

# 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. The importance of year-end mailings.**
- 2. Kudos to a great PSA and a website in perfect sync.**

- 3. Finally, It's time for us all to play nice in the digital space.**

## The importance of year-end mailings.

Network for Good published these important statistics: **Last year 29% of giving occurred in December, while 11% of all giving happened in the last 3 days of the year.**



Many donors on every charity's house list generally give to more than one charity. Many of them also tend to give only once a year—they usually

wait till the end of the year to make that donation. So if you don't ask you won't get and these donors will give to that other charity that does ask.

The consequence is very simple: if you aren't making a year-end fundraising appeal, you are missing out on a potentially large pool of revenue. Every charity, no matter how big or small, should be reaching out to their donors at the end of the year.

So, if you still have not got your year-end mailing out, there is still a small window of opportunity open.

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**One highly effective way of nudging those donors, who only give at the end of the year, is by reminding them about the amount they gave in the past and showing them how it benefited the people you assist.**

I would even go so far as to suggest that you personalize one paragraph on the front page of the letter and show them clearly how much they gave.

**For example:**

Ms. Sample, I cannot thank you enough for being one of our most loyal supporters. Your gift of \$XXX last year made it possible for XX homeless people to get a warm nutritious meal during the holiday season. Won't you please donate the same or even a bit more now. It will go a long way in feeding and helping people who find themselves alone and hungry during what for many is a festive season.

**Next, follow up by asking for a gift from your entire e-mail**

**list.** This acts as a reminder for those who put your direct mail piece aside to deal with it later.

A week later, follow up with another e-mail to all of those on your list who have still not responded.

Depending on your donors' tolerance for repeat solicitations, you can also send out a third and final e-mail 4 days before the end of the year to the entire list (whether they opened the other e-mails or not) making one last plea.

**Emails results in one-third of online fundraising revenue.**



**Source: [Salsa Labs](#)**

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**Finally, have your team (staff, board and volunteers) make follow up calls to your donors who received your letters and emails.**

You could either decide to call only those donors above a certain giving level or you could divide your donor list into 3 smaller groups.

Then have your staff call 1/3 of them, your Board members another 1/3 and volunteers another 1/3—that way individuals don't get tired or discouraged about making these calls.

Don't forget your Facebook page. Repeat your year-end message on it. If you have a video with the same message then so much the better.

Another great way of sharing your message is on Instagram. According to an article on CNBC, Instagram grew by 400 million active users in September of this year alone.

**Source:** <http://www.cnbc.com/2015/09/23/instagram-hits-400-million-users-beating-twitter.html>

It seems that Instagram is a mobile friendly app that everyone wants to use.

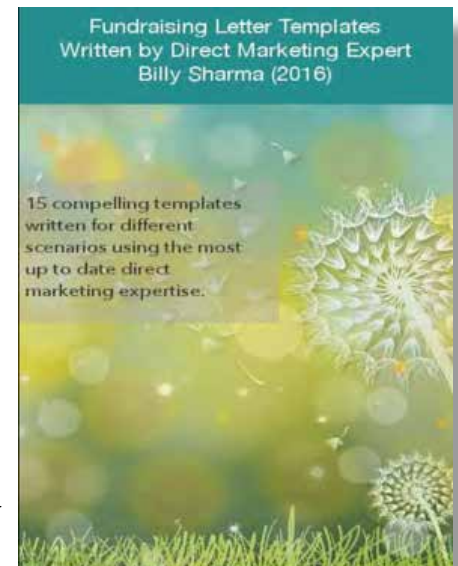
**So, don't miss the boat. Get out that year-end appeal right away!**

If you need help go to Sumac's web page because in concert with them, I just crafted 15 templates for practically every non-profit sector.

Best of all it's practically free to use.

They will be putting up these templates on their website shortly.

Here's their web link:  
<https://sumac.com>



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# Kudos to a great PSA and a website in perfect sync.

I recently came across this wonderful PSA created by Save the Children, Australia. It focuses on the Syrian Refugee Crisis and how children are affected by it.

There are a couple of things that are great about this video. First it shows the crisis Syrian Refugees are facing. The video also offers the viewer a chance to help through two methods: by calling a number to donate or by clicking on a button to view alternate ways to support the organization's mission.

The phone number is displayed prominently at the bottom of the screen along with the words: **Please donate today.** The button displayed in the upper right hand corner reads: **Take action for Syrian refugees CLICK HERE.**

Clicking directs the viewer to a new page which describes a number of important campaigning opportunities.



Equally stunning is their website. It uses the same footage as the video with great effect.



Here is a link to the video:

<https://youtu.be/Qhrif9gfK2w>

Here is a link to their website:

<https://www.savethechildren.org.au/donate/syrian-refugee-crisis>

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# Finally, it's time for us all to play nice in the digital space.

Donald Trump used twitter to stir-up his followers. Twitter seems to be the perfect platform for zingers, abuse and degrading or disagreeing with others.

Charities on the other hand know that on the world-wide web, they are operating in a world that's people-based, not a platform to rant and rave.

That means we all have to think like people and about other people.

**One key motivator should be reciprocity.**

When you use the web in a positive way, people will comment, contribute and share their thoughts.

Write someone a positive review on LinkedIn, and maybe they'll do the same for you. Like a stranger's photo on Facebook and

maybe they'll like yours too. Give a positive rating on TripAdvisor, Uber or Airbnb and hope that the good online karma comes back.

We can all explore ways to be truly generous, whether it's sharing a story or delivering an amazing new thought. Instagram, Facebook, YouTube or any other social media platform are great ways to communicate.

**Love. Kindness. Compassion. Connection. Sharing.** That's what we all seek.

**Reciprocity can help us find it.**

**There you have it. That is my final rant for the year.**

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

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