



SUCCESS STORY

Acts Retirement Life Communities – Spring House Estates



Where Loving-Kindness Lives

Project Name: "Dinner & Song" Event Invitations

Project Type: Special Event Direct Mail

Specifications: 5"X7" Bi-Fold Invitation with A7 Mailing Envelope

Mail Quantity: 600 Pieces

CSS's Total Cost (without Postage): \$1,500.00

Objective: Acts Retirement's Spring House Estates community was experiencing a decrease in occupancy rates and was looking to refresh their leads list. Acts' marketing department decided to host a dinner and live music event to invite new prospects into the community. Their marketing team planned the event and crafted the copy.

Scope of Work: CSS recommended the invitation package due to the event type and its ability to give a personal feel to recipients. We determined the most cost effective size, and the maximum mail quantity given the marketing budget, and created the design for the package. After the design was approved, CSS handled the print production and mailing of the invitations.

Results: The event had over 70 attendees RSVP and was a success. The community developed several new prospects and is leading them through the sales process



Communications
Services & Support

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