

Success Cases... American Heart Association



Objective:

- The team wanted **to improve email fundraising efforts**, but in a way that didn't upset an audience who may have signed up for email for a variety of other reasons.
- Not only have to fund raise, we have to **deliver these messages about getting them healthy.**

Impact:

- **Increased donation rates 42.5%.**
- By researching its database and uncovering the key interest areas of four unique groups, the AHA created an email nurturing campaign that **spoke directly to subscriber motivations.**

What exactly do you say - how do you say it - and to whom.