



DIRECT FORUM

APRIL 2023

VOLUME 19 ISSUE 4

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!

Three tidbits of valuable information for direct marketers:

1. THE POWER OF COMPLETION.

The ability to see something completed is fundamental for us all. If you draw a circle or a square on a blackboard with just one missing section, and if you leave the chalk there—chances are that someone who enters the room will complete the shape.

This is the same principle that applies to starting to tell a story or important news on the outer envelope of a direct mail piece and leaving it unfinished. The urge to know the rest gets the reader inside faster than the words: “Please look inside.”

Here are 2 examples of my concepts for United Way, Montréal:

Inside, in the letter the complete message was revealed.

For example:

IN GREATER MONTREAL, OVER 200,000 PEOPLE SUFFER FROM FOOD INSECURITY

IN MONTREAL, 1 YOUTH OUT OF 5 LEAVES HIGH SCHOOL WITHOUT GETTING A DIPLOMA.



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2. THE STRENGTH OF CONSTRAINTS.

In 1960, two men made a \$50 bet. The first man was Bennett Cerf, the founder of the publishing firm Random House, while the second man was Theo Geisel, but you probably know him as Dr. Seuss.

Bennett Cerf challenged Dr. Seuss to write a children's book using only 50 different words. Dr. Seuss took on the bet and won. The result was a little book called, *Green Eggs and Ham*.

Since its publication, *Green Eggs and Ham* has sold more than 200 million copies, making it the most popular of Seuss's works and one of the best-selling children's books in history.

The Strength of Constraints is what we can learn from this story:

Setting limits for yourself — whether that involves the time you have to work out a problem, the money you have to start a business, or the number of words you can use in your letter — often delivers better results than “keeping your options open.”

In fact, Dr. Seuss found that setting some limits to work within was so useful that he employed this strategy for other books as well. For example, *The Cat in the Hat* was written using only a first-grade vocabulary list.

In my own experience, I've seen that constraints can also provide other benefits like:

Constraint can inspire creativity.

If you're a photographer and you show up to a shoot with just one lens, then you learn to figure out more creative ways to capture the beauty of your subject than you would with all of your gear available.

Limitations drive you to figure out the best solutions

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Constraints force you to get things done.

Time constraints have forced me to produce some of my best work. This is especially true with my writing. This constraint has led me to produce some of my best work; *or even this newsletter which I am writing while on vacation in India.*

Constraints force you to get something done and don't allow you to procrastinate.

Most people spend more time complaining about the things that are holding them back.

- “I don't have enough time to get my work done.”
- “I don't have enough money to start a business.”

But constraints are not the enemy. Every artist has a limited set of tools to work with. Every athlete has a limited set of skills to train with. Every entrepreneur has limited resources to work with. Once you know your constraints, you can start figuring out how to work with them.

Think of Constraints as The Size of Your Canvas.

Dr. Seuss was given 50 words. That was the size of his canvas. His job was to see what kind of picture he could paint with those words.

You and I are given similar constraints in our lives.

You only have two days to get that direct mail piece done? So be it. That's the size of your canvas. Your job is to see if you can make those two days a work of art.

You only have \$100 to start your business? Great. That's the size of your canvas. Your job is to make each sales call a success.

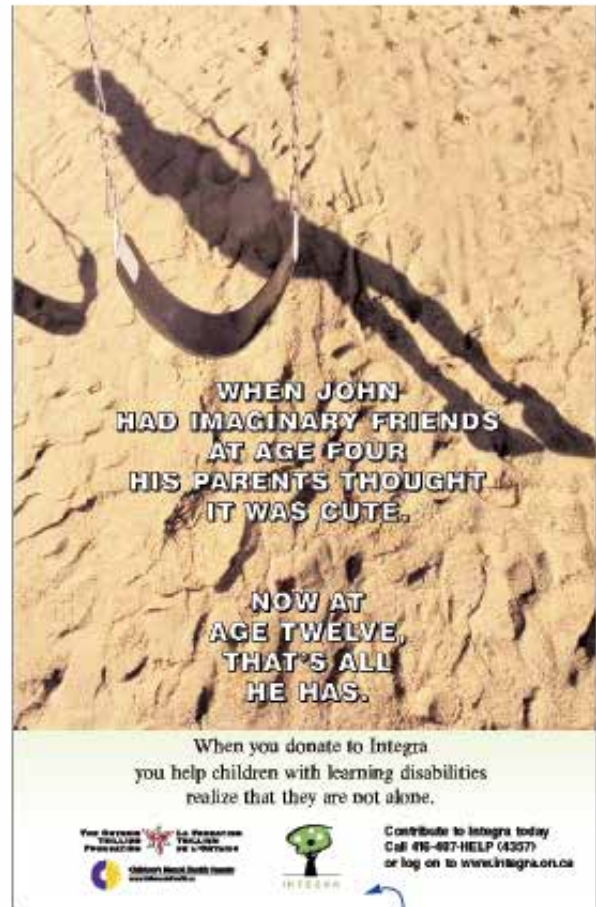
We all have constraints in our lives. The limitations just determine the

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size of the canvas you must work with. What you create in that time is up to you.

