

# Flimp Case Study: Nonprofit Fundraising

Video Postcard Email Marketing Campaign  
Client: AIDS Across America - AIDS Awareness

## About Chip Arndt

Chip Arndt, an entrepreneur and TV star, is a committed fundraiser for a nine HIV/AIDS organizations based in New York City, Washington, DC and Florida. Over the past ten years, Chip has launched his annual CPR to AAA (Chip's Personal response to AIDS Across America) campaign, to raise money and awareness about HIV/AIDS.

## Marketing Objective

For the CPR to AAA campaign, Chip launched an ambitious goal to raise at least \$25,000. An established fundraiser, Chip was looking for a way to contact prospective donors and encourage them to make an instant donation. Chip's video postcard served as the foundation to his social networking and email marketing campaign.

## Why Video Postcards?

"I have raised money for over the past ten years and never before did I have a unique and fun way to reach people, which allowed them to donate instantly," said Chip Arndt. "I wanted to create what I like to call a 'point of purchase' type of reaction, ergo, the recipient sees the flimp, they are intrigued, they watch the video, they understand what I'm doing, they want to help, they are ready to help, and they want to act now, which many did right from the video postcard. The best part was that this campaign was easy to create, without having to consult a lot of people, and I could test it so see if people liked it before sending it out to over 10,000 people."

## Campaign Results

In a three week timeframe, the CPR to AAA flimp videosites netted \$9,500. Chip spent approximately 25 hours of time on his 2007 campaign, compared to the 161

### Flimp Media, Inc.

2 Hayden Rowe Street | Hopkinton, MA 01748  
Phone: **877.FLIMP.IT (877.354.6748)**  
Fax: **508.974.1776**  
Email: [jenn@flimp.net](mailto:jenn@flimp.net) | Web: [www.flimp.net](http://www.flimp.net)



*"I did not have time to create other forms of marketing for my HIV/AIDS fundraising campaign and only used video postcards. The return on my investment in the video postcards was so dramatic and cost-effective that I did not see why I should bother with other forms of marketing like mailing or normal email. But I did create a MySpace site that had much more information about me, my work, facts about HIV/AIDs, etc., to which people could always refer to and complimented the video campaign. I had an "action button" on the FLIMP that said "Read more about Chip and HIV/AIDS" which redirected to that MySpace page and gave me great credibility."*

**Chip Arndt**, Reality TV Star

hours spent on his 2006 efforts which only raised \$5,000. "I saved time, had a greater reach and subsequent exposure, spent less money, built my database, and raised more money thanks to my video postcard," Chip noted. By distributing flash videosites via email, Chip was able to double the extent of his outreach, while spending less time and money. In total, 5,000 flimp video postcards were sent out. Of the total emails delivered, 2,189 emails were opened for an email open rate of 43.78%. A total of 1,963 viewers clicked open and watched the flimp video postcards, representing 89.68% of total email opens. The 42 second video generated nearly 9 1/2 hours of total

viewing time. A total of 111 or 5.65% of viewers clicked one of the videosite response links.

According to Chip, "when I raised about \$20,000 in just three weeks using the FLIMP platform, I was astonished by the results. I loved the results so much that I am starting a FLIMP campaign for my company."

**AIDS Across America**  
HIV/AIDS Awareness  
Fundraising Campaign

# Flimp Case Study: Nonprofit Fundraising

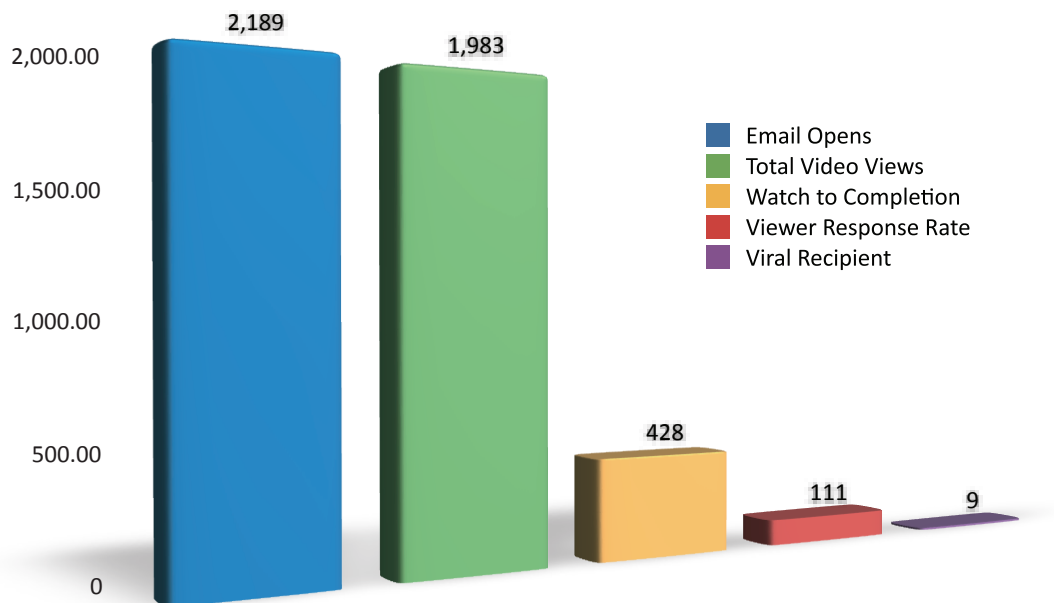
Video Postcard Email Marketing Campaign  
 Client: AIDS Across America - AIDS Awareness



