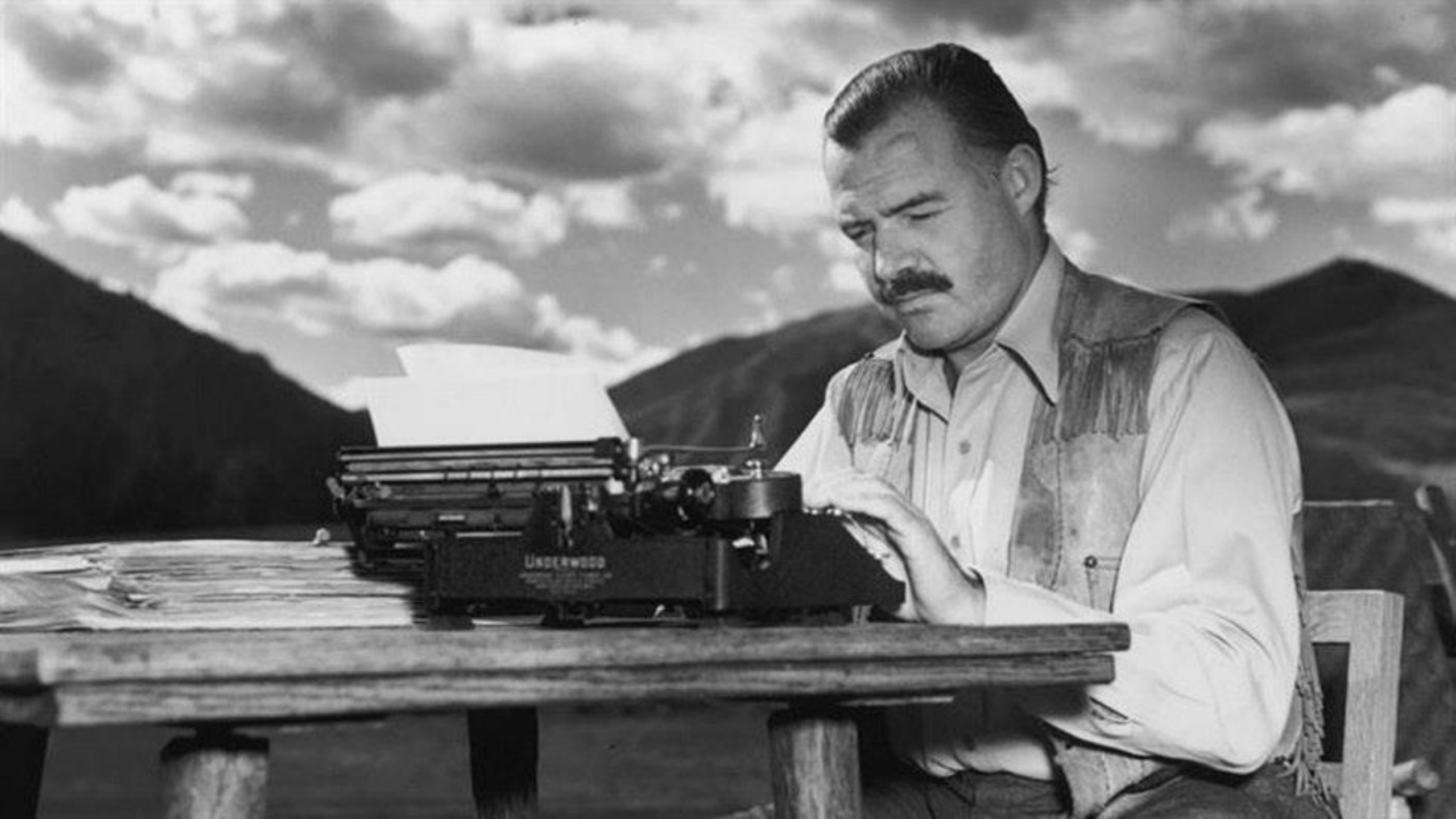


How to Create Record-Smashing Direct Mail

7 Practical, Soup-to-Nuts Steps to Success

Jeff Brooks
28 August, 2019









Why Direct Mail Still Matters

Reality check in case you've been wondering

Reality Check

Online giving has been growing fast

But it was only 7.2% of total giving
in 2018

The rest came through **traditional
sources**, mainly **direct mail**



Direct Mail

2nd highest response rates
(telephone is higher)

High retention rates

Top driver of online
giving

Top source of major
donors and bequests



Direct Mail – Downsides

Falling response rates

Rising cost

Rising competition

But...

If you're serious about fundraising, you should be serious about direct mail!

Step #1

The Brief





Before You Dive in to Creative

What brings in your fundraising dollars

40%



Audience
Who

40%



Offer
What

20%



Creative
How

Which donors you ask,
and **what you ask them**
to do matter far more
than how you ask them
to do it.

4 times as much!



Almost everyone spends way *too much time* focused on creative, and not enough on what matters most.

The Brief

Detailed description of that direct mail objectives

- Make sure not to omit critical elements
- Have all disputes and controversies over the brief!
- Eliminate surprises

The Brief

Saves time!



An hour spent on the brief
can save **10 hours** later on!

The Brief - contents

- Name of project ← Surprisingly important!
- Mail date
- Audience
- Context
- Offer
- Testing
- Copy Points
- Story

The Brief - Audience

Past behaviour is the best indication of future behaviour

The Brief - Audience

Behavior	Response to past offers
Special group	Monthly, legacy, etc.
Preferences	Limitations on communications

The Brief - context

What we need to know

This appeal last year did very well, with an unusually high response rate of 7.85%. Average gift, however, was especially low, possibly because of the addition of address labels. Let's look for ways to increase average gift while keeping the response strong.

The Brief - contents

Offer

**Most
important
thing of all**



Donors don't give
to support your
organization.

They give to
promote their
own values.



Fundraising Offer

Call to Action

Proposition

What you're "selling"

I want to provide a months worth of food for a refugee for \$22.



Some Common Non-Offers

I want to provide hope and healing for a refugee for \$22.

Abstract

I want to stand with you during this important time.

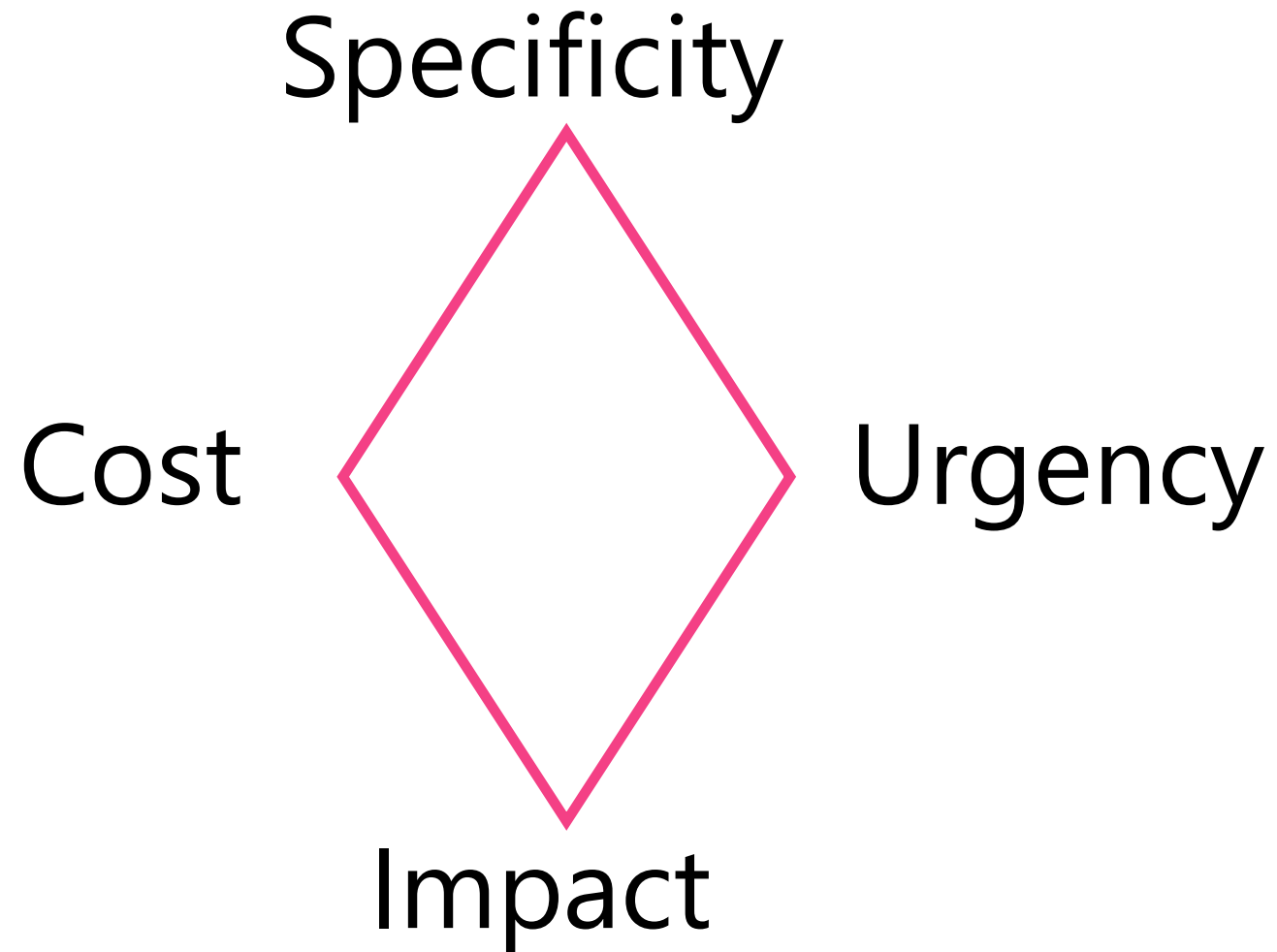
More
Abstract

I support your vital work now and all year ‘round.

Severely
Abstract



The Offer Diamond



Specificity

The action or item you're asking the donor to help pay for

Question: Is it photographable?



Not: Abstract or aspirational qualities like "hope" or "healing"



Specificity

Pygmy snails are an important part of the ecosystem of southern North Dakota. They thrive on brick walls, eating the specific moss that grows there. Brick walls are being replaced by fake brick.



Just because it's
specific doesn't
mean it's
interesting to
donors

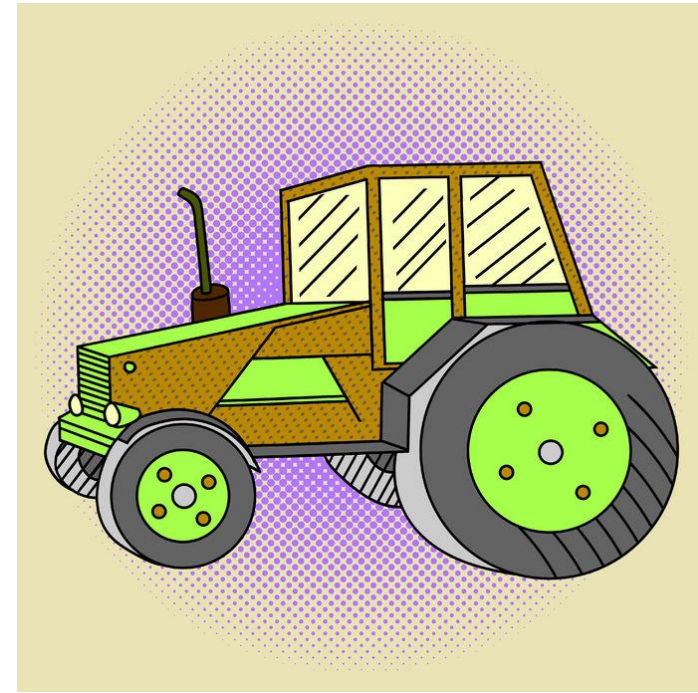


The offer needs to fit the donor's world

Food



Infrastructure



Specificity

My Thanksgiving Gift to Feed My Hungry Neighbors

Yes, Linda, I want to help Food Lifeline provide food for hungry individuals and families in our community this Thanksgiving.

Enclosed is my gift of:

- \$16 to feed 48 people
- \$27 to feed 81 people
- \$36 to feed 108 people
- \$52 to feed 156 people
- \$ _____ to feed as many people as possible



1702 NE 150th Street
Shoreline, WA 98155
www.foodlifeline.org
206-545-6600

If you would like information about estate planning or how to become a monthly donor, or if you'd like to charge your gift via credit card, please see reverse side.

All donations are tax-deductible to the extent allowed by law.

