

**Mailing Mistakes
that
Lose Donors
and
Donations.**

**Why are we
sending mail?**

**Because
it WORKS!**



- Direct mail marketing on average garners up to 37x times more **responses** than email
- Average **time** spent reading:
email (less than 1 min) – mail (30 minutes)
- Direct mail is the most **preferred** form of marketing by customers (54% preferred)
- Studies show direct mail has a stronger **emotional** impact over digital marketing resulting in stronger recall
- 80-90% of direct mail gets **opened**, only 20-30% of unsolicited email gets opened
- 79% of consumers open direct mail **immediately** vs just 45% for email

- Direct mail ranked as the top purchase influencer for baby boomers (donors)
- 40% of consumers have made a **purchase** in the last 3 months because of direct mail
- 92% of **millennials** are influenced to make a purchasing decision because of direct mail
- 48% of people **retain** direct mail for **future** reference
- 98% of people bring in their mail the day it's received
- **Affluent** households prefer direct mail over email
- Direct mail: still the #1 **influencer of seniors** switching and choosing medicare plans



By sending physical mail you won't be blocked out by a software-based spam filter. The spam filter is **human** – which is extremely important, we'll get to that.



STORYTIME

Don't try this at home

At the end of 2012 the American Cancer Society decided to stop their direct mail acquisition projects and see what the consequences were. They reported their findings to share the results.

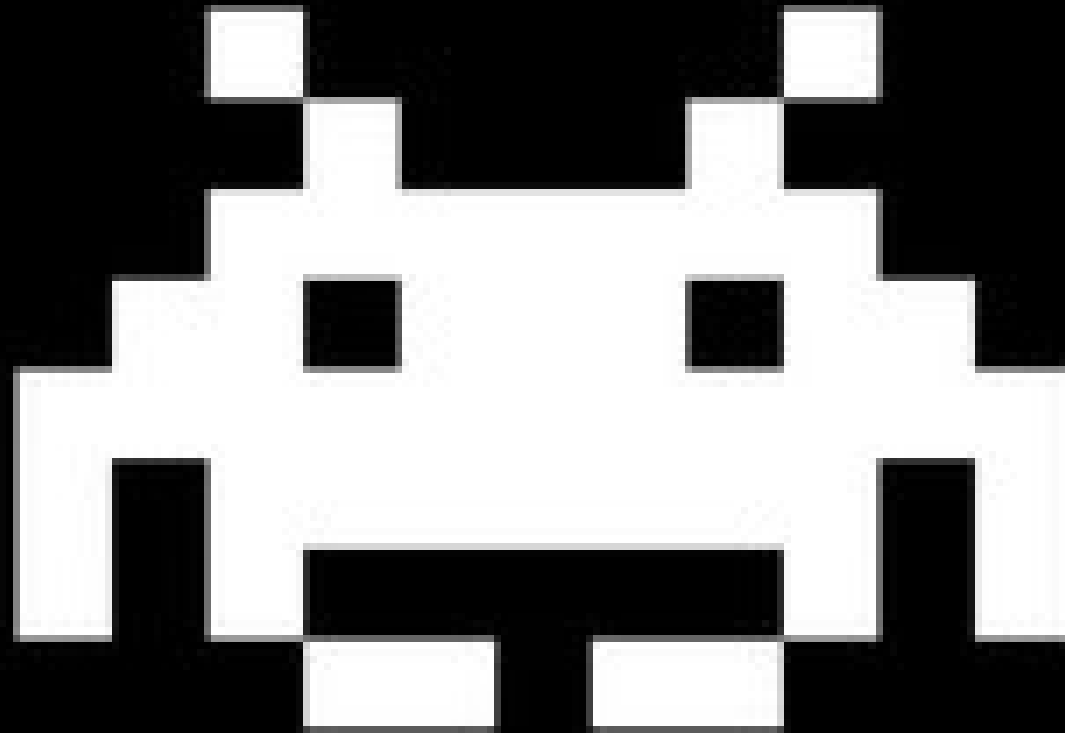
What do you think happened?

- New donors dropped by 11%
- New donor revenue dropped \$11 million
- **The Relay for Life** raised \$25 million LESS than the previous year

**What are best-practices
for your organization?**

Not necessarily what works for others.

**When enough people do
something incorrectly,
it winds up feeling
like it's correct.**



PRESS START

BAD FREQUENCY

Bug them until they donate?

The amount of times we are **asking** is not appropriate for sustaining interest and improving donor relationships.

So what can we do?

Make an annual **routine** where you are touching on people **more** than once but **not too much**.

- **Once a year:** means you are there only to ask for money.
- **Mailing out something once a year to donors will typically not keep them aware enough to repeat or improve upon donations.**
- **Can give the impression that they are relied on only for donations (with little interest in developing the relationship).**

BAD FREQUENCY

Bug them until they donate!

- **Twice a year:** means you're out there and you're active,
- **Three times a year:** whoa now, does budget support this? If so, variety and diversity of information becomes crucial to how the ask is being presented.
- **Four times a year or more:** We REALLY need budget to support this, and we REALLY need to diversify what we're sending (again this pertains specifically to 'ask' pieces).
- **Mailing to a lot of people only once a year is not as effective as mailing to fewer people more frequently.**
- **The latter is going to have more impact on those recipients and gives you more leverage in growing them as consistent donors.**

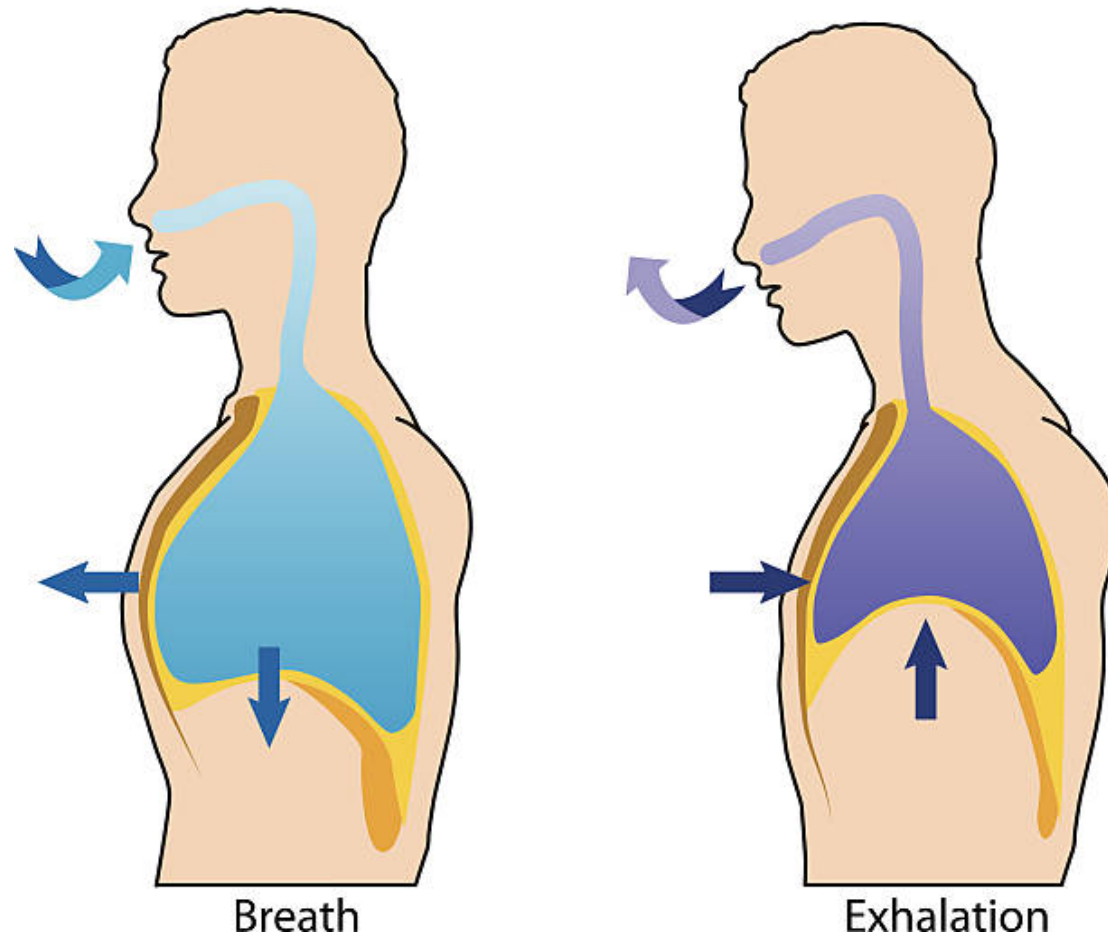
BAD FREQUENCY

Bug them... until they donate?!

Are we conflicting/overlapping with other stuff?

- Parties, galas, volunteer days. Appeal-Mailings should be decently spaced from events to give adequate breathing-room between touches.
- As much as is possible: **Make a year-long calendar in advance: not all dates will stick precisely**, but these plans give development teams more control and more structure, and that improves planning for each project.
- Mailing at times when people are not expecting to be asked helps reach **prospects**. January and summer are great opportunities to test for responses or keep up the momentum from larger appeals with more casual ‘touches.’

TAKE A BREATH



and we move on to...

RUSH PLANNING

Haste makes Waste

We're late with a mailed appeal and we have to rush to get it done

So what can we do?

Moving backwards from the time you want the money, look carefully and realistically at the time necessary for preparation, review, printing and inserting, travel time in the mail, and your donors' response procedures.

