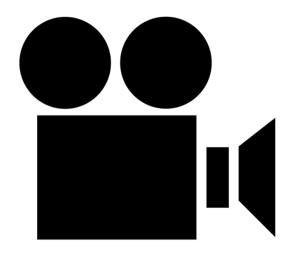
5 SECRETS

YOUR DIRECT MAIL AGENCY DOESN'T WANT YOU TO KNOW

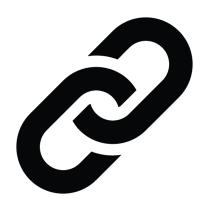
FREE WEBINAR



Jane A. Doe 2020 South Street Sunshine, CA 90000



A video recording of this live webinar will be sent to you afterwards.



Links to the slide deck and other featured resources will be sent out with the recording.



We have time for Q&A.

Use the Chat window to **ask a question** or drop in a comment.

Cracking the Code of Facebook Fundraising







2 DAYS.
16+ SPEAKERS.
600+ FUNDRAISERS
& MARKETERS

AUSTIN, TX . SEPT. 29 - OCT. 1, 2020





Why in the world are we hosting a webinar on direct mail secrets?



#1

We're obsessed with optimization – that includes offline channels.

#2

There are strong indicators that syncing online/offline channels improves response.

A



B



#3

Optimizing direct mail might require that you bring it in-house.

Today's Speakers



Tracy Howard

Managing Partner

Mile19



Karen Burman
Managing Partner
Mile19

5 Secrets Your Direct Mail Agency Doesn't Want You To Know...

(and 3 Things You Can Optimize Today)

A webinar by Mile19

Behind The Mic

Tracy Howard / Mile19, Managing Partner Creative & Client Strategy

Karen Burman / Mile19, Managing Partner Operations & Client Strategy



Experience...

46 Years
Of
Marketing
Experience

36 Years In Marketing Agencies 32 Years Marketing Non-Profits 1100+ Direct Mail Campaigns



Introduction

5 Secrets Your Direct Mail Agency Doesn't Want You To Know...

→ Unexpected

"I had my suspicions..."

"I had no idea..."

→ Motivating

"I'm going to check into that today..."

3 Things You Can Optimize Today...

→ Simple

"I can change that right now!"



5 Secrets Your Direct Mail Agency Doesn't Want You To Know...

#5. A Jack of all trades is a *master of* none...





_

#5. A Jack of all trades is a master of none...

- Can you really do all that?
- Don't you need a bit of specialism?
- Working with various specialized agencies can yield impressive solutions and, at times, a bit of positive tension and competition is the cause.

_

#5. A Jack of all trades is a master of none...

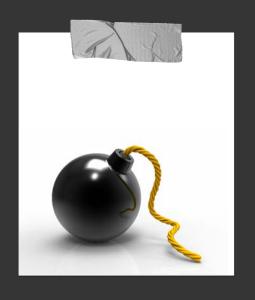
Beware of any agency that promises they are full-service.

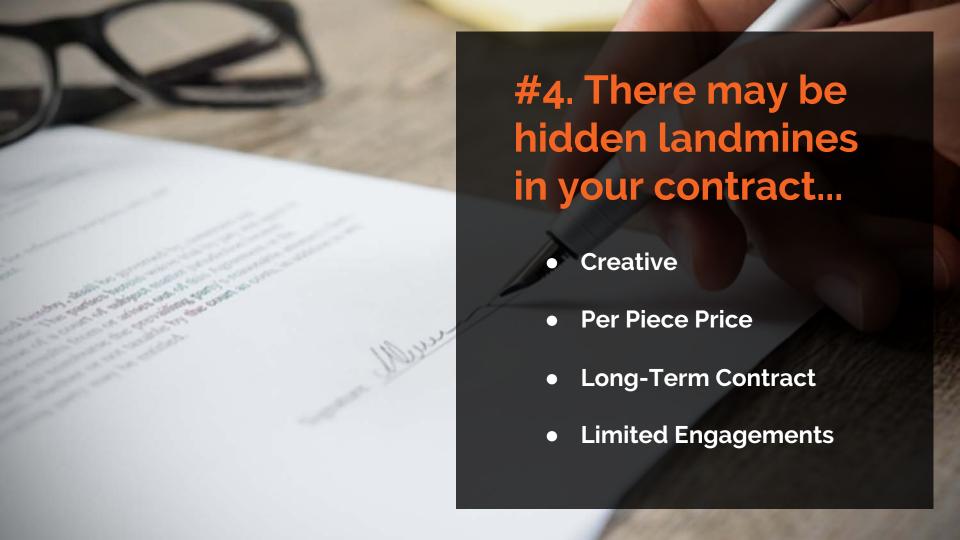
Agencies have core competencies, and if given the chance they will say they are experts at each of your needs. More likely they are best at one thing and OK at the others.



