

## Objective

The objective was to develop a new Group Long Term direct mail kit to market to members of the American Association of Nurse Anesthetists (AANA) that would replace the current control kit, increase member participation in the plan, while maintaining a positive ROI.

## Target Audience

The target audience for the AANA Group Long Term Disability mailing was members ages 30-50 and have an active member status in the AANA. The gender ratio of the membership is approximately one-third male and two-thirds female.

## Challenge

The challenge was to develop a kit that created an affinity with the AANA member, while at the same time overcoming the common purchase inertia when marketing Disability coverage, and that is “it happens to someone else...not me”.

## Solution

Our team developed a direct mail kit that:

- Created an affinity with the member by speaking to the depth of responsibility of the profession and by acknowledging that the level of compensation is warranted.
- Created awareness of the financial risk of disability and presented the AANA LTD plans as the solution.
- Educated members using statistics on the common causes of disability and the average month payment if approved for government disability payments.
- Reinforced the need to apply for coverage now by reminding the member that once disabled it's too late to get coverage.
- Included an endorsement letter from the Chief Executive Officer of AANA.
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## Results

The kit proved successful and is considered the new control package for 2020.

