

# DIRECT FORUM

AUGUST 2011

VOLUME 7. ISSUE 8

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Direct Forum is a free e-mail newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

This month's topics include:

- 1. Uncovering eight opportunities for Fundraisers**
- 2. A few tips on copywriting**
- 3. 'Ad nausea' is it worse than 'junk mail'?**

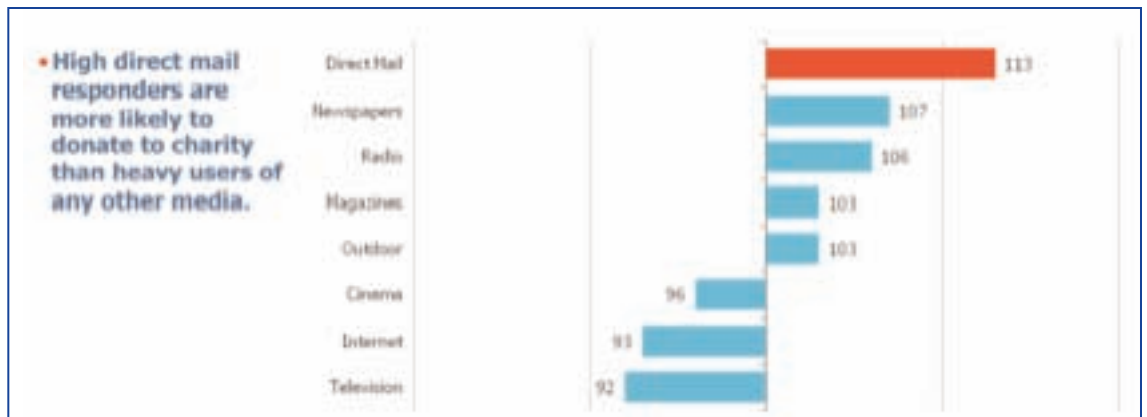
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## Uncovering eight opportunities for Fundraisers

### 1. DON'T CUT BACK ON DIRECT MARKETING:

Many charities have scaled back on using direct mail and opted for other ways of target their audience, even though direct mail still accounts for over 50% of many a charity's annual income. Cutting back on the number of mailings in favour of other means of contacting your donors can not only eroding your current donors base but may also be less effective.

- Charitable mailings enjoy a higher open rate as compared to other mediums.

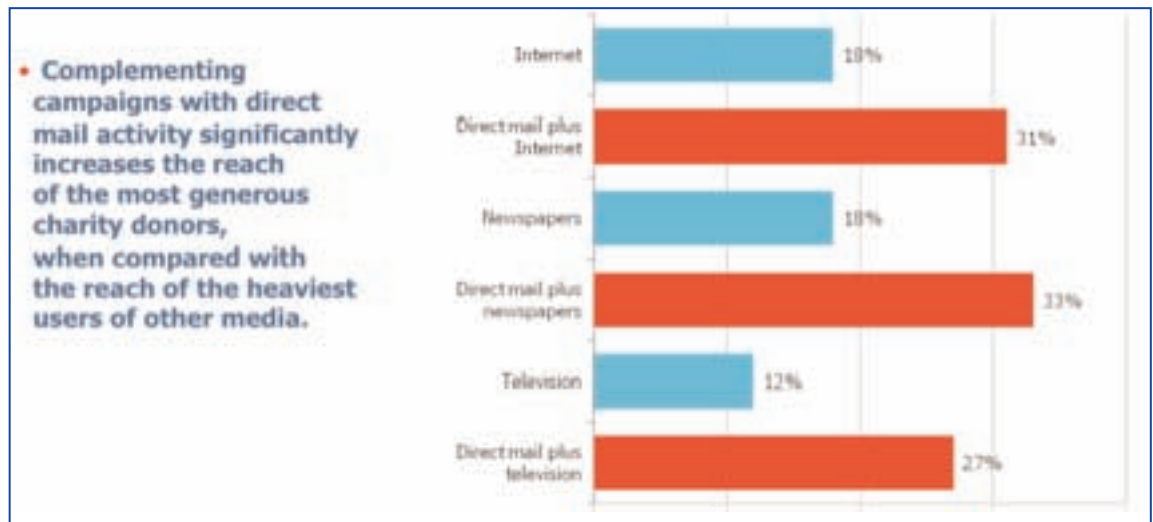


(Source: Royal Mail)

## 2. ALWAYS USE INTEGRATED METHODS OF SOLICITATION:

**While most direct mail responders donate money by mail. However, now a significant number do donate via the Internet, phone, text message, social media and interactive TV.**

- The Internet has now overtaken the phone as a method of reminding donors to give.
- Over 50% of respondents give by different methods at different times of the year.



