

McLean School of Maryland

Holiday Card – Case Study



PROJECT:

McLean Holiday e-cards

VERTICAL MARKET: Education

BUSINESS APPLICATION: Traffic Generation



OBJECTIVE:

Cut the cost of printing, inserting, fulfillment and postage of mailing a traditional Holiday Card. Working with Caskey, McLean created an electronic holiday card and reduced their production cost from \$2,300 to less than \$1,000.

CAMPAIGN:

- An electronic holiday card with 12 slides was created and set to music.
- Each slide features McLean school colors, their seal and school information running across the bottom of the slide.
- Each slide transitions to another snap shot of the students, and their lives at McLean School.

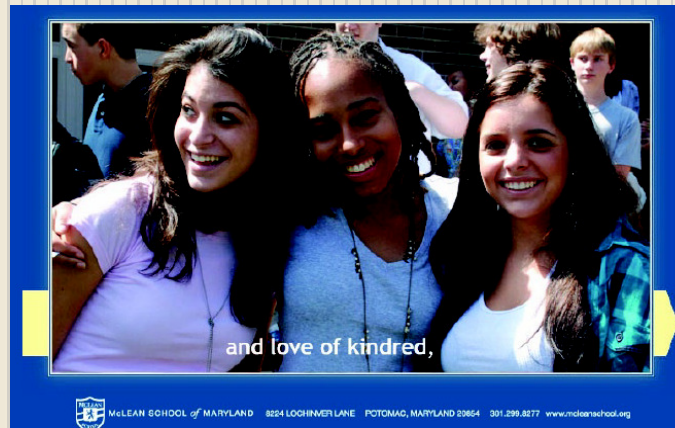


TARGET AUDIENCE:

- On December 3, 2009, an e-mail blast with the McLean Holiday Card was sent to 503 recipients through www.greetingforyou.com/mclean
- The list included parents, grandparents and donors of the student body.

RESULTS:

- McLean was able to track their cards using Caskey's reporting system.
- Results showed that of the 503 cards e-mailed, 4.8% of their addresses were invalid and listed the address supplied. This allowed McLean to clean up their internal data files.
- The report also shows that of the 503 cards e-mailed, 64.5% were opened and of that 64.5%, nearly 88% followed the presentation to the conclusion.



RESULTS:

McLean School of Maryland views this project as a success. Not only were costs reduced for the client, they now have feedback in the form of traceable reports on the success of this outreach.

Let your heart guide you this holiday season to peace,
love and goodwill for you and yours.

- Give to McLean online.
- Visit www.McLeanSchool.org
- Forward On
Our Mustang Cheer to
Family & Friends.
- Replay



Lucky Southern performed by McLean Jazz Band members Kevin Alexander '12 (guitar), Sam Greenberg '13 (piano), Andrew Luckett (guitar), Nate Marsh '14 (saxophone), Jonathan Slotkin '12 (bass), Ben Spiegel '12 (drums), Noah Tomares (trumpet) & Vince McCool, Director
Recorded by Cody Buehler '12 & Paul Belliveau, Math Department Chair
Quotation by Laura Ingalls Wilder

 McLEAN SCHOOL of MARYLAND 8224 LOCHINVER LANE FOTOMAC, MARYLAND 20654 301.299.8277 www.mcleanschool.org