

DIRECT FORUM

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Direct Forum is a free email 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!

1. Looking for new donors to replenish your depleting house list? **Here's a hint.**

2. How to attract this new group to your cause? **Here's another hint.**

Looking for new donors to replenish your depleting house list?

Here's a hint:

If you are like most charities, chances are there are many more older donors on your current house list than younger ones.

But many of the older set are dropping off the list which means you urgently need to acquire more of them. So where should you be looking for more stable long-term donors?

**Look
for
more
Baby
Boomers**

Look at Boomers; they can quickly replace their elders as the prime fundraising target audience. For every older donor who "lapses" more than one Boomer today turns 50, 55, 60, 65 the prime ages when people ripen into true donors.

These new supporters are a must.

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Here's why:

1. According to AFP and Blackbaud Inc. older donors give the most:

- AFP's 2013 survey report stated that 80% of Canadians 55 and over (the highest sector) made a financial donation to a nonprofit in 2013.
- The survey also said that the vast majority of this segment support multiple charities with 65% giving to between 2 and 5 organizations and 16% donating to more than 6 in total.



- In 2014, The Blackbaud Inc. reported that Baby Boomer contribute 43% of all giving.

2. There are a lot of them. In fact there are over 12 million Canadians in the

50 and older age group right now and growing. (Stats Canada)

3. They are set to inherit incredible wealth. (Toronto Star)

As Boomers' parents die, the largest transfer of wealth in history is falling into Boomer laps. Some Boomers find themselves with inheritances that they may want to use in a philanthropic way.

4. And 42.4% of the over 45 year old members continue to work. (Stats Canada).

Only the oldest Boomers are at retirement age and there are some indicators that the average age for retirement is creeping up. These aren't your grandmas or grandpas, they are CEO's, VP's, senior executives and small business owners.

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Other darn good reasons to pursue them:

1. Older people tend to be more sympathetic.

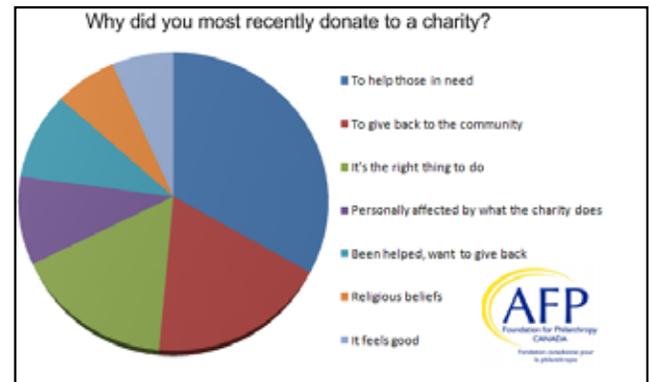
New Research suggests that the human brain changes with age. These changes in brain chemistry cause older people to be more empathetic and emotional. Combine this with wisdom and perspective that comes from aging and you see why older people are more predisposed to charitable giving. They typically have:

- An enhanced sense of connectedness with others and responsibility for the world around them
- A sense that their chance of making a difference is running short
- A need to “give back” to the community
- A desire to reconnect with their faith
- Less interest in acquiring more stuff to fill their homes, from clothes to gadgets
- They are living longer and more healthily.

2. Their reasons for giving are:

- 35% said it is the desire to help those in need
- 19% want to give back to the community
- 20% said they had been personally and

positively impacted by the charity’s activities and want to give back.



3. Other advantages to talking to Baby Boomers are:

- Their average gifts are higher than those of older donors on your house list
- Their retention rates are good
- They have a high life-time value: when you combine their practice of giving larger gifts, their good retention rate and their propensity to leave a legacy.
- Like your older donors, they respond well to messaging and channels such as direct mail, newsletters, etc.
- At the same time they are quite online-savvy, which means they open to new methods of solicitation such as multi channels, just like younger donors
- Involvement is also key with 54% saying that volunteering for a nonprofit makes them much more/ somewhat more likely to donate to that specific charity. (AFP survey)

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4. Many are also going through important life transitions that are transforming their lives and behaviour

