



# DIRECT FORUM

DECEMBER 2014

VOLUME 10 ISSUE 12

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. Is it time for **digital only fundraising?**
2. **The evolution** of direct marketing continues

3. **How one charity** continues to raise thousands of dollars **on Facebook**

## Is it time for **digital only fundraising?**

### **With the rapid growth of online and mobile devices, is it time to switch to digital only fundraising?**

Network for Good reported that digital giving grew by 14% in 2013. And the last time I checked on Blackbaud's website, they showed that online giving grew by 0.3% in September 2014.

In spite of growing online giving trends, Blackbaud also showed that this represents less than 10% of the total giving today.

Digital giving is important to charities, but the questions we should also be asking are:

### **How do donors feel about online giving?**

A UK research house *Give as you Live*, whose platform enables online shoppers to donate to charity, conducted a survey of online charity supporters. They asked 8,000 online donors about their charitable giving habits and how they spend time online.

CONTINUES ...

Less than 10% of respondents said they felt confident about how securely their credit card information would be handled through social media channels, the study revealed.

62% said they were “nervous” or “very nervous” about online giving through social media channels.

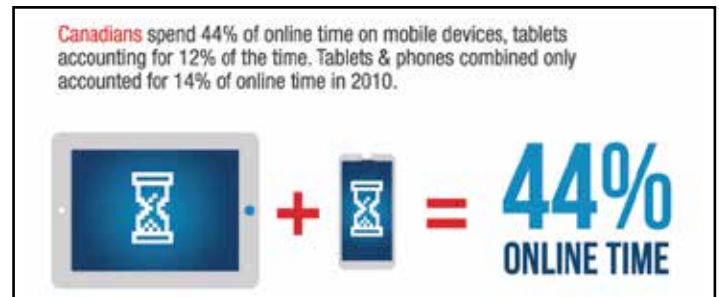
## How many Canadians use online banking?

The most recent online banking figures (October 2014) show that only 48% of Canadians use online banking as their primary method of bill payment.

The most popular method of giving was by direct debit, which 48% of donors said they had used during the past year.

Only 3% of respondents said text giving was their primary method of donating.

Figures released by the Canadian Digital Media Network, an arm of the Government of Canada, released these figures shown in the next column on April 2014:



**That's down by 2% in the last 4 years.**

## So what about the rest of the 52% who don't pay or donate online?

### Should we really abandon direct mail as a way of raising funds? Should we throw the baby out with the bath water?

Many charities have done just that.

Sadly many are not equipped to raise money on social media sites but they are going with the flow and spending more time and effort on growing their online donation presence. This is in spite of the fact that they have not figured out how to drive potential donors to their website nor

CONTINUES ...

have they totally fixed the complicated systems and poor user experience that deter donors from giving online.

Finally here is another critical question:

## **How many of charities missed the boat by not sending out a direct mail appeal this month?**

Here are some facts:

- A recent survey by Leger Marketing found that 62% of Canadians intend to donate to charity over the coming holidays. Eight-in-ten (81%) cited “helping the less fortunate” as their motivation to give.
- And in its latest survey, “*Ask Your Target Market*” 38% of those who donate to charity said that they are more likely to do so during the holiday season. 12% said they are less likely to make charity donations during the holiday season. And 50% said they are just as likely to donate during the holiday season as they are the rest of the year.
- *Women’s Philanthropy Institute’s* research shows that women of the baby boom and older generations give 89% more than their male

**counterparts. (According to a study on consumer attitudes, they are also the most likely group to read and respond to a direct mail solicitation.)**

- A study done by the Direct Marketing Association observed that the response rate for direct mail to an existing customer averages 3.4%, compared to 0.12% for email.
- Canada Post delivers to 100% of the “snail mail” market. Market Scan released the figure for available emails as being around 20% of postal addresses. This means that by avoiding direct mail you could be missing 80% of your target market.

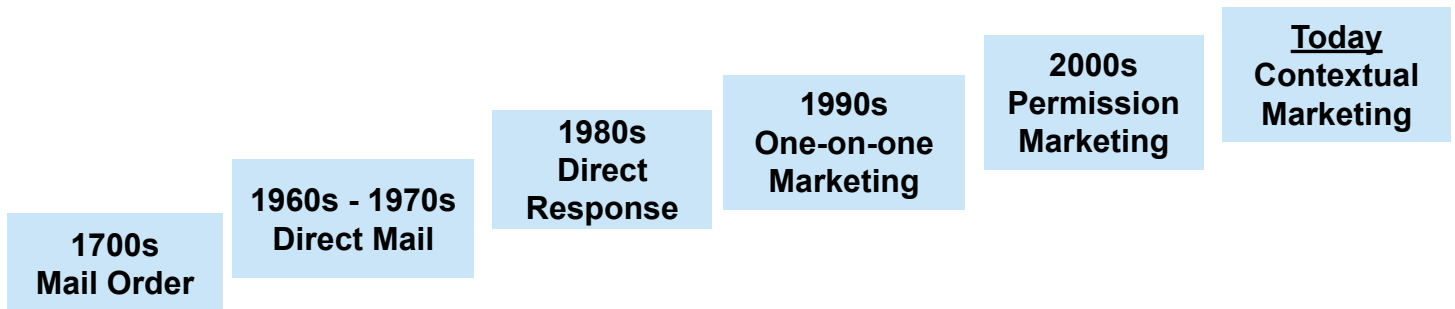
Don’t get me wrong I am not advocating stopping online giving. In fact every book on fundraising will tell you to use more than one media channel today. It’s an integrated world so don’t neglect one for the other.