- **How long does writing a good message take?**
Some people say a lifetime...!
- **How long does the design process take?**
Ideas, brainstorming, gathering imagery, all take time.
- **How many people need to review? This is a big factor,**
the more people involved, the longer it can take.

RUSH PLANNING

Haste makes Waste

- How long does the physical printing take?

Different quantities take different times. Materials need trimming, scoring, folding, inserting, sealing, stamping, etc.

- How long do the mailing procedures take?

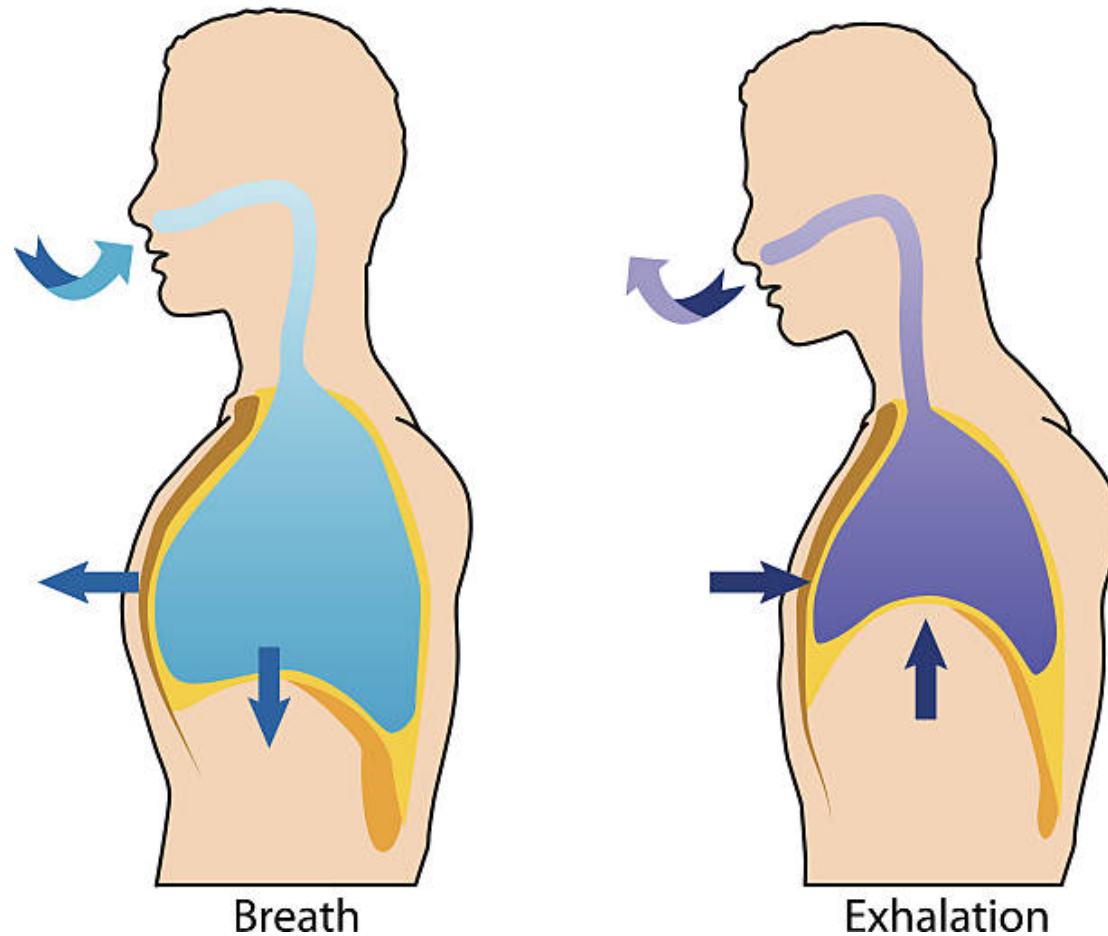
Are the lists **clean** and easy to process? Are there multiple segments and variations on the letters?

- Give people the courtesy of time to respond, especially for year-end projects.

Each project is different, but allowing for an estimated timeline will provide you with more schedule control.

I know it sounds simple but it will go a long way once the project is in motion!

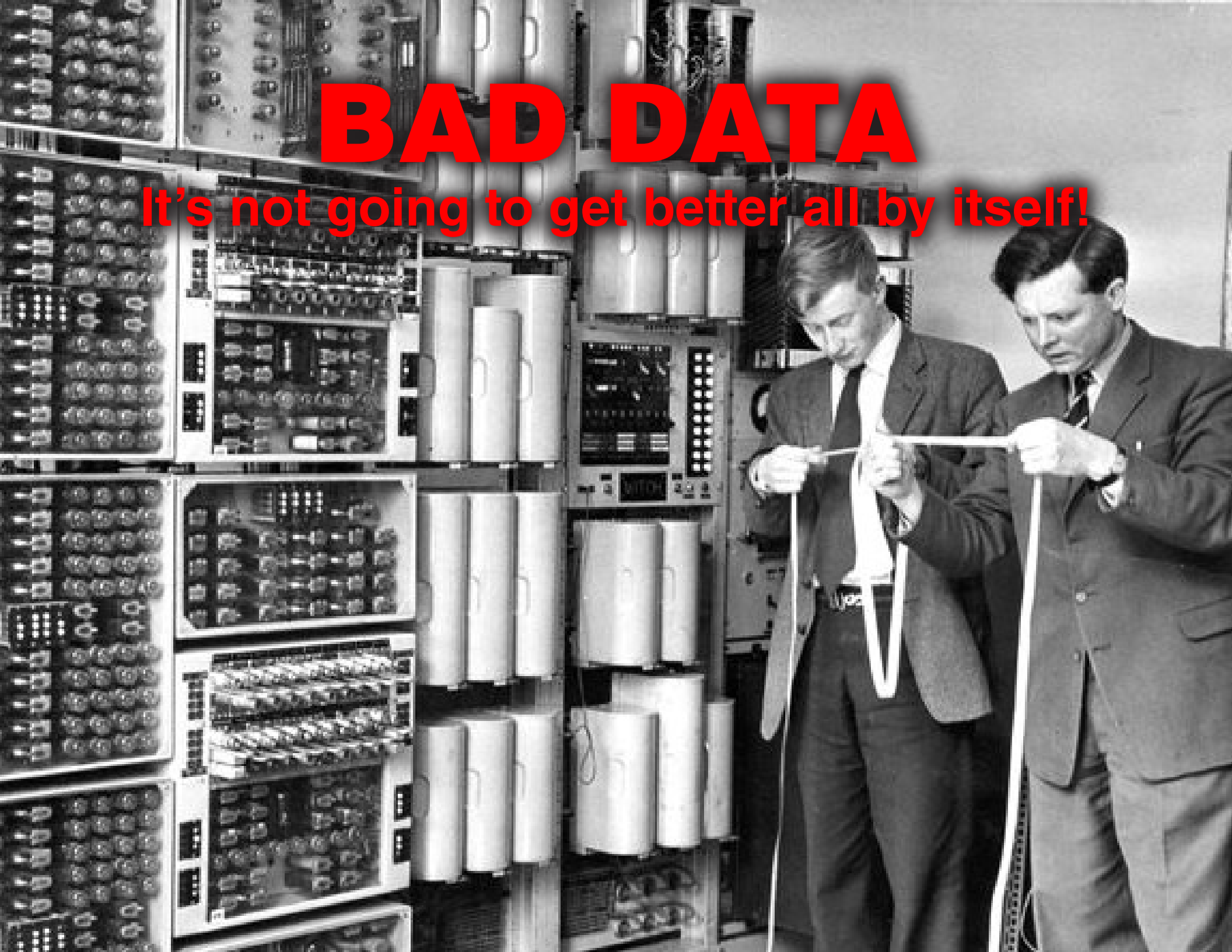
TAKE A BREATH



and we move on to...

BAD DATA

It's not going to get better all by itself!



BAD DATA

It's not going to get better all by itself!

Data is the **foundation** of a mailed project - if it's bad, the project becomes bad all the way down the line

So what can we do?

A question with many answers... let's take a look.

- **Bad addresses or no addresses, or having the right info entered in the wrong fields, means the package will not reach the recipient.**
- **Duplicate records cost. The money cost is nothing: it's pennies. But the true cost of sending two pieces to one person shows disorganization, and that can create an instant distrust in the mind of the recipient.**

BAD DATA

It's not going to get better all by itself!

- If there are questions about whether a list will work or not, your provider should be **happy** to look at a list or lists before-hand, well-before-hand in fact, to make sure the data will work in the way it's intended to.
- If it's not in good shape, there is then **time** to manipulate the data and make the necessary repairs.
- People move, let's find out where they went. How is that done? NCOA - National Change of Address - the mail finds its way to the recipient and **you get back the fresh data to update your database.**

BAD DATA

It's not going to get better all by itself!

How Bad is it?

Multiple lines within a single cell

3135 Easton Turnpike	Fairfield	CT
26 North Street	Greenwich	CT
40 West Elm Street	Greenwich	CT
135 East Putnam Avenue New England Land	Greenwich	CT
54 Greenwich Avenue	Greenwich	CT
104 Clapboard Ridge Road	Greenwich	CT
215 Otter Rock Drive	Greenwich	CT
2 Greenwich Plaza	Greenwich	CT
124 Ritch Avenue West, Apt B202	Greenwich	CT
Endeavour Capital Advisors Inc 410 Greenwich Ave	Greenwich	CT
24 Saw Mill Lane	Greenwich	CT

BAD DATA

It's not going to get better all by itself!

How Bad is it?