Case in point: My work for many wonderful businesses and charitable organizations including a campaign for Integra as below:

- Apple Canada
- CIBC
- Diabetes Canada
- Child Fund
- Easter Seals Ontario
- Heart & Stroke
- Heart House Hospice
- Hincks-Dellcrest Centre
- Hostess
- Good Neighbours Club (HAVEN)
- Institute for Advancement in Mental Health (IAM)
- Interval House
- Integra Children's Mental Health
- IWK Foundation
- Johnson & Johnson
- Juvenile Diabetes Research Foundation Canada
- Julius Schmidt USA
- Leukemia & Lymphoma Society of Canada
- Osteoporosis Canada
- Owens Corning
- Pfizer
- The Massey Centre for Women
- Make a Wish Canada
- Maple Leaf Food
- National Arts Center Foundation
- Nortel
- Nestle
- Ontario Lottery Corporation
- Plan International Canada
- Prostate Cancer Canada
- Pizza Hut
- Right to Play
- Speedy Glass
- Schneider's Meat
- Toyota
- Santori Wine Company
- Royal Bank
- Royal Conservatory of Music
- Save the Children Canada
- Second Harvest
- Sherway Gardens
- Shelly Cares Foundation
- Special Olympics Ontario
- Sun Life Canada
- Shades of Hope
- Shoppers Drug Mart
- Starlight Children's Foundation
- Toronto Hydro
- Toronto International Film Festival
- Toronto Zoo
- Tourism Toronto
- Toronto Humane Society
- Tree Canada
- TruPoint Backyards
- University of St. Michael's College
- United Way Montreal
- United Nations Association in Canada
- UNICEF Canada
- UNHCR: United Nations High Commissioner for Refugees
- Variety Village BC.
- Youth Employment Services
- YMCA Toronto
- YWCA Toronto
- VINCORE
- Welcome Hall
- Wyeth Pharma
- WoodGreen Foundation
- War Child, Canada



Transit Posters



Winner of the 2006 CMA Silver Award in the Creative Category (Charity/Pro Bono)

Ad

3. FINALLY, ONE OF THE MAIN POINTS IN ADVERTISING IS POSITIONING A PRODUCT OR SERVICE.

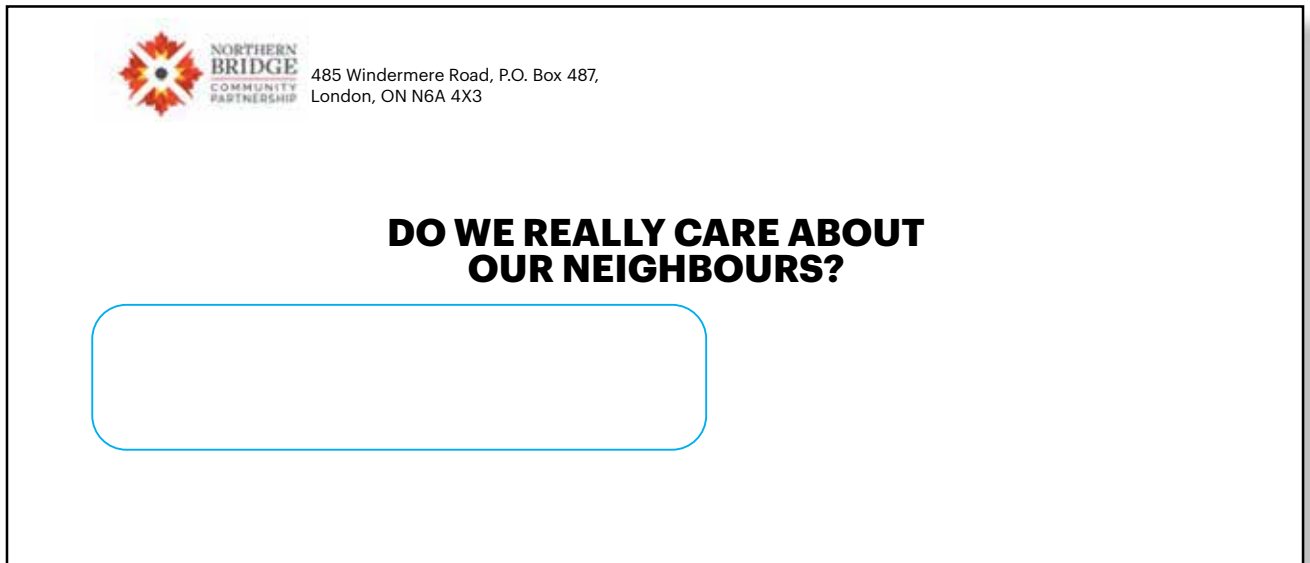
Positioning means to form in the mind of your target audience a concept about your product or service by comparing it to something already familiar to them that possesses a similarity to products, services, or organizations in the marketplace.

Case in point: A man who sold nylons to women by mail was very successful, not because his price was lower or that the quality of his product was better. He simply packaged the hosiery in bundles of twelve and made the buyer feel they were getting it at a wholesale price.

