

RESULTS

- The campaign grossed >\$1m at an ROI of 7:1. This was 50% above the budget and 75% above 2007's performance, a remarkable return from an almost identical mailing base.
- \$1m net income was raised for research into pancreatic cancer, the single-largest cash injection for this cancer in the Council's history.
- Success was driven by 1,000 more people responding than anticipated and at the value 10% higher than budget.

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