the alumni
- MCV plans to continue updating and using this program in subsequent years.



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