Similarly, when creating a package for the Northern Bridge Community Partnership it was important not only to appeal for funds, but to show the dire plight of the indigenous community. This gave donors a complete picture and reasons why they should donate.

It worked well with a 17% increase in donations.

Envelope:



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Letter (front)



DO WE REALLY CARE ABOUT OUR NEIGHBOURS?

THIS IS A QUESTION WE ALL NEED TO ASK OURSELVES ESPECIALLY NOW DURING THE HOLIDAY SEASON.

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



Dear Friend,

While Canada has prospered, it's First Nation and Indigenous peoples have not. One in four children in our First Nation communities live in poverty. That's almost double the national average.

This land, with all its riches from minerals to plentiful harvests, has sadly not shared its bounty with its original caretakers.

While our children have gone on to University or College, found good jobs, the children of our First Nations were snatched from their mothers put into schools, mistreated and unceremoniously buried in mass graves.

There are almost 600 unresolved cases of missing and murdered Aboriginal young girls in Canada, and young Aboriginal boys are seven times more likely to commit suicide due to isolation or mental health issues.

If we, as Canadians pride ourselves as being one community, it is time to include the First Nations and Indigenous peoples into our fold and put our money where our mouth is. It is time to give generously.

Northern Bridge Community Partnership is a charity dedicated to helping First Nations and Indigenous people. The destruction of relationships between settlers and Indigenous peoples may have happened over centuries, but the injuries endured cannot be erased in one quick stroke.

Be a part of the healing process. Help fund our programs that are making a positive difference in bridging the gap and commitment to work closely with our Indigenous brothers and sisters in northern Canada and to improve their lives too.

Your donation of any amount that you can afford today will make a significant impact by building relationships and rebuilding trust, one person at a time and one community at a time.

Thank you for showing your compassion and proving that Canada does care about those forgotten and neglected for so long.

Sincerely,

Michael Bechard
Founder and Executive Director
Northern Bridge Community Partnership

P.S. Your donation of any amount today will make a significant impact right now.



Enclosed is my gift of:

[] \$XXX [] \$XXX [] \$XXXX [] Other \$

Charge to my: [] VISA [] MasterCard [] Cheque enclosed (Payable to Northern Bridge Community Partnership.)

Form fields for Card Number, Exp. Date, Signature, Print name as it appears on card, Date, Email, Phone

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

I would like my gift to go towards:
[] Area of Greatest Need
[] Experiential Learning Program
[] Long-Term Immersion Program
[] Strong Communities Program
[] Ongoing Program Development

CODE#

Charitable Registration #71966 5291 RR0001. Donations of \$10 or more will receive a tax receipt.

Letter (back)

OTHER GOOD REASONS TO DONATE TO NORTHERN BRIDGE COMMUNITY PARTNERSHIP

44.2% of First Nations people in Canada who live on reserves have a dwelling that needed major repairs.

17.9% of Indigenous students who live on-reserve attend provincial or private schools off-reserve.

47.2% of Indigenous families on the reserve in Saskatchewan are single parents.

\$20,452 is the average income of Indigenous individuals aged 15 years and over on the Saskatchewan First Nations reserve.

52.2% of children in foster care in Canada are Indigenous, but account for only 7.7% of the child population.

31.7% is the Income Assistance Dependency Rate for Saskatchewan First Nations on the reserve.

The indignity is not just the failure of widespread national experiment in assimilation — the Indian Residential School system, was complicit in eradicating local languages, cultures, spirituality which resulted in severe damage to the Indigenous people’s way of life, the destruction of families and communities, and most importantly, the loss of their identity, but also the fact that we as individuals and as a nation have never really committed to standing up for and with Indigenous peoples as neighbours, friends and full partners.

Northern Bridge Community Partnership realizes there is no single, sweeping solution to right the wrongs experienced by our indigenous brothers and sisters. But your donation now will be the first step in the right direction.

- 1. To donate with a cheque or credit card: fill out the one time or monthly donation form and mail back in the enclosed envelope.**
- 2. To donate online: log on to www.northernbridge.org**
- 3. To donate using your mobile device scan this QR code:**



MONTHLY GIFT

Yes, I want to support Northern Bridge Community Partnership EVERY MONTH with my donation of:

\$10 \$20 \$50 Other \$

Please charge to my: VISA MasterCard

- I can revoke or change my authorization at any time in writing or by calling 1-877-60-NORTH (606-6784) subject to providing 30 days' notice.
- I have certain recourse rights if any debit does not comply with this agreement. For example, I have the right to be reimbursed for any debit that is not authorized or is not consistent with this Pre-authorization Debit (PAD) Agreement.
- To obtain a cancellation form, or for more information on my right to cancel a PAD Agreement or my recourse rights, I may contact my financial institution or visit www.cdnipay.ca.

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485 Windermere Road, P.O. Box 487,
London, ON N6A 4X3

Western Office
76 First Street West, P.O. Box 270,
The Pas, MB R9A 1K4

1-877-60-NORTH (606-6784)
Info@northernbridge.org

conditions of prior sale will receive a tax receipt.

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