It's ok to diversify your agency portfolio if it is needed, and it could lead to better results.

#4. There may be hidden landmines in your contract...





#4. There may be hidden landmines in your contract...

Your contract with your agency was written to primarily protect the agency, *not your org.*



Its ok to ask for justification and/or changes to a contract before you sign it.

#3. Results cannot be promised or guaranteed...



#3. Results cannot be promised or guaranteed...

We can grow revenue by at least \$xx Million! We can triple these results!

We will acquire high dollar donors for you!

We guarantee your acquisition will break even!



In 2018, the average response rate for direct mail appeals was 5.1%

You can expect a response rate between 2.5-6.0%



Average acquisition response rates range from .5-.75%

A 1 to 1 ROI on acquisition is exceptional

#3. Results cannot be promised or guaranteed...

- It's impossible for an agency to offer you a guarantee
 - Every org is different
 - Every package is different
 - Every offer is different

#3. Results cannot be promised or guaranteed...





Are their case studies to support the promise?

#2. There is no secret sauce...



Def: a sauce that adds an important element to a dish and that has ingredients which are typically kept secret

Def: a secret element, strategy, procedure, etc., that accounts for or increases the chances of success



Direct Mail Success is made up of the following components:

- A well defined and properly presented offer
- Consistent and timely messaging
 & branding
- Detailed project & team management
- Educated & relevant strategy



Educated & Relevant
Strategy is the key
ingredient in the secret
sauce an Agency is
selling...

- Case Studies
- Testing Results
- New ideas in segmentation or creative, etc.
- Industry news/updates



Educated & Relevant Strategy is *learned*, it is not an innate ability ...

- futurefundraisingnow.com
- Receive direct mail
- Conferences
- Non-profit Networking

- Know your own program
- Strong Hypothesis
- What needle are you trying to move?
- How good are your records?



#1. You are capable of doing the work inhouse...



Direct Mail Success is made up of the following components:

- A well defined and properly presented offer
- Consistent and timely messaging & branding
- Detailed project & team management
- Educated & relevant strategy

3 Things You Can Optimize Today...

#3. Your donors wear bifocals...

(so gear your design & offer to older eyes)





"Charitable giving as a sustained lifestyle-type activity isn't meaningfully found until around age 55. The behavior picks up steam in the following years, gets truly meaningful around 65, keeps growing, then starts to drop some time after 75."

*Making Money With Donor Newsletters - Tom Ahern



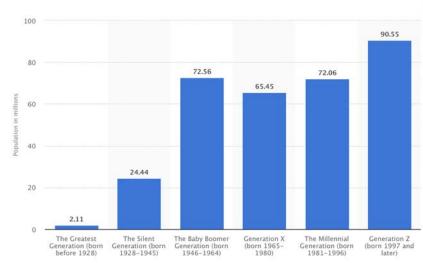
In 2019, the 55-to-85
 population of the US was
 made up of 79% Boomers
 (born 1946-1964)

Starting in 2020, Boomers are being replaced in the donor demographic by Generation Xers (born 1965-1979).

*future fundraising now



There are 7 million fewer
 Gen X'ers than Boomers







Fonts with Serifs in direct mail

ABC

ABC

- Fonts with Serifs in direct mail
- Don't type over a tint, don't use reverse type

Don't type over a tint or use reverse type...

- Fonts with Serifs in direct mail
- Don't type over a tint, don't use reverse type
- 14pt type preferred, 12pt font minimum

- As we age, we tend to experience an increase in right brain participation in our mental functions.
- The emotional, intuitive right brain is less interested in details than in the total picture.
- The left brain sees things in terms of categories; the right brain in terms of relationships.

- Use images
- Appeal to their emotions
- Tell stories

- Picture your donor (use your mom as a good example)
- Be conversational two acquaintances talking about something important in the community

#2. Know your pronouns...