(Source: Royal Mail)



## 3. STOP CHASING JUST THE MIDDLE INCOME GROUP:

**Income does not appear to affect the likelihood of respondents to donate to a charity.**

- While, the richest 10% in society are the most generous in terms of the size of their donations, they generally give a tiny portion of their wealth..
- The poorest 10%, who give, give a higher proportion of their wealth. These donors are most likely to be single women.
- The middle-income groups are the stingiest – but by far the largest group that fundraisers generally tend to target so you are competing with others for their donations.

(Source: nfpSynergy)

#### 4. IF YOU FEAR THAT YOUR CHARITY IS TOO SMALL AND THE MARKET PLACE IS DOMINATED BY THE BIG CHARITIES, THEN TAKE HEART.

Every charity started small.

- However you must capture the attention of a segment by being different, like the example below.



When the devastating flash floods hit Manila on September 2009, a group of the country's leading advertisers, print buyers, broadcasters and advertising

agencies got together to raise money for victims of the country's worst flooding in history. AHON, A start-up charity was formed.

They placed an insert with a 3-D effect in a variety of magazines. Enough to raise over 4 million pesos, to build 84 new houses in Manila in just five weeks.



This Special Olympics Letter was sent this summer to coincide with the **Special Olympics World Summer Games in Athens, Greece**

#### 5. USE EVERY SPECIAL OCCASION TO YOUR ADVANTAGE:

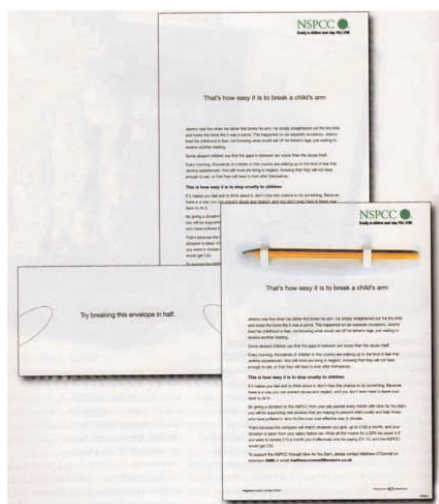
While most respondents donate at specific times of year, e.g. Christmas, Easter, Personal Events, Anniversaries, etc.

If you have a special event, it does offer an excellent window of opportunity exclusive to your charity, because:

- Most donations are made irregularly.
- 83% of respondents give different amounts at different times of the year.
- Three quarters of respondents give to different types of charity at different times of the year.



Often one of the best ways to get funds donated in Memoriam is by publicizing them in Newsletters or in Annual Reports like the one above for **Integra Foundation**



When one of their biggest corporate sponsors allowed NSPCC to contact their employees, they placed an envelope on the desk of every employee that read: **“Try breaking this envelope in half”**. Inside was a letter with a pencil that told the story of one infant whose arm was broken with the same amount of force they had just used to break the pencil. A follow up email the next day encouraged automatic payroll donations. The employer even promised matching funds. **Result:** The campaign generated a response of 6.8% and an ROI of 4.08.

## 6. RAMP UP MEMORIAM FUNDRAISING NOW:

Money given to charity in memory of someone who has died has become so popular that it will most likely outstrip money given through legacies.

So why not cash in now rather than in the future.

In a session called **‘Legacy and In Memoriam Fundraising in 2021’**, Kevin Kibble, revealed the following:

- There has been an increase in the number of in memoriam gifts to charities in the past four years.
- About 2,000 in memoriam pages on *JustGiving* in 2007, generated a total of £3m. In 2010 the number grew to over 8,000 for a total of £8m.
- This trend will continue to increase each year
- ‘Legacy’ income was worth about £2bn in the UK in 2007/08.

## 7. USE PAYROLL GIVING:

One of the best opportunities that exist for charities with corporate sponsors as partners is the possibility to go after the employees of the firm too. Four out of five employees are never asked to donate using the payroll giving option according to the Royal Mail. They estimate that charities with corporate donors not using this method are most likely losing millions each year.

- Employees of your corporate sponsors are more likely than the national average to donate money to charity through their wage or salary if asked.
- They are also more likely to volunteer, ask their friends to sponsor them or even donate money at this event.
- Participating in an event solidifies the relations between the employees and the charity and provides an opportunity to convert them as future donors.