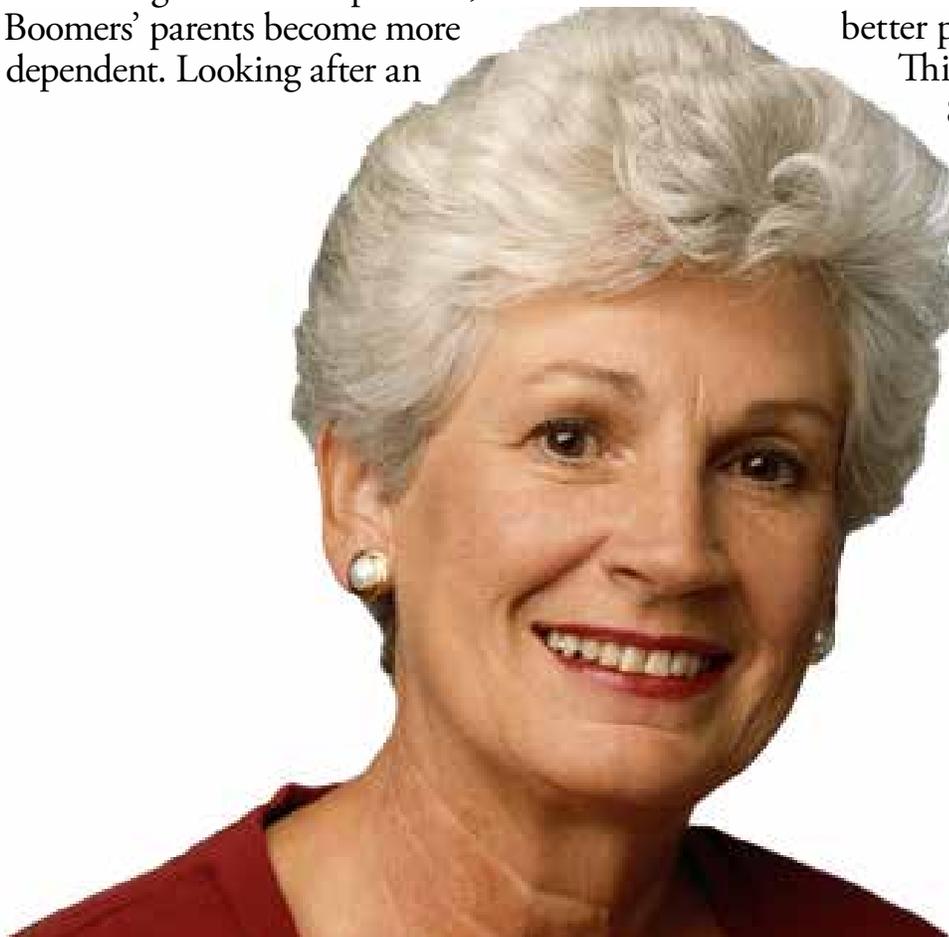
- **Empty Nest:** a number are entering a very different phase of life as their kids grow up and move out. Money and time get freed up. Many can now give to one or more causes that are dear to them.
- **Caregiving for elderly parents.** while the Empty Nest pulls in one direction, this one pushes them in the opposite direction. As their kids get more independent, Boomers' parents become more dependent. Looking after an

elderly loved one give them a deeper appreciation for other caregivers.

- **Grand-parenting.** Boomers are becoming grandparents at an amazing rate. Having grand children often promotes re-examining new values like the environment, global warming, etc.
- **Past history.** Boomers were once hippies and danced to the tune of a different drummer. Don't patronize them. Boomers are looking for the deeper meaning, for their second act. They are more thoughtful, trying to enjoy the journey and bent on making a difference.

Most of these issues make Boomers better prospects as donors.

Think of them as that 800-pound gorilla with enormous potential or "the mother lode" you have been looking for.



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How to attract this new group to your cause.

Here's another hint:

Use a 4-point multichannel plan

1. Start with direct marketing— It is still the best way to raise funds because:

- It has a longer “shelf life” than other media
- Older people are still warm to direct mail solicitations
- It allows you to tell a story with words and images. (DMA Report)

2. Get them on Social Media sites.

According to many Internet sites:

- A large percentage of people today learn about causes via social media and online channels
- More than half of those who engage with nonprofits via social media have been inspired to take further action such as donating to a cause, volunteering, giving gifts in kind (food, clothing, etc.)
- Peer-to-peer fundraising campaigns can help raise funds effectively
- The average social media donation is over \$50 although it may be hard to get a repeat donation from online givers
- Using Twitter during fundraising events can result in raising more money.

