



CASE STUDY

Vietnam Veterans Memorial Fund (VVMF) www.SupportVVMF.org

About

Established in 1979, the Vietnam Veterans Memorial Fund is the nonprofit organization authorized by Congress to build the Vietnam Veterans Memorial in Washington, D.C. Today, the Memorial Fund is an international nongovernmental organization dedicated to preserving the legacy of The Wall, promoting healing and educating about the impact of the Vietnam War. Its initiatives include educational programs for students and educators, a traveling Wall replica that honors our nation's veterans and a humanitarian and mine-action program in Vietnam. The Memorial Fund is also building The Education Center at The Wall, an underground facility near the Vietnam Veterans Memorial.

Corporate Press and The Direct Marketing Alliance joined forces to develop a multi-faceted campaign for VVMF, which involved multiple agencies, to promote the new Education Center at the wall. Three distinctly different parts were produced for the VVMF marketing campaign.

Campaign

A three part campaign has been designed and implemented.

Part one involved a postcard and Personalized URL. The main objective of this campaign was to create a dynamic site of interest where VVMF could reach out to their approximately 20,000 past memorial fund donors. VVMF wished to collect as much up-to-date contact information as possible from their past, current and prospective donors.

The site featured a logic tree survey which was used to gather additional information on the responder and their military history or relationship to members of the military. Two offers were available to those who took the time to fill out the survey. VVMF supporters had the choice of receiving either a digital wall rubbing, or a commemorative screen saver. Of the 254 people that chose an offer, 101 chose the screen saver, and 153 chose the digital wall rubbing.

The Personal URL also featured a Refer-A-Friend which enabled visitors to invite friends and family members to the site.

Part two developed for the Vietnam Veterans Memorial Fund involved the creation of an inbound call center and premium fulfillment operation that could tie into a national advertising campaign covering the new Education Center to be built at the Wall. Advertisements containing the 800 number appeared in a number of national publications, including TIME Magazine. The call center was launched in February of 2009 to coincide with the TIME Magazine advertisement. The 800 number also appears on the VVMF Center website, and the Vietnam Veterans Memorial Fund website, www.VVMF.org.

The third part of the VVMF campaign included the development of a website focusing directly on the Education Center, www.vvmfcenter.org. The site's main objectives included providing information about the Education Center to the public, acting as a fundraising hub for the Education Center, and also promoting a national call for photos. VVMF has launched an incredible effort to collect a photo of every soldier on the Vietnam Wall. The Education Center site explains the national call for photos crusade in more detail to



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Vietnam Veterans Memorial Fund (VVMF) Continued

interested individuals.

This website was intended to be completely separate from www.vvmf.org for a multitude of reasons. The capital campaign for the Education Center was intended to be kept separate from the annual appeal for the Vietnam Veterans Memorial Fund. The Education Center site was designed to contain more interactional information than VVMF.org. The site was successfully launched in September 2009.

Campaign Results

The Vietnam Veterans Memorial Fund mailed a total of 24,947 personalized postcards. There were a total of 450 visits to the personalized sites. Of that number, 365 were unique visits to the site. This is the equivalent to a 1.43% response rate.

To date, the Education Center site has been visited by a total of 1,065 different individuals. These 1,065 people have visited the site 1,402 times overall. 32.95% of those that visited the Education Center site were direct traffic. 60.41% of visitors were driven to the site by a referring site.