



VDP increases Private Schools Reunion Attendance



Client:

Independent Jesuit School, Bethesda MD

Project:

Increase Reunion Attendance

Business Application(s):

Variable Text and Image Direct Mail, Traffic Generation

Business Objective(s)

The client is an independent Jesuit high school for young men. Each year the school holds a Reunion Weekend for classmates to encourage return visits from alumni. In the past, a static direct mail postcard informed all alumni of the Reunion Weekend and participation had stayed the same for years.

Caskey Group developed a direct mail campaign that dramatically increased alumni participation in the Reunion Weekend.

The Solution

We believed we could improve alumni attendance by changing the generic invitation to one that would relate to the recipient and engage them.

Implementation

Caskey Group developed a variable image postcard that attracted the attention of alumni.

The school's alumni database was segmented into 14, four-consecutive class year lists. For each segment, we chose a graduation photo representing one of the classes. This photo was featured on the front of the postcard to that segment's mailing list.

In addition, the postcard included the name of the alumnus on the front and back of the postcard.

The card directed each alumnus to a website where they could register for the Reunion Weekend.

Results

The school saw a 56% increase in alumni participation in Reunion Weekend compared to the previous year.

“I have no doubt the variable data postcard with one-to-one marketing made the difference in our level of response for Reunion Weekend,” said the school’s Director of Communications.