

Case Study: Georgetown Preparatory School

Georgetown Prep School holds a Reunion Weekend each year for classmates to return to the campus. In the past, static direct mail postcard would inform all alumni of the date of the Reunion Weekend. The alumni participation stayed equal for years. The challenge came down to figuring out how to grow the alumni participation.

Challenges

- How to increase the participation with alumni returning Reunion Weekend
- An economical way to provide direct mail materials to alumni

Solutions

- Caskey presented a Variable Data Campaign presenting the following ideas.
- Breakdown the 900 piece mailing into 14 different mailings
- Show graduation photos of the different alumni classes throughout the years on the front of the post card so there is relevance to the alumni
- Provide a one to one marketing approach. The alumni's name will be placed on the front of their own postcard
- Provide an online registration via the website so no materials will need to be returned from the Alumni

Results

- A 56% increase in alumni participation in Reunion Weekend from the previous year

Comment



"I have no doubt the variable data postcard with one to one marketing made the difference in our level of response for Reunion Weekend."

Brian Gnat
Georgetown Preparatory School

