

DIRECT FORUM

AUGUST 2012

VOLUME 8 • ISSUE 8

Direct Forum is a free e-mail 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.

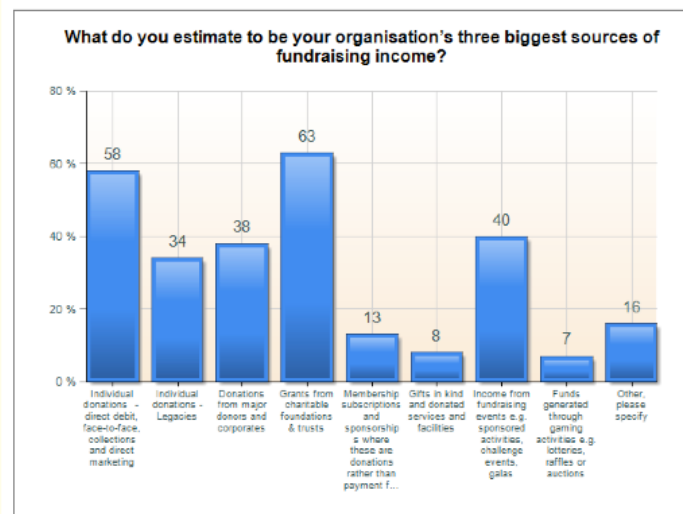
1. Here are the latest facts about surveys so you can draw your own conclusion as to where to focus your time, talent and effort when fundraising
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Here are the latest facts about surveys so you can draw your own conclusion as to where to focus your time, talent and effort when fundraising.

Surveys conducted by many sources in many western countries bears out these facts:.

- While 50% or more people today shop on-line, **only 2% to 3% of them donate on-line.**
- Between 2008/09 and 2009/10, the proportion of **donors giving on-line has almost doubled from 4% - 7%**
- **This 7% amount is just that, a drop in the bucket of the many millions of dollars collected by charities annually** via other methods like snail or direct mail, events, auctions, corporate sponsorship, etc.
- **More women than men give monthly** but the amount of monthly contributions by men is more generous.
- About **45% of Canadian donors over 65 years**

Donations & Fundraising outweigh Foundations & Trusts as the highest source of fundraising income

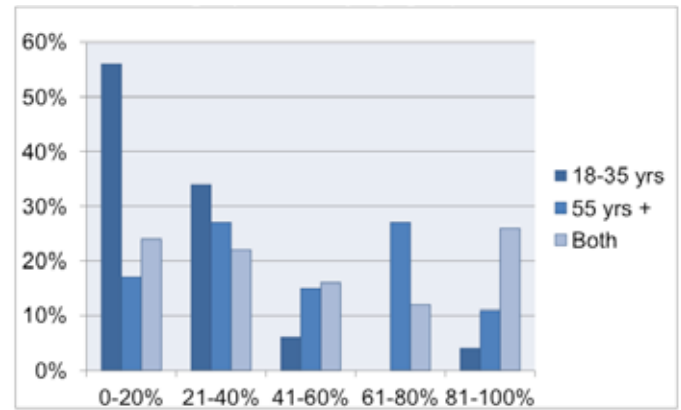


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still supported 11 or more causes in 2011.

- **About 37% of charities continue to target donors by age**—of these almost half (49%) target older people and tend to spend more on this age group.
- Donors have changed the ways in which they give over the last 5-years, **many have “reduced or eliminated support to charities that over solicit”** (*The No.1 reason among Canadian respondents, especially donors over the age of 65.*)
- **94% of Canadian respondents have been asked at some time to join a monthly giving program.** (A figure considerably higher than for respondents in the American study.)
- **51% of Canadian’s surveyed said that they are active monthly contributors currently and 8% said that they are lapsed donors.**
- **Satisfaction among Canadian donors who do give monthly is quite high with 74%** offering a rating of 6 or 7 on a 7- point scale.
- Over 80% of all respondents said they conduct research on nonprofits that they are considering for support and **the most common way they do this is by spending time on the websites of charities in which they are interested.**
- **Over three quarters of respondents have sponsored (pledged a gift to) a participant in at least one peer-to-peer type fundraising event within the last two years.** A vast majority now solicited online.
- **Relationship to the participant is the most influential reason to sponsor (70%)** and, therefore, it is not surprising that the most common reason why sponsors stop giving this way is because the person they sponsored stopped participating in the event.
- **Donors are strongly influenced by the amounts others give.** This follow the leader method of giving has been studied many times and survey results show that the effect of large

Proportion of fundraising expenditure by age groups



donations on subsequent giving generally last at least 20 donations later.

