

## Direct Mail Marketing

Direct mail remains one of the best ways to grow both giving and your organization's donor database. With ClearView CRM's powerful segmentation and other direct marketing tools, you can more easily renew current donors, identify new donors and volunteers, increase your visibility and publicize your programs and initiatives.

**Create targeted and personalized donor and prospect communications.**

- Analyze and segment your database to target specific groups of people by any number of criteria
- Ensure consistent and appropriate campaign communication to donors and prospects

**Achieve multi-channel campaign integration by conducting online and offline campaigns at the same time.**

- Combine your direct mail and email efforts to increase the return on your campaign investments
- Compare cost and performance of multi-channel marketing activities to accurately calculate return on investment

**Reduce time, cost, and complexity of managing multiple mailing lists for your campaigns.**

- Manage multiple direct mail campaigns simultaneously
- Automatically remove duplicate records and manage multiple mailing lists from various sources

**Easily measure costs, performance and return on investment.**

- Track return on investment for entire campaigns or individual donors
- Run mail and campaign performance reports and perform trend analyses

### Related ClearView CRM Tools

- Capital Campaign
- Interactive Marketing
- Major Gift Cultivation
- Reporting and Analytics

For more information, contact SofTrek at 800.442.9211 or [sbirnbaum@softrek.com](mailto:sbirnbaum@softrek.com).