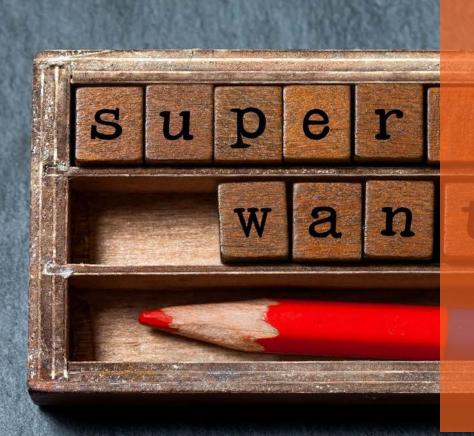
(good offer expressions don't use "us" and "we" but only "you" and "your")





"Donor as hero" is a reminder to fundraisers. It's not intended to be taken literally or to be used in a literal sense.

We need to make them *feel like heroes*.



Save it for the newsletter:

- Organizational goals
- Campaign results
- New staff hires
- Strategic plans
- etc...



- "With your support..."
- "Because of you..."

- Loyalty
- Positive Self Image
- Empowerment

Know your pronouns...

- Avoid things like "please give today so we have the resources..." or "with your help we can defeat XYZ situation..."
- Mixing pronouns steps in front of the donor and puts the organization back in the hero seat
- Instead: "please give today to help change lives..." or "with your help, XYZ situation can be defeated..."

Know your pronouns...



- Engaging stories that put the donor at the center of the narrative.
- Reasons to give that are believable and relevant to donors.
- Statements of donor benefit that speak to donors' values and motivations.



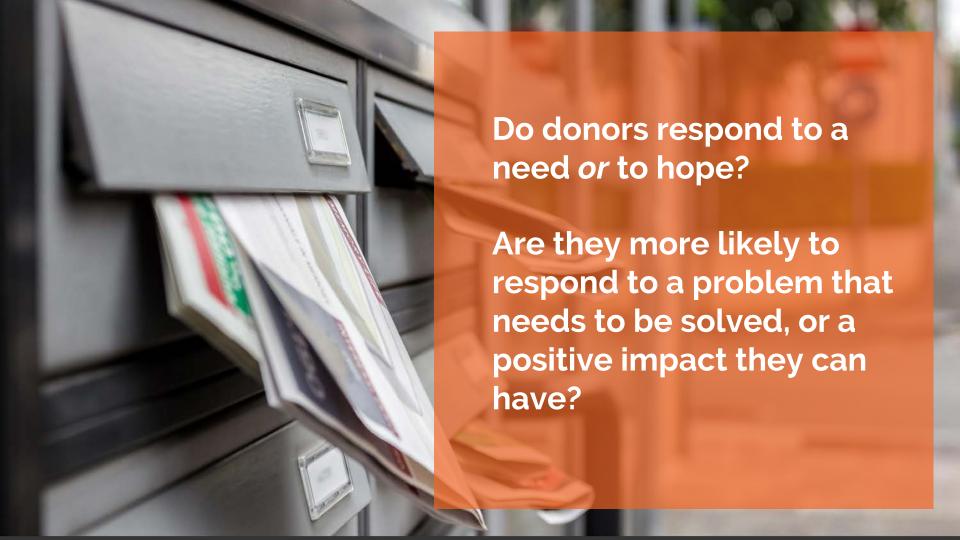
 Too many cooks in the kitchen

 Non-fundraisers have access to writing and creative

#1. The good news and bad news...

(donors respond to both a need, **and** the hope of a solution, so a good offer has to have both)







Bad News Fundraising

- Wear donors out over time
- Keep being asked to solve problem after problem
- They don't see progress, giving doesn't make a difference



Good News Fundraising

- Gets lower response rates
- Fails to address the psychology of giving (rescuing someone in trouble)
- Lacks urgency

Good news & bad news ... balanced fundraising

- Don't shy away from the bad news; focus on the problem
- Paint a picture of the better world donors can help create

- Put as much energy in describing the problem as sharing the solution
- A problem without a solution is despair, a solution without a problem is uninteresting

Good news & bad news ... balanced fundraising

- We know you care about the problem
- With your help the solution is within reach

*Donors who are cultivated with balanced fundraising keep giving because giving feels *like it matters...*



Questions?

5 Secrets Your Direct Mail Agency Doesn'tWant You To Know...

→ Unexpected

"I had my suspicions..."

"I had no idea..."

→ Motivating

"I'm going to check into that today..."

3 Things You Can Optimize Today...

→ Simple

"I can change that right now!"