Correct Info, Wrong Place

Address 1	Address 2	City	ST	Zip	
		Knuckleville	PA	12345	
5 Bird Court Apt 3K		Spaceburgh	PA	12345	
5 Dogwood Alley		Knuckleville, PA		12345	

BAD DATA

It's not going to get better all by itself!

How Bad is it?

Correct Info, Wrong Place

Address	City	State	Zip	Country
1313 Don Haskins Dr	El Paso	Texas	79936-6802	United States
465 Montgomery St. Ste 1200	San Francisco	California	94104	United States
121 N Post Oak Ln Apt 504	Houston	Texas	77024-7795	United States
The Forum 74-80 Camden St.	London		NW10EG	England
350 5th Ave Ste 2412	New York	New York	10118-2494	United States
1410 Broadway Rm 1502	New York	New York	10018-9342	United States
9600 Evening Star Rd.	Eudora	Kansas	66025	United States
100 Winston Drive #12A Cliffside Park, NJ 07010				
535 Avala Ct, Alpharetta, GA 33141				
20 Ocean Ct, #2J, Brooklyn NY 11223				
1046 S Orange Ave, Short Hills, NJ 07078				
452 Fifth Ave, 23 floor. New York, NY 10018				
500 W 56 Str, #1617, New York, NY 10019				
370 E 76 Str, #A1401 New York, NY 10021				
3165 Emmons Ave, apt #3k, Brooklyn, NY 11235				

BAD DATA

It's not going to get better all by itself!

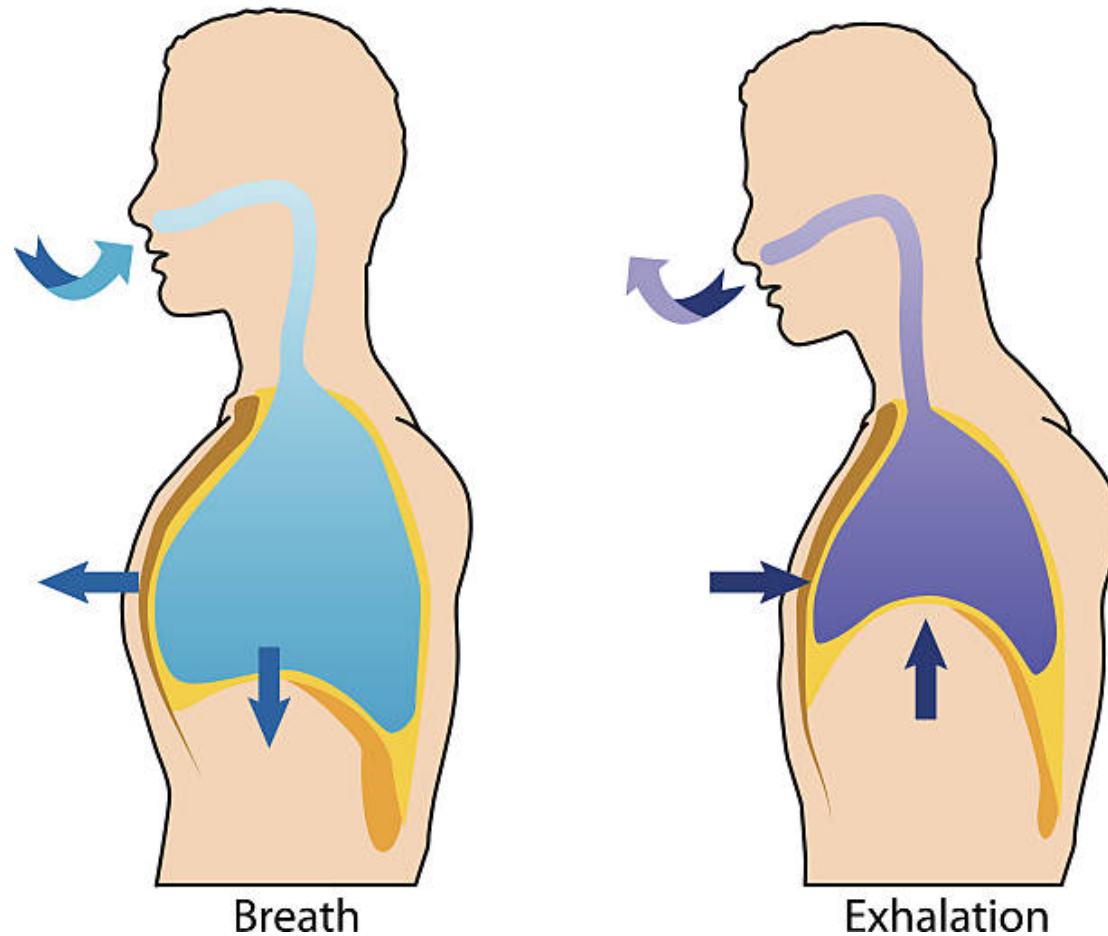
How Bad is it?

Non-Duplicate Duplicates

Ben Franklin	1 Main Street	201	Historytown	PA	12345
Benjamin Franklin	One Main St	Suite 201	Historytown	PA	12345
Bejnamin F. Franklin	1 Main St	#201	Historytown	PA	12345

Good duplicate searching will find not-exact-but-similar matches. Talk to your provider if that's an issue: there are software methods of grabbing these duplicates.

TAKE A BREATH



and we move on to...

NO PERSONALIZATION

Your donors are people, not numbers.

People like seeing and hearing their **own name**, it makes them feel special - simple psychology.

Without a name letters are colder and more distant.

We want people as close as possible as quick as possible.

So what can we do?

Personalize! It's easier than might be thought!

- We've mentioned emotional connection, one sure-fire way to instantly and easily make a strong connection is to use the **recipient's name**.
- Sure it's on the envelope-address, but when it's on the inside of the package we're showing we care about them and their donation, we're making it a **one-to-one** ask.

NO PERSONALIZATION

Your donors are people, not numbers.

- Personalized letters increase responses and increase donation-amounts because they strengthen the sense of **participation**.
- We go from an industrial-ask ('Dear Friend') to a personal-ask with one simple tactic.
- Good personalization is going to depend on **good data**. Do we have accurate salutations, that makes sense when they appear on a letter (first name initials, nicknames, etc.)?

NO PERSONALIZATION

Your donors are people, not numbers.

- **Do we have past gift amounts?**

This is a biggie: people do not remember the amount they gave last time.

- Reminding them how much they gave reminds them that you really **appreciate that past gift.**

- That **past gift** is the key to having Excel make a simple calculation to create **Suggested Gift Amounts.**

NO PERSONALIZATION

Your donors are people, not numbers.

...your gift of \$25 last year,
would you consider \$50 now?

Enclosed is my gift of

\$50 \$75 \$100 \$ _____

Enclosed is my gift of

\$250 \$500 \$1,000 \$ _____

NO PERSONALIZATION

Your donors are people, not numbers.

- Pre-populating a reply slip or reply card means the recipient has **less work** to do to get that donation made.

Stay on board with Riverkeeper!

In 2014, your gift of \$40 helped us achieve extraordinary victories. Please support us again for a #HealthyHudson, from source to sea.

Andrew Dieckman C
Executive Printing & Direct Mail, Inc.
8 Westchester Plz
Elmsford, NY 10523-1604

Email _____

Mobile Number _____

12345 MYE17 DRP

Enclosed is my tax-deductible gift in the amount of

\$50 \$100 \$250 \$ _____

My check is enclosed

Charge my credit card one time

Charge my credit card monthly in the amount of
\$ _____ (12 payments annually)

Charge my Visa Mastercard Amex

Card # _____

Exp. Date _____ / _____ Sec. Code _____

My company would like to make a matching gift.

You will be receiving this gift from:

NO PERSONALIZATION

Your donors are people, not numbers.

Extraordinary victories. Please support us again for
a #HealthyHudson, from source to sea.

Andrew Dieckman C
Executive Printing & Direct Mail, Inc.
8 Westchester Plz
Elmsford, NY 10523-1604

Email _____

Mobile Number _____

10045 NYE17 RDD

NO PERSONALIZATION

Your donors are people, not numbers.

Enclosed is my tax-deductible gift in the amount of

\$50 \$100 \$250 \$ _____

My check is enclosed

Charge my credit card one time

Charge my credit card monthly in the amount of

\$ _____ (12 payments annually)

Charge my Visa Mastercard Amex

Card #

#HealthyHudson



Dear Andrew,

A Healthy Hudson and clean drinking water. These are the goals driving all of Riverkeeper's work. They're what first inspired our founders to track down polluters and bring them to justice. And this year – because of some big recent victories and the generosity of our friends and supporters – we're closer than ever to reaching these goals.

But with a federal administration that is actively hostile to environmental protections, our victories are far from secure. Your renewed support is critical to Riverkeeper's ability to protect our precious water supplies and restore the Hudson to full health.



As you consider renewing your gift to help Riverkeeper work for a Healthy Hudson, just think of what we accomplished together this year. Riverkeeper's work to restore river habitats has triggered a resurgence of wildlife, here on the Hudson:

- The Hudson's iconic Atlantic Sturgeon population is rebounding
- New York now has the highest number of bald eagle nesting pairs since 1976
- River herring are returning to tributaries like the Wynants Kill, in Troy, because we helped to remove the old, obsolete dam that had blocked their access for over 80 years.

This year, hundreds of volunteer scientists in the Riverkeeper community collected over four thousand water quality samples, **prompting Albany to dedicate \$2.5 billion to repair our aging water infrastructure**, putting the mighty Hudson on course for increasingly clean, safe waters in the coming years.

