



DIRECT FORUM

VOLUME 6. ISSUE 1

* * * * JANUARY 2010 * * * *

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!

Let me first take this opportunity to wish you all health, happiness and a prosperous 2010.

This month's topics include:

- 1. THE REASON WRITING THIS NEWSLETTER MAKES IT ALL WORTHWHILE FOR ME**
- 2. THE FOUR MAJOR DIFFERENCES BETWEEN EMAIL AND DIRECT MAIL**
- 3. NOSTALGIA – A POWERFUL BUT OFTEN NEGLECTED FUNDRAISING TOOL**
- 4. THE POSITIVE RESPONSE TO MY BOOK & HOW YOU CAN GET IT**
- 5. FINALLY, IT'S NOT WHAT I SENT WITH MY YEAR-END CARD, THAT WAS SO WONDERFUL, IT'S WHAT I GOT IN RETURN**

THE REASON WRITING THIS NEWSLETTER MAKES IT ALL WORTHWHILE FOR ME

I got this wonderful email in response to my December 2009 newsletter:

Hi Billy,

Although I'm now far removed from the world of DM, I must say your newsletter still brings me to a place in my mind that is forever anchored. It's about results yes, but your passion for the "human-scape/human-scope" is truly refreshing!

Thanks - and YES - I want to OPT-IN for as long as you publish!

Tom Kjaersgaard

After I thanked him and got his permission to put it in this newsletter, he responded with another email:

Hi Billy;

I wouldn't say it if it wasn't the honest truth. You must be a busy man, with teaching, long client meetings in a challenging market and economy and the newsletter. You're a kind man, a learned one - and an inspiration.

Thanks for sharing!

*Sincerely,
Tom Kjaersaard*

See what I mean about it being worthwhile. As a true blue direct marketer, the thing I enjoy most is a response from you.

I welcome your views and would even appreciate suggestions of topics that matter to you.

Better yet, submit an article for possible inclusion. After all, this newsletter is called Direct Forum and goes out to over 800 avid readers.

THE FOUR MAJOR DIFFERENCES BETWEEN EMAIL AND DIRECT MAIL

While there are many similarities between email and direct mail copy, there are four key differences to be aware of:

1. The offer

Emails require greater emphasis on the offer than direct mail, because online prospects don't read copy, they scan it. Cut to the chase. Get to the offer right away.

2. Reference to real time news and events

Copy that reflects current news and events usually will out-pull copy that is not written with references to current affairs.

In email marketing, incorporating the latest news into your copy is more beneficial than it is in direct mail.

For example: If you are promoting the latest facts about Iran or the tragedy in Haiti in your newsletter, and you can get it to your readers while the topic is still hot, it is much more likely to be read. It also increases your credibility as an up-to-the-minute organization.



VOTED THE BEST EMAIL VIDEO OF THE YEAR

(2007)



3. Direct mail has a longer shelf life

Because direct mail is tactile, it has a much longer shelf life and can continue to generate a response several weeks after it is mailed.

However, with emails that isn't the case. You can't put emails away in a drawer to deal with later. New emails quickly smother the old ones, while taking good intentions down at the same time. And heaven forbid your beautifully written email should end up in a junk mail folder to languish until automatic renewal carries it off.

4. Email videos can help you make a stronger impression

While a powerful story, a single image or even an insert in a direct mail piece can stir-up emotions, email videos can go one step further. Because they aren't static they can enthrall you to the point where you watch them again and again.

You may even want to share them with friends. Just like the video called **melhor-mailFA.pps**. It is a perfect case in point. It was sent to me by **Ellen**, one of my regular readers, and it **was voted the best email video in 2007.**

Email me and I will send it to you:

designersinc@sympatico.ca

NOSTALGIA, A POWERFUL BUT OFTEN NEGLECTED FUNDRAISING TOOL

Just like many radio stations play Golden Oldies to attract their **Baby Boomer** audiences, so too can nostalgia tap into the treasured memories of this audience when it comes to fundraising. Anything that conjures up the good old days (think **Elvis** or the **Beatles**) can make **Baby Boomers** feel nostalgic and happy.

Similarly, every generation has its own memory spur.

Star Track and **Lord of the Rings** have a powerful appeal for '**Echo Boomer**', children of the Baby Boomers, who grew up during the electronic age.

