

DIRECT FORUM

December 2017

VOLUME 13 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. Check how well **your charity** is doing.**
- 2. Tips on how to improve your year-end appeal while there is still time.**

- 3. Ads I enjoyed that I wish to share with you.**

Check how well **your charity** is doing.

I thought I should end this year by asking a few questions.

Answer the ones below and see how well your charity is doing.

Question 1: What kind of response are you getting with your fundraising appeals?

- A) A 3% to 4% response**
- B) 5% to 6% response**
- C) 6% to 6.5% response**
- D) 10% and higher**

Question 2: Small charities (with 10 or fewer full-time staff) rely mainly on donations from individuals.

What percentage on average revenue must they get from individual donors?

A) 25%

B) 35%

C) 40%

Question 3: What percentage of donations do you expect to generate from your year-end appeal?

A) 15%

B) 22%

C) 35%

The correct answers:

Answer 1: On his website, Tom Ahern gives kudos to appeals that generated a 6.7% response, 13.28% response, a 7.9% response and a 9.55% response.

The Direct Marketing Fundraisers Association said that the average response rate in 2016 for fundraising was 5.35%.

Mal Warwick in his book *Revolution in the Mailbox* says the average response rates for renewal appeals are between, 6% to 12% when sent to active current donors.

The correct answers:

Answer 1: Alan Sharp says renewal mailing response rates should be between 5% to 35%.
(continued)

In my personal experience, my appeals have brought in an average of between 7% to 25% response.

Answer 2: B) 35%. If you are not raising that amount you are well below the average compared to charities the same size as yours.

Answer 3: C) 35%. If you are not raising that amount you are well below the average compared to charities the same size as yours.

Now for some fun visual questions:

Question 1: If you had an image in your appeal like the one alongside, should you put it on the left side of the letter or on the right side?

A) Left

B) Right

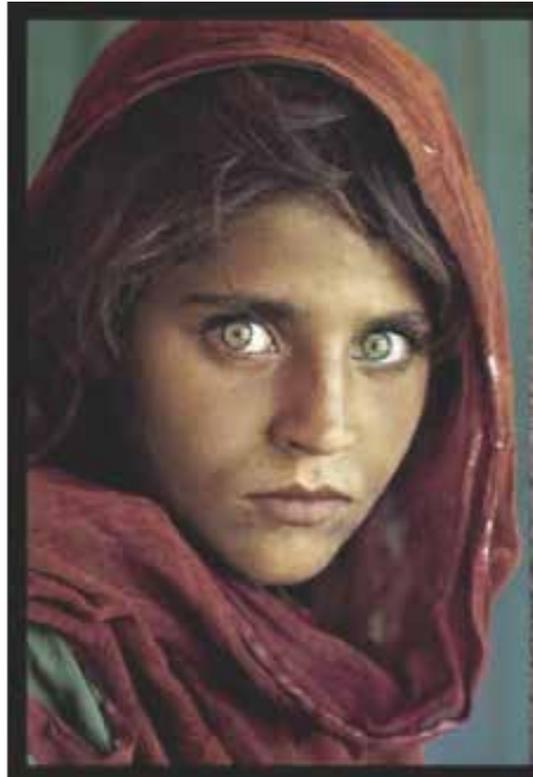


CONTINUES ...

**Question 2: What kind of image is the most captivating?
Pick from below**

A) Girl smiling.

B) Girl staring at you.



**Question 3: What is the best way to explain why you
have included an image in your appeal?**

**A) Place it near the copy that references
the image.**

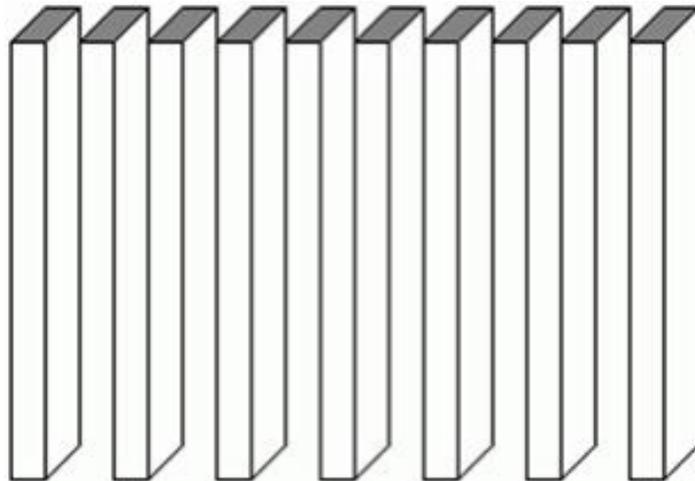
**B) Add a caption below the image to explain
it.**

CONTINUES ...