21717*****AUTO**SCH 5-DIGIT 98107 T92 P2

Maynard [REDACTED]

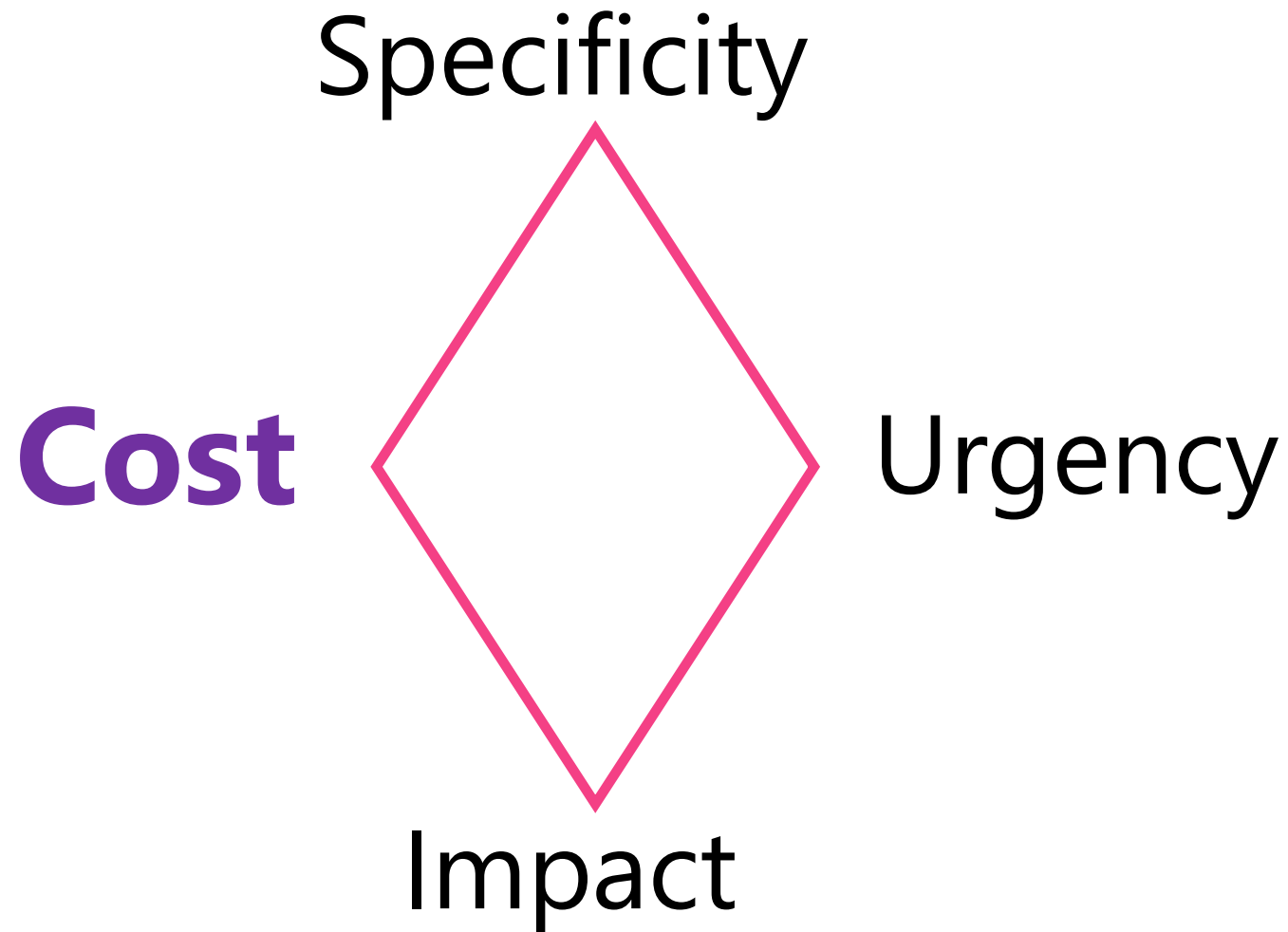
[REDACTED]

[REDACTED]



8-11471427-FLL Q1013A102

The Offer Diamond



Cost

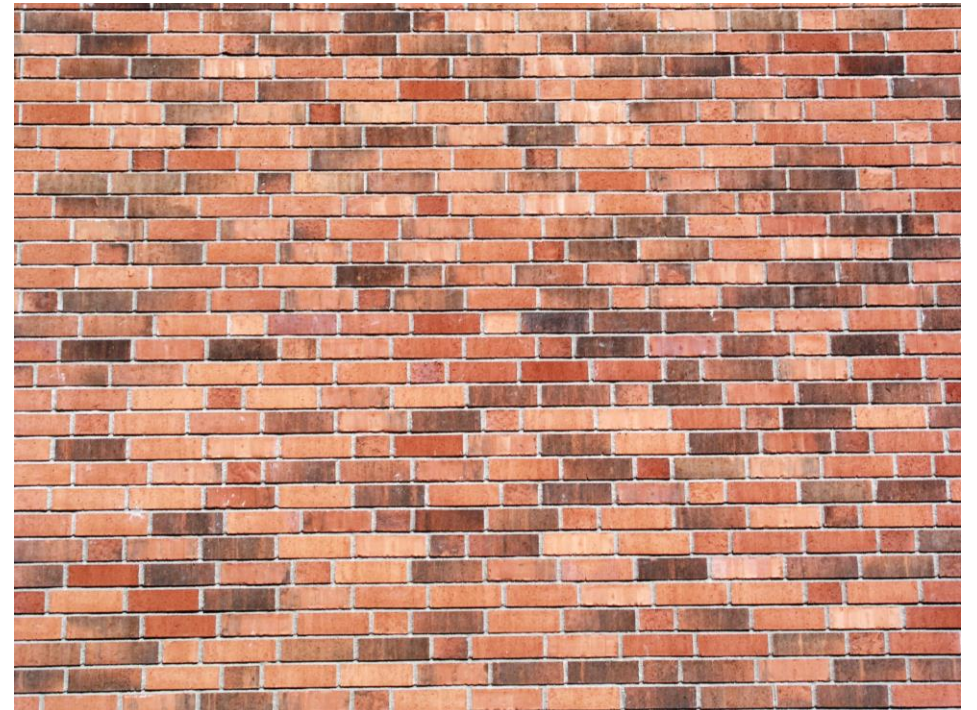
The amount you hope the donor will give to make it a reality

Question: Is it the right amount for the donor you're talking to?



Cost

Real brick walls can be built for just \$20 per square meter.



Pro Secret:

Ask people
amounts they
are likely to give



For a donor whose last gift was between \$50 and \$99.99

Enclosed is my gift of:

- \$40 to build 2 square meters of wall for the snails
- \$80 to build 4 square meters of wall for the snails
- \$100 to build 5 square meters of wall for the snails
- \$_____ (other)

Cost

My Thanksgiving Gift to Feed My Hungry Neighbors

Yes, Linda, I want to help Food Lifeline provide food for hungry individuals and families in our community this Thanksgiving.
Enclosed is my gift of:

\$16 to feed 48 people \$27 to feed 81 people
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21717*****AUTO**SCH 5-DIGIT 98107 T92 P2
Maynard [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

8-11471427-FLL Q1013A102

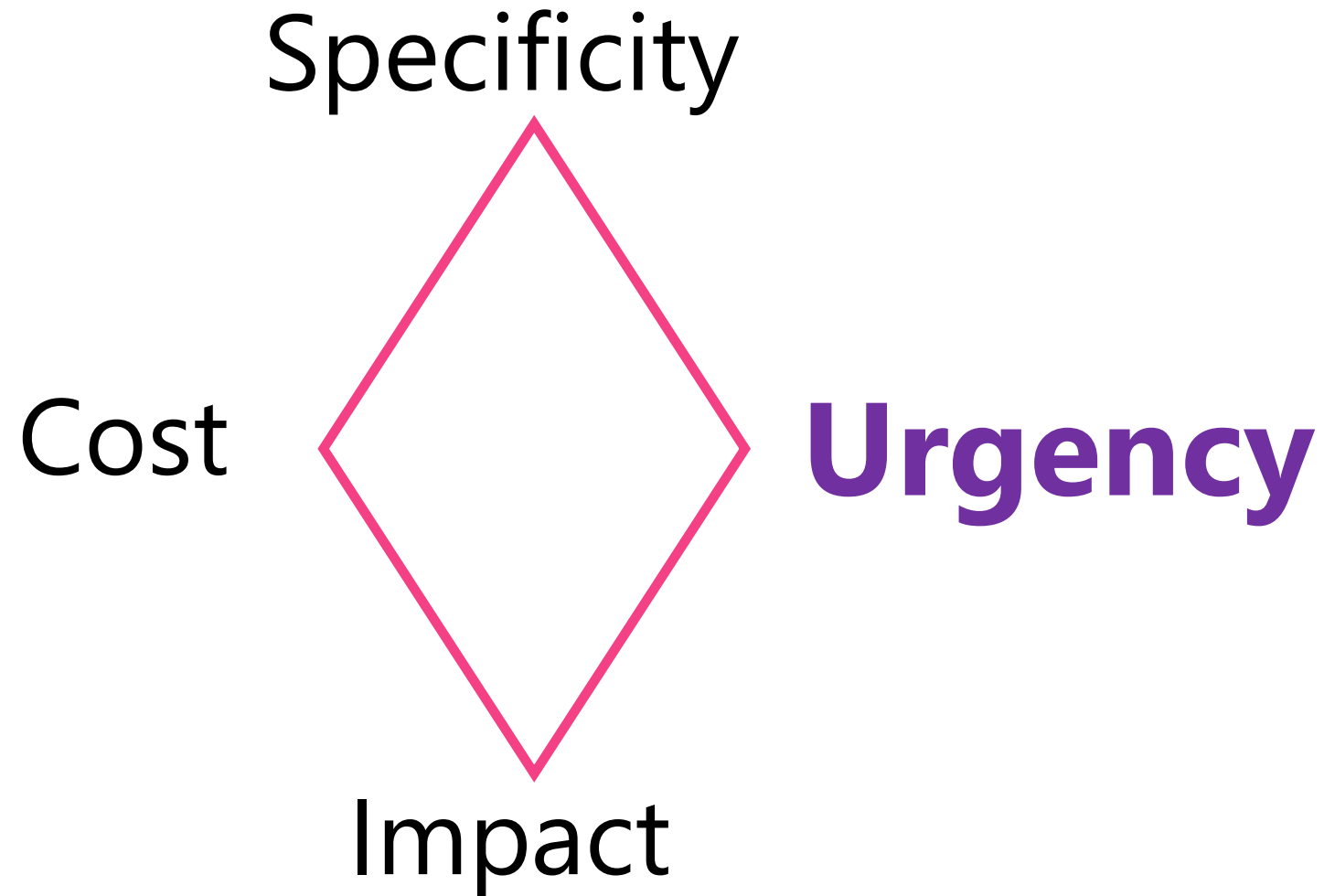
FOOD LIFELINE
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A Member of **FEEDING AMERICA**

The Offer Diamond



Urgency

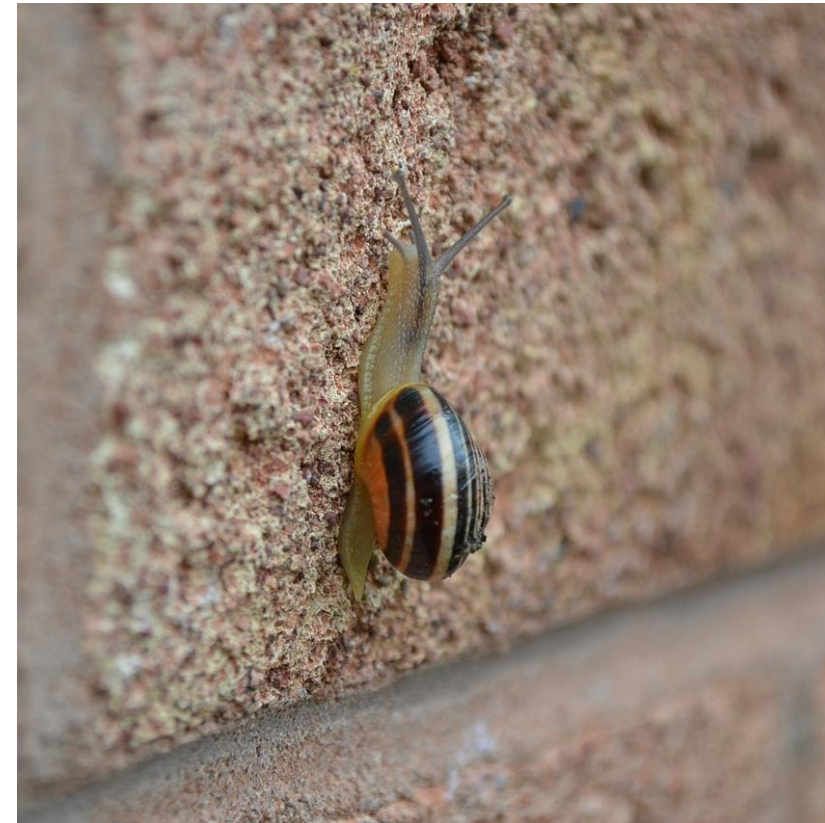
The reason *now* is better to give than later

Question: Is there a deadline or other limiting factor?



Urgency

Pygmy Snails are likely to be extinct in less than 90 days at the rate their habitat is disappearing.



- Deadline
- Situation
- Scarcity



3 Types of Urgency

Deadline Urgency

- Send your gift in time for Christmas.
- Please give before the new school term starts.
- Please rush your donation by April 15th at the latest.
- We have an important Board meeting on June 7th, where we will be taking a long hard look at our finances, and making some very tough decisions. Please rush your gift before that meeting!



3 Types of Urgency

Situational Urgency

- Send your gift before the loggers move in and start cutting.
- Hungry children are waiting for your help.




3 Types of Urgency

Scarcity

- Give now while there is still a rainforest to protect!
- Matching funds will double your gift only until June 1st.



Urgency

 **DOING THE MOST GOOD**


Yes, I want to share my blessings.
I want people in need to get food, clothing, toys, and Christmas joy.

Please accept my gift of: \$35 \$25 \$55 \$_____.

Please make check payable to The Salvation Army.
Please see other side for important information.

YES! I'd like The Salvation Army to communicate with me via email.
My email address is: _____

Your gift will be used locally.

 King County Salvation Army gets 1.65% of our funding from United Way
United Way of King County

0014335
Maynard [REDACTED]
[REDACTED]
S [REDACTED]

The Salvation Army
Donation Processing Center
P.O. Box 60004
Prescott, AZ 86304-6004

991001716839414CCBN1E00E1DHQ0000E1DHQ9

Offer

MY URGENT HELP FOR NORTH KOREA'S VULNERABLE ORPHANS!

