

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. Why I still believe in **direct marketing.**

2. **Six tested** strategies for **raising more funds.**



## Why I still believe in **direct marketing.**

One of the things I loved as an art director in the advertising world was being able to create advertising commercials. They were fun and they tested your true creative ability to tell a story or sell a product in a minute or less.

They also made sense in those days when there were only a few channels and the bulk of the people watched television.

Today, viewing the daily barrage of commercials that go on for a full minute or so, peddling lawyers and drug

companies, has left me a bit disappointed.

I have even stopped trying to understand the economics of advertising certain products on television.

**Take car advertising for example.**

**Car firms spend a lot—practically most of their advertising budget—on TV, showing their brand new models going up and down a street or highway.**

Yet, in a recent survey Ernst & Young asked people what made them buy their last new car. Here's what they said:

- **71% said they were most swayed by word of mouth. A friend suggested a car to them.**
- **48% said they were influenced by direct mail from dealers.**
- **26% said it was what they researched or saw on the Internet.**
- **Only 17% of people said that car ads on TV impacted their decision.**

Radio has a similar problem. Who listens to the radio when they're not in the car?

Besides with so many channels to choose from, where can one advertise to find the right customers?

Print mediums have been in decline ever since the growth of the web.

Billboards are local and restrictive.

Advertising is mass marketing with one message that fits all.

## **THAT LEAVES ONE ELEPHANT IN THE ROOM: DIRECT MARKETING**

**Direct marketing is more than direct mail today. In today's integrated world it uses multi-channels to get a message across, such as:**

- Online, mobile, emails, banners, etc.

- Mail including innovative printing and technology methods.
- Social marketing, crowdsourcing or crowdfunding and videos. etc.
- Ambient or guerilla marketing.

**And direct marketing is still a highly targeted method of reaching out to qualified prospects or current customers on a one-on-one basis. It still seeks a "call-to-action" response, it is still measureable and it still relies on research and tested methodology.**

Besides, since marketers are generally sitting on a potential gold mine of data about their existing customers, they can use direct marketing in three ways:

- Convert existing customers or donors to become more loyal;
- Appeal to the most likely prospects who match their present customers, since this group are more liable to try the product or be tempted to learn about your organization or charity;
- And finally your most loyal customers or donors will tell their friends about you—word of mouth.

**Yes, Direct Marketing is intimate marketing and that's why I still believe in it.**

If you need more convincing, then listen to one of the greatest Ad Men, David Ogilvy on this topic. Here is the link: <http://youtu.be/Br2KSsaTzUc>

# Six tested strategies for raising more funds.

## 1. Make a case for one person.

Research show that people donate more to help one identifiable individual rather than an entire community of starving children. Use real images of the individual you are talking about so people can make a connection with that individual.

Example: This Special Olympics Ontario house mailing, featuring one individual, got a 19.34% response.

## 2. Use technology in case of natural disasters

Make it easier for people to donate online if you are making a case for a natural disaster. When reports of floods, typhoons, hurricanes and earthquakes make news, encourage people to use their phones to donate money by text message or go to your website to make donations.

Example: During the devastating typhoon, Haiyan, in the Philippines, individual Canadians contributed over \$85 million and the Canadian Government matched that amount.

April 2012

**THE DOUGLAS BOURGEOULT STORY**

Mrs. Jane Sample  
1234 Main Street Apt 431  
Toronto, Ontario M1M 1M1

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Dear Jane Sample

When Douglas Bourgeault was born he was not expected to live. The very forces that were trying to save him at childbirth crushed his head.

He survived because he is headstrong and determined. A trait that has helped him in everything he does, including participating in Special Olympics events since 1985.

So, qualifying in Thunder Bay for the National Games in Edmonton came as no surprise at all.

What was a surprise was that he had never skated on long blade skates before. He had to get used to the long blade skates when the speed skating rules were changed as he had only skated with hockey skates before.

When his coach Angela asked if he could learn to skate with long blades, his answer was "no problem". He came home as a winner of silver medals in all three races: the 110-meter, the 222-meter and the 333-meter speed skating events.