Question 4: Finally, a trick question: How many beams are there below:

A) 7

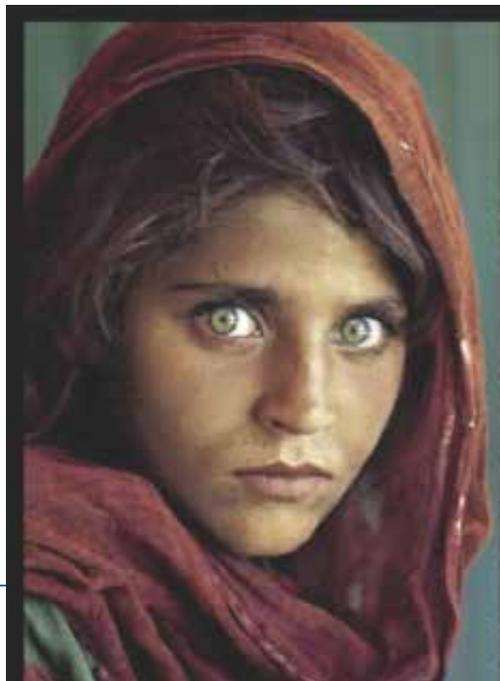
B) 10



The correct answers:

Answer 1: A) Images should always face the copy. If not the eye tends to drift off the page, and once gone, it's not coming back.

Answer 2: B) Images of someone looking straight at you always get noticed.



The correct answers:

Answer 3: B) Adding a caption below the image to explain it allows you to place the image wherever you want to on the page..

Answer 4: It all depends on where you start counting from, at the top or at the bottom.

Other trivia facts, just for the fun of it:

- Direct mail median household return on investment is 29% (compared to 124% email, 23% paid search, 16% online display, and 30% social media).¹
- The average person receives more than 2900 marketing messages a day.²
- It can take up to 18-20 touch-points to reach a customer for the first time.³
- Direct mail with digital ads yield 28% higher conversion rate.⁴
- Marketing campaigns that used direct mail and one or more digital media experienced 118% lift in response rate compared to using direct mail only.⁵

Sources

1. DMA Response Rate Report <https://thedma.org/>
2. FireSnap <https://www.firesnap.net/blog/why-inbound-marketing-has-become-so-popular>
3. How to Kickstart Your Next Omnichannel Marketing Campaign <https://compu-mail.com/blog/2017/03/06/kickstart-omnichannel-marketing-campaign/>
4. Non Profit Pro <http://www.nonprofitpro.com/article/doctors-without-borders-uses-remarketing-retargeting-extend-reach/all/>
5. Invesp <https://www.invespcro.com/>

Tips on how to improve your year-end appeal while there is still time.

- 1. Send your donors emails as reminders a week after you have mailed your appeal and definitely two weeks before the end of the year.**

Why: Because 10% of all donations are made in the last three days of December alone.

- 2. Call your most loyal donors in the last two weeks if you have still not received their donation.**

Why: Because many loyal donors also give to two or more charities. If your organization is not top of mind, they might have overlooked you.

- 3. Make it a habit to thank your donors the moment you receive their gift.**

Why: Because nothing disappoints a donor more than having to wait a long time to hear from you. How hard can it be to pick up the phone and thank them or send them a text message or even an email right away, thanking them and reminding them that their tax receipt is on its way? Your thank-you need not be elaborate, just sincere.

- 4. After you have mailed your direct mail appeal let the world know.**

Why: Because the Meltwater: Charity Report, UK's analysis showed that almost every charity they analysed saw a large spike in social media and/or news coverage during December. December continues to be the optimum time for charities to engage with journalists and the public through social media campaigns.

One easy way to do this is to put the package for all to see on your Facebook page.

It's been a busy month for me. I have just finished working on four year-end appeals for different organizations. Now I am working on my own year-end mailing. I will let you know how they fare in the coming months.

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Ads I enjoyed that I wish to share with you.

My ex-wife who still proofreads my newsletters, bless her soul, has often emailed me to say: “I have to wait till the morning to read your newsletter, before I put on my makeup, because the videos you pick often make me cry.”

So, this time all my picks are just pure joy. After all it is the holiday season isn't it?

