

AMLB: 1 in 3 recipients opting to make a charitable donation.

AMLB chose to feature and support Pancreatic Cancer Canada and Native Canadian Centre of Toronto in their Holiday Campaign, for a second year in a row.

AT A GLANCE



94% gift claim rate



1 in 3 claimed gifts were charitable donations



Supporting 2 clients

SOCIAL IMPACT

- \$450 Pancreatic Cancer Canada
- \$350 Native Canadian Centre of Toronto

CAMPAIGN GIFT CHOICES

Starbucks, DoorDash, WaySpa, Donation to Pancreatic Cancer Canada, Donation to Native Canadian Centre of Toronto, Covatar, Uber Eats, Secret Food Tours

'I loved how responsive the team at Unwrap IT were and how quickly they resolved questions. The whole campaign from start to finish was coordinated really well and I just loved the experience of working on the most recent campaign with Sophie and Peter.'

Ally Ladha

Co-Founder, AMLB

OBJECTIVES

As in 2021, AMLB featured charitable donations in support of Pancreatic Cancer Canada and The Native Canadian Centre of Toronto as gift options for all recipients to choose from. Both charities are AMLB clients. Including both organizations in the holiday campaign was a meaningful way to show support for their important work.

Alongside the charitable options, the AMLB included gifts such as WaySpa, Starbucks and UberEats

Customization and personalization were crucial for the AMLB Team throughout this campaign, and this was something that Unwrapit could solve.

SOLUTIONS

The Holiday campaign that was created was completely customized to the AMLB brand and values. Examples include a custom gif created by the Co-Founder, two clients of AMLB and personalized to/from message.

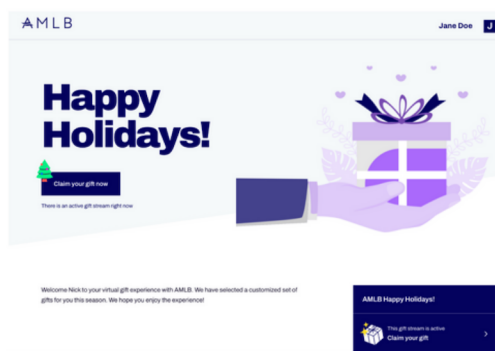
RESULTS

All 45 recipients experienced the full AMLB-branded gifting campaign and chose from a short list of curated gift options.

This campaign finished with a 94% claim rate with 1 in 3 of recipients opting to make a charitable donation.

For the second year in a row, Pancreatic Cancer Canada and the Native Canadian Centre of Toronto both benefited with a significant donation from the AMLB Holiday campaign.

This is the perfect example that when given the option of multiple gift types, many recipients will opt for the charitable donation which can result in a significant impact for charities.



UNWRAP IT