Besides, an online Forbes article predicts that 87% of connected devices sales and financial transactions by 2017 will be using tablets and smartphones.

However, we are only just approaching 2015.

CONTINUES ...

# The evolution of **Direct Marketing** continues



The flexibility that Direct Marketing provides from interactivity to measurability is largely due to its ability to take advantage of new technologies. By being able to utilize virtually any media, direct marketing continues to grow and along with it the name continues to morph.

Today it has added a new name: **Contextual marketing**. It provides the opportunity to dynamically meet the needs of consumers with the right message, in the right place, and at the right time.

With the explosion of digital channels, devices, and data, today's consumers have more power and

choice than ever before.

Today contextual marketing can be used in real-time, to improve cross-channel campaigns and maximize marketing effectiveness.

For example, if you're browsing *Auto Trend* then you'll see ads for cars and motor oil. If you're watching *Bridezilla*s then you might see ads for feminine products. And so on.

However, the success of a direct marketing program still depends on delivering the right offer at the right time to the right person in the right way.

CONTINUES ...

# How one charity continues to raise thousands of dollars on Facebook

I just saw a stunning video of comedian Ricky Gervais, Dame Judi Dench and stars from Downton Abbey, for Soi Dogs Foundation called: **I didn't know**. It is a campaign to end the Thai practice of torturing and killing dogs for their meat.

Painful to watch, this four-minute video includes a petition to call on Thailand's leaders to crack down on dog meat traders and put an end to these practices.

When I last checked they had over 784,500 signatures of support and counting. Their goal was to get 750,000 supporter signatures.

The Soi Dog Foundation is stationed in Thailand and they work to help homeless, neglected and abused dogs and cats.



Here's a link to their video:  
<http://youtu.be/gerA3kWXEz4>

I have followed this charity for years and greatly admire them because in a few short years they have managed to raise over \$100,000 in monthly gifts via Facebook. Yes, Facebook.

From February to November 2010 alone (in just nine months) they increased monthly donors by 350% on Facebook.

CONTINUES ...

They are now registered as a charity and growing in Thailand, the United States, Canada, Australia, the UK, France and Holland.

### **Here is how they did it:**

- **By testing various social media channels**
- **By testing using a page versus groups on Facebook**

They discovered that while group pages allowed them to “mass message” to their group members, it was ineffectual because they learned that people who have a similar interest design groups mainly for specific use.

Pages on the other hand were specifically designed to represent their organization. Pages also offered much more functionality and customization than groups. Using just one page ended up being their best approach.

It has taken them a great deal of investment of time to grow your fan base. One thing that worked really well for them was to actively post every other day asking fans to “invite” their Facebook friends to “like” them.

Their key has been consistency: actively pursuing new Facebook followers by way of regular communications on their website, newsletter, email signatures for all their board members and via blog and Twitter.

Another factor in the Soi Dog Foundation’s Facebook success lies in their advertising. Like many Internet marketers, they have tested and found Facebook advertising far more effective than Google for them. Also they found it was more successful in securing recurring gifts on Facebook advertising rather than asking for one-time gifts.

They have also tested targeting by age, gender, relationship status, location, education, workplace and any other relevant categories and come up with their ideal donor profile. Starting with a minimum audience reach of 20,000 people. They now know what amounts to ask for per month as a recurring donation and which package appeal works best for which target audience.

The video and another way they have raised funds, this time, is by

CONTINUES ...

asking people to sponsor posters (as shown below) that they hope to set up in Thailand to educate the general masses about this horrific crime (as shown alongside.)



**YOU JUST RECRUITED  
1000'S MORE PEOPLE TO  
HELP SAVE DOGS**



They ask people to donate \$25, which will pay for the production and installation of one poster. While a generous donation of \$75 will pay for three posters.

**For all those Canadian charities that are also enthusiastic users of social media—with Facebook leading the pack in popularity—here is how you can set up your Official Nonprofit Profile on Facebook.**

Go to:

<http://www.causes.com/partners/new> and fill out the Nonprofit Partner Application with the requested information

- **What you'll need: your nonprofit EIN, a electronic picture of your logo, and contact information**
- **Click "Submit Application"**

**You will receive confirmation via email once you have been approved. Use the web link in the confirmation email to access your Official Non-profit Profile, which is your official presence on Facebook.**

CONTINUES ...

**OPT IN, OPT OUT, OPTIONS:**

To subscribe, email me at:  
[designersinc@sympatico.ca](mailto:designersinc@sympatico.ca)

To download back issues of my newsletters go to 'Freebies' on my website:  
[www.designersinc.ca](http://www.designersinc.ca)

To unsubscribe, send me an e-mail simply saying, "Please, remove." 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.**

Designers Inc.  
1407-99 Harbour Square  
Toronto, ON  
M5J 2H2

© Designers Inc.