Here are my 3 picks:

1. Apple's latest video called: Sway

Here's the link:

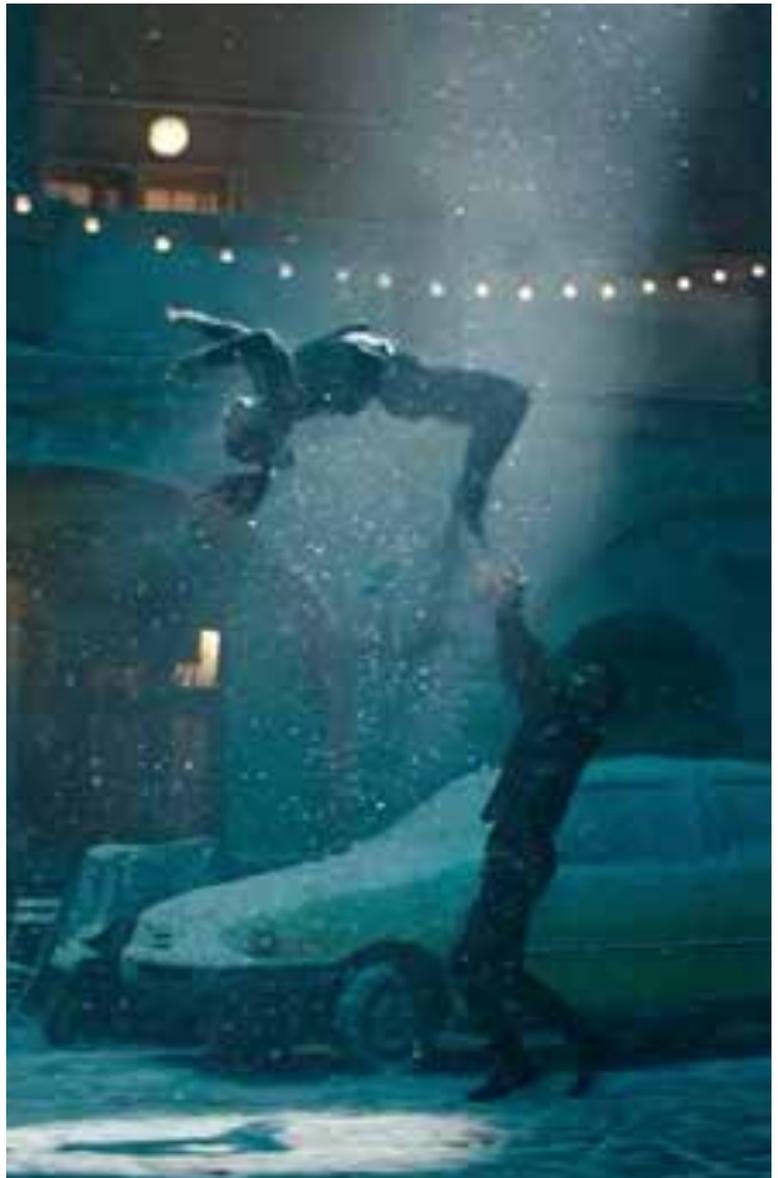
<https://youtu.be/1lGHZ5NMHRY>

Credits:

Advertiser: Apple Inc..

Product: Apple Airpad

Song: Place: Sam Smith



CONTINUES ...

2. John Lewis Christmas Advert 2016: Buster the boxer



Here's the link:

https://youtu.be/sr6lr_VRsEo

Credits:

Head of Marketing, Brand, Social: Rachel Swift

Advertising Agency: adam&eveDDB

Chief Creative Officer: Ben Priest

Executive Creative Directors: Richard Brim & Ben Tollett

Copywriter: Ben Stilitz

Art Director: Colin Booth

Producer: Panos Louca

Chief Executive Officer: Tim Pearson

Director: Dougal Wilson

Director of Photography: Joost Van Gelder

Composer, Soundtrack: Randy Crawford, "One Day I'll Fly Away"

Editor: Rick Russell

3. Unilever's Marmite

There are a few things to explain before you watch this ad.

Marmite, the British food spread marketed by Unilever, debuted a website that used facial recognition to read people's reactions to the paste made from yeast extract. Consumers were asked to taste-test Marmite while visiting the "TasteFace" web app on a smartphone (or a desktop computer with a camera) to test their reactions.

The TasteFace app, which is built on the Microsoft Emotion API, could read a person's facial response and gauge how much the product is loved or reviled on a scale of 0 to 100. Digital ad agency AnalogFolk helped to develop the TasteFace app.

This very British humorous video reveals how the results impacted different families when they discover whether they were "haters" or "lovers" of the product.

The link to the video:

<https://youtu.be/AjivUDIawLI>



Credits:

The Gene Project – TasteFace

Client: Marmite – Unilever

Brand Manager: Philippa Atkinson

VP Foods UK & Ireland: Andre Burger

Digital Agency: AnalogFolk

Creative Partner: Simon Richings

Creative Director: Sara Pouri

Creatives: Jack Finn & Jake Haynes

Designers: Dan Saxton & Marcus Thouant

Strategist: Jack Trew

Account Director: Lucie Sarif

Production Director: James Marshall

Tech Lead: Francisco Jordao

Director of Technical Services: Miguel Alvarez

Data Strategist: Kevin Gale

Analytics Director: Matthew Robinson

UX: Kim Abbott

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