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.