And because we mobilized thousands of citizens, the **Coast Guard suspended its dangerous plan to put 43 new berths for oil barges and tankers on the Hudson.** Our biggest news of the year: a binding agreement to **close the ailing Indian Point nuclear power plant by 2021!**

FOOD FOR THOUGHT

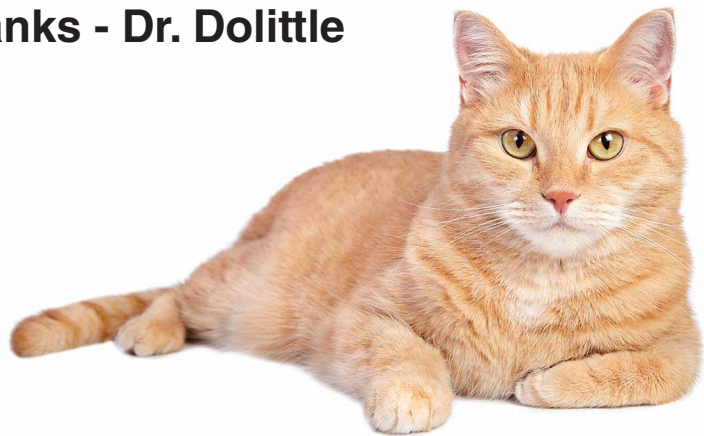
- **If it makes sense** to the message, and you have images to correspond, you can have these images on physical mail vary depending on the person receiving it.

Dear Andrew,

It's almost time for your cat Timmy's annual psychiatric evaluation.

Please contact us to make an appointment at your convenience.

Thanks - Dr. Dolittle



Dear Sally,

It's almost time for your cat Mr. Meow's annual rabies shot.

Please contact us to make an appointment at your convenience.

Thanks - Dr. Dolittle



NO PERSONALIZATION

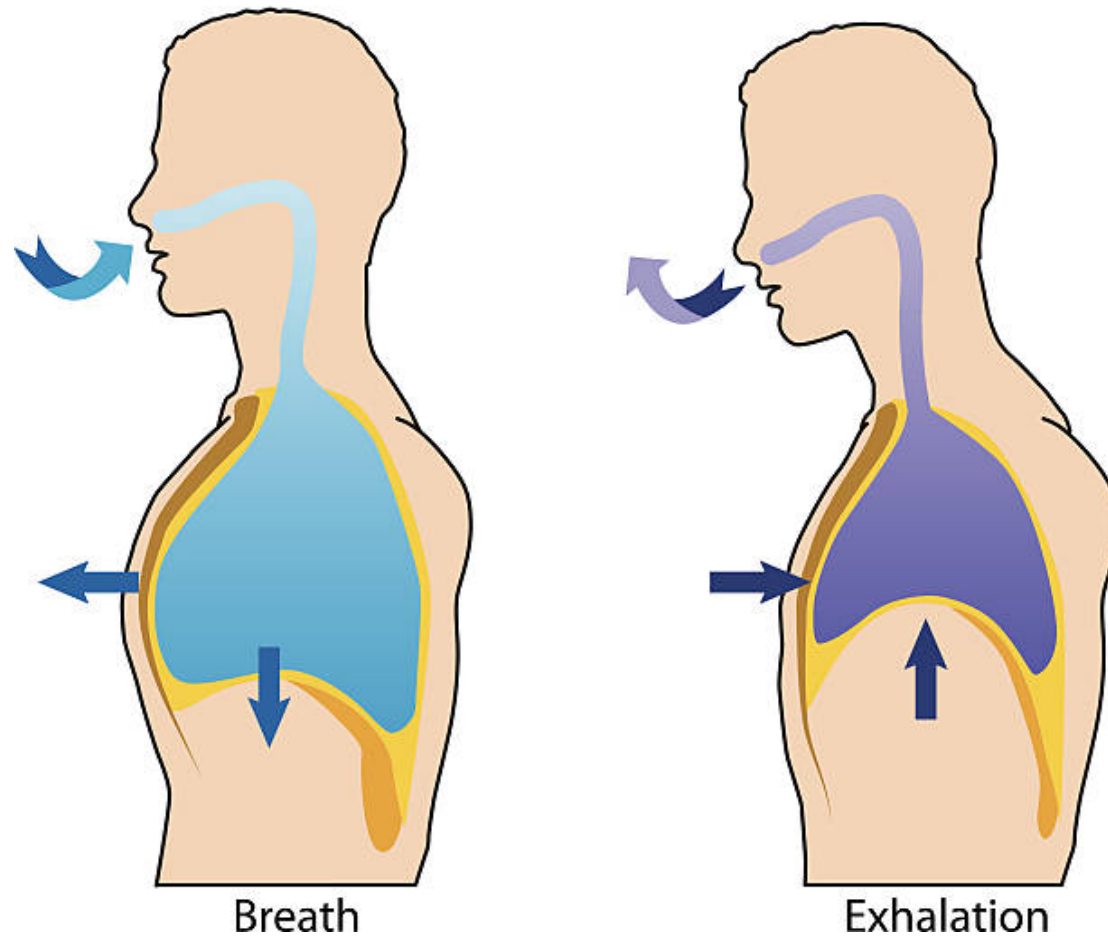
NOT COMPLICATED OR IMPOSSIBLE
TO DO WITH EXISTING DATA.

Your doctors are people, not numbers.

- If we have images and we have a field in the list that indicates in some simple way what image that person gets, we can make it work.

	Owner Name	Pet Name	Pet Image		
	Ernst Blofeld	Tiddes	Persian		
	Andrew Dieckman	Timmy	Orange ShortHair		
	Sally Anyone	Mr. Meow	Gray ShortHair		
	Laura Ingalls	Jack	Brindle Bulldog		
	Sabrina Spelman	Salem	Black Shorthair		
	Samantha Stevens	Fuzzball	Black Shorthair		
	Jon Arbuckle	Garfield	Orange ShortHair		

TAKE A BREATH



and we move on to...

WRONG POSTAGE

Don't pay full postage price for your mail!



WRONG POSTAGE

Don't pay full postage price for your mail!

- First Class costs **\$0.55 each** for a basic envelopes-size mail-piece, 1 oz and under and up to **6 inches tall and 11 inches wide**
- Presorted First Class is roughly **\$0.39 each.**
- Nonprofit rate is a roughly **\$0.17 each.**

WRONG POSTAGE

Don't pay full postage price for your mail!

Example:
1,500 records

Presorted First Class postage
\$585 (\$0.39 each piece)

Nonprofit postage
\$255 (\$0.17 each piece)

Difference: \$330

WRONG POSTAGE

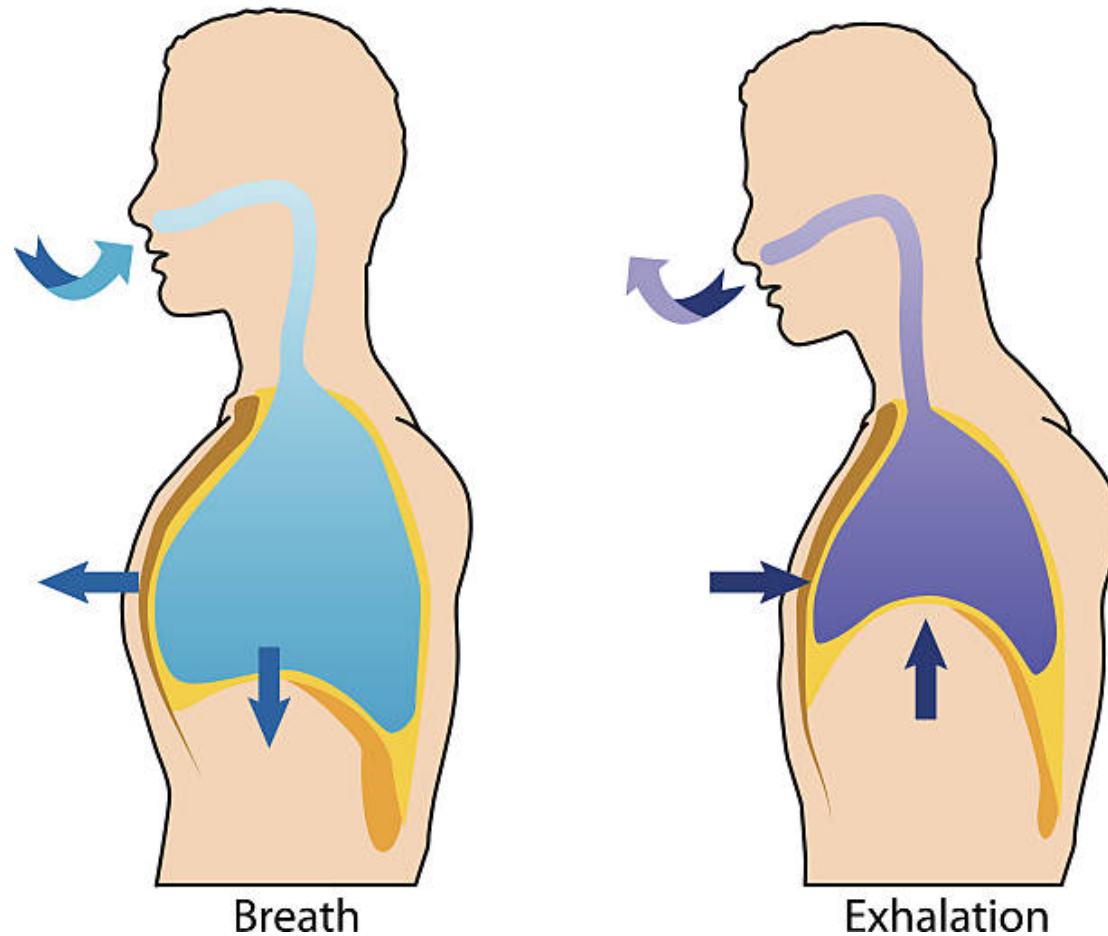
Don't pay full postage price for your mail!

