**EMAIL LETTER PACKAGE** 

A World Safe for Wildlife.

Utah's Hogle Zoo membership

discounts and much more!

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is your year-long pass to animal exploration, exciting members-only events, great

Not only do you receive many great

you also support the future of wildlife

Utah's









Yes! Red pandas! We are so excited and I am sure you are as well – to be welcoming Utah's Hogle Zoo's newest animals to the Zoo this year. And what better way to greet the new red pandas than with a membership, so that you and your family can visit our new additions as many times as you wish!

I invite you to be Utah's Hogle Zoo's other newest addition – a member!

There's so much to see and do at Utah's Hogle Zoo – you will want to come back again and again! Wander the paths and check in on Brutus, Titus and Calliope at Lion's Hill. Born at Utah's Hogle Zoo in 2016, our lion cubs are growing fast. Venture over to Rocky Shores where you can catch our keepers working on behaviors and enrichment activities with our Pacific harbor seals and California sea lions. Watch that splash zone! Whether playing in the water or wrestling and napping on the shore – our polar bears, Hope and Nora, are always a delight! And when you need a rest, catch a ride on our Conservation Carousel – where proceeds support the Zoo's global conservation efforts. Don't forget to use your carousel token to cast your vote for your favorite Utah's Hogle Zoo Big Six conservation project: Boreal Toad, Bornean Orangutan, African Lion, African Elephant, Polar Bear or Radiated Tortoise!

This year we are excited to welcome red pandas as a part of your Zoo experience!

You will learn a lot about the red pandas and all the animals at Utah's Hogle Zoo when you become a member. By being a member, you are able to visit and enjoy our many events and happenings.

Here is a sampling of the member-only benefits that we reserve just for you... our members • FREE admission for you and your immediate family – on every visit!

- Discounted tickets for BooLights! and ZooLights!
- Invitations to members-only events and special experiences
- Ability to purchase special Members'-Only Wild Ride Punch Pass A subscription to *The Safari* member magazine and monthly member e-newsletters
- Discounted admission to 125 zoos around the country
- Discounts on ZooCamp and Zoo education classes

As a member, you will get to know all the animals at Utah's Hogle Zoo. Yes, the lions, tigers and polar bears – oh my! When you visit and see them up close then you will learn their special stories and how the zoo staff goes to great lengths to care for them every day. You will also learn what each of us can do to keep these animals healthy and safe

## Join now to save 10% on your Zoo membership!

Take advantage of this one-time-only offer to save on a full year of unlimited FREE admission, disco the Zoo and special events like members-only Sunrise and Sunset Safaris, where you and your family can explore the Zoo without the crowds.



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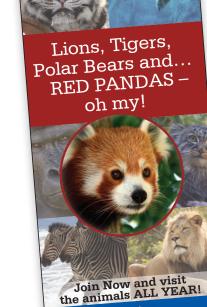






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	Act now and SAVE 10%!	<del>\$89</del>	\$14 <del>9</del>	<del>\$179</del>	<del>\$219</del>	<del>\$279</del>	
		\$80.10	\$134.10	\$161.10	\$197.10	\$251.10	
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	10% DISCOUNT on Education classes and camps	×	х	х	x	×	+
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	The sale and the Safari magazine	х	х	х	x	2	$\dashv$
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	TT C per visit				x		_
	ONE FREE Wild Ride Punch Pass (good for 10 rides)				х	х	
	turnes to Roo at the Zoo		_		х	х	
	TWO EXCLUSIVE Booster Nights members-only events					×	
	UNLIMITED FREE RIDES every time you visit, for everyone included in your membership!			+	+	x	

FREE general admission for a THIRD named adult great for a babysitter or grandparent! ONE FREE family admission to ZooLights! Memberships are designed for a single nuclear family and cannot be shared between neighbors, co-workers or Nuclear family consists of a couple (spouse/significant other) and their dependent children 17 and under. Sign up today and start creating fun family memories at Utah's Hogle Zoo!





## **UTAH'S HOGLE ZOO**

In celebration of Utah Hogle Zoo's new red panda exhibit, we developed a fun, animal-focused campaign that invited people to meet the Zoo's latest additions and excite them about the newly arriving pandas.

The direct mail campaign was sent to 225,000 households and was supported by an email series that helped boost overall results and the bottom line. The campaign results exceeded projections with a 1.26% response rate, 3,722 new/renewed members, \$175 average gift, over \$651,000 in revenue and a whopping \$5.22 ROI for every dollar spent. Additionally, the next revenue exceeded the prior year's results by \$189,000.

## **SELF-MAILER**

