



DIRECT FORUM

VOLUME 5. ISSUE 12

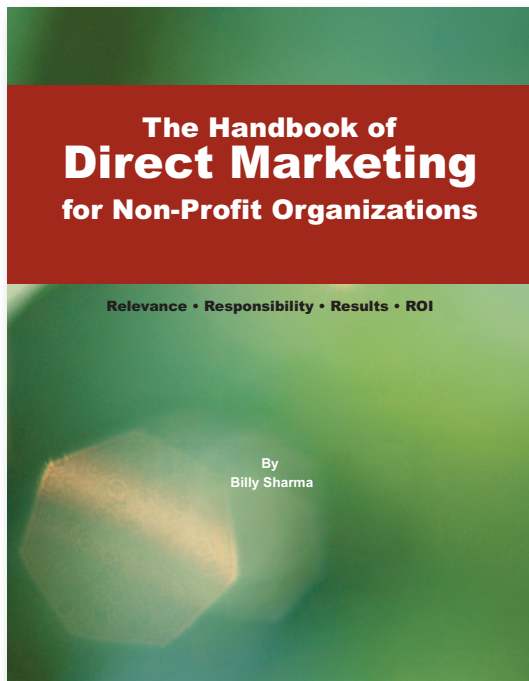
* * * * DECEMBER 2009 * * * *

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. **MY SECOND BOOK IS NOW AVAILABLE – CHARITIES TAKE NOTE**
2. **WHAT DO YOU THINK ABOUT THE NEW REALITY?**
3. **TRYING TO EXPAND YOUR FIRM'S SOCIAL NETWORK? THEN DON'T MAKE THIS COMMON MISTAKE**
4. **IN CLOSING**

MY SECOND BOOK IS NOW AVAILABLE – CHARITIES TAKE NOTE



By now you all know my passion for direct marketing.

I teach the subject at two collages, I preach the subject in my newsletter and over the years I have sold many products or services and raised a ton of money for companies large and small as well has for many charities: all using a variety of direct marketing methods. That's because it continues to be the most practical way to generate a response or to raise funds.

However, direct marketing works most effectively if you stick to the basic principles. This does not mean following rules blindly, but instead using intelligence to make ideas work best for you.

Recently I was asked by *Civil Sector Press* to write a book for charities.

The result: my second book, called ***The Handbook of Direct Marketing for Non-Profit Organizations***, was published this month. It is all about the fundamentals of direct mail fundraising and is richly illustrated with case studies that demonstrate what worked and why.

But don't just take my word for it; here's what prominent people in our industry, who previewed the book, said.

“The Handbook of Direct Marketing for Non-Profit Organizations is a practical reference guide for all not for profit marketers. Both those new to direct marketing and seasoned veterans will find the numerous case studies inspiring and an insightful demonstration of how to drive results from your next campaign.”

Laurene Cihosky
Senior Vice-President, Direct Marketing,
Advertising & Publishing Business
Canada Post

“Direct marketing is both an ‘art’ and a ‘science’ and appreciating the difference is the key to understanding your donor. Billy is a skilled practioner but the secret to his success is that he spends his time being interested in his subject, not simply trying to spew interesting copy.”

Glenn MacDonell
President & C.E.O
Special Olympics Ontario

“I buy a lot of fundraising books because I know one good idea can help raise 10,000% more than the cost of the book. This book is chock full of many good ideas that will help you raise a lot more money. It deserves to be on the shelf of every non-profit.”

Harvey McKinnon,
President
Harvey McKinnon & Associates

“Direct marketing is the highly productive work horse of the charity and business world. If that includes you, or your staff, volunteers or board, you need to read this book.”

Professor Ken Wyman CFRE

Ken Wyman not only endorsed this book but he will be using it as the new textbook in his post-graduate Fundraising and Volunteer Management program at Humber College.

The book retails for \$37. However, right now you can get it at a prepublication discounted special price: \$32. Just email me if you are interssted and I will get *Civil Sector Press* to send you a copy.

WHAT DO YOU THINK ABOUT THE NEW REALITY?

Remember how, years ago, radio and television brought families together? In those days dad, mom, son and daughter, grandma - the entire family - gathered to listen to or watch shows together.

Well, the new communications tools are changing all that. Now, the reality is more that dad, mom, son and sister are either watching their own TV program or surfing, on the net.

Or perhaps they are in separate rooms connected to their friends, some on the phone, others text messaging, some updating Facebook or twittering.

Yes, while mass media once brought families together, the new communication tools are creating a world of isolation for each family member.

Just like when the automobile gave people a chance to live and get to work from remote places; it changed our world, our cities and even history. So too the new communication tools have us barreling down a path of change.

It is creating isolation on one hand but communal involvement on the other.

Community building—with mini communities that focus on specific common interests—is one of the fastest growing trends. LinkedIn, Plaxo, Classmates and other social networking sites like Facebook, Myspace and Twitter, that allow people to share images, swap information, exchange ideas, share experience and give and get advice, are extremely popular.

I am not passing judgment, just observing.

I'd be interested to hear what you think. Is this good or bad?

And is this really just a trend?

How long do you think this will last?

Simply email me and say: Hi Billy,

I believe...



Special Olympics
Ontario

TRYING TO EXPAND YOUR FIRM'S SOCIAL NETWORK? THEN DON'T MAKE THIS COMMON MISTAKE

I just gave my Seneca students a real on-line and off-line project to work on. It was for **Special Olympics Ontario** and they did a fabulous job.

I am very proud to say that they came up with some stunning creative, very helpful research and some recommendations that the client will immediately act on.

In fact the work was so good, it was hard to pick a clear winner. So the client picked the work of seven groups from 17 groups who presented in all.

But the one thing I noticed where they all made one tactical error was in how they selected their on-line target audience.

As marketers we have traditionally segmented markets according to easily identifiable demographics like gender, age, social status, etc.

However, when it comes to online marketing that's the biggest common mistake.

How can you tell who is who any way?

You should only segment your market by their behaviour or attitude or by what interests them as indicated by what they do, think, like, respond to or dislike.

IN CLOSING

As the year quickly draws to an end, I hope it has been a productive one for you in spite of the recession.

Also, remember, a few months ago I wrote about a package from **UNICEF Canada** and another charity (**MS Society Canada**) that added coins to their mailing?

Well, I did some research and discovered that the original idea belonged to Walter Weintz, a circulation director, of **Reader's Digest**.

He mailed a record 100 million pennies as part of a

subscription campaign adding two pennies to every package.

The copy inside said, "Keep one penny for luck. Send back the other penny as a down payment on a subscription to the **Reader's Digest.**"

The results? It generated more than 1 million subscriptions.

That was then, it happened more than 50 years ago! Now, I hear they are going to test it again.

OPT IN, OPT OUT, OPTIONS:

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- To participate, send me an e-mail with your suggestions.
- To post a comment, please include your name, e-mail address and your thoughts.

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1407-99 Harbour Square,
Toronto, ON
M5J 2H2

Tel: 416-203-9787

Fax: 416-203-3568

Email: designersinc@sympatico.ca

Web: www.designersinc.ca