- The best option is to **plan to mail earlier**, so those possible extra days with nonprofit mail won't be of consequence, and the **postage savings** of the nonprofit rates are yours.

They are there for YOU – please plan on using them otherwise you are throwing dollars away.

- No permit? Permit expired (\$235)? Use someone else's. A mailing vendor will have their own permits that can be used. As long as you are identified as a nonprofit by the USPS, anyone can mail on your behalf at nonprofit rates.

TAKE A BREATH



and we move on to...

WRONG PACKAGING

If we lose their interest up front
we lose their donation

A cluttered and busy package loses interest in an instant,
A spare and desolate package can do the very same.

So what can we do?

Tidy up and put ourselves in the recipient's shoes

- Is our envelope doing its job - we need to be OPENED!
- Are we giving the recipient too much to figure out, or too little to understand why we're contacting them?
- Is our letter long enough? Is it too long?
- If you see something someone else does, and it resonates with you... (shhhhhh...) ~~COPY~~ EMULATE IT!

- You can easily put stuff on your outer envelopes, either images or words, that will inspire **curiosity.**



RIVERKEEPER.

NY's clean water advocate

20 Secor Road
Ossining, NY 10562

NONPROFIT
US POSTAGE
PAID
PERMIT 2429
WHITE PLAINS NY

Andrew Dieckman
Executive Printing & Direct Mail, Inc.
8 Westchester Plaza
Elmsford, NY 10523



Say NO
to a river of oil!

Provoke... The left half of a #10 envelope is yours

If we lose their interest we lose their donation



Abbott House
100 North Broadway
Irvington, New York 10533

Inside...

**you'll see what
it takes to fight**

WRONG PACKAGING

Touch their hearts

If we lose their interest we lose their donation



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

250 Mamaroneck Avenue
White Plains, NY 10605



**You Make the Difference
and Together We are Community!**

WRONG PACKAGING

Yank on their heartstrings

If we lose their interest we lose their donation



Our kids have hope
ONLY with YOUR help

WRONG PACKAGING

Melt their hearts



27 Columbus Avenue
Mount Kisco, NY 10549
www.neighborslink.org

Non Profit Org.
U.S. POSTAGE
PAID
White Plains NY
Permit No.
49456



Many Cultures
Many Backgrounds
ONE Community

WRONG PACKAGING

If we lose their interest we lose their donation

- Sending **too much stuff** can be a problem especially for acquisitions. We don't want it to look like we've thrown everything in a basket and sent it out.
- A solid letter can give the necessary info and make the personal-connection without the use of extra components (like a brochure). Clutter = Confusion.
- General brochures CAN work but only if you're tying it well enough with your letter and reply device.

WRONG PACKAGING

If we lose their interest we lose their donation

- A great additional component is a **story piece**, (if you're not telling the story in the letter) a stand-alone sheet or a card that showcases an example of what you do and how awesome it is.
- Stories about volunteers or consumers who have grown or benefitted, **real images** make the real connection, even if it's a lousy photo (seriously - people relate to lousy iphone photos too! They can tell when it's been bought online).

Dear Neighbor,

At the age of three years old, I was introduced as a ward of the court and thrust into the foster care system.

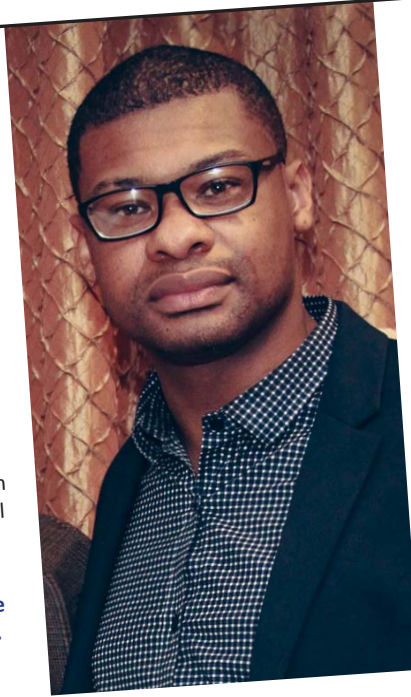
I had been abandoned on a doorstep. My mother was young and drugs and partying took precedent over caring for her child. Left on a doorstep on a hot summer's day, I was discovered after some time by a neighbor. It was my father's doorstep however and the neighbor let him know that I was outside. With no family to claim me from my neglectful parents, I began my arduous journey into the foster care system.

When you are stripped from everything you know at three years old, the world becomes extremely scary. You become angry and most of all hurt. So now I had a home with essentially strangers, but I was in their home scared and hurt and confused beyond belief.

I can remember clearly being in my first foster home. It was with a couple in Haverstraw NY who had six other foster kids, one of them whom was my sister. I was extremely excited to see my sister who was three years older than me. I thought as long as I have her everything would be alright. I quickly learned that everything was in fact **NOT ALRIGHT**. Scars do remind us that the past is real. If I close my eyes, I can still feel the leather belt slicing into my flesh. I can see the flashlight being crushed on my sisters' skull. I can hear the kid's screams echoing in the hallway for fear of being hurt. Not only was I abused, so was my sister. I was without a place to call what I wanted in a home, I was full of anger and a new type of hurt, and I also was lacking what so many kids need. Love.

These necessities that were deprived from me early on created a fighter. I would fight over anything and I was socially awkward. I hated everything about life at that point. I was only around 8 years old when I was sent to a different foster home in Hillburn, NY. I had no trust in anyone at this point and I watched my foster parents with a keen eye. They kept me and my sister together at the new foster home which I was grateful for because I was again with strangers in a strange home. The one comfort outside of my sister that I had was school. It gave me a sense of normalcy, and sense of direction, and an incredible amount of purpose. I loved the school. I hated the home. The foster parents wouldn't allow me to assimilate. My sister and I had to eat at a separate table, with separate plates. We had to endure the elements as we were not allowed inside the house to play. No matter the weather we were constantly evicted from our so called safe haven and told that we were to remain outside until she gave us the okay to come back in. **I had enough.** If she wanted me outside all the time she was going to get her wish and then some. I ran away. I ran away from the lack of love. I ran away from the stress, I ran away from the hurt. I ran.

Around the age of 12, I became a patient at Rockland Children's Psychiatric Center. Apparently my shenanigans with running away, and fighting was the last straw. I never did believe I belonged there and it became clear to some of the staff that I was a bit different than the typical patient. I'm not quite sure what took place behind the scenes but I do know that **two kind individuals came to visit me one day and explained that they worked at a place called Abbott House.** Honestly I was a bit skeptical. I was 13 at this time. I was skeptical because I had enough of the turmoil. They explained to me that they would visit about once a month and that I would speak to a psychiatrist and social worker about once a week. They offered me the opportunity to go to public school while being in an Abbott House ran foster home. Those were things that I



years of age and stayed there
my foster parents and
at simply said you can do
sit down to listen to my
full advantage of that. I
m, where I played various
constantly made it to the
course which included English
gry. I had friends for the first
fe thanks to the support and



along with my academic make up, I had managed to receive
It was a great accomplishment and I had everyone in my
on the college level. I was an Ambassador for the foster
s at. Although I had a wonderful time with the college
t my path. I loved to learn but between the workloads and time
uggernaut that was college. I flunked out my sophomore year.
my future and I feared that I would end up like so many others.
I did. I was not going to let my lack of ineptitude in college
ott House supporting me. I had my foster parents and friends
self-worth plus determination to not let them and myself down.

me of them. My friends all worked at stores and I figured
e I learned that the City Of Yonkers was hiring firefighters. I
**the City of Yonkers for about 5 years and it was the most
port of friends and staff alike from Abbott House.**

that people viewed
and socialites alike
ey need a home as
erseide mine, but
love, programs
h complex needs
rough this with
an and want
lp is always
mpact on the



story
life

Song's Story



I was 30 years old, about to get married, had no health insurance, and found a lump in my breast. I was just starting cosmetology school, working two jobs and money was tight. It was scary and I had no doctor.

I called several hospitals and doctors and explained my situation. The response was cold. One nurse told me that it would cost thousands of dollars for the mammogram and sonogram, and if I needed additional treatment, it would even be more. There was no offer to help find me a doctor I could afford. It felt inhumane. I felt invisible. I just cried the whole time.

My boss told me about Open Door. I called and immediately got an appointment. The doctor was caring and thorough. She asked me all kinds of questions about my general health, my plans for the future, my upcoming wedding. She explained that the mammogram would be free based on my income, and that the sonogram would be at a reduced fee. Open Door set up everything and walked me through what I needed to do. They also asked if I needed a primary care doctor and dentist because Open Door also has both at a sliding scale. And they offered to sign me up for insurance. It had been

optional not knowing if I had cancer, feeling like you're young, you don't think about these things. When something happens you realize how critical it is to have care coverage.