## Chip Arndt's HIV/AIDS Challenge Viewer Engagement and Resonse Data

Chip's Video Postcard	
Video Duration	2 min., 47 sec.
Total Viewing Time	9 hr., 27 min., 46 sec.
Average Viewing Time	18 sec.

Using videopostcards, an email marketing campaign was created, launched and tracked by viewer email address to promote Chip Arndt's Challenge to raise money for AIDs.



Target Audience Actions	Viewers	Response Rate
Received video postcard email campaign	5,000	100% of delivered emails
Opened email with video postard message	2,189	43.78% of email recipients
Total video postcard views (includes views from viral recipients)	1,983	89.88% of email opens
Watched to completion (watched entire video)	428	22.00% of video postcard viewers
Response links clicked (video postcard response)	111	5.65% of video postcard viewers
Forward to a friend (sent to a friend) <sup>2</sup>	9	0.46% of video postcard viewers

- Multiple views by the same person within 5 minutes are counted as one videosite view.
- Viral Recipients data does not include messages forwarded directly from email agent (such as Gmail, Outlook, etc.).

### Flimp Media, Inc.

2 Hayden Rowe Street | Hopkinton, MA 01748  
 Phone: **877.FLIMP.IT (877.354.6748)**  
 Fax: **508.974.1776**  
 Email: [jenn@flimp.net](mailto:jenn@flimp.net) | Web: [www.flimp.net](http://www.flimp.net)

## Flimp Case Study: Nonprofit Fundraising

Video Postcard Email Marketing Campaign

Client: AIDS Across America - AIDS Awareness

**FLIMP** MEDIA  
improve engagement

How did you learn about FLIMP?

Through a friend who knew some of the senior management.

Why did you choose to create a video postcard?

Because I saw the value of using video in a more creative, interactive way while maintaining my brand identity rather than just posting my video on YouTube. I also loved the tracking and analytics to see how my campaign was doing and the ability to “edit” my marketing campaign instantly, when I wanted to then re-send to people.

What feature(s) made you decide to use video postcards?

The drag and drop interface was key for me. I am not a graphics person by trade, but with video postcards I was able to have fun, create a cool and fun video email campaign using my existing logos, color scheme and brand identity. And the best part was that it was easy to create, without having to consult lots of people, and then test to see if people liked it before I sent it out to over 5,000 people.

What goals did you have when choosing to use video postcards?

My goal was to raise \$25,000 for HIV/AIDS for 9 organizations in New York City, Washington DC, and Florida through my annual CPR to AAA (Chip’s Personal Response to AIDS Across America) campaign. I have raised money for over the past ten years and never before did I have a unique and fun way to reach people, which allowed them to donate instantly. I wanted to create what I like to call a “point of purchase” type of reaction, ergo...they see the video postcard, they are intrigued, they watch the video, they get it, they want to help, they are ready to help and they want to act now, which many of them did right from the video postcard.

What expectations did you have when you distributed and launched a video postcard?

I was skeptical that this was a better way to raise money than traditional phone calls or even HTML emails, which I have mastered. But I wanted to give it a try as video postcards answer to the behavior patterns of people today, i.e. they like to watch video, they all love email, and they don’t want to be bothered to have to click through to a website to be marketed to. With video postcards, I was able to answer all of these behavior patterns that I see happening in the marketplace.

Would you create another video postcard?

Yes! When I raised about \$204,900 in just three weeks using the FLIMP platform, I was astonished by the results. I loved the results so much that I am starting a FLIMP campaign for my company. That campaign is a “referral program” whereby existing clients received a free month of our service by forwarding a targeted FLIMP explaining the benefits of my company’s services to others to sign up. If they do our existing clients get rewarded and everybody wins!

What other forms of direct marketing have you attempted to employ? Did you use any other direct marketing tactic in conjunction with a video postcard?

Video postcards can be used by themselves and they work, they did for me. I did not have time to create other forms of marketing for my HIV/AIDS fundraising campaign and only used the video postcard. The return on my investment in the video postcard was so dramatic and cost-effective that I did not see why I should bother with other forms of marketing like mailing or normal email.