Yes, Phillip, use my gift now to provide emergency food and relief for North Korean orphans. I am returning my Urgent Food and Aid Delivery Coupon(s) and special gift of:


\$100 \$250 \$500 \$ _____

Mr. And Mrs. [REDACTED]
[REDACTED]
[REDACTED] USA

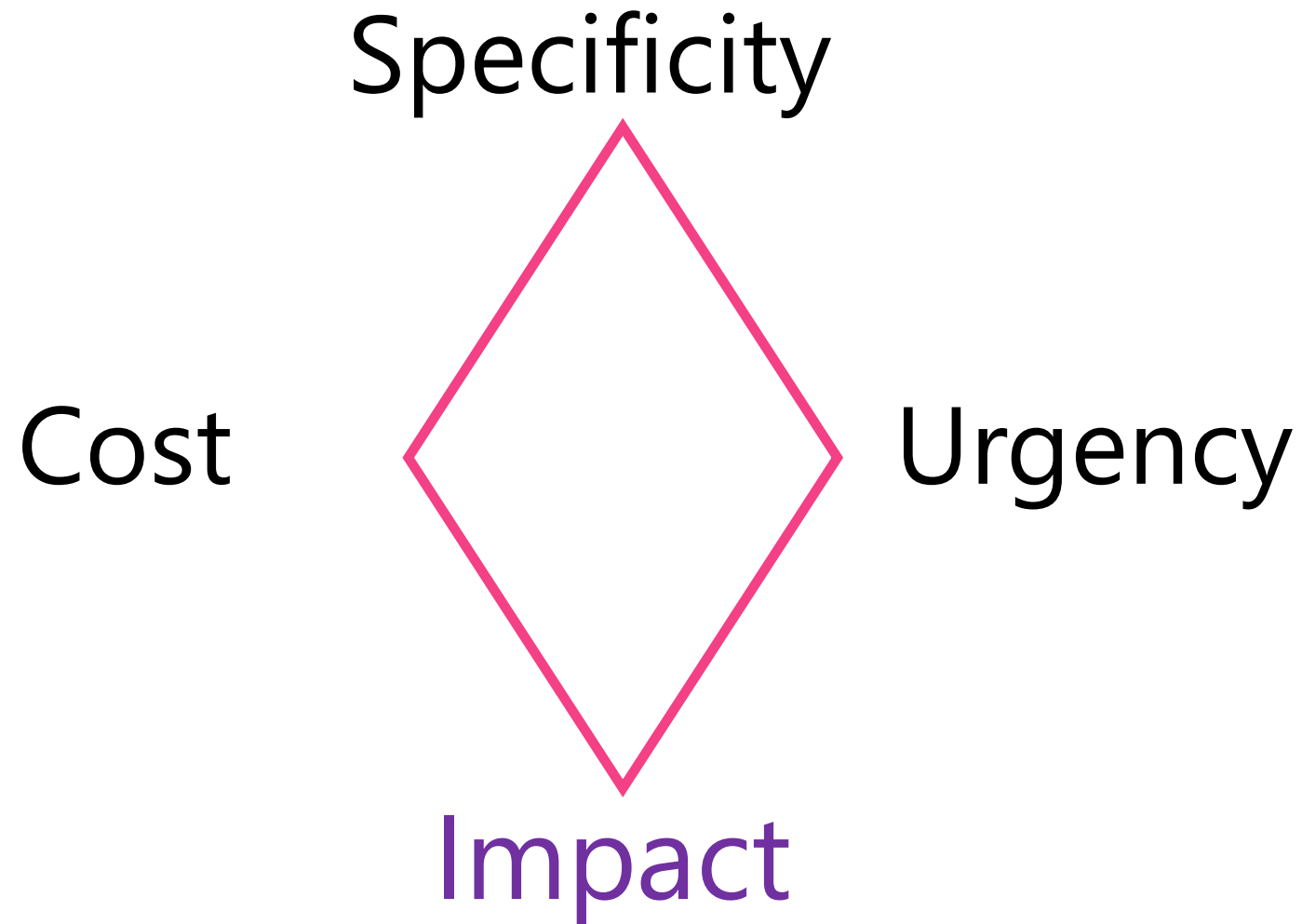
12000152682 6185 72S470 D27A

HOLT INTERNATIONAL
Holt International
P.O. Box 2880
Eugene, OR 97402
541-687-2202
www.holtinternational.org

Please make checks payable to HOLT INTERNATIONAL.
To give by credit/debit card, please use the reverse side.
You can also give online at:
WWW.HOLTINTERNATIONAL.ORG/ORPHANS-AT-RISK



The Offer Diamond



Impact

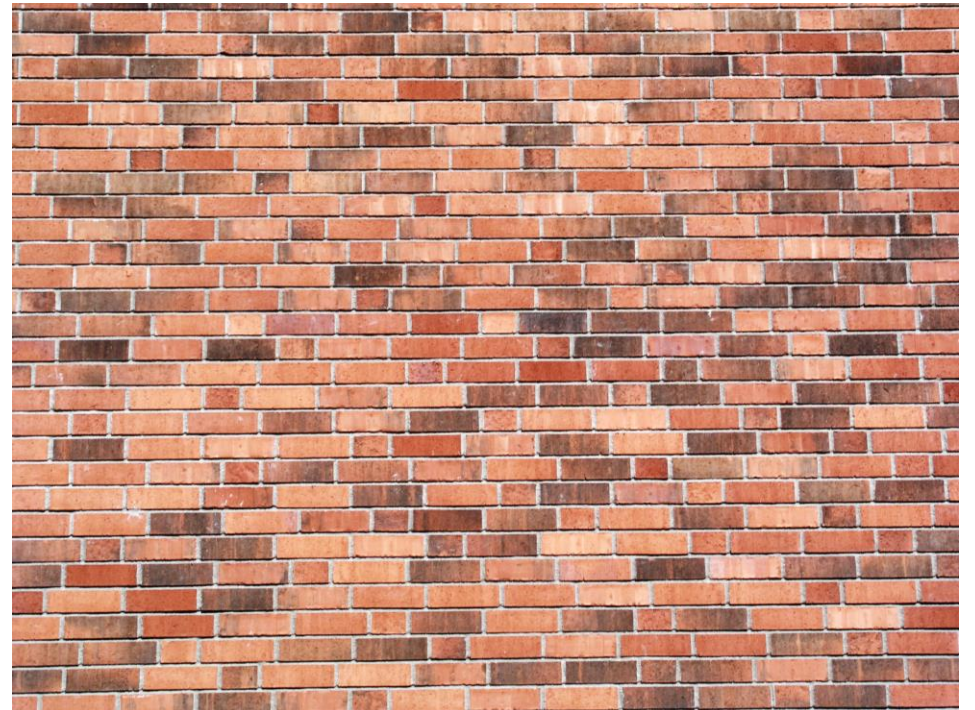
The donor's gift multiplies and/or accomplishes a lot

Question: What makes this a good deal, or at least a big deal?



Impact

A single square meter of brick wall can sustain more than 6,000 healthy, breeding pygmy snails.



Impact

2 powerful ways to create impact:

Bargain

Leverage

Bargain

\$1 can keep a child
from going blind.

A full Thanksgiving
meal for a homeless
person: just \$1.96!

\$55 provides a
bicycle for a rural
doctor.



Bargain

My Gift to Feed the Hungry

YES! I want to help save starving children.
Enclosed is my gift of:

- \$12 for 50 pounds of rice.
- \$24 to provide 100 pounds of rice.
- \$36 to give hungry families 150 pounds of rice.
- Enter your own amount: \$ _____



*Every \$12 gift provides
another 50-pound bag of rice.
Thank you!*

Mr. Maynard [REDACTED]

◆ 4110061092 101077 02 0 ◆

Please make checks payable to Food For The Poor, Inc.
See reverse for gifts by credit card or donate online at:
www.FoodForThePoor.org/ricebag

06

Bargain

JUST \$5! I'll Help Provide a "Small Miracle" for Hungry Houston Seniors

Here's my tax-deductible gift to help frail and elderly neighbors this Thanksgiving season. At a cost of just \$5 per meal, I want to give:

- \$100 to provide nutritious meals for **20** homebound seniors
- \$200 to provide nutritious meals for **40** homebound seniors
- \$300 to provide nutritious meals for **60** homebound seniors
- \$_____ to provide as many nutritious meals as possible

PLEASE HELP BY NOV. 18



Additional giving options on other side.

45
Mr. John Q. Sample
500 Chestnut St
Suite 2000
Abilene, TX 79602-1454



Please return this form in the enclosed envelope with your gift to Interfaith Ministries for Greater Houston, 3303 Main Street, Houston, TX 77002. Thank you!



Leverage

Matching Funds
double your gift.

Every dollar you give
covers shipping cost for
\$35 worth of supplies.

\$10 will supply
nearly 100 pounds
of food.



Leverage

MATCHING FUNDS
DOUBLE YOUR DONATION

Imagine life without Verdi's *Aida*! Your donation will help keep opera strong...for you and for all of us!

Keep the Opera going in Houston!

Mr. and Dr. Melody Donor
1234 Any Street
Anytown, US 12345

YES, I want to keep opera alive and strong in Houston! Please use my donation of:

- \$50 to be doubled to \$100
- \$75 to be doubled to \$150
- \$100 to be doubled to \$200
- \$150 to be doubled to \$300
- Other: \$_____ to be doubled by matching funds

My employer, _____ matches my gift!

My gift is by Credit Card

Name on Card: _____

Card Number: _____ Exp: _____

Signature: _____

Please make your tax-deductible check payable to **Houston Grand Opera** and return it with this form in the enclosed envelope. You may also donate by calling Ashley Bales at 713-980-8672, or online at HGO.org/support-us.

Leverage

YES, I want to keep opera alive and strong in Houston! Please use my donation of:

- \$50 to be doubled to \$100
- \$75 to be doubled to \$150
- \$100 to be doubled to \$200
- \$150 to be doubled to \$300
- Other: \$_____ to be doubled by matching funds

Tell me
what my
donation
will **do!**



The Brief - contents

- Name of project
- Mail date
- Audience
- Context
- Offer
- Testing
- Copy Points
- Story



The Brief - contents

Testing

What do you need to learn?



Testing

Have a clear test hypothesis with clear definition of success

Hypothesis: that the 4-page test version of the letter will improve response and/or average gift over the 2-page version enough to more than cover the added cost.



Testing

Is testing worthwhile?

Statistical Confidence



The Brief - contents

Copy Points

Things you want to make sure
get said (beyond offer and story)

The Brief - Copy Points

- The orphanage is badly under-staffed: just one nanny to care for 16 babies – all of them with special needs.
- The babies in the orphanage are almost never held. They're so unused to human contact that they startle when touched.
- The babies are rarely bathed or moved. Their skin is actually breaking down from never being changed.
- These children have no future if you do nothing. They will continue to suffer, maybe even die.

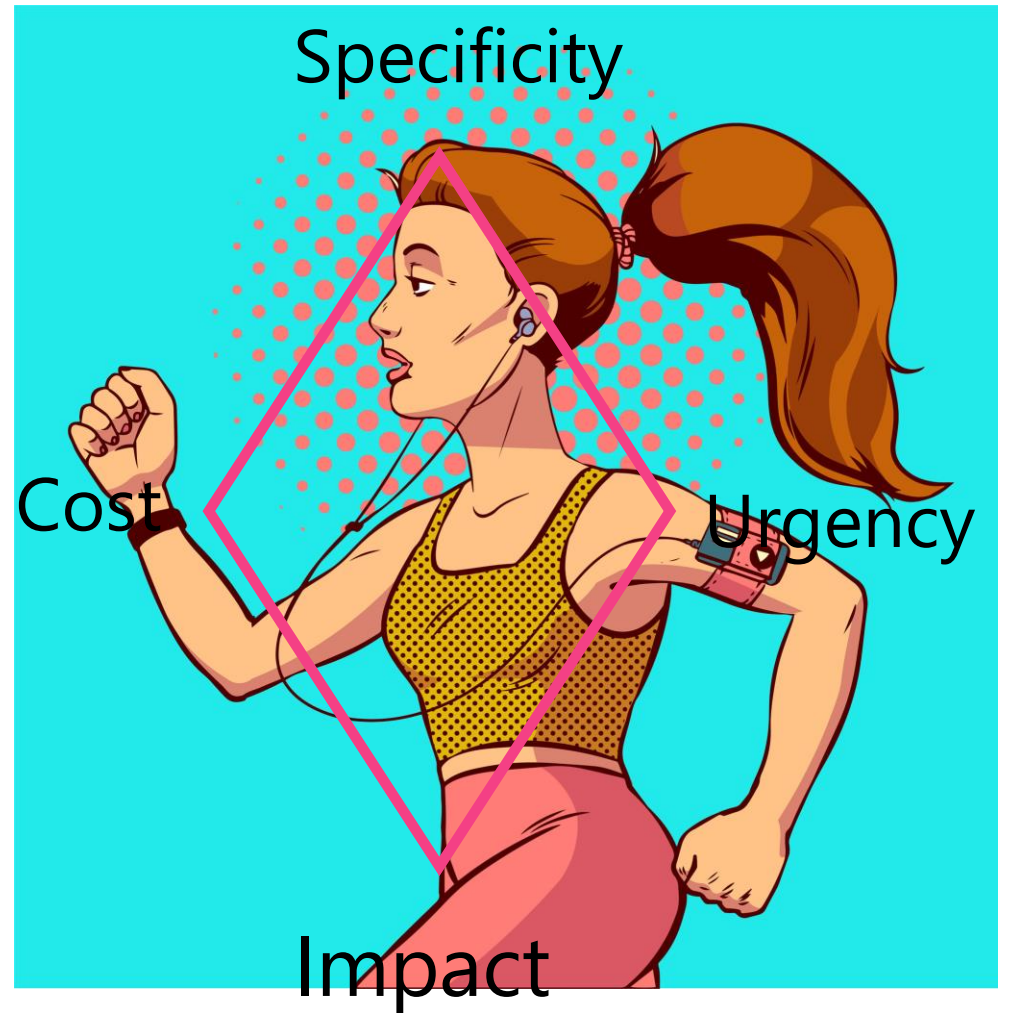
The Brief - contents

Story

Basic description of the story
and its main points

Exercise

- Find a partner
- Working together, formulate an offer:
 1. Reply device version
 2. One or two
- Be ready to share





Break

7 Practical, Soup-to-Nuts Steps to Success

Steps #2 through #6

Elements of DM

2. The reply device
3. The letter
4. Outer envelope
5. Lifts
6. Return envelope



Step #2

Reply device

The destination



The reply device

The Destination

- Omit it at your peril
- Make it stand alone
- Always write it first



The reply device

- What the donor is going to do
- How much the donor will give
- All information needed for donor to respond
- Donor's correct details
- Important fine print

All with heartfelt emotion!

