

**CLIENT:** OUTER CAPE HEALTH SERVICES  
**PROJECT:** DIRECT MAIL - VDP

# CASE STUDY



HEALTH SERVICES

## CHALLENGE

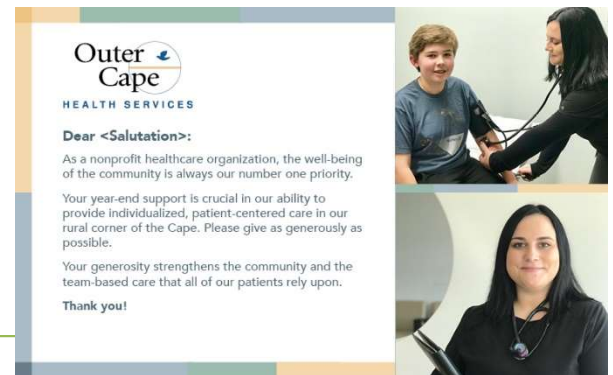
Outer Cape Health Services (OCHS) is a nonprofit healthcare organization that cares for more than 17,000 patients per year. They rely on the generosity of donors to enable them to offer the full range of healthcare and social services they provide to communities on the ten outermost towns of Cape Cod. Using direct mail as a key fundraising tactic, OCHS was working with a number of local vendors to implement variable data printing for direct mail personalization. This often resulted in a cumbersome and redundant process.

## SOLUTION

OCHS turned to CFS as a single source solution for managing their direct mail program. CFS applies data analysis to segment OCHS donor lists, and customizes messaging based on donor variables. We apply variable data printing to OCHS postcards, newsletters, and appeals, which allows OCHS to create that one-on-one dialog needed in order to maintain intimate relationships with the donors they so heavily depend on.

## RESULTS

Since partnering with CFS, OCHS has seen a **12% increase in funds raised** from their annual appeal. Having a single vendor to mine data, and execute their entire direct mail campaign, from data analysis, to messaging, print and delivery has also resulted in significant time and cost savings for OCHS.



**“CFS is very easy to work with. The team I deal with is professional and reliable. I find the pricing competitive and the product always great quality.”**

- Chief Development Officer, Outer Cape Health Services

