



rising to the rescue

Thirst Responders Fundraising Camapign

a case study featuring

Central Arizona Shelter Services (CASS)

organization



Central Arizona Shelter Services (CASS)

was founded in 1984 and is the home of Arizona's first senior emergency shelter program, serving individuals and families experiencing homelessness across the Phoenix metropolitan area. Guided by our values of accessibility, compassion, dignity, equity, and a housing-first approach, we meet people where they are — without judgment — and, through strong community partnerships, help bridge service gaps so every person we serve can take the next step toward stability and hope.

challenge

Summer Fundraising

Summer in Arizona isn't just uncomfortable, it's deadly. For individuals experiencing homelessness in the Phoenix metro area, rising temperatures can become life-threatening within hours.

CASS had a powerful mission and a compelling story to tell, but they needed a campaign that could cut through the noise of a crowded summer giving season and move donors to act. **They came to Pixa with a clear goal: build a fundraising campaign that would connect supporters emotionally to the life-saving work happening every day and inspire them to give.** What they needed wasn't just a campaign. They needed a movement.

That's where Thirst Responders was born.

solution



Building the Identity

Pixa developed a full campaign logo and visual identity for the Thirst Responder theme—bold, urgent, and built to work across every touchpoint. The visual system ensured that whether a donor received a letter, saw a social post, or was reached through a digital ad, the message was cohesive, compelling, and consistent.

A Multi-Channel, Multi-Touch Campaign

DIRECT MAIL

The campaign included a May postcard launch followed by personalized appeal letters in June and July. Messaging was segmented so lapsed donors, active donors, and prospects each received language relevant to their relationship with CASS—making every piece feel personal.

EMAIL

Deployed throughout the summer, campaign emails mirrored direct mail messaging and drove donors directly to give. Coordinated timing between email and mail created a surround-sound effect that reinforced the message and increased conversion.

SOCIAL MEDIA

Mission-driven social content ran all summer, reinforcing the campaign identity and inviting followers to become Thirst Responders. Content evolved monthly, moving from awareness in May to urgency through peak heat season.

GEOFENCING ADS

These maximized the impact of the June appeal letter, reminding donors of the need via targeted online ads.

results



Geofencing

67K

Impressions

1,383

Households

65,872

Direct Mail Pieces Sent



700

Donors were inspired to give

19 of those donors converted to Shelter Sustainers, CASS' monthly giving program.

Social Media Example



\$112,000 raised in total donations!

Total donations from online and direct mail

Highlight: donations doubled in July

Two things drove success above all else:

a strong, consistent visual identity that made every channel reinforce the others, and segmented, personalized direct mail that made each donor feel seen. Together, they turned a seasonal campaign into a community movement.

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



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