Reply device – critical elements

Action headline:

I want to help the children!

It's a call to action

Can be in donor's voice

Reply device – critical elements

Offer line



Yes, Jeff, I want hungry children in our area to get the nutritious food they need. Please use my gift to provide healthy meals this summer!

Precise statement of offer

"Yes"

Signer's name (optional)



Reply device – critical elements

Image

Visual reminder of need

Often repeat from elsewhere



Reply device

JUST \$5! I'll Help Provide a "Small Miracle" for Hungry Houston Seniors

Here's my tax-deductible gift to help frail and elderly neighbors this Thanksgiving season. At a cost of just \$5 per meal, I want to give:

- \$100 to provide nutritious meals for **20** homebound seniors
- \$200 to provide nutritious meals for **40** homebound seniors
- \$300 to provide nutritious meals for **60** homebound seniors
- \$_____ to provide as many nutritious meals as possible

PLEASE HELP BY NOV. 18



Additional giving options on other side.

45
Mr. John Q. Sample
500 Chestnut St
Suite 2000
Abilene, TX 79602-1454



Please return this form in the enclosed envelope with your gift to Interfaith Ministries for Greater Houston, 3303 Main Street, Houston, TX 77002. Thank you!

Reply device

FOOD VOUCHER No: 100564

£16 = Food for 4 children!

SAVE LIVES – EMERGENCY FOOD

I'm sending £XX to provide food for X Children
Or, £_____ to feed as many children as possible

THIS EMERGENCY CHRISTMAS GIFT IS FROM:

MRS AB SAMPLE
Sample Cottage
123 Sample Road xxxxxxxxxxxxxxxxxxxxxxxx
Sample Town
Sample Shire
AB1 8AD [appeal code / donor number]

VOUCHER 2

£XXX
FOOD FOR
XXXX CHILDREN

Freepost RSAE-ZBYA-LRZH, Mercy Corps
40 Sciennes, Edinburgh EH9 1NJ
Mercy Corps Scotland is a registered charity number SC030289
Company registered in Scotland: 208829

MercyCorps

To activate this voucher, please complete your payment details on the back of this voucher. **THANK YOU!**

Reply device

<Salutation>, more young people like Aofe and Brian are homeless in Cork and urgently need your help. Will you help by giving a gift of €XX today?

Donor ID:<cons id>



St. Nicholas House,
Cove Street, Cork.
T 021 492 9401
E mairead@corksimon.ie
W www.corksimon.ie
Charity Number: CHF 9155

Yes, my gift will help someone who's homeless get off the street and start a new life. I'll make a gift today of:

€Ask1 €Ask2 €Ask3 My own amount of € _____

I enclose a cheque / bank draft / postal order made payable to **Cork Simon**

Please debit my Visa Mastercard

Card Number:

Security Code Expiry Date: /

Signature: _____ Date: _____

If you pay tax, gifts totalling €250 or more in one year could be worth at least an extra €112 to us at no extra cost to you.

Is this gift in memory of someone? Yes No If yes, perhaps you'd like to tell us their name

Mr. John Sample,
1 Sample Street,
2 Sample Street,
3 Sample Street,
4 Sample Town,
5 Sample Town,
6 Sample Town,
Co. Sample.

If you don't include this response form or your name and address with your donation, we will not be able to record your donation under your name or send you an acknowledgment because of Data Protection Legislation.

From time to time, we'd like to reach out to our supporters by phone and email to let you know how your gift has helped, and how you can continue to support our work. Please fill in your details below:

I'm happy to receive phone calls. My phone number is:

If you have provided a mobile number:

Are you happy to receive text messages from time to time? Yes No

Are you happy to receive mobile calls? Yes No

I'm happy to receive emails. My email address is:

Three Ways to Give

- 1 POST** return this form to us in the enclosed FREEPOST envelope.
- 2 ONLINE** safely and securely at www.corksimon.ie
- 3 PHONE** call us on 021 492 9401.

We'll keep you informed about our work, how your support is transforming the lives of people who are homeless and how you can continue to support our work. If you would rather not receive updates from us, please tick this box

Reply device

<Salutation>, more young people like Aoife and Brian are homeless in Cork and urgently need your help. Will you help by giving a gift of €XX today?



St. Nicholas House,
Cove Street, Cork.
T 021 492 9401
E mairead@corksion.ie
W www.corksion.ie
Charity Number: CHY 9155

**Yes, my gift will help someone who's homeless get off the street and start a new life.
I'll make a gift today of:**

- €Ask1 €Ask2 €Ask3 My own amount of €_____

Step #3

Letter

The heart of the pack



Letter: The heart of DM

It's a letter

Depart from the conventions of a letter at your peril!



*Please enjoy the enclosed address labels.
And please send a gift today to
help bring hope and healing
to sick and injured kids!*

Dear Friend,

I'm writing to tell you about a sweet newborn baby ... a little girl born with part of her esophagus missing.

But first, **I hope you'll accept the address labels I've enclosed for you.** They're a small token of my gratitude for you as someone who cares about children as much as I do.

I'm George Gittes with Children's Hospital of Pittsburgh of UPMC. You've probably heard a lot about us. Children's Hospital is a world-class medical center right here in Pittsburgh, ranked as "one of the Top 10 Children's Hospitals" in America by *U.S. News & World Report*. For more than 125 years, we've been providing lifesaving care for children, even if their parents can't pay.

Did you catch that? ***Even if their parents can't pay. We treat every child who comes to us, whether their family can pay or not.*** That's because we rely on compassionate neighbors like you. Giving your first gift now is the best action you can take to save precious lives.

If you can't give now, I understand. But please keep the address labels without any sense of obligation and use them with my thanks for your time.

If you *can* give, look at the amazing good you can do ...

- ♥ Your gift will power world-class medical care right here in Pittsburgh for boys and girls facing things like cancer, traumatic injuries, and other illnesses.
- ♥ Your gift will fuel groundbreaking research and innovative treatments that push the limits of what's possible in healing to save precious young lives.
- ♥ Your gift will nurture the compassionate care that sustains children emotionally as well as physically.

How much should you give? \$10? ... \$15? ... \$25? ... more? Any amount

Cover, please!

Letter

Grand Tour of the Important Stuff in the Letter



*Please enjoy the enclosed address labels.
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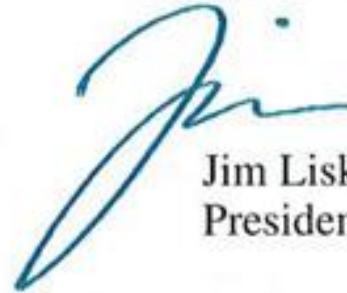
How much should you give? \$10? ... \$15? ... \$25? ... more? Any amount

Cover, please!

Letter - P.S.

I am so deeply grateful for your continued support. Thank you for your faithfulness.

For His Kingdom,



Jim Liske
President and CEO

P.S. Please sign and return the enclosed bookmark to encourage a child at Angel Tree camp this summer. And if you've already given, thank you! But if you haven't—or would like to give again—enclose your gift which will be DOUBLED by the matching grant to help children receive the Angel Tree love and support they need. Thank you and God bless you!

Most-read element of the letter!

Letter – Johnson Box



Children's
Hospital of Pittsburgh
FOUNDATION

*Please enjoy the enclosed address labels.
And please send a gift today to
help bring hope and healing
to sick and injured kids!*

Dear Friend,

I'm writing to tell you about a sweet newborn baby ... a little girl born
with part of her esophagus missing

Recommended (not required)

Letter – Johnson Box

```
* * * * * * * * * * * * * *
*
*   Your Gift Will   *
*   DOUBLE in Impact *
*   with Matching Funds *
*
* * * * * * * * * * * * * *
```

Original style

Letter – Opening

Dear Mr. and Mrs. Sample,

I have BIG NEWS for you. We have cancer on the run.

Every day, more people—children, moms, dads, grandparents, people you know—are surviving cancer. That’s because for decades, neighbors like you have come together to support Springfield Cancer Center.

This is how it should be. After all, our area has the historical foundation our nation was built on and the vibrant intellectual and scientific resources that are shaping the future of our world. Why shouldn’t THIS be the place where cancer is beaten? I hope you’ll join this fight today with a gift to our 2019 Springfield Annual Appeal.

Opening – Pro tip

“I’m writing to you because...”

Letter – Main Ask

Your gift will send our medical volunteers into some of the toughest places on earth ... equip them with the medicine and medical supplies they need ... let them treat and care for people who are sick and injured ... enable them to train other health workers there to save lives ... and much more. So, your gift of:

\$15 will grow to \$720

\$30 will grow to \$1,440

\$50 will grow to \$2,440

... all to save lives in poor countries.

Letterhead

No irrelevant information!

- No list of board members
- No multiple location addresses
- No fax number
- No info@ email (person instead!)

Just fundraising!



*Please enjoy the enclosed address labels.
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to sick and injured kids!*

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- ♥ Your gift will nurture the compassionate care that sustains children emotionally as well as physically.

How much should you give? \$10? ... \$15? ... \$25? ... more? Any amount

Cover, please!

Letter -- images?

will help. What matters is saving the lives of innocent children who are critically sick or injured.

That little girl born without part of her esophagus I mentioned — her name is Claire.

Just a few hours after she was born, Claire was rushed to Children's. And she's been at Children's her whole life. Claire is 6 weeks old.

You see, Claire has esophageal atresia — which means that part of her esophagus is missing. But that's not the only challenge this sweet little baby faces.



**Claire in her mom's arms.
You can help this little girl and
other kids like her.**

BEWARE: Images can do more harm than good!

Letter -- images?

Tedros spends all his time searching for scraps of food to keep the pains of hunger from overwhelming him.



Letter -- images?

- Image must tell the same story as the letter
- Image will draw eyes away from copy (especially copy above and to the left)
- Image should have the right emotional impact

Images are powerful: Use with care!



Letter – reading level

6th grade reading level

www.hemingwayapp.com

Letter – visual emphasis

- Underlines
- Bold
- Indents
- Drawings
- Italic
- Subheads
- Arrows
- Enlarged fonts

SEATTLE AREA
Bibles for China
Annual Fund Drive

Dear Friend,

If you share my passion that everyone should be able to read the Bible, then I've got exciting news for you:

American Bible Society has an opportunity to help provide 150,000 Bibles in China — a land still suffering a Scripture famine.

What's more, through our Annual Fund Drive, we can help provide these Bibles for only one dollar each . . . which means that every dollar sent by friends like you in the Seattle area will help place a Bible in the hands and heart of a Chinese brother or sister.

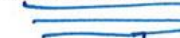
That's right, one dollar helps provide one Bible! And there's a very simple reason.



For 199 years, American Bible Society has been working to help provide Scripture to people all over the world. And since the end of China's Cultural Revolution, we've been building partnerships in that country.

As a result of these partnerships, all you and I need to do to help provide these 150,000 Bibles is to cover the cost of paper . . .

And incredibly, that's one dollar each.



(over, please)

1865 Broadway • New York, NY 10023
 Toll-Free: 1-866-895-4448 • AmericanBible.org/ChinaBibles

Letter

Repetition is the Mother of All Fundraising Virtues

Repetition is the Mother of All Fundraising Virtues

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Repetition is the Mother of All Fundraising Virtues



Letter

Ask 3 times! (minimum)

1. Very near the beginning
2. The main ask (somewhere on page 1)
3. In the P.S.

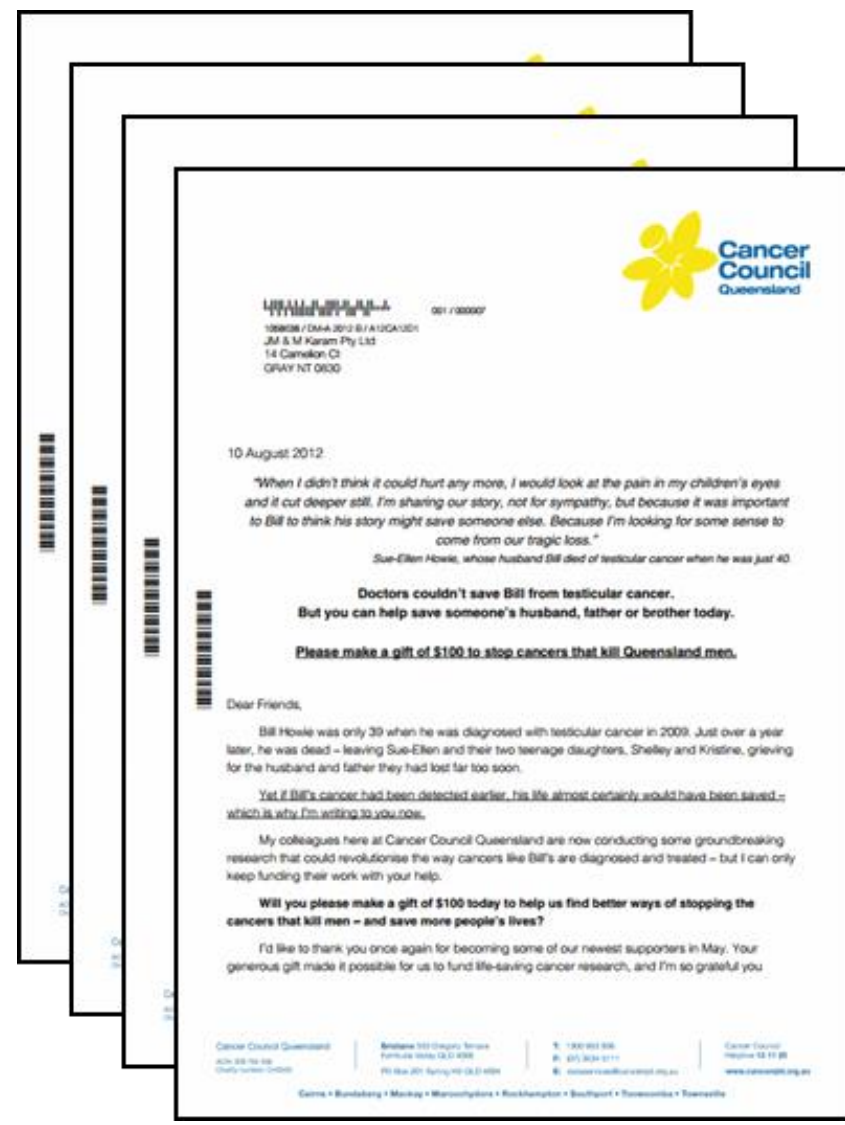
Letter

A direct mail outline

- Introduction: why you're writing to the donor.
- Ask.
- Description of the problem.
- Why the donor's gift is needed now.
- Ask.
- A story that demonstrates the need, using the life of one person as an example.
- Ask.
- Word-picture of the change that'll happen when the donor gives.
- Ask.
- Reminder that this cause is closely connected with the donor's values.
- Ask.
- Conclusion: thank the donor for caring.
- P.S. Ask again.

