

# CASE STUDY A MAILING TO YOUNG PEOPLE BROUGHT THEM BACK TO THE FUTURE

## BACKGROUND

Barking and Dagenham Youth Zone, known as 'Future', is a small charity offering young people somewhere to go, something to do, and someone to talk to. Future Youth Zone provides 20 activities, every evening, seven days a week, including sports, arts, enterprise and employability skills, music, and more. It's open to all young people regardless of ability or disability.

The youth centre was forced to close its doors in the pandemic. Once they opened, living costs were rising – proving catastrophic for many of the local young people who are already living in a highly disadvantaged area. Annual membership costs £5 but many had not renewed.

Future Youth Zone does not have the luxury of a marketing team or large budget. Their limited resources are already stretched providing services to their local community.

The charity needed a cost-effective solution to re-engage young people (and their parents) and get them to renew their membership.

## SOLUTION

Future's lapsed members were aged between 8 and 25 – this is an audience who have never know life without digital. It is their world. So, to stand out Future Youth Zone, and their print partner KPM Group chose mail to reach this young audience: an audience who rarely receive a letter in the post.

Careful planning was the key to the success of this campaign. First KPM Group used JICMAIL data to evidence the power of mail for the charity sector. Market intelligence data was used to estimate response rate and the required volume to achieve the campaign's goals and minimise waste. Marketreach insight and expertise helped shape the design and content of the mailing.

The output was a highly impactful but cost-effective mailing with the powerful message 'It's time to get back to the future'. The letter used bold typography to engage the young audience. The personalised greeting on the letter - 'Dear [name]' - was critical to engage the young person but including their postal address would have occupied vital space and impinged the overall design and layout. So the address was omitted in favour of images showcasing just some of the activities that the young person was missing out on by not attending the Youth Zone.

As Future Youth Zone's target audience were very tech literate, a QR code - something they would immediately recognise and engage with - was prominent on the letter. It not only seamlessly navigated lapsed members to a landing page where they could renew their membership, it also provided Future with insightful metrics on the performance of the mailing.

Finally, to keep postage costs as low as possible, KPM group directed Future Youth Zone to Royal Mail's Mailmark postal service. As well as being the optimal postal rate for the charity, Mailmark gave Future Youth Zone accurate predictions of where their mail was in the delivery journey, allowing them to plan and allocate resources more effectively.

# The Strategic Mailing Partnership™

## RESULTS

The mailing was hugely successful in bringing members back to Future Youth Zone – extending the charity's core message to young people that someone believes in them and is willing to invest in their future

741 young people renewed their membership at a conversion rate of 13.4% .

Three months after the campaign landed, Future Youth Zone's membership renewal page was still getting views. People who live in the same households also visited the renewals page and enquiring about membership proving the reach and longevity of mail.

