

CASE STUDY: Reno Rodeo Foundation

Boosts exposure via PotentPost during pandemic

Since 1986, the Reno Rodeo Foundation has been serving children in 14 northern Nevada counties, providing scholarships and resources to comfort children with extraordinary needs to help them through difficult times and build better futures for themselves. Throughout this pandemic, the nonprofit's mission didn't halt. In fact, the resources they provide became more necessary as budgets elsewhere dried up. The charity needed to communicate to donors and supporters it wasn't halting its efforts and that donations were still critical.



As a means to reinforce this message, the Reno Rodeo Foundation contracted Reno Type to issue its annual report using PotentPost, the company's new offering looping seven tools into one direct mail effort.

"It was important we share we weren't stopping services to the children we were committed to serving," said Clara Andriola, executive director of Reno Rodeo Foundation. We never thought the pandemic would last this long, but ensuring our donors knew we were fundraising was critical in the hyper-competitive environment."

The mail piece was distributed to 2500 contacts in the northern Nevada region in June of 2020. PotentPost notified recipients that the mailer was at their residence, then notified the Reno Rodeo Foundation whether the delivery had been completed. Additionally, PotentPost showed ads to the recipients on their respective social media channels, reinforcing the message that had landed physically like a digital echo.

"It helped drive a big spike in our website traffic and generated leads for future fundraising opportunities. It's also worth noting it expanded our reach."

But the return on investment didn't end with the mailing. Information from the mailer is helping the nonprofit maximize future marketing efforts, using PotentPost data to increase donations for its Denim Drive fundraising campaign. Early results indicate the nonprofit is on track to meet financial goals for 2020, regardless of the pandemic.

"There are huge opportunities with direct mail considering more people work at home," said Andriola. "However, differentiating the mailing is key. You need strong messaging and a clearly defined ask so you don't overwhelm or make the communication feel like junk mail. A balance of a strategically designed approach and strong follow-up make the difference. PotentPost allows that connection to be more accessible. We recommend using it to create qualified connections to both current and future donors and to demonstrate solid return on investment."



66%

WEBSITE PAGE VIEWS

70%

NEW WEBSITE VISITORS

226%

SOCIAL MEDIA ENGAGEMENT

What is PotentPost?

PotentPost combines your direct mail effort with seven digital technologies to create an omni-channel experience that increases return on investment.



What 7 technologies?

Social Match, Mail Tracking, Informed Delivery, Call Tracking, Online Followup, Social Media Followup, and LEADmatch.



How effective is PotentPost?

PotentPost can increase your direct mail response rate by 23 to 46%.



"So many companies have been impacted adversely by COVID-19 and the marketing dollars they have available must move the revenue needle forward."

Kurt Hoge
RenoType President

Who is Reno Type?

Reno Type (Reno Typographers) started in 1979. Today, they are a fullservice printing company, mailing house and promotional product consultant.

renotype

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