Strange but true...

Longer letters work better



Detail

Sell with the sign-off!

For the Children,

Your Neighbor,

Glory to God,

With a Heart Full of Music,

Thankful for Friends like You,

Letter - Story

Don't write like a writer...

In the unbearable African heat, sweat rolled down my forehead and into my eyes, stinging them with salt and blurring my vision...

I was almost grateful I could hardly see the shriveled body of the little boy who lay naked and covered with the inescapable tormenting flies on the hot red dirt in front of me.



Letter - Story

Write like a normal person

I almost hesitate to tell you about the time a little boy in Africa died in front of my eyes. But this is important. And when you see how many lives you can save ... You'll be thrilled.

Letter

Don't educate!

Your gift will fund our fast action response team, who will patrol the coastal waters for distressed dolphins. When they find a suffering animal, they'll gently assess its health, then formulate a rescue plan that meet its urgent needs and save its life.

Letter Activate!

Your gift will will save dolphins from painful
and lonely deaths.

Your donors want to make things
happen, not fund a process

Letter

Don't brag

Our staff of doctors, nurses and health workers are trained and positioned to save lives. They know the people and the health problems they face. Many have spent years fighting these exact health issues in similar communities. We'll provide them with all the medicines and supplies they need to save lives and return sick people to health. In fact, the supplies have already been donated -- we just need to ship them to the field!

Please give today so we can make all this happen!



Letter

Win over!

Your generosity will make it possible for doctors, nurses and health workers in poor areas around the world to treat their patients and save their lives. They often lack even basic supplies -- ordinary medicines that **y**ou or I could easily pick up at the corner drugstore. That's why **y**our gift is so important.

Please give now, and **y**our gift will fight disease, heal hurts, and save lives.

4 sentences, 4 yous!



Fundraising is...

This



Not this

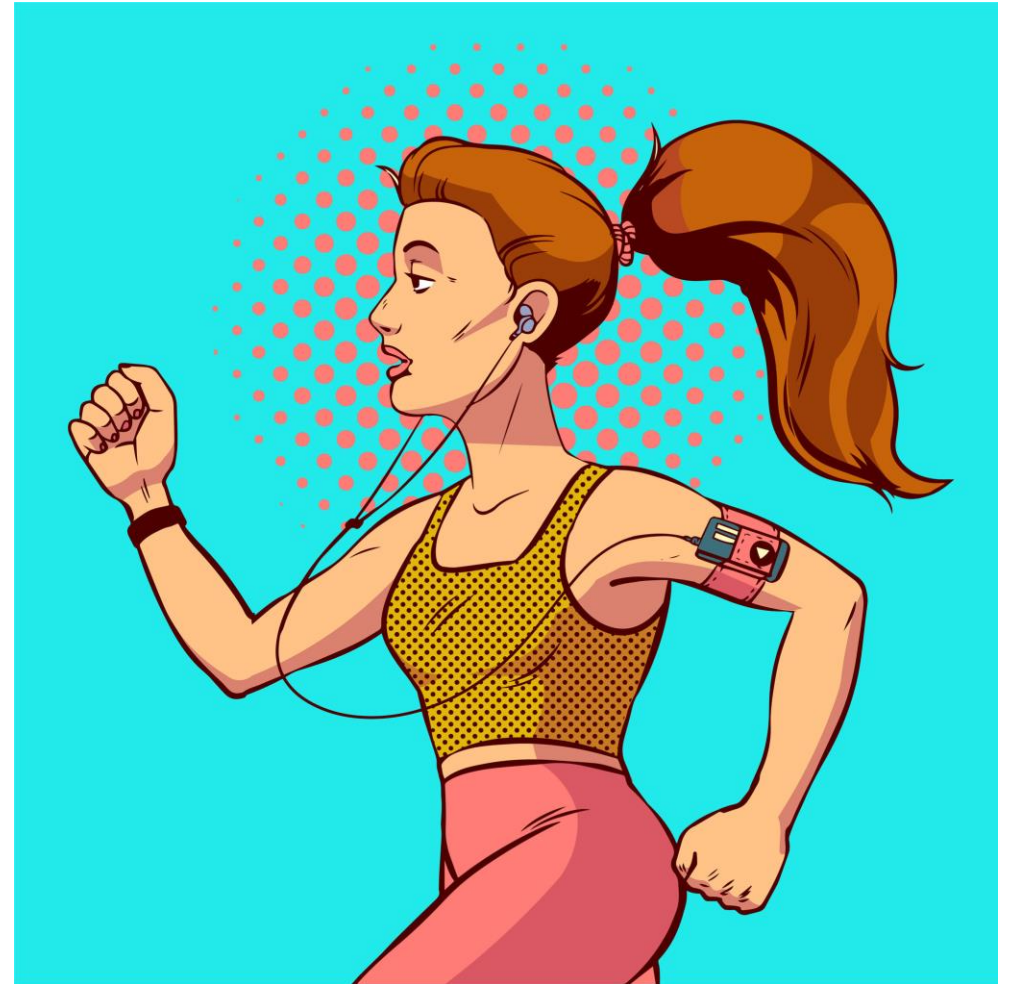


Fundraising Appeal Checklist

- Reading level at 6th grade or lower
- More You than I/We
- Story is about the donor and the beneficiary (or just the donor)
- Offer is clear
- It's a "bargain"
- Offer appears three or more times
- Images tell the same story as the words

Exercise

- Find a partner
- Working together, write one each of these:
 1. A Johnson box
 2. A P.S.
 3. An outer envelope
- Be ready to share



Step #4

Outer envelope

The most impactful piece



The Outer Envelope

Has the most impact of any element of the DM pack.

If the envelope doesn't get opened, it doesn't matter what else you've done right or wrong!

The Outer Envelope

One job: Get **opened!**

Not:

- Start the story
- Demo your brand
- Educate

Outer Envelope

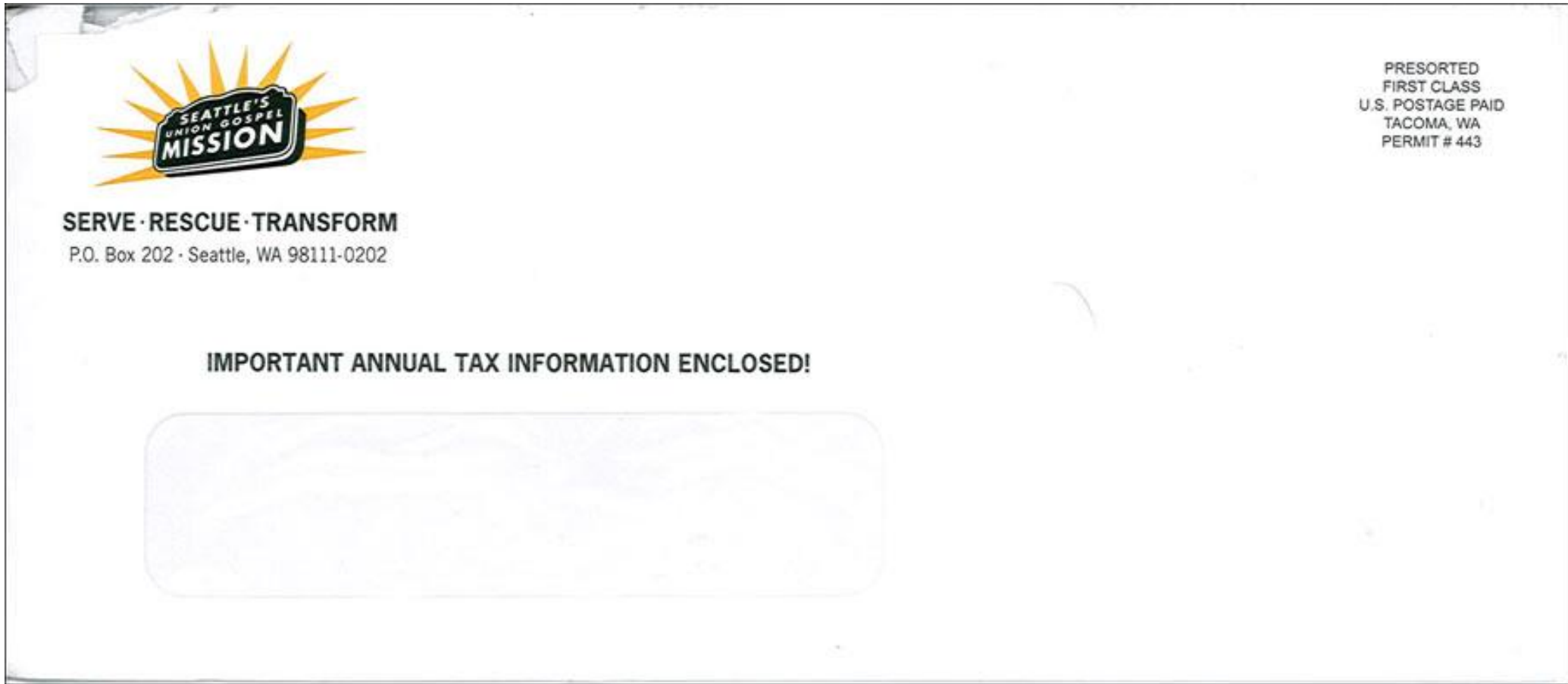
Curiosity



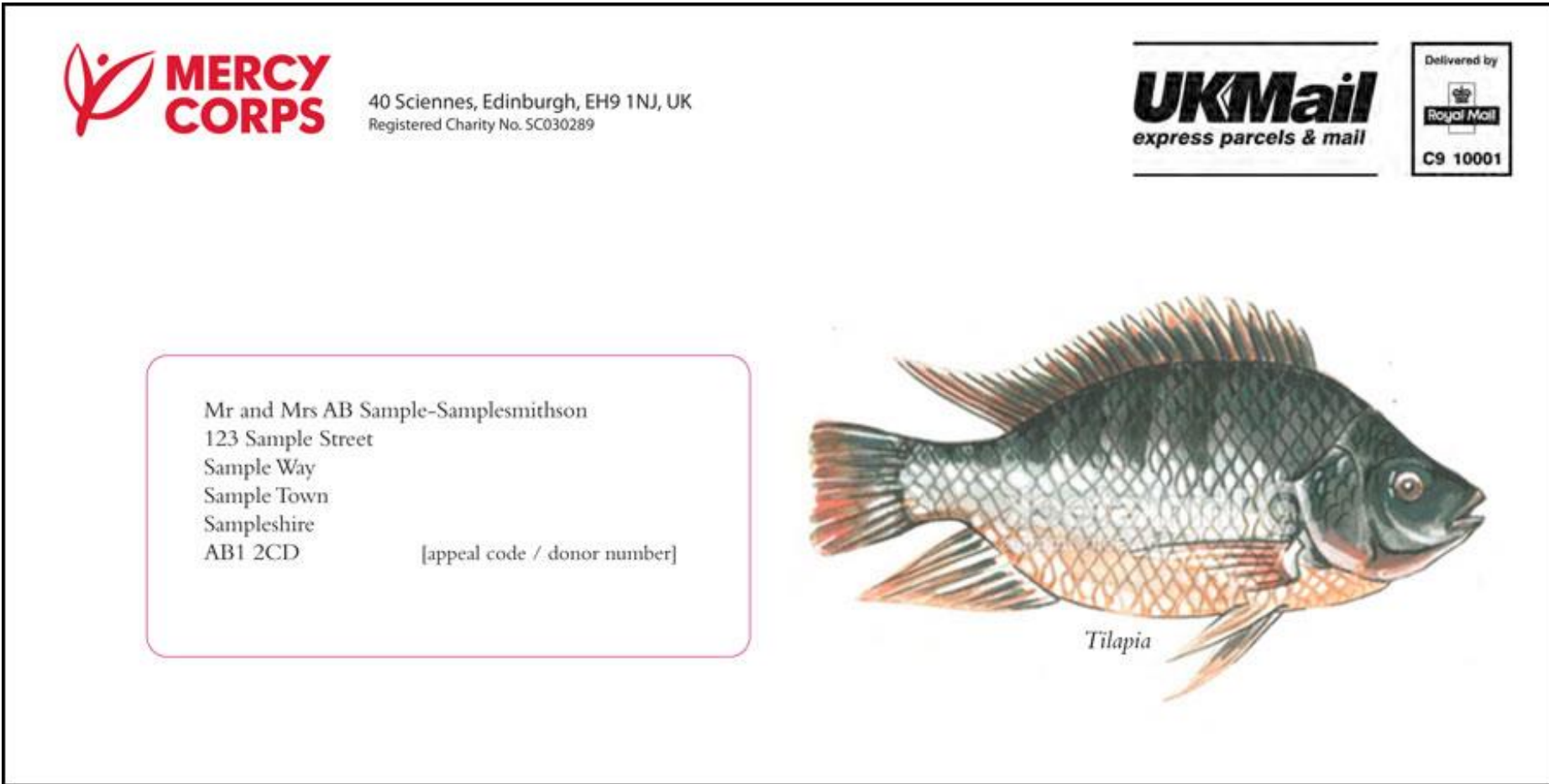
Outer Envelope - Curiosity



Outer Envelope - Curiosity



Outer Envelope - Curiosity



Outer Envelope - Curiosity



Outer Envelope - Curiosity



Outer Envelope - Curiosity



Spend more on envelopes!