- *People respond favourably to tin giving collection.* Almost eight out of ten people like to give their spare change to a charity through collection tins when available.
- *Most young people now consider Mobile phones as the most indispensable item.* Thus knocking TV off the top spot, while a Wi-Fi enabled laptops now rank third.
- While the living room is the hub of electronic entertainment interactions like TV and e-readers (Entertainment and communication is the reason 83% of people interact with the screens), *smartphones and mobile devices dominate and preoccupy most of the young peoples time.*




A look at some big issues in direct mail

- Direct mail appeals are *unlike any other forms of communications.* They need to be *exciting, inviting and entertaining.* They usually tell stories, state BIG problems or outline looming crises that appeal to the readers for help.
- It is an intimate *one-to-one conversation with the recipient. The word "you" is "glue".* After all it's not about how wonderful the charity is, it's about how wonderful the donors are for helping the charity.

Remember, **John F. Kennedy's** Inaugural Address when he said: "My fellow Americans, ask not what your country can do for you — ask what can you do for your country."

- *This isn't your English class grammatical essay test where you would fail for starting a sentence with a conjunction. Direct mail readers usually skim over the material,* so use: short words, short sentences, short paragraphs. Sentence fragments, ellipses (...)



Give us the power to help

April 13, 2012

Self-Renewal Campaign for Springtime

Mr. John Sample
Address
City (province) Postal Code
Saint-Mathieu-de-LaPrairie, Qc J0H 2H0

Dear Mrs. Sample,

The saddest words I have ever heard were: "I wish I were a better mother, but right now, I just don't have the means to give my children the food they need."

Denise tearfully confided her feeling of helplessness: "I am a single mother who wants the best for my children. Every day I struggle to prepare meals for them because I don't have the money to buy enough healthy food to meet their daily needs."

Malnutrition is a misfortune that affects both the young and old. Many adults often end up buying junk food because it is cheaper, so they and their children don't get the necessary nutrients for proper growth and development.

Yet, Denise is not alone — in fact people from all walks of life who don't have access to sufficient nutritious food to meet their daily needs are at grave risk from food insecurity. Most of them are the "working poor"—people who don't earn enough money to make ends meet.

THIS REQUEST IS URGENT BECAUSE HUNGER CAN'T WAIT

We are very grateful for the difference you helped make recently with your gift of <<\$ xx>> on <<date>>. Won't you please consider sending a donation once again for this spring campaign to help people in your community provide healthy food for their families and live with dignity?


**WE ARE NOT ASKING FOR HELP IN JUST HANDING OUT FOOD
WE WANT TO ENCOURAGE SELF-RELIANCE**

Many who will benefit from your help are single parents, people who have recently lost their jobs, the younger generation that has never had to worry about food before or learned how to


Over please...

Visit our Web site to learn more.
Click on 'Food security' in the "Social issues" section to learn how those at risk find the help they need.

www.centraide-mtl.org
493 Sherbrooke Street West, Montreal (Quebec) H3A 1B6
Tel: 514 288-1261 • Fax: 514 350-7282 • Email: dm@centraide-mtl.org



12345



A SPECIAL SPRING SELF-RELIANCE APPEAL My choice of giving

Yes, I want to help

Here is my donation of \$ _____

MONTHLY GIFT: \$ X 12 = \$ _____ Total

SINGLE GIFT: _____ Total

Personal donation Corporate donation

Cheque*

Card No. _____ Expiry Date ____/____/20__

X _____
Signature
* A cheque marked „void„ is enclosed for debits from my bank account

BARCODE

Thank you!

Telephone No. _____ Please return this card with your donation.

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bolded words, underlined key messages—based on the “keep it simple stupid’ formula. So the reader gets the gist of the message quickly.

- Direct mail is **tactile, tangible and touchable** which is its real strength. It has real stopping power to get readers involved.
- • When writing a direct mail piece remember to keep in mind that **points of entry are the most crucial pieces of the puzzle**. Like the very first sentence to draw the reader in, bold sub-heads, riveting stories, intriguing photographs, provocative statements, fascinating statistics, etc.

The picture below is worth a thousand words.



A first, an Annual Report powered by the sun

Here’s something I found to be unique. An Austrian solar energy company, **Austria Solar**, recently published its Annual Report in such a way that its contents remain invisible until sunlight falls on the pages. Now, how is that for being different?



Another first, a promotion on behalf of my client

Since my newsletter reaches hundreds of subscribers, one of my best clients asked me to promote their social marketing “BE A FAN DAY”.

(see overleaf)

Now that I have agreed to do that, I am open to adding other promotions from other parties in the future.

To find out more, call me at: 416. 203.9787

Or email me at: designersinc@sympatico.ca

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Special Olympics
presents...



Be a fan Day



When? October 25th, 2012 in your community.
Get involved with Special Olympics and BE A FAN!
Donations of \$5 or more receive a pair of Red Laces.

For more information visit
www.beafanCanada.com
[facebook.com/BeafanOntario](https://www.facebook.com/BeafanOntario)



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To participate, send me an email with your suggestions.

To post a comment, please include your name, email address and your thoughts.

Let me remind you again that your name and/or e-mail address will never be shared, sold, circulated, or passed along to anyone else.

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