



end of year win

Multi-Channel Strategy Drives Donations

a case study featuring

AZCEND

organization



AZCEND is a respected nonprofit serving communities in Arizona. Since 1966, AZCEND has worked to nourish minds and bodies so that neighbors in need experience a brighter future. Their services extend beyond food distribution. AZCEND provides emergency shelter for people experiencing homelessness, rent and utilities assistance to help keep families housed, early childhood literacy programs, parenting support, and social and nutritional services for seniors. Guided by values of integrity, compassion, dignity, inclusivity, and hope, AZCEND aims to treat everyone with respect and empower all clients to move toward a more stable, thriving future.

challenge

End of Year Fundraising

AZCEND wanted to close the year strong with a fundraising campaign that energized its donor base and maximized support for mission-critical programs. The challenge: design an outreach strategy that would reach donors across multiple touchpoints, motivate action, and generate measurable results—all during a competitive end-of-year giving season. AZCEND partnered with Pixa to create a cohesive, multi-channel campaign to connect with supporters in meaningful and personalized ways.



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solutions & results

To reach donors wherever they engage, Pixa developed an integrated multi-channel campaign that combined traditional and digital strategies. Each channel was designed to reinforce messaging, drive awareness, and encourage giving:

Direct Mail & Informed Delivery:

An appeal letter and eye-catching postcard were sent to approximately 1,800 donors, sharing Chloe's impact story. This personal narrative deepened emotional connection, reinforced impact, and helped lift donor conversion while highlighting key giving opportunities.

Appeal Letter
61% Email
Open
Rate



USPS Informed Delivery added an email touchpoint, reaching 1,807 donors in their inbox and mailbox.

Ringless Voicemail & Text Messages:

Timely SMS messages created a convenient path to respond, while ringless voicemail messages from leadership added a human voice that deepened connection and built trust.



1,561
Text Messages
Delivered



1,128
RVMs Delivered

Email Campaigns:

Multi-step email series maintained momentum, provided progress updates, and reinforced the impact of donations.

Digital Ads & Social Boosts:

Targeted online campaigns and boosted social posts extended reach, reminding donors of the year-end giving opportunity.



87,000
Donors Reached

Clicks on Ads:
2.1K



The campaign successfully engaged AZCEND's donor community, driving participation across channels, and inspired more than **250** small-gift donors, demonstrating how collective giving drives meaningful impact.

Thanks to this coordinated, multi-channel approach, the campaign not only achieved its fundraising goals—it more than paid for itself, enabling AZCEND to fund vital programs and initiatives for the coming year. Pixa is proud to have supported AZCEND in delivering a campaign that combined strategic reach, personalized engagement, and tangible impact.

oh, hey there!

We'd like to introduce ourself ... or should we say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.

Two is better than one, right? We like to think so.



Our super skilled marketing team that combines talented design with innovation and execution.



STRATEGY



DESIGN



DIGITAL
MARKETING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PRINTING
PORTAL



DIRECT MAIL
MARKETING



CORPORATE
PRINT

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