Outer Envelope - Curiosity



Outer Envelope - Curiosity



Outer Envelope DON'T

cbm
christian blind mission
together we can do more

TRACHOMA CRISIS:

3 MILLION CHILDREN
are living with a blinding eye infection.

500,000 CAREGIVERS
are already on the verge of blindness.

We can save their sight, but we have to act **NOW.**

CANADA POSTES
POST CANADA

Postage paid / Port payé
Addressed / Adressé
1894129 / Médiaposte avec adresse

Outer Envelope



Risky!

Outer Envelope - Bargain



Outer Envelope - Bargain



Outer Envelope

Not just visual!

- Stock (tactile)
- Weight
- Lumpy

Outer Envelope

Change is good!



- Size
- Color
- Design
- Postage

Step #5

Lifts

Opportunity & danger



What else should you send?

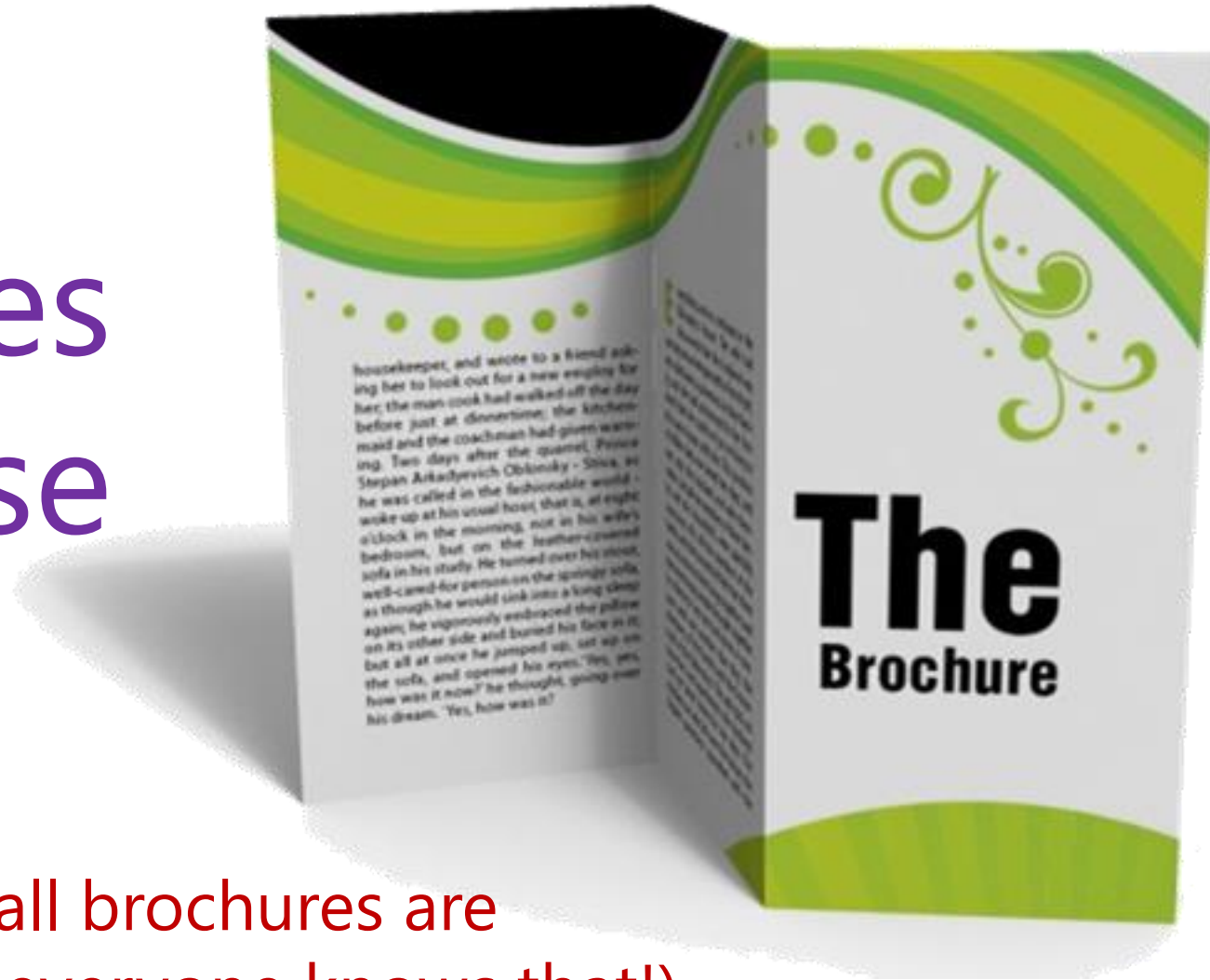
The more, the merrier!

(Within limits)

You are in the
business of
raising more
money – not
spending less!

The anti-lift

Brochures kill response



(My theory: almost all brochures are complete crap, and everyone knows that!)

Lift Notes

Would you like to send this beautiful Christmas card to a child who's too sick to leave hospital and go home for Christmas?

Just add your own message then pop it in the reply paid envelope with your Christmas gift. It will really give a Christmas lift to a child stuck in hospital this Christmas.

Thank you so much for spreading the magic!

Ciara



Lift Notes

I wouldn't normally send you a letter at this time of year, but I wanted to do everything I could to help the 500,000 moms and dads suffering in pain and fear of blindness.

I also thought you'd want to know about this incredible opportunity. How often do you get the chance to save someone's sight – to change a life in such a clear and lasting way?

If you're not in a position to give a gift, let me assure you that your prayers are deeply appreciated.

Thank you for all the ways you partner with us in this work.

Ed



Lift Notes



When I found out that I was sick I was really nervous that I had to stay in the hospital.

Some of the hardest parts of treatment was getting my port access, needles and staying away from my family.

Some of my favorite memories of the Jimmy Fund clinic was the nice nurses and doctors and I got to play at the Jimmy Fund.

I think of Dr. Sallan as the best Dr. ever and he is funny. He wanted me to bring him an ice cream back to him when I first met him.

Today I am feeling spectacular.

I still would like to be a scientist that makes medicine and I also want to be a hockey player.

Don't stop giving money to the Jimmy Fund because the Jimmy Fund saved my life.




— BROOKE



Lifts - bounceback

Shipping label

 Your generosity multiplied. Always.	255 Carter Hall Lane PO Box 250 Millwood, VA 22646-0255	 INTERNATIONAL ROUTING # 000087251	AIRLIFT LABEL 
This box contains medical supplies airlifted through the generosity of:			 2015:2 ID#87251
<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>▲ ▲ WRITE YOUR NAME AND/OR A SPECIAL MESSAGE IN THIS BOX ▲ ▲</p> <p>a compassionate supporter of Project HOPE's work to save lives around the world.</p>			<p>▲ PLEASE DETACH ON PERFORATION ▲</p> <p>With your gift, please include this AIRLIFT label.</p> <p>We'll place your label on a container of medicine and supplies being sent to needy hospitals and clinics in poverty zones around the world.</p> <p>Thank you for your generous support of Project HOPE's efforts!</p>
 HANDLE WITH CARE	 PLEASE EXPEDITE	 Shipping code: PHI-1529	

Sign and return this label so the people you help can see what you've done for them.

Lifts - bounceback

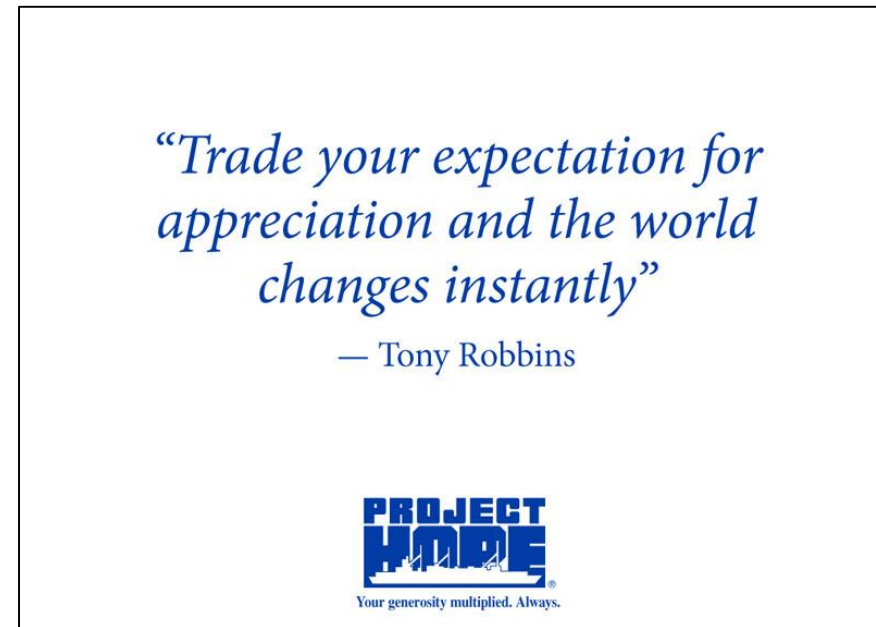
Get well card



Sign and return this card and we'll give it to one of the children here at the clinic.

Lifts - Interactive

Table tent



Keep these table tents and use them during your Thanksgiving meal to spark conversations about all you are thankful for.

Lifts – cheap and easy

Child charity forced to cut back
CATHY O'LEARY MEDICAL EDITOR
A major charity that helps seriously ill children has blamed the economic downturn for a decision to slash its services, including closing the hours of a reception unit at Princess Margaret Hospital and halving the number of hospital appointments for children.
Source: The Western Australian

Charity hit by fall in funding
by denise s. cahill
THE Starlight Children's Foundation will attempt to cut costs in various areas before it considers reducing hours at Princess Margaret Hospital in Subaco.
Corporations that had reduced their contributions by \$4000 to \$5000 had a huge impact on the charity.
Mr White said that while Starlight was investigating various cost-cutting measures, in the...
Source: The Mercury

Starlight to cut hospital services
DOWNTURN Charities hit
HOW do sick children cope with their illness during the global economic downturn? Starlight Children's Foundation is doing its best to help seriously ill children who are unable to have the number of hospital appointments they need.
The charity's chief executive, Catherine Murphy, says the number of hospital appointments has fallen by 50 per cent since 2008.
Source: The Age

Finance woes a blow to sick kids
Dying wishes denied
Janelle Miles MEDICAL REPORTER
THE Starlight Children's Foundation will slash the number of wishes it grants to seriously ill children this year by more than half as the economic downturn takes its toll on charities.
Source: Courier Mail

Starlight cuts after shortfall
THE Starlight Children's Foundation will attempt to cut costs in other areas before it considers reducing the hours at the Starlight Express and Club at Princess Margaret Hospital.
Starlight is urging the NSW community to get behind Starlight Day on May 1, the largest annual fundraising day for the Starlight Children's Foundation to ensure no child misses out on the love, laughter and support they deserve.
Source: North Coast Times Community

Donate and help sick kids
Source: Wellington Times

Starlight cuts kid visits
By NICOLE FERRIE
THE economic downturn has prompted one of Australia's best-loved children's charities to withdraw most Starlight visits.
Bendigo Health fund-raising manager Gloria Turner said it was unfortunate for children in the Loddon Mallee region that Starlight visits had been cut.
Source: Bendigo Advertiser

Charity tries to keep rooms
THE Starlight Children's Foundation will attempt to keep its rooms open as long as possible.
Source: Shining Time















Lifts/Freemiums

Bumper sticker



Lifts/Freemiums

Address labels

Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.				Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.	
Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.		Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.		Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.	
Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.		Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.		Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.	
Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.		Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.		Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.	
To: From:		To: From:		To: From:	

Registered Charity Number 20057978

Lifts/Freemiums

Holiday ornament



Lifts/Freemiums Calendar



JANUARY 2016

M	T	W	T	F	S	S
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Lifts/Freemiums

