

The Conservation Foundation



APPLICATION

Event handout and
Direct Mail

INDUSTRY

Non Profit Organization

FORMAT

Flat-folding Pop-Up
& Fold-out

MEET THE CLIENT The Conservation Foundation preserves and restores natural areas and open spaces, protects rivers and watersheds, while promoting ongoing stewardship of the environment.

PROJECT The Foundation was about to kick off the public phase of its “Campaign for Conservation” with an Earth Day benefit dinner– a \$3 million fundraising initiative to help protect the environment of northern Illinois. They wanted to give their guests something different, something that would really stand out.

GOALS

- Earn attention
- Boost membership
- Increase name recognition
- Raise funds for the Campaign

PLAN OF ACTION We worked with the Foundation to produce a high-impact event giveaway and mailer. A Pop-Up was distributed to benefit guests flat in an envelope. Once opened, the rubber-band activated piece would POP into shape to highlight the beauty of local nature areas and preserves to attendees. Following the event, a 3D fold-out in conjunction with an informative mailer was sent to remind the 5,000-member audience about the Conservation Foundation’s initiative.

RESULTS The Conservation Foundation has been using its database to track the number of responses received from the public phase of this newly announced campaign – and noted that positive audience reaction began rolling in right off the bat. “We believe these dimensional formats helped us to convey our mission in a unique, positive and fresh way,” explained Director of Development Chere Hayes.

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