But I did create a MySpace site that had much more information about me, my work, facts about HIV/AIDS, etc., to which people could always refer to and complimented the FLIMP campaign. I had an “action button” on the FLIMP that said “Read more about Chip and HIV/AIDS” which redirected to that MySpace page and gave me great credibility.

However, for my company we do have monthly newsletters, weekly webinars, and a blog to compliment the FLIMP campaign we are doing. I think it is important to combine, and tie-in campaigns, to ensure that each piece of marketing refers to the other. For instance, for my company FLIMP “referral program”, I ensure that I put an “action button” on that FLIMP that says, “Sign up for our Free Monthly Newsletter”. So I “kill two birds with one stone” and I also have a button that says “Read eTaildTail The Daily e-commerce Blog To Grow Sales”. The click-throughs to those sites are equally important to me as the “forward to a friend” button for the “referral program.”

How did the results from using video postcards differ from using marketing tactics?

For the HIV/AIDS campaign I think the best way to look at my success with video postcards is by looking at the time saved, the ongoing interaction with the person I sent the video postcards to, the referrals that I got from those that forwarded my campaign to a friend, the media exposure I got because people could easily forward what I as doing to friends in the media space, and most of all the MORE people I could reach for less money. So it breaks down like this and the key thing to remember is that I saved time, had a greater reach and subsequent exposure, spent less money, could re-send campaign in an instant, built my data base, and raised more money.

### Flimp Media, Inc.

2 Hayden Rowe Street | Hopkinton, MA 01748

Phone: **877.FLIMP.IT (877.354.6748)**

Fax: **508.974.1776**

Email: [jenn@flimp.net](mailto:jenn@flimp.net) | Web: [www.flimp.net](http://www.flimp.net)

# Flimp Case Study: Nonprofit Fundraising

Video Postcard Email Marketing Campaign  
Client: AIDS Across America - AIDS Awareness



## Fundraising Before Video Postcards

Summary of 2007 CPR to AAA ("Chip's Personal Response to AIDS Across American) :

Monies Raised = **\$5,000**

Reach: **2,500 people**

Donators: **67**

Personal Work Hours: **161**

Total Hard Cost: **\$1,803**

Total New Leads to Database: **0**

Media Exposure: **None**

Analysis and results of Campaign: **None**

Ability to resend campaign: **I was out of money, None**

Write a fundraising letter – **1 hour**

Breakdown:

**Time (over a 12 month period):**

Write a fundraising letter

Mail the letter – **60 hours**

Follow Up Calls to Major Donors – **100 hours**

Total Hours = **161**

**Approximate Hard Cost (over a 12 month period):**

Cost of Stationary & Printing in color (*initial and "Thank You's"*) = **\$750**

Mailing to 2,500 people @ \$0.41 = **\$1,025**

Follow Up phone calls = **\$175**

Follow up "Thank You" Letters to 67 people @ \$0.41= **\$28**

Total Cost = **\$1,978**

## Fundraising with Video Postcards:

Summary of 2007 CPR to AAA ("Chip's Personal Response to AIDS Across American) :

Monies Raised = **\$19,600**

Reach: **5,000 people**

Donators: **234**

Personal Work Hours: **25**

Total Hard Cost: **\$1,470**

Total New Leads to Database: **43**

Media Exposure: **Picked up by E!, Entertainment Weekly, POZ Magazine, HIV/AIDS Magazine, and 14 blogs**

Analysis and results of Campaign: **Lots and received and extra 2,500+ hits from the FLIMP to the myspace educational page**

Ability to resend campaign: **Yes and did so**

Breakdown:

**Time (over a 12 month period):**

Create a myspace page for more information – **5 hours**

Create a video postcard with graphics and video – **5 hours**

Send a video postcard out to 5,000 people – **5 hours**

Follow Up with people via email response – **5 hours**

Follow Up with new leads from "refer a friend" button- **2 hours**

Re-send of video postcard to 500 "top friends" – **1 hour**

Total hours = **25**

**Approximate Hard Cost (over a 12 month period):**

Video postcard license = **\$1,200**

E-Mailing to 5,000 people @ \$0.02 = **\$100**

Follow up E-Mails to 500 "top friends" = **\$0.00**

Follow Up Phone Calls to Top Prospects (*lower than 2006 because many of them already donated via video pastcards*): **\$75**

Follow up "Thank You" emails to small donators under \$25 = **\$0.00**

Cost of Stationary & Printing in color ("thank you's") = **\$125**

Follow Up Thank You Letters to donors above \$25@ \$0.41 = **\$45**

Total Cost = **\$1,545**

### Flimp Media, Inc.

2 Hayden Rowe Street | Hopkinton, MA 01748

Phone: **877.FLIMP.IT (877.354.6748)**

Fax: **508.974.1776**

Email: [jenn@flimp.net](mailto:jenn@flimp.net) | Web: [www.flimp.net](http://www.flimp.net)