Greeting card



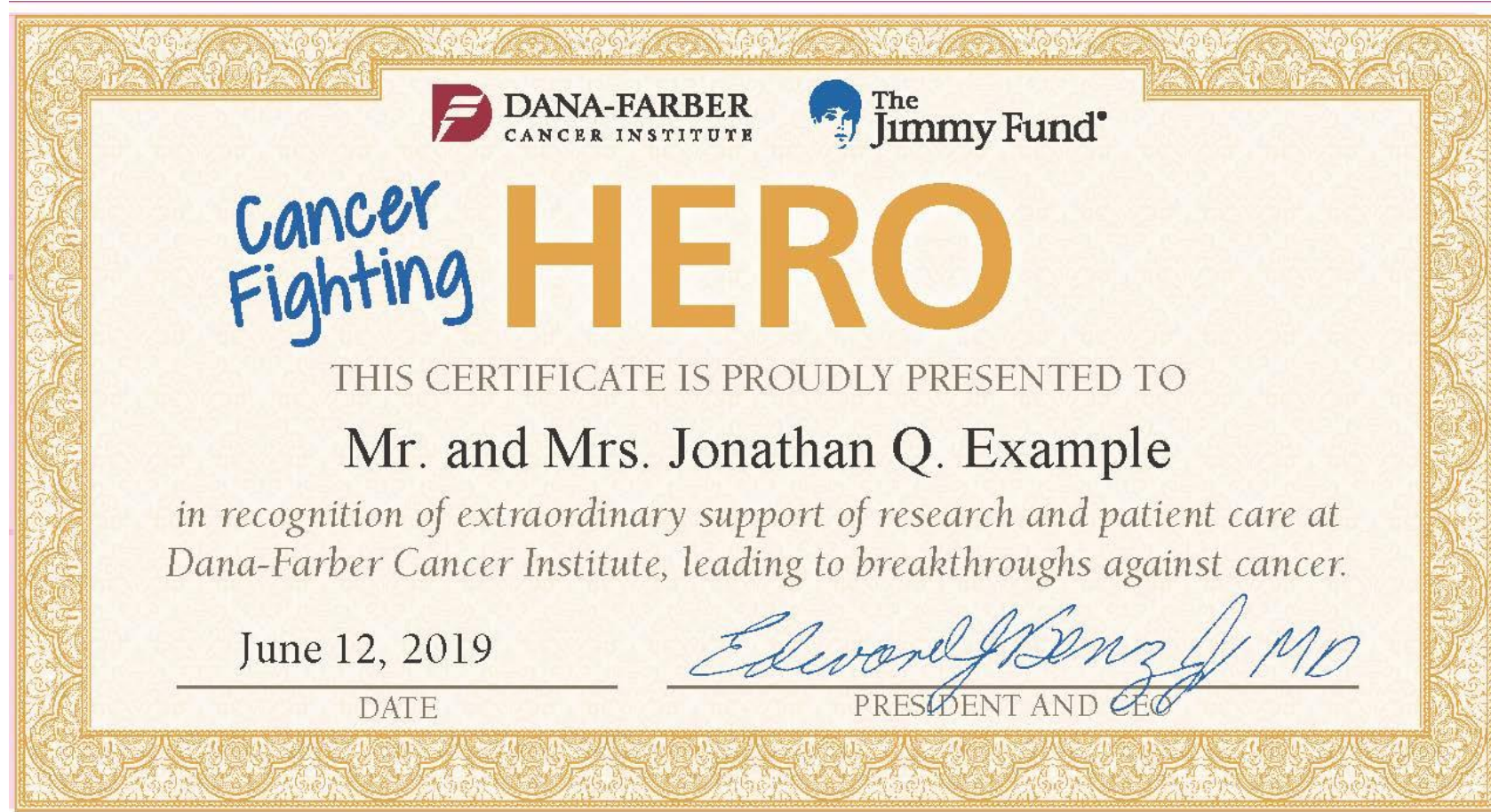
Lifts/Freemiums

Bookmark



Lifts I've Seen Work Well

Certificate




Lifts I've Seen Work Well


Magnet


DF-17XXX

*“You’re braver
than you believe,
stronger than
you seem, and
smarter than
you think.”*

– Christopher Robin
“Pooh’s Grand Adventure”



 **DANA-FARBER**
CANCER INSTITUTE

 **The Jimmy Fund®**

2017 SUPPORTER

Lifts I've Seen Work Well

Notepad



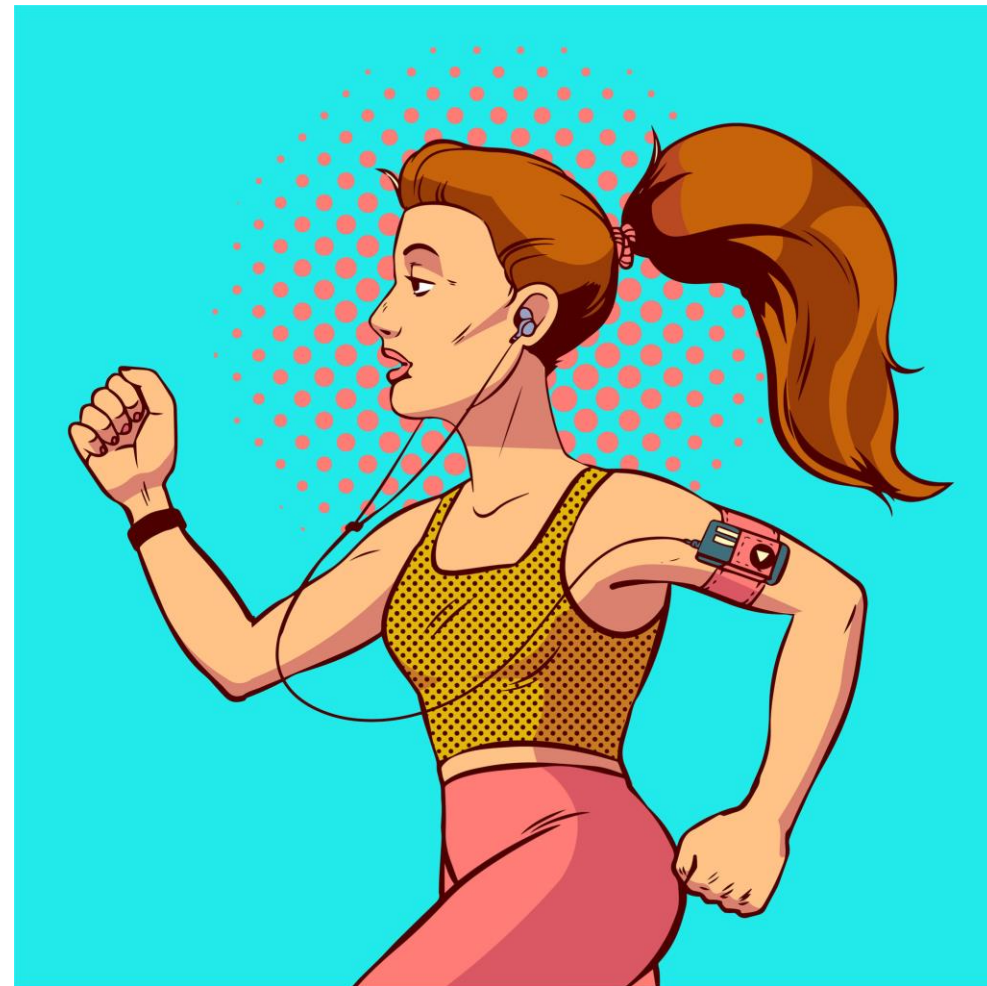
Lifts I've Seen Work Well

Tote bag



Exercise

- Find a partner
- Brainstorm one or two amazing lift pieces for direct mail
- Be ready to share



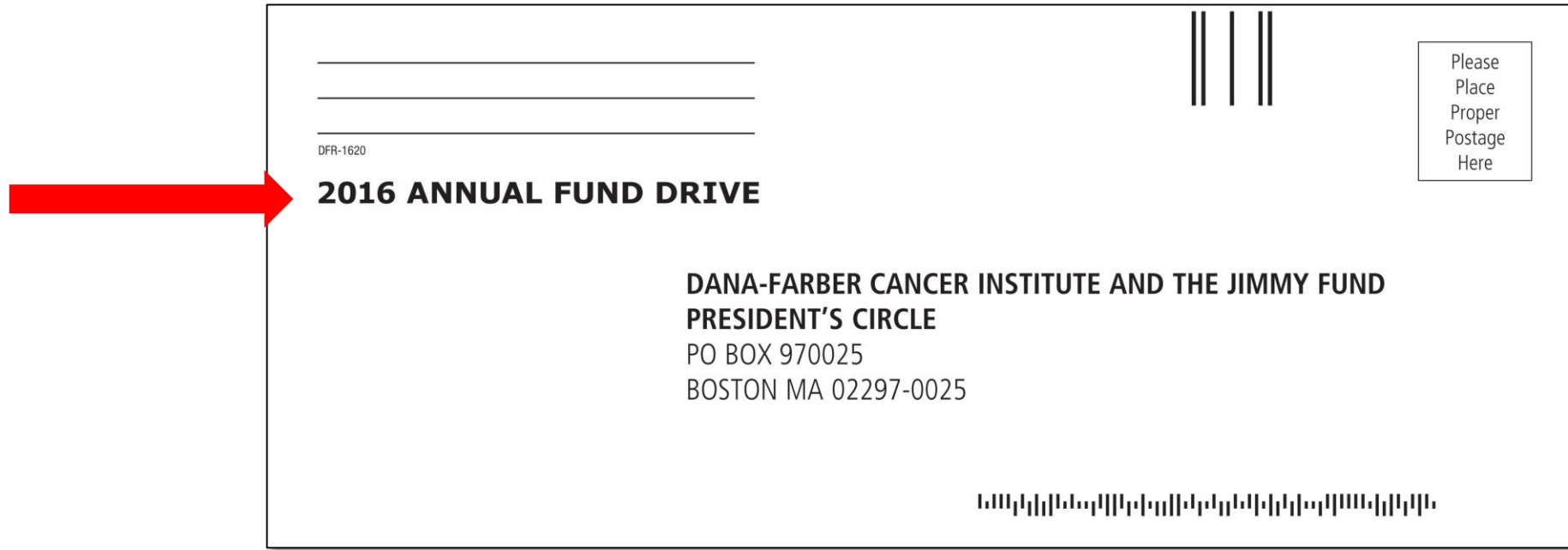
Step #6

Return envelope

Last chance to influence

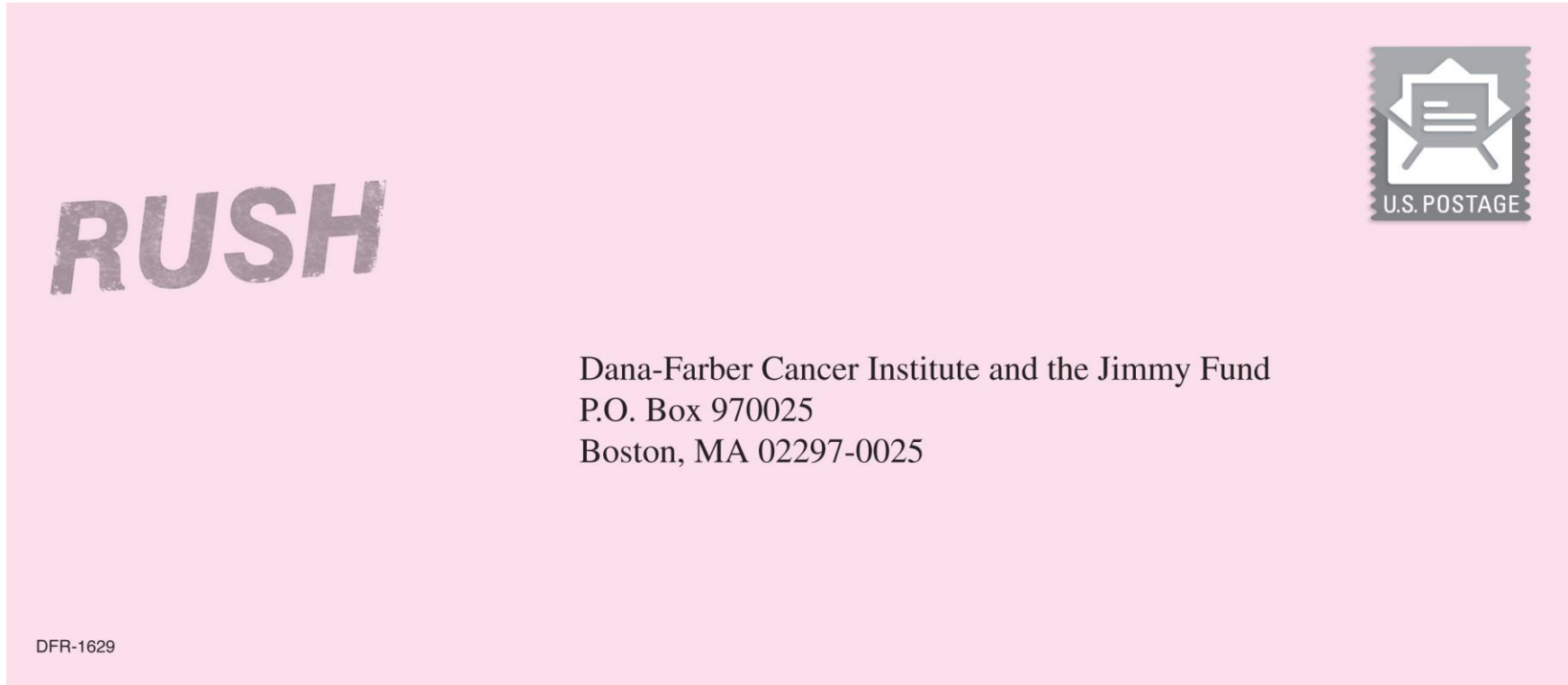


Return Envelope



Say something!

Return Envelope



Colored stock!

Step #7

After the gift



Sadly neglected part of DM

What you do *after* the donor gives may be *more important* than what you did to motivate their giving!



Relationship Fundraising

“Relationship fundraising is an approach to the marketing of a cause which centres not around raising money but on developing to its full potential the unique and special relationship between a charity and its supporter.”

- Ken Burnett



Why Donors Leave

5% Thought charity did not need them

8% No information on how money was used

9% No memory of supporting the charity

13% Never got thanked for donating

16% Died

18% Poor service

36% Others were more deserving of donation

54% Could no longer afford to donate

Source: Center for Philanthropy, Indiana University and Bloomerang.com



Thank Your Donors!

“Don’t forget, a person’s greatest emotional need is to feel appreciated.”

