

## CASE STUDY

 InTouch Ministries.





## Member Communications Reimagined

### The Challenge

Under the pastorate of Dr. Charles Stanley, In Touch Ministries serves the world through 2,600 radio + television outlets in more than 50 languages.

In Touch Ministries works with several different print providers who each serve a different purpose. Satisfied with each partner's role, In Touch Ministries was not originally looking to expand its print services scope. However, one obstacle had been building up due to no one clear solution.

## Where In Touch Ministries needed help:



### **7 million inactive members in the database**

Over a span of 45 years, In Touch Ministries accumulated ~7 million members who stopped communicating with the ministry while some had not been contacted since.



### **Re-engage lapsed members**

The goal aimed to bring back members who had fallen off the mailing list and online communications.

## **The Solution**

Leveraging data-driven technology, Drummond proposed Clone Modeling for In Touch Ministries' direct mail and email campaigns.

### **Drummond's Clone Modeling Technology:**



Drummond's Clone Modeling Technology ran through the ministry's current best donor list, analyzed over 1,100 attributes, and reported the strongest shared attributes among the best donors.



Through analysis of the strongest shared attributes, Drummond's data scientists built an ideal customer profile - the clone model.



The lapsed member list was then run against the clone model to report which lapsed members best matched the attributes.



Lapsed Members who reflected the shared attributes from the clone model created the target audience for the direct mail and email campaigns.



## Results

Through Drummond's clone modeling technology coupled with direct mail and email strategies, inactive members were re-engaged and came back to the ministry.

In Touch Ministries x Drummond by the numbers:

**15%**

Overall engagement in lapsed members with a 48% participation

**3.6x**

The industry average in level of engagement

**2.5x**

The industry average in greater levels of action

**6x**

Faster to donate

**360%**

The campaign delivered a 360% increase in ROI.

## From Project to Partner

In less than a year, Drummond proved to be the right partner, backed by data-driven technology, to help In Touch Ministries succeed. Because the ministry saw clear results in a timely manner, the partnership continues with additional multichannel campaigns to come.

What In Touch Ministries thinks about Drummond:



Innovative + Effective



Relationship-Oriented



A true, professional partner

## Testimonials

“

**The technology works.** People we hadn't heard from in 30 years were talking to us again.

”

“

We appreciate [Drummond] because **they understand our goals** and were **always able to align with them**; they work well with our budget and constraints.

”

“

We wanted the new technology. At first, we were skeptical but after the test, **we trusted it and were excited to use it further.** The most important part was the tracking of the data. **We loved seeing all the data broken down -- it was so clean and easy to see.**

”

# ***DRUMMOND***

experience **reimagined**

## **About Drummond**

Drummond helps brands take their customers' experience to the next level by **bridging the gap between digital and print**, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.



## **GET IN TOUCH**

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