Movies like **The Twilight Saga: New Moon** and **Avatar** appeal to **Generation Z** who have been growing up with electronic games.

Memories that tug on the heartstrings can also get donors to open their cheque books.

In a recent American study more than 500 donors who had given to charity in the previous 12 months were asked about what made them feel happy, sad, lonely or angry.

They were encouraged to recall any significant events in their lives and write down how these memories made them feel.

The Result:

It was found that, evoking memories of the past had a very positive effect on audiences. The level of nostalgia felt by the person was connected to their charitable giving habits. Stirring good memories was linked to intent to donate and ability to make a commitment.

Using nostalgic shows has produced great fundraising results for organizations like **TV ONTARIO (TVO)** and **Public Broadcasting Service (PBS)**. They have used nostalgia very successfully during their fundraising phase by playing old movies and old popular TV episodes to attract older audiences who are charities' most generous donors.

Nostalgia seems to get through to many groups when other things don't. It definitely has a place in fundraising so do include familiar iconic images and sounds in your materials.

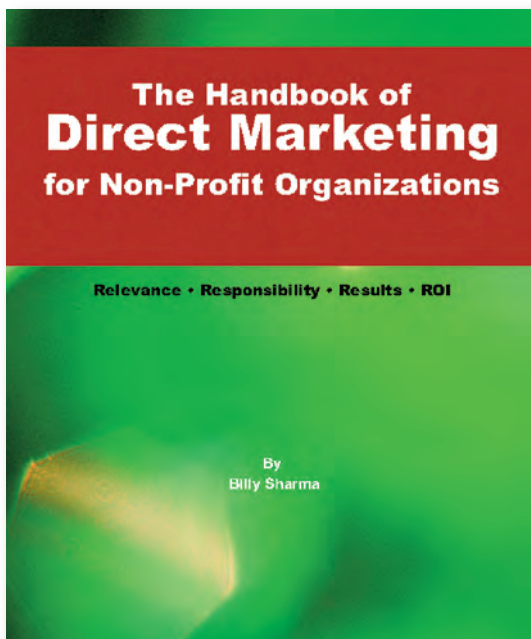
A GOOD RESPONSE TO MY BOOK & HOW YOU CAN GET IT

Many of you enquired about my 2nd book, published by **Civil Sector Press** called: **The Handbook of Direct Marketing for Non-profit organizations**.

Ken Wyman wrote, "Billy Sharma has drawn a road map that will help so many non-profit organizations (and for-profit businesses, too) get the results they need."

Here is the link to the book if you wish to get it:

<http://www.canadianfundraiser.com/Bookroom/productDescription.asp?crypt=DXpwDhYdd2t9f2seeHduBA-MUfxgdFXhwdH92cwUQdXZ9eWYDFmULBAE=>





FINALLY, IT'S NOT WHAT I SENT WITH MY YEAR-END CARD, THAT WAS SO WONDERFUL, IT'S WHAT I GOT IN RETURN

At the end of every year, I send out a greeting card along with a practical gift. Here's what I sent out in December. It was mailed to over 250 friends and clients.

Although I got many delightful, funny and practical responses as to the many possible uses of the tape measure that accompanied my card this year, here is one I know you will all enjoy:

Hi Billy.

Thanks for the skookum tape measure.

It got me to thinking about the crucial difference between features and benefits. As direct marketers, we are OK with features (what it does) but we are obsessed with benefits (what it does FOR ME!)

So I thought I'd send you three benefits of your marvellous tape measure:

- 1. I can quickly tell if the snow is deep enough for cross-country skiing. (Looks like tomorrow's the day!)*
- 2. At a trice, it will entertain my grandkids for at least 10 minutes before I feel the need to rescue it so it will continue to perform this important magic.*
- 3. With it's glorious colour, I can put it beside something I need to find quickly - like my always-disappearing car keys.*

Thanks for the gift - and the opportunity to riff briefly on features and benefits.

Happy New Year. Here's to a green 2010.

David Love

PS I'm a bit surprised that Mickey Mantle didn't get a tape measure that was 60 feet, 6 inches long. What happens between that distance makes all the difference in the world.

If you wish to be added to my year-end mailing, just say 'COUNT-ME IN NEXT YEAR!' in the subject line and send an email to: designersinc@sympatico.ca

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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