



## SUCCESS STORY

### Lutheran Community at Telford

**Project Name:** "Holiday" Invitation

**Project Type:** Year End Event Direct Mail

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

**Mail Quantity:** 8,000 Pieces

**CSS's Total Cost (without Postage):** \$9,000.00



**Objective:** The Lutheran Community at Telford was interested in doing a large marketing outreach at the end of 2015, with the goal of generating strong sales for the first quarter of 2016. However, they had a limited budget remaining for the year, and could only afford one direct mail outreach. With the knowledge that they have historically seen positive results from events, especially ones involving food, they turned to CSS for assistance.

**Scope of Work:** CSS took their insight and objectives into consideration, and created a series of food centric events, focused around an end-of-year holiday theme. We created the positioning for the events, and recommended a new twist on their standard event communication vehicle. Instead of a regular bi-fold invitation, we developed a larger, six panel tri-fold invitation. This allowed the client to promote their entire event schedule at one time, while maintaining the personal feel of an invitation package. In addition, the invitation was designed to fit into an A7 envelope, eliminating any additional postage costs. Once the new format was approved, the CSS team wrote the copy, designed the invitation component, purchased a new mailing list, printed the components and mailed the packages.

**Results:** The events and new communication vehicle performed well, with a total of 125 new prospects attending across the three events. The Lutheran Community at Telford sales team gained a list of new leads to work with and developed a strong position for the start of the New Year.