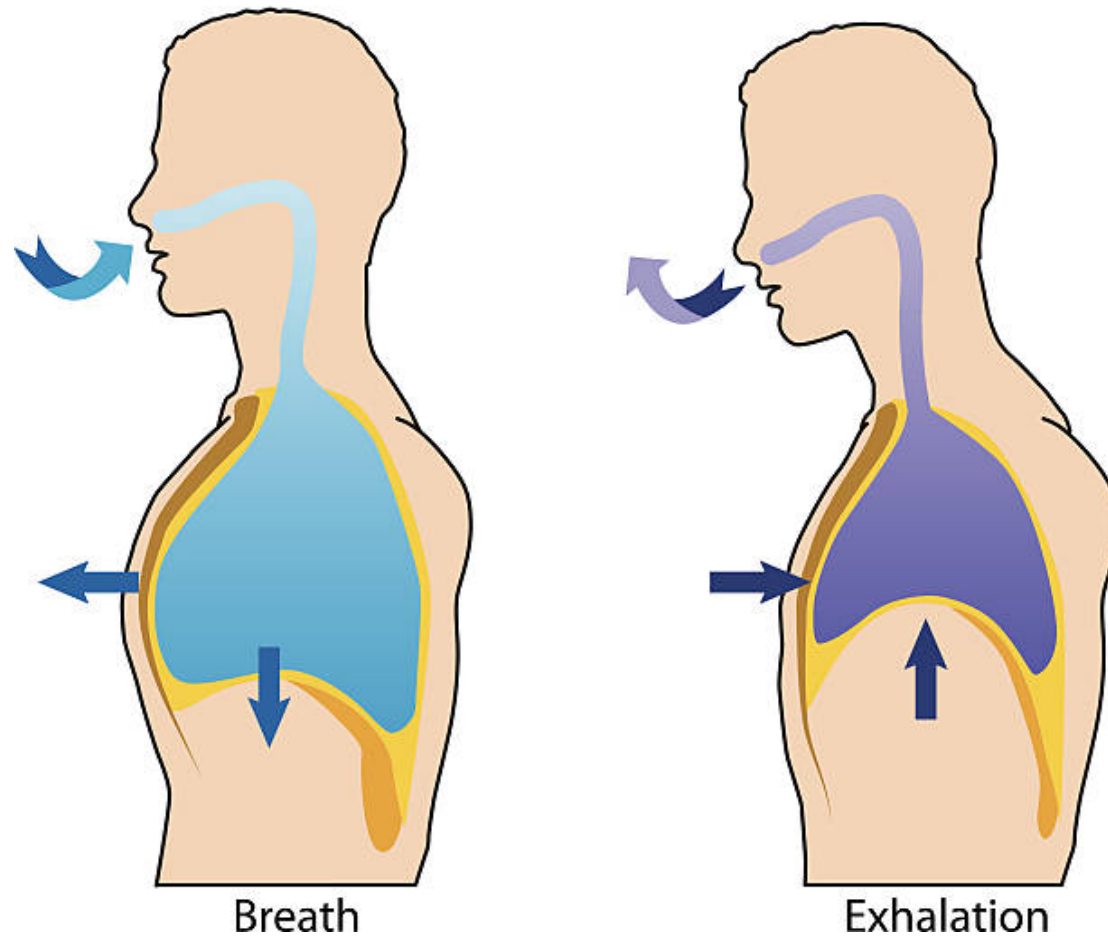
It was just a cyst. The relief I felt was more than I could describe. Much as the medical treatment was great, the fact that I was treated at Open Door that gave me the peace of mind that I would be OK and that I mattered.

I was born in Puerto Rico and my mother is Korean. I lived in the U.S. a long time but in lots of ways

at Westchester and Open Door enables people like Song to care for families, maintain their education, stay in school, and contribute to healthier, safer communities. Our partnership and support are important and greatly appreciated.

they still feel like new immigrants. I can relate to the patients at Open Door, many of whom come from other countries and don't speak English. Open Door is really sensitive to people's cultural and language needs, which is especially important when you're feeling vulnerable.

TAKE A BREATH



and we move on to...

WRONG AUDIENCE

Why are they mailing this to me?



WRONG AUDIENCE

Why are they mailing this to me?

Unfocused data or messaging means you may be spending extra by mailing to people who are not viable donors.

So what can we do?

Focus... **focus... focus...**

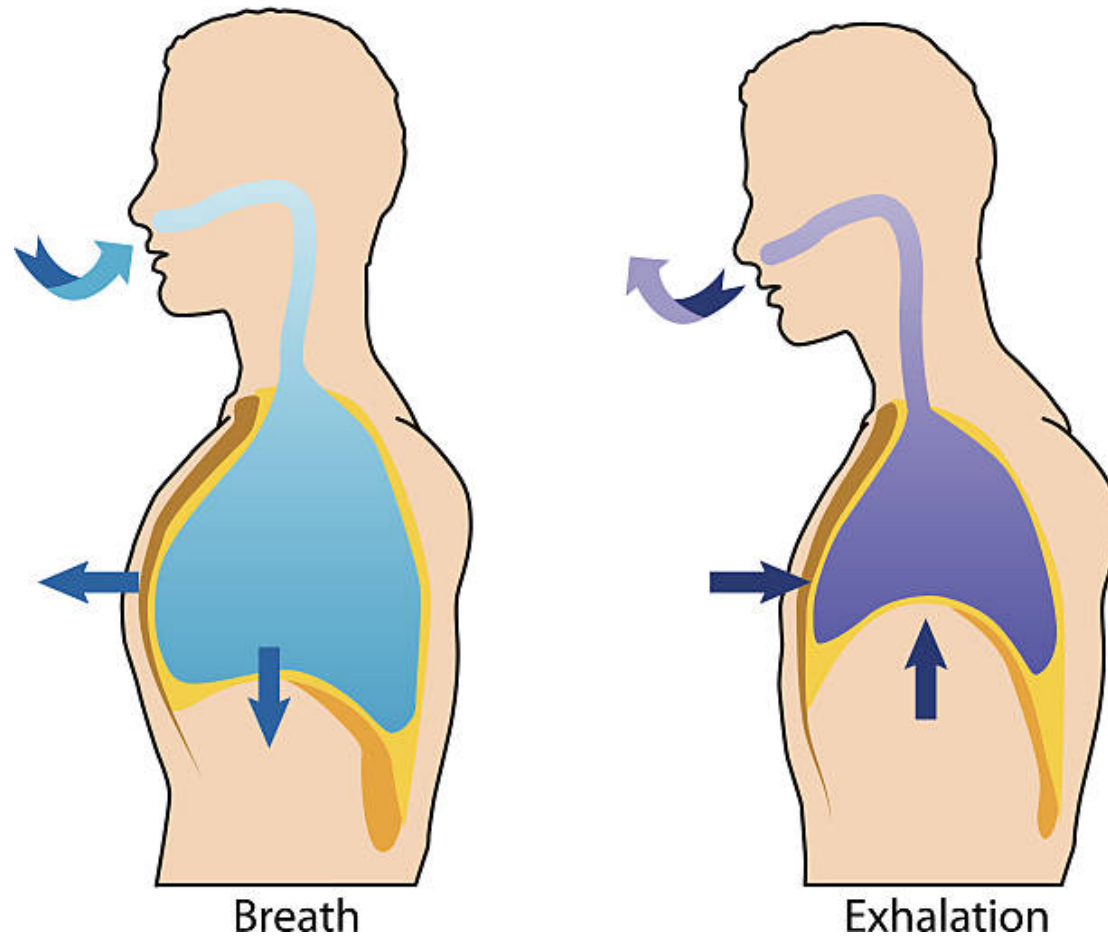
- **Can mailing to less yield more?** We want to reach the people who are likely to provide the better return. Don't mail to everyone you know! Segmenting will help focus - depends on your data.
- **It's easier to grow existing donors than engage new ones.** Doesn't mean we shouldn't engage new ones, just means we can spend our time and budget more wisely.
- **Current Donors and LYBUNTS, SYBUNTS (lapsed) make a great base, especially for 2020.**

WRONG AUDIENCE

Why are they mailing this to me?

- The message or letter tailored for the LYBUNT records can literally ask them why they didn't give (the level of tact is up to you). **If they haven't given cash they can give an answer.** Tailor their reply materials to act as a mini-survey. Takes a little time and writing but these are some low-hanging fruit. We do want to get them back.
- We need new donors: think about buying a list: the available parameters dig deep: income, political preference, past donation tendencies, age, etc.
- Reduce the cost of acquisition efforts by simply having them be part of your annual appeals, as opposed to a fresh stand-alone project.

TAKE A BREATH



and we move on to...

WRONG REPLY DEVICE

Don't confuse someone right out of giving

The letter is great, the story stirs emotions, the checkbook is open. Now they get to the reply vehicle...

Is your reply piece crystal clear, easy to understand, and devoid of any surplus and confusing info and graphics?

What do we do?

Clean and simple does the trick

- What info do you really want back?
- Who is recording the donations that come back, and do they need all of the info being asked for?
- Don't use something that's been used before **JUST** because, **“that's the one we always use.”**

WRONG REPLY DEVICE

Don't confuse someone right out of giving

- If you see something someone else does, and it resonates with you... ~~COPY~~ EMULATE IT!
- Personalization on a reply card is a HUGE help – the **less writing they have to do the better**, we want them focusing on the amount now. This is technically easy to do.
- Tailor ask-amounts so their choice is simple (**it's easier to donate when you're given some subtle guidance**) especially if they are existing donors.
- Need email addresses? Don't bury that line. **Make that the FIRST line they have to fill out**

WRONG REPLY DEVICE

Donation Receipt

Make one copy of this form (Original to donor and one to the applicable foundation). Circle the applicable foundation logo.

