

**DONOR ACQUISITION –
DOOR DROPS DELIVERED
FOR THE ROYAL BRITISH
LEGION FOR THEIR
11-11-11 CAMPAIGN**



BACKGROUND

Remembrance Day happens every year – but that means it's mature as a campaign, and recruiting new supporters through direct media is increasingly hard. What's more, getting younger supporters is even more difficult as remembrance is so strongly associated with old conflicts and soldiers. But in 2011, Remembrance Day would fall on 11-11-11: a once-in-a lifetime occasion.

SOLUTION

An intelligent door drop model was used, which overlaid data from existing supporters to find the best postcodes by penetration and giving level. Finally it was arranged to have a 'Field of Remembrance' at Royal Wootton Bassett, since that town had been so prominent in the media in 2011. A card poppy was included in with the DM. People could write a message of support on the poppy and then return it to be planted in the Field, creating a giant 11-11-11-11 display.

Stunning, active imagery showed servicemen from current conflicts. Additionally, servicemen injured in Afghanistan, Iraq and earlier conflicts were interviewed to create 11 true stories of incredible bravery for the microsite (11-11-11-11.org.uk). The line 'For them, For now, Forever' created a sense of occasion that included current conflicts as well as those from the past. Green was added to the colour palette, a contemporary military colour to further convey topicality and modernity. Copy felt fresh and momentous. For example, the first paragraph of the door drop was just four words: 'A respectful silence descends'. And images of the Field of Remembrance poppies, flanked by servicemen from the Army, Navy and RAF were used by the national press and featured on TV.



Source: DMA Gold Award 2012

RESULTS

Cold activity was profitable from the get-go, which is pretty rare. Warm activity achieved an ROI of almost £6 for every £1 spent. And as well as raising almost £2.5m, more than 28,000 new ongoing supporters were recruited. Analysis confirmed that a much higher proportion were in their 50s or younger. And over 80,000 card poppies were returned.

