



# DIRECT FORUM

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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!

Like summer this issue is short and sweet. – Enjoy!

This month's topics include:

- 1. PART 2: HOW DO WE ACQUIRE NEW PROSPECTS IN THE FUTURE?**
- 2. A FEW HINTS ON HOW TO TALK TO THE RECRUITERS IN A REFERRAL PROGRAM**
- 3. MY COMPANY IS CALLED 'DESIGNERS INC. ' FOR A VERY GOOD REASON**
- 4. STEPHEN PIDGEON'S RECIPE FOR RAISING FUNDS IN THE MOST EFFECTIVE WAY**

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## **PART 2: HOW DO WE ACQUIRE NEW PROSPECTS IN THE FUTURE?**

As I mentioned in the last issue, prospecting is the life-blood of every business, so we all need to find new approaches that are effective.

Last time I mentioned three ways. Here's another one:

### **Customer Referral Programs, or 'friend-get-a-friend'**

Predictive attrition analyses often show that the most loyal customers are those who are willing to urge another customer to sign up for your product or service.

When you succeed at convincing someone to 'recruit' for you, you not only get the value of the new customer they acquire, you also roughly double the value of the current customer.

### **Why does this work?**

Remember that while charitable giving may be down right now, volunteerism is on the rise.

Stats Canada reported that both the number of volunteers and number of hours they give have grown in the last few years.

### Who benefits?

This works particularly well for sponsorship programs like the **Christian Children's Fund of Canada, World Vision**, etc. It could also be used effectively by charities that rely on membership.

Examples:

**World Vision** has had the greatest success in getting people to recruit more members on their behalf. Last year alone volunteers recruited more than 4,000 new monthly donors.

One flight attendant at Southwest Airlines is **World Vision's** most successful recruiter. She has single handedly persuaded 400 people to become monthly donors, including a passenger on a flight to Indianapolis. He offered to sponsor a dozen children for at least a year and, as he got off the plane, he handed her a cheque for \$5,000.

Similarly, in England, an organization called '**London Dogs Rescue**' raises about half its income from individual supporters recruited through friend-get-a-friend initiatives.

Their volunteers recruit about 5,000 new dog lovers a year, of which 70% are still giving five years after their first donation.

The program works by keeping people in touch with the progress of particular animals they have sponsored.

Reference is made to the success of previous appeals and supporters are given newsy bits of information about dogs and staff, such as "*Becky the chief kennel maid recently got bitten rescuing a stray*".

The linchpin to the program is the appeals manager. Many supporters write to her on a first name basis or ask to speak to her on the phone. She signs all the appeals and keeps in touch with the sponsors.

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Visit the websites of **Christian Children's Fund of Canada** at: [www.ccfcanada.ca](http://www.ccfcanada.ca)

And **World Vision International** at: [www.wvi.org](http://www.wvi.org)



Visit **London Dogs Rescue** website at: [www.dogpages.org.uk](http://www.dogpages.org.uk)

## A FEW HINTS ON HOW TO TALK TO THE RECRUITERS IN A REFERRAL PROGRAM

As important as what you say is how you say it.

Blatantly telling members: *"Tell your friends about our organization"* is definitely not the way to go.

It is far better to say, ***"Help us recruit 10 new members now so we can immediately send medical supplies and fresh water to cyclone victims in Myanmar. "***

For another method, here's what I did in a recent mailing for **Breakfast for Learning.**

I wanted to show how loyal donors could increase the value of their gift by teaming up with their friends and family. The whole gang would be taking advantage of a matching gift program that could increase their donation by 50% to 100%, depending on their contribution size.

I used flattery to get these loyal donors to recruit family and friends to pitch in.

The sub-head said, ***"Surely, you know enough friends who are as generous as you are. "***

**You get the point. You must let your loyal donors know you think they are important if you want to keep them involved. In charitable fundraising they refer to the process as cultivation or stewardship.**

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## MY COMPANY IS CALLED 'DESIGNERS INC.' FOR A VERY GOOD REASON

**Design is very important to me.**

I believe that often sets me apart from other writers. In fact, many of my solutions tend to come from the design side first.

Take for example that same direct mail piece for **Breakfast for Learning.** In this case the most important thing was to reveal hidden facts as to why children can't function well on an empty stomach.



## The solution was a simple lift tab.

Sure there were other things that were important to communicate too, but they were easily handled in the copy.

Judging from you readers' feedback, I know that I have been successful in demonstrating to you that design plays a paramount role in everything I do. To all the new subscribers, I invite all of you to visit my website: [www.designersinc.ca](http://www.designersinc.ca) and review my work. You will see what I mean.

## Smart designs get noticed

Remember, the first thing of importance in every communication piece is the look and feel of the piece. Like impulse selling, design has the power to draw in the recipient. It is what attracts the eye that is most important as it makes us decide what we do next.

I am privileged to be designing the Annual Reports of both **Breakfast for Learning** and **Special Olympics Ontario**. Will keep you posted on those.

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## STEPHEN PIDGEON'S RECIPE FOR RAISING FUNDS IN THE MOST EFFECTIVE WAY

Stephen Pidgeon, a UK fundraising consultant who writes a newsletter '**The Secret of Developing Supporters**' makes the following important point:

Deciding to give money to a charity is an emotional process. It has much more to do with the heart than the brain, so a mailed appeal should aim to produce tears of sadness or outrage or anger. An event must produce laughter or comradeship or unity.

You should try to give your supporters ... 'planned emotional moments,' moments when they feel like thanking the charity for the opportunity you've given them to do something they'd be unable to do without you.

When it comes time to ask your supporters for money, of course you have facts that support the need. But do you have that emotional hook?



Other examples below



An emotional hook is a lot harder to find than a good portfolio of facts. You can't measure the tear-jerking quotient of a word-picture. You can't quantify the outrage factor of a photo. You can plan emotional moments, but you can't know for sure if you got the right one, until it works.

Here's his recipe on how you can get it right:

- Put an experienced professional on the job. Someone with a track record of creating successful emotional appeals;
- Give them full access to the things they're going to be raising funds for. All the facts, sure -- but also front-line, hands-on access to the projects;
- Get out of their way;
- Test what they come up with in real life;
- Repeat.

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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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