Donor or Company Name: _____

Company Contact (if applicable): _____

Telephone #: (____) _____ - _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Estimated Value (as determined by donor): \$ _____

Description of Donation: _____

Department Receiving Donation: _____

Received by: _____ Date: ____/____/____

Authorized Donor Signature: _____ Date: ____/____/____

Check if you prefer to remain anonymous

THANK YOU!

Space to write down your organization details and Tax deduction details.



In-Kind Donation Receipt



Make one copy of this form (Original to donor and one to the applicable foundation). Circle the applicable foundation logo.

Donor or Company Name: _____

Company Contact (if applicable): _____

Telephone #: (____) _____ - _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Estimated Value (as determined by donor): \$ _____

Description of Donation: _____

Department Receiving Donation: _____

Received By: _____ Date: ____/____/____

Authorized Donor Signature: _____ Date: ____/____/____

Check if you prefer to remain anonymous

THANK YOU!

St. Elizabeth Hospital Foundation and Mercy Health Foundation raise and distribute funds for equipment, projects and programs in Affinity Health System's service region, with an emphasis on serving the poor. All gifts are tax deductible. The St. Elizabeth Hospital Foundation Federal Tax ID number is 39-1256677. Mercy Health Foundation's Federal Tax ID number is 23-7140261.

Clean, geometric, evenly spaced.

Leave adequate space PLEASE for things like long emails and credit card numbers.

**When someone is comfortable writing, they're confident.
plus - you'll be able to read and process faster.**

Stay on board with Riverkeeper!

In 2014, your gift of \$40 helped us achieve extraordinary victories. Please support us again for a #HealthyHudson, from source to sea.

Andrew Dieckman C
Executive Printing & Direct Mail, Inc.
8 Westchester Plz
Elmsford, NY 10523-1604

Email _____

Mobile Number _____

12345 MYE17 DRP

Enclosed is my tax-deductible gift in the amount of

\$50 \$100 \$250 \$ _____

My check is enclosed

Charge my credit card one time

Charge my credit card monthly in the amount of
\$ _____ (12 payments annually)

Charge my Visa Mastercard Amex

Card # _____

Exp. Date _____ / _____ Sec. Code _____

My company would like to make a matching gift.

You will be receiving this gift from:

Sponsorships & Ads Due April 21, 2017

<input type="checkbox"/> Presenting Sponsor	10 tickets, inside front cover or back cover color ad, name on event poster & PR materials	\$5,000
<input type="checkbox"/> Platinum	10 tickets, premium color ad	\$3,500
<input type="checkbox"/> Gold	6 tickets, premium color ad	\$2,600
<input type="checkbox"/> Silver	4 tickets, full page b/w ad	\$1,900
<input type="checkbox"/> Bronze	2 tickets, full page b/w ad	\$1,600

<input type="checkbox"/> Back Cover	7 x 7", color	\$2,200
<input type="checkbox"/> Inside Front Cover	7 x 7", color	\$1,850
<input type="checkbox"/> Inside Back Cover	7 x 7", color	\$1,850
<input type="checkbox"/> Premium Page	7 x 7", color	\$1,500
<input type="checkbox"/> Full Page	7 x 7", black & white	\$1,000
<input type="checkbox"/> Half Page	3.5h x 7w", black & white	\$650
<input type="checkbox"/> Quarter Page	3.5 x 3.5", black & white	\$375
<input type="checkbox"/> Business Card	black & white	\$250

Preferred files: high resolution pdf, jpeg, tiff or eps.
Please e-mail copy or art to jinfante@vns.org.

Tickets Due April 26 _____ # Requested @ \$350 each
Tickets will be held at the door.
Tax deductible portion of each ticket is \$258.
Individual tickets may also be purchased online:
www.vns.org/donate/order-spring-gala-tickets

I am unable to attend, but please accept my donation
of \$ _____

Name _____

Email _____

Company _____

Address _____

Phone _____

TOTAL AMOUNT ENCLOSED \$ _____

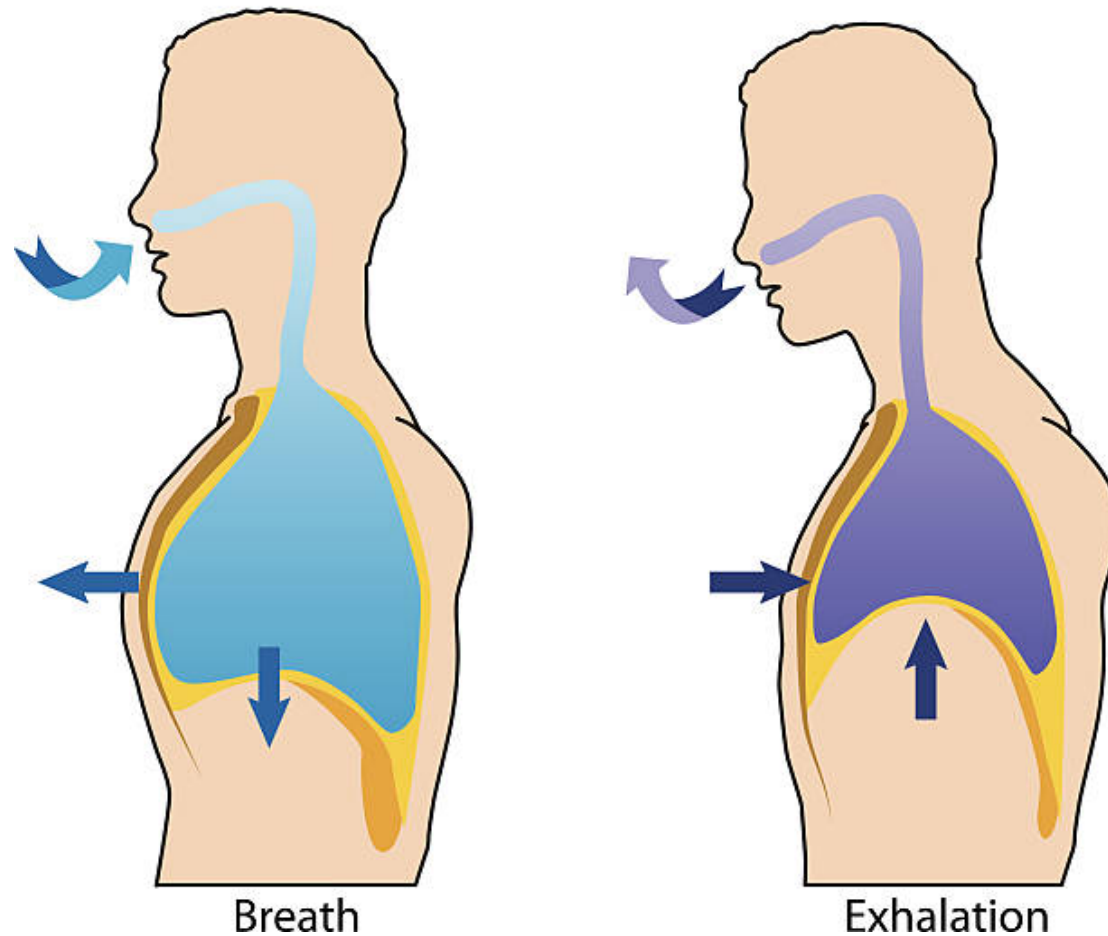
Enclosed is check payable to VNSW Foundation, Inc.
Please charge: Visa Mastercard Discover

Card Number _____

Exp. Date _____ Security Code _____

Signature _____

TAKE A BREATH



and we move on to...

WRONG DESIGN

Industrial-looking materials
turn off the emotions fast.

Bad design buries your message and confuses the recipient. It's guaranteed to lose interest fast, especially when it looks too industrial.

What do we do?
Get a designer

- How does the text flow, is it easy to read?
- does it work with the imagery?
- is it cluttered, does it look too spare?
- Think about the **first glance**, the very first look.
- Does it inspire curiosity?
- Does it inspire urgency?

WE NEED TO THINK



**INSIDE
ALL THE BOXES**

WRONG DESIGN

Industrial-looking materials
turn off the emotions fast.

- The right paper, don't fuss too much, what's appropriate to the hand (which sends signals to the brain) effects your donors. Does it feel TOO fancy?
- For what we're trying to do **design** is way more important than paper, a great design on blah-paper is going to work much better than a blah-design on super premium paper.
- No smiling people if the letter is urgent or grim. No frowning children when the letter tells of accomplishments and goals acheived (seriously I've seen this)
- If you see something someone else does, and it resonates with you... ~~COPY~~ EMULATE IT!

- **Seamless integration – EVERY letter should look like it was created individually, there's no reason for it not to be and it is a MUST for drawing in the eye to fully read the letter.**

Which version do you prefer?