My students created a great video for 'Save A Child's Heart'. A charity in Israel that provides life-saving cardiac surgery and other life saving procedures for children from developing countries

***Email me and I will send it to you this very touching video***

## 8. DON'T IGNORE YOUNGER PEOPLE:

**With all the talk about social marketing this age group in particular is most engaged in online communities, networking sites and blogs. The online communities are made up of similarly minded people, so if sufficient momentum is built up to support a cause, real rewards are possible.**

- Younger people (16-34) are disproportionately under-mailed and under involved. They constitute one quarter of charity donors, but only 5% are involved with a charity or solicited for donations.
- This generation is collaborative, enjoys participating (i.e. crowdsourcing; sharing especially online—and enjoys being part of the greater good; to contribute and to help.)
- They tend to have a more positive attitude towards charities and often want to get involved.
- Instead of money, they often donate their time or are the leading participations of events.

*(Source: trendwatching.com)*

**A side note: For years I have offered the help of my students to charities but only a few have been prudent enough to take up my offer.**

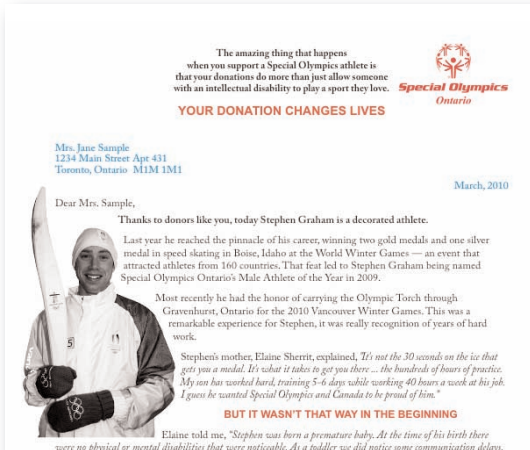
**Well, it still stands! I will be going back to teaching this September at both, Seneca and Humber Colleges. So contact me now if you are interested in getting a student as an intern.**

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## **A few tips on copywriting**

**Bill Bernbach once said, “A good writer is concerned with what he puts into his writing.... but a clever communicator is concerned not just with what he puts into it, but with what the reader gets out of it.”**

He knew that great ads came from an understanding of human motivations. Most people reading a passage have their own interpretation of what is being expressed. It is not a clear, precise, detailed registration of the contents but rather a vague, misty summation of what the words mean to them.



By revealing where the donation money went, this Special Olympics Ontario mailing generated a 19.67% response from just over 6500 house donors.

To separate **The Hinck's Centre for Children's Mental Health** from the others charities I did something different. I produced, two PSA's. Every time they aired, the charity was inundated with phone calls. To view both go to my website: [www.designersinc.ca](http://www.designersinc.ca)



Every reader reads with his own interpretation of words, his emotions, his prejudices, his urges and his own aspirations. Their brain plots the message, rationalizes the facts according to their own feelings.

To get your point across however you may have to be dramatic to capture your reader's attention.

Here are a few points to consider that are important to most donors:

**Trust & transparency** – more than half the consumers believe that not enough of the money donated goes to the cause, while a quarter say they would donate more if they could see where the money went.

One of the best ways to do this is by mailing donors regular personal updates showing them how a project they funded is progressing so they feel involved and valued and know where their money has gone.

**Duplication** – the concern that there are too many charities doing essentially the same work.

One of the best ways to distinguish that your charity is different from others is by demonstrating what exactly makes your charity unique.

**Apathy** – one third of the population is completely unengaged with the charities sector, while the other two thirds who do give need to be alerted so they take notice.

Simply, stating facts and figures or how great your charity is, is not enough.

You must get their attention before you tell them why their donations are important right now.

This **Springtide Resources** mailing had to deal with 'the plight of abused women'. It needed an arresting object as a metaphor to express the pain and suffering they endure. A **BANDAGE** — conjured up this feeling so it became part of the package generating a 22% response.

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## **‘Ad nausea’ is it worse than ‘junk mail’?**

Direct mail was quick to be labeled as ‘junk mail’. If it is because it has no relevance to those who receive it, then what about all the ads that are aimed at us daily, many are meaningless to us?

I believe that the average consumer is overwhelmed by the glut of ads splashed across TV, the Internet, radio, magazines, newspapers, billboards,

A recent study revealed that 63% say they would consider defecting from a brand that continues sending them generic, irrelevant content. And 22% claim they already had defected.

**Don’t get me wrong, I am not slamming the advertising industry, after all I was part of it for many years.**

**I am just raising a point and would love to get your feedback. What do you think?**

**Thank you.**

**Billy**

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### **OPT IN, OPT OUT, OPTIONS:**

- To unsubscribe, send me an e-mail simply saying, "Please, remove".
- To participate, send me an e-mail with your suggestions.
- To post a comment, please include your name, e-mail address and your thoughts.

**Let me remind you again that your name and/or e-mail address will never be shared, sold, circulated, or passed along to anyone else.**

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