February, 2014



This is all about Friendship!

<Ms. Sample>
<Address 1>
<Address 2>
<Address 3>

Dear Ms. Sample,

"I am excited, because I'll be seeing my teammates not just once but twice in one week." David Lawson, enthusiastically told Shiona Watson.

As his former Provincial Games softball coach for the last two years, Shiona has come to know David quite well.

She had offered to give him a ride to and from the games during the fall since it was on her way and because he had no other means of transportation at the group home where he lived.

On the way back Shiona enquired, "So how was practice today?"

He lit up and in his usual cheerful manner said, "Cool, it was 'way fun'. My hockey friends are better than any friends before. And to top it all when I walk in I feel loved and that is the best feeling ever."

Friendship is the glue that binds

The Japanese have a special word for true friendship, *kenzoku*, which means *family*. It's the strongest bond between people who have made a similar commitment and share a similar destiny.

David is the youngest of the two children of Scott & Shirley Lawson and has had a learning disability from birth. He always loved all kinds of sports and played T-ball, softball and hardball for many years with a team called Bombs. He also won a few trophies over the years.

When David was 21 his social worker, Dave Fredericks, suggested that his parents contact Pat Hall, coach of the Special Olympics Milton Major Softball team but there were no openings at that time. Next year, Pat contacted Shirley and asked if David was still interested in playing and he joined.

Friendship is camaraderie

David's current coach, Ron Twiss of the Milton Mighty Ducks, commented, "When I first met David he was a 'lost soul'. His only entertainment was to go to Tim Horton's for coffee.

"Participating in baseball worked out well for him—he got a sense of team spirit but unbeknownst to me he had never played tinnette or real hockey in his life! At the end of baseball he asked me if there were any sports he could play in the winter and I told him we had one opening on our floor hockey team if he was interested.

"The first couple of practices were awkward but now with half the season



Coach Ron Twiss with David Lawson

Charities still generate a large percentage of their donations via direct mail

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The three major Social Media sites to consider are: Facebook, Twitter and Pinterest.

Facebook demographics:

- The 45-year and older age group has grown by 46% since 2012
- It skews slightly toward women
- According to Pew Research, nearly 75% of Internet users had high school or above education.

Twitter demographics:

- The fastest growing demographic on Twitter is the 55–64 year age bracket—up 79% since 2012.

Pininterest demographics:

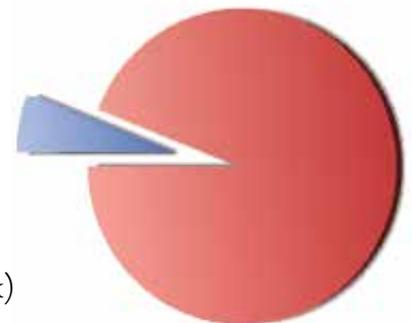
- 68.2% users are women
- 45-year and older age bracket has grown to 17% (highest usage in 25-34 age group of 27.4%).

The organization *charity: water* raised \$350,000 on Twitter & Facebook



3. Newsletters and Emails: here list segmentation by demographics is important

- When you use demographic factors to segment your list, you give yourself better a chance to put the most targeted message in front of the best individuals for it
- Identifying age demographics and catering to them will help improve your conversion
- Online giving accounted for 6.4% of all charitable giving in 2013. (Blackbaud Index)