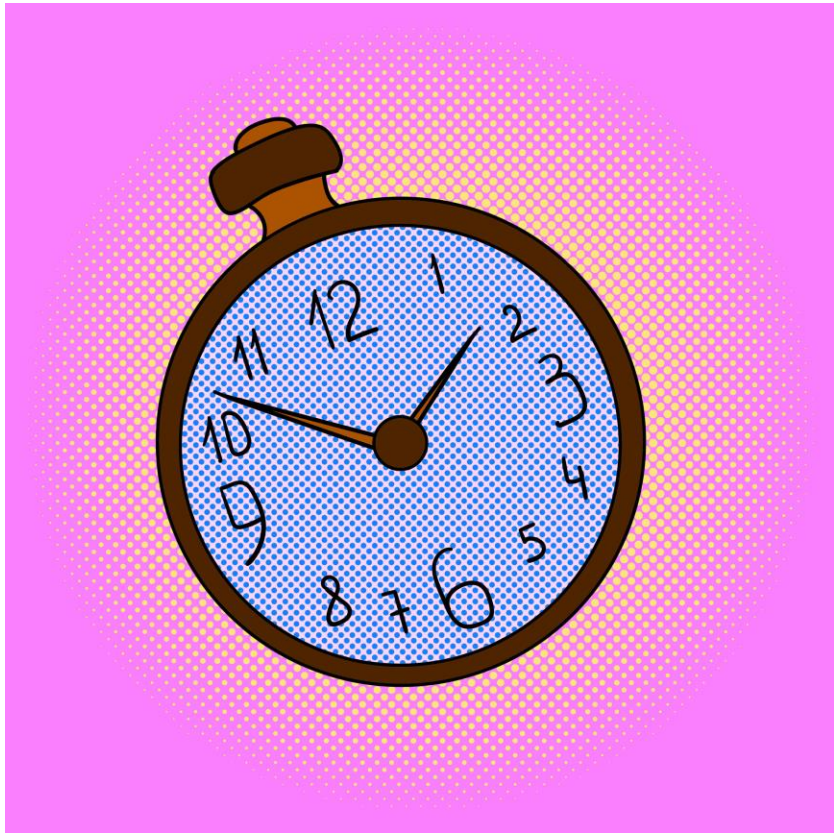
H. Jackson Brown



How to Thank Donors

Be quick

Send out gift acknowledgements within 24 hours!



Thank Quickly

The Mystery of the Crashing Retention Rate

How to Thank Donors

Be relevant

Thank her for the same thing you asked for. And with just as much emotion!



Thank with relevance!

They asked:

Will you supply life-saving meals of high-protein energy porridge for hungry children in Southern Sudan?

They thanked:

Thank you for fighting world poverty!



How to Thank Donors

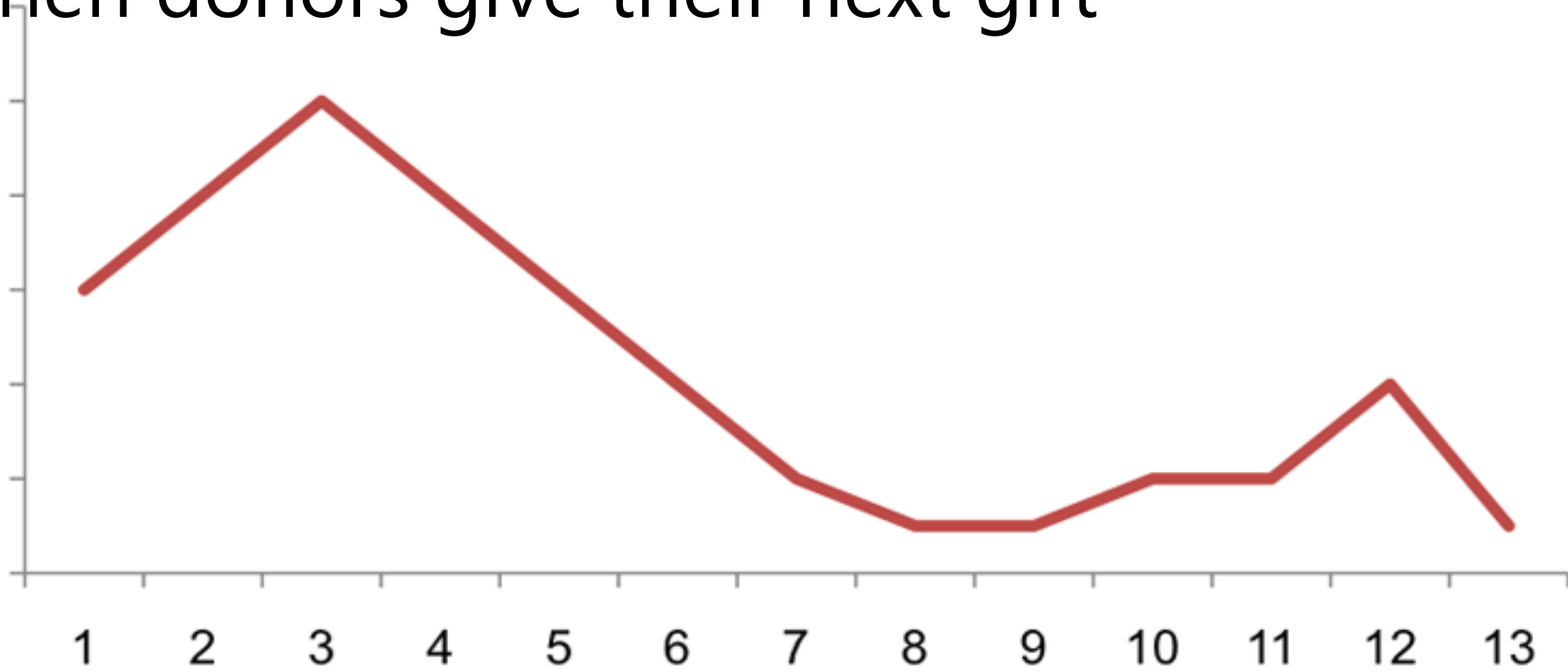
Don't be afraid to ask

Donors are most likely to give when they've given recently!



Don't be afraid to ask

When donors give their next gift



Months after initial gift

What Donors Need to Know

1. You got my gift. We received your \$5 donation on March 4.
2. You appreciate it. Thank you very much!
3. You aren't a scam. Watchdog logos, celebrities, and other promises of accountability.
4. I'm making a difference. Your gift will save lives!

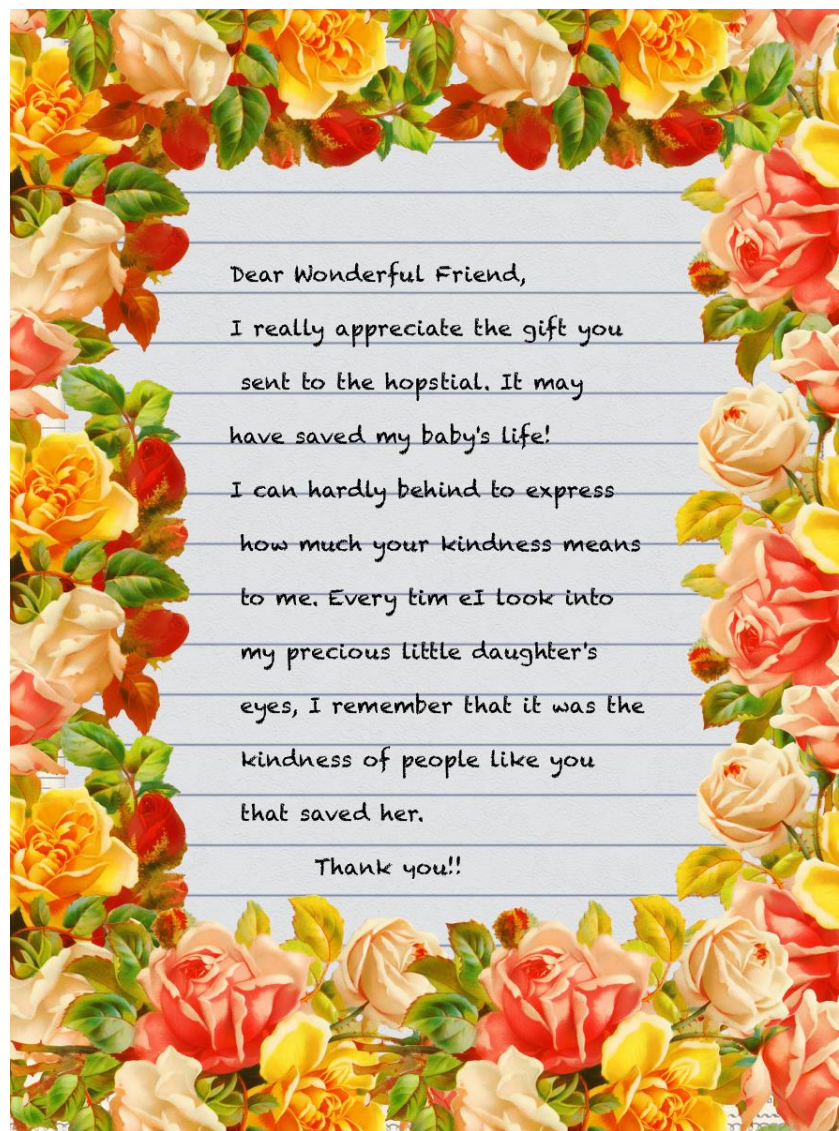
How to Thank Donors

Word picture

Puppies and kittens who have been patiently waiting in our shelter will now have the chance to be adopted into loving forever families....

Thank You Letter


- Longer
- Highly emotional
- From 3rd party (celebrity, beneficiary, etc.)



Other things



Other things



January 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

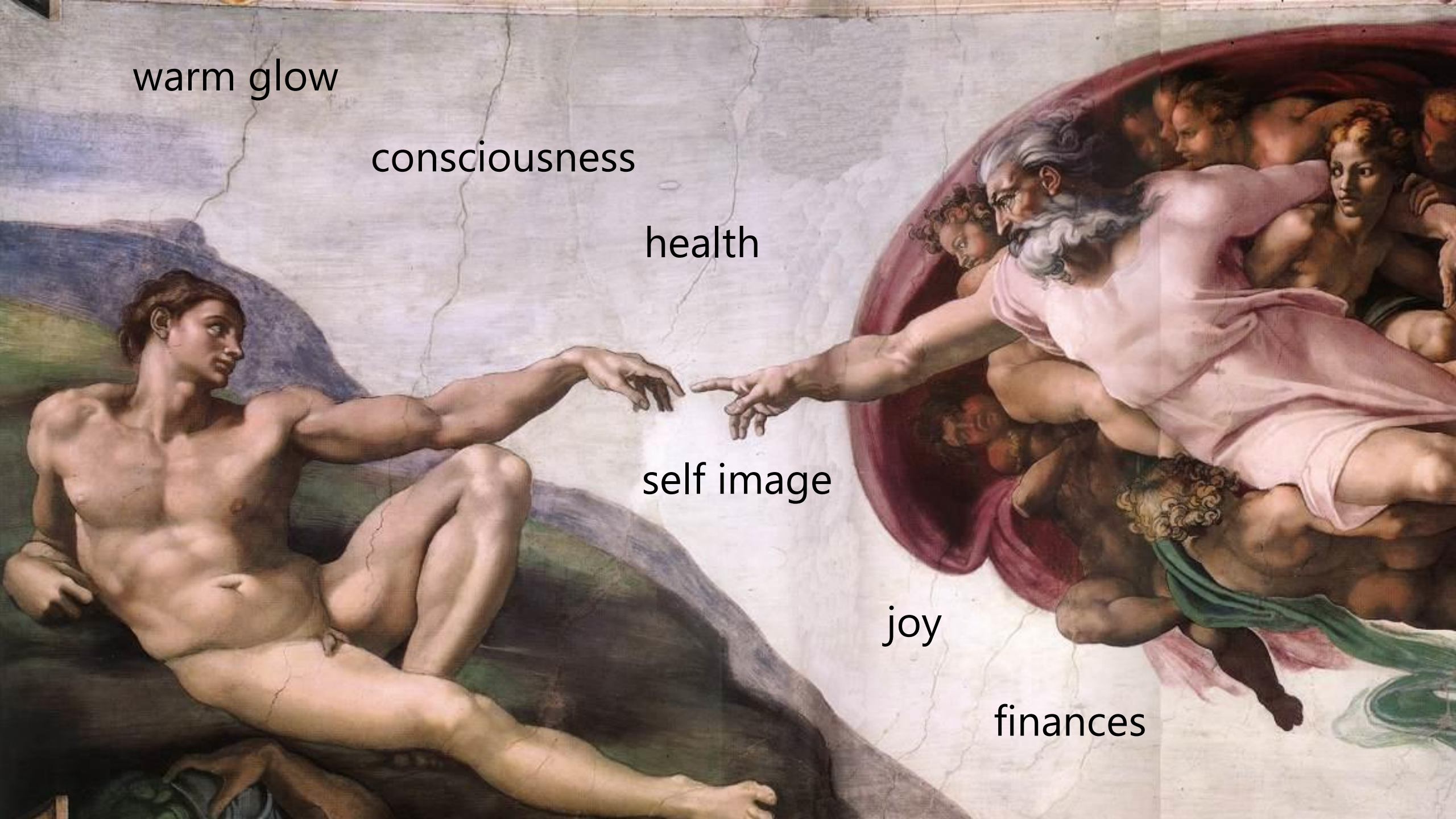


Phone call



Phone call

- "I'm not calling to ask for a donation."
- ID yourself
- Thank for gift
- Briefly: It makes a difference!
- Listen
- If no answer, leave a voicemail



warm glow

consciousness

health

self image

joy

finances

Questions?



Book a call with me!



www.moc.cool/BookJeffNow