**Doug has encountered many set backs because of his intellectual disability.**

- He has difficulty with fine motor skills and so could not participate in regular classes and needed special education. He can read French and English and can write a little.
- He has never been able to hold a job but has been of great service running daily errands for his parents and for his older brother, Michael, a retired lawyer now.
- **The only true sadness in his life is that he was teased and bullied by other kids as a child, something that still happens occasionally today.**

However, on the bright side, he is very well known in our community and the people in his hometown of Hearst, Ontario like him and watch out for him.

Over the years Doug has amassed quite a few medals including: 1 gold and 1 silver in athletics in the Summer Games in Halifax in 1994; 1 gold in skating in Ottawa in 2000; 1 gold and 2 silver in skating in PEI in 2004.

In fact he loves to show his box full of medals. Each time he returns from any Game, he likes to go around town with his medals around his neck and the town's people greet him with a nod and a friendly smile.

The whole town is really proud of him. Even Mr. John Kouvelis of John's Restaurant displays Doug's

**Doug with his medals**



CONTINUES ...

### 3. Reconsider if you should ask people to match their last donation?

There are two camps on this issue: those who claim you should and others who recommend asking for any amount they can currently afford. I recommend the latter.

In a door-to-door study for the American Cancer Society, Group A just asked for a specific amount of donation, while Group B ended their ask with “Any amount, even a penny would help.”

The result was a 28.6% response rate for Group A versus a 50% response rate for Group B.

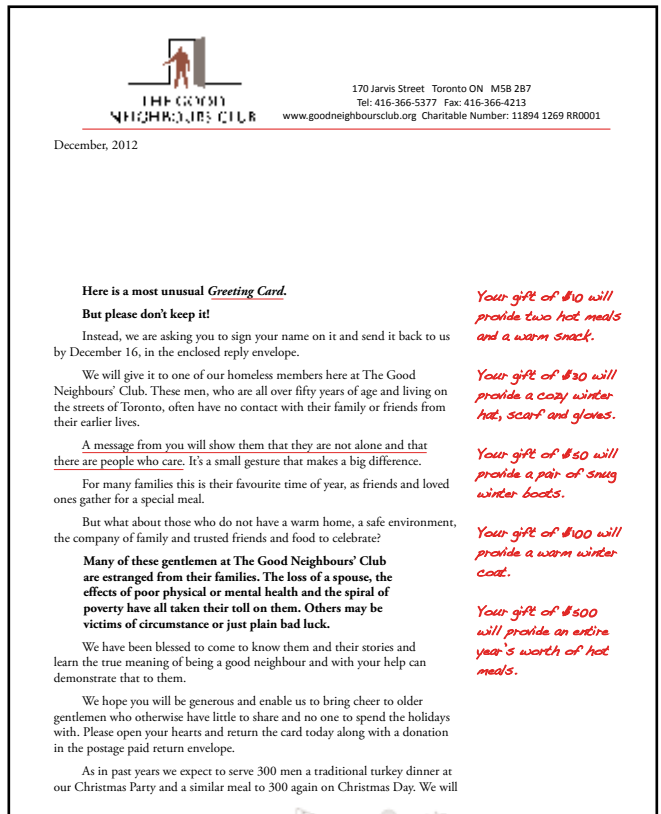


### 4. Show how the money would be spent

Detailing how the money would be used is a good way of increasing donations.

For example: The mailing below for Good Neighbours Club asked for support to help homeless people. It stated: **Your gift of \$10 will provide two hot meals and a warm snack; Your gift of \$30 will provide a cosy winter hat, scarf and gloves; Your gift of \$50 will provide snug winter boots; Your gift of \$100 will provide a warm winter coat; Your gift of \$500 will provide an entire year’s worth of hot meals.**

This helped donors comprehend how much is needed and how their donations would help.



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## 5. Peer-to-peer works best.

Peer-to-peer continues to play a bigger role in influencing donations, as evidenced by such campaigns as: **Movember, Weekend to End Woman's Cancer, etc.** For all donors, but especially Gen X and Y, the biggest influence on their decision to donate comes from peers, friends and family.

For example: Weekend to End Women's Cancers raised over \$120 million last year. The Weekend has made ground breaking strides in the fight against women's cancers and thousands of lives have been saved along the way.



## 6. Show the Impact a donation will make.

Offer the donor proof that your organization has made a significant impact in the past and how much more needs to be done in the future.

For example: The Ad below for the charity started by Greg Mortenson, who helped build schools in Afghanistan.



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