NATURE OUTREACH
environmental education

40 Penfield Lane
Albatross, NY 12345



00000000883

October 25, 2020

00000000883

Andrew Dieckman
Executive Printing
8 Westchester Plaza
Elmsford, NY 10523

Dear Andrew,

Trail Tuning 2020 was a major success. A first over 120 individuals volunteering over a two



NATURE OUTREACH
environmental education

40 Penfield Lane
Albatross, NY 12345

October 25, 2017

Andrew Dieckman
Executive Printing
8 Westchester Plaza
Elmsford, NY 10523

Dear Andrew,

Trail Tuning 2020 was a major success. A first over 120 individuals volunteering over a two impact on some of the more neglected Albatross some of the more diverse areas of the present

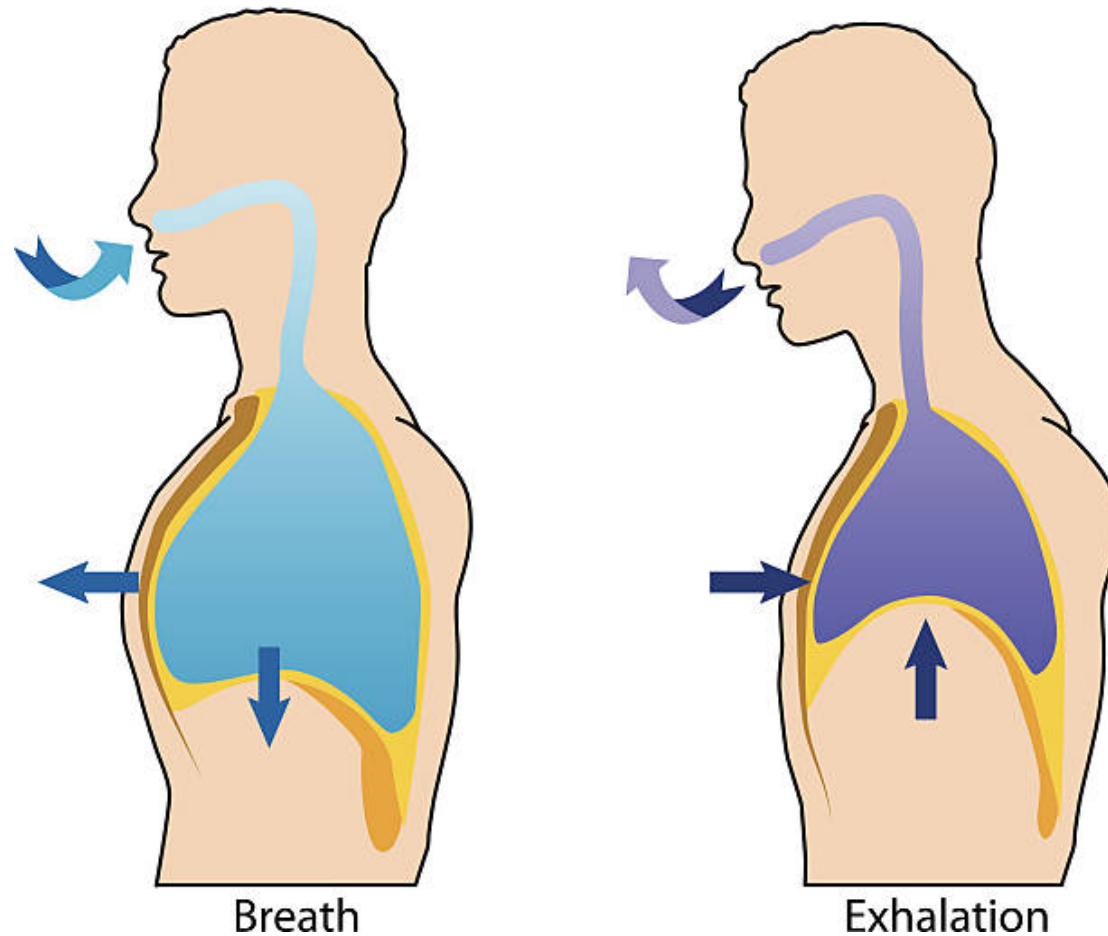


Paying attention to your **branding** guidelines, make sure your recipients always know who they are reading about and keep some consistent strings between projects, this helps build the **brand-recognition**.

Brand-recognition pays off through your **T.O.M.A.** Top Of Mind Awareness.

"I know that organization and what they do...!"

TAKE A BREATH



we're almost done...

POOR FOLLOW-UP

We can lose them as fast as we get them!

A great mail package was sent out, it brought in some really nice donations and some new names, but they were not thanked and acknowledged quickly enough.

What are we going to do?

Build follow-up protocol at the front of the project

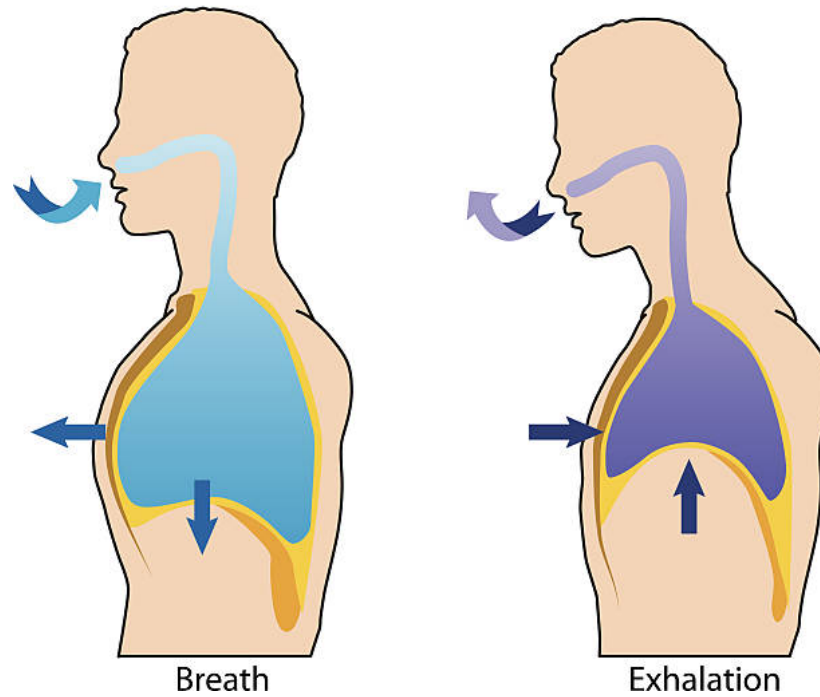
- **Make acknowledging and thanking your donors, especially the new ones who are giving for the first time, an absolute priority.**
- **Thanked donors are more likely to give again.**
- **Can you ask them why they gave? Maybe this is a phone call - but it could be very valuable information.**

POOR FOLLOW-UP

We can lose them as fast as we get them!

- **Do we call or do we write? A thank you note or letter goes a long way, even beyond phone calls, because it's a keeper-piece.**
- **Let them know AGAIN how important their participation is and that their donation is appreciated and respected (no matter what the amount is).**
- **A quick letter reinforces the professionalism and attentiveness of the organization and paves the way for future gifts from that individual.**
- **Thank 'em fast, they're more likely to come back.**

TAKE A BREATH



**‘cause we’re
almost done**

HERE'S WHAT I'M THINKING ABOUT

- Youth is embracing physical, for keepability, for perceived sincerity, and this will translate into how they donate when they are old enough (cassettes, LPs, printed books and magazines). They've grown up with digital, physical has an important distinction in this context.
- Big hurdle: **risk-taking in fundraising**. Many limitations to trying new methods. With mail projects **risk is easier to take: Testing messages and images is a great low-key way to take more risks and see what works**. I don't recommend testing for this year, the results are not going to point towards longer-term tendencies. 2021 can be test-time.
- Testing will not increase costs tremendously at all.



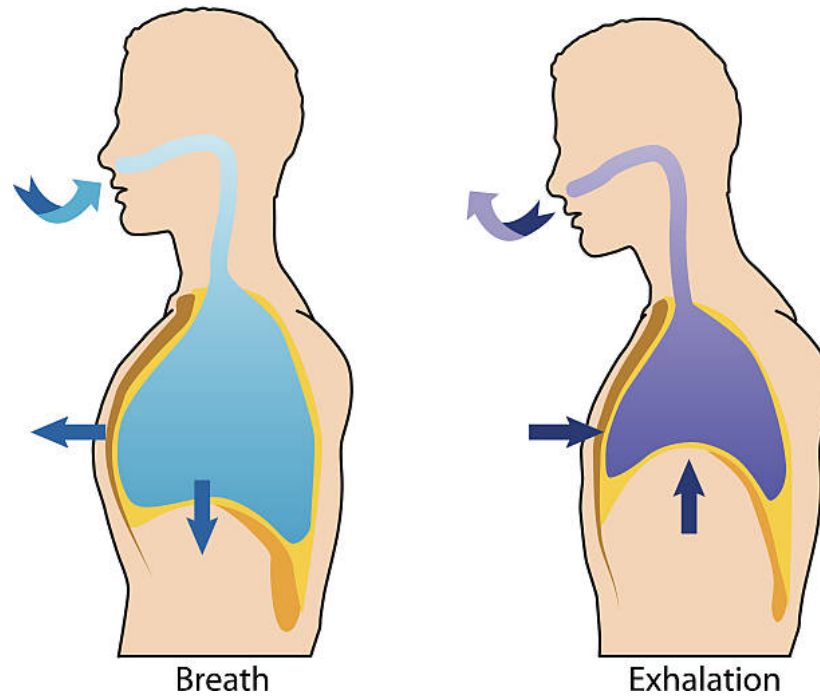
YOU'RE NOT DESTROYING THE EARTH WITH PAPER



YOU'RE NOT DESTROYING THE EARTH

- Paper is made from a natural resource that is renewable, recyclable and compostable and it is **SUSTAINABLE**.
- These features, combined with the North American paper industry's advocacy of responsible forestry practices and certification, use of renewable, carbon-neutral biofuels and advances in efficient papermaking technology, make paper a product with inherent and unique sustainable features.
- Planted, grown, harvested and replanted. This very process builds green space and natural CO2 processing.
- Paper is cool, please recycle!

TAKE A BREATH



**We're really almost
done for now!**



TAMLA RECORDS, DETROIT, MICHIGAN

1.00
1961

MAIL-ON!

Time 2:30
H909

PLEASE MR. POSTMAN
(Dobbins-Garrett-Holland-Bateman)

THE MARVELETTES

Produced By
BRIANBERT
T-54046