

CASE STUDY



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Daniel Webster Council Boy Scouts of America :: faces of the future annual appeal

Daniel Webster Council is the New Hampshire representation of the Boy Scouts of America with offices in Manchester and field offices throughout the state. The purpose of the Boy Scouts of America is to provide an educational program for boys and young adults to build character, to train in the responsibilities of participating citizenship, and to develop personal fitness.

challenges

The Daniel Webster Council of the Boy Scouts of America was challenged with developing an annual direct mail fundraising campaign that:

- Communicated where donations were being directed
- Conveyed the traditional values, image and brand of the Boy Scouts
- Leveraged those values to uphold and update the solid reputation of the organization
- Attain a set goal of annual donations at minimal cost while presenting a unified campaign piece

solution

The design focused on a four-part direct mail letter campaign with reply card mechanism. Campaign letterhead and matching mailing envelope was accompanied with matching reply card and return postage-paid envelope. The creative strategy was to develop a direct mail campaign that extolled the traditions and values of America as building blocks for the boys and young men of the Scouts – the “Faces of the Future”. The look and feel of the campaign relied heavily on a patriotic appeal and the importance of contribution to instill traditional value and character in New Hampshire’s scouting youth.

results

Creative use of imagery and color reduced the overall cost of printing while still maintaining a high degree of visual appeal. The pieces were printed and mailed to 12,000 New Hampshire families in May 2003. Contribution totals are not yet available, however response to date has been strong. Key content points matched the visual voice of the campaign, and leveraged the traditions of the Scouts through complementary copywriting and strategic design.

deliverables

- Creative Strategy
- Creative Design
 - Campaign Letterhead
 - Mailing Envelope
 - Reply Card
 - Return/Reply Envelope
- Campaign Theme
- Campaign and Marketing Consulting
- Project Management
 - Mailing
 - Printing

THEME ::
Campaign Theme

Faces of the Future ...

LETTER ::
8.5" X 11"
Letterhead



REPLY ::
7" X 3.25"
Response Card

MAIL ::
#10
Business
Envelope