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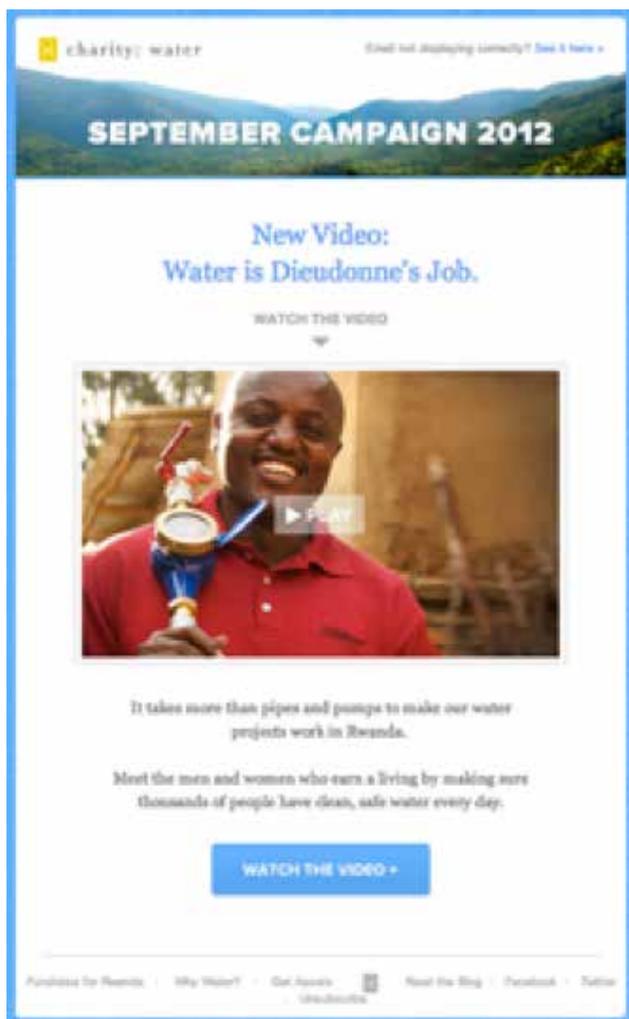
4. Learn from the experts:

Example: Instead of sending several generic mass e-blasts, *charity: water* sent weekly personalized emails to subscribers based on their level of previous engagement.

Last year the target was to raise \$1.7 million from 1,200 subscribers for Rwanda.

How did they do it?

They personalized each message ensuring that each email was worth opening.



Content and design play a major part for *charity: water*: The email alongside proves it. They have clean designs, they're text-light and they perform well on mobile devices.

Another important ingredient in their emails is "inspiration".

They used storytelling through videos and images as their most important weapon. By telling stories of people who had no water and had to hike daily down a mountain to retrieve it, they inspired their audience. Young kids set up lemonade stands to raise funds; older subscribers were encouraged to perform other peer-to-peer acts.

The organization's emails also contain practical advice about how to campaign effectively. They urge subscribers to conduct outreach via email to friends, not just through social media.

5. Videos.

Consumers are gravitating toward visual content that conveys an idea and sparks a quick emotional response. Visual imagery generates higher involvement.

- 56% of those that support nonprofits on the Social Web confirm that compelling storytelling is what motivates them to take action on behalf of them.

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This year *You Tube*, the second-largest search engine after Facebook, made a bold prediction that 90% of all Web traffic will be video in the next few years.

Online videos are a great way to expand your reach—this is where the future is.

On YouTube alone:

- More than 1 billion unique users visit the site each month
- Over 6 billion hours of video are watched each month—that's almost an hour for every person on Earth, and 50% more than last year
- 70% of YouTube traffic comes from outside the US

Videos can show dire need, just how gifts from donors have been used, what they have accomplished or will accomplish, and of course how they are appreciated.

They have the potential to give new donors better-informed choices about the charities and why they are deserving of their funds, no matter how small they are.

Make sure the videos you produce inspire or involve people, not just make them feel guilty or scared. Videos that can do that will be more likely to be shared with

friends and will build a stronger bond between the charity and the viewer

Here is a great example from Thailand: *Giving is the best communication.*

<http://youtu.be/HEnEjJcvLiY>



Another great reason for creating videos is for use on mobiles. I cannot overstate what the explosion in smartphone use and digital channels has done for social media—where texting, tweeting, sharing, casting likes and votes is instant and prolific, e.g. *American Idol* or the many shows that reach millions of viewers on TV and online.

Three final pieces of advice:

1. **Give Boomers a chance to provide feedback and be heard.**
2. **Make it super easy for them to contact you.**
3. **Get professional help.** Let's face it, if you have a leak in your basement

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chances are you will call a professional plumber. Your car breaks down you go to a mechanic.

Yet, when it comes to crafting a persuasive message on all these 4 multi channels, everyone thinks they can do it themselves. All they need is the help of a “Mac Monkey” or an economical desktop designer.

Boomers are a very hard group to persuade; they don't fall for fluff.

You must learn to trust the work of professionals over yourselves because they have knowledge and expertise you may lack. And they know all the latest styles, trends and techniques.

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