

DIRECT FORUM

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VOLUME 12 ISSUE 2

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. Starting on a high note.
2. Four more noteworthy charity campaigns.

3. The science behind what motivates people to donate.

Starting on a high note.

It is said that, “We experience our moments of purest joy at precisely those moments when we are causing it in others.”

And that is exactly what I hoped to do with my year-end mailing to my client and friends. *(Here is my letter alongside, while the Indian stationery that was part of the package is overleaf.)*

In return, what I give, came back to me, multiplied a thousand times, as per some of the responses below:

Hi Billy,

I wanted to say thank you for the special Christmas wishes this year... I think this one is my favorite of all the ones you sent 😊

So thank you Billy. Take care. And I wish you the most wonderful year of all in 2016!

Christine

BKS

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December 2015

Dear Reza,

I once read that if you want to experience some genuine joy, all you need to do is take a few moments to spread some joy yourself—especially at this time of the year.

So, I am enclosing this exquisite Indian stationary that's fitting for all occasions, please use it.

Share your thoughts with others because they matter. Writing is such a memorable and inexpensive gift. There is something very intimate and magical about a letter, which other methods cannot duplicate. After all, it was the original social media tool.

People just need to know that someone is thinking about them, appreciates them and is keeping them high in their memory.

It could be a simple love note to your spouse, a shared joke with a friend, or simply a note of appreciation to someone for whatever rhyme or reason.

Your words don't have to be immortal, just sincere. Writing lets us talk freely on the page, to be close despite distance.

The same something that moves a rock star to sing his heart out in front of thousands of people should move us to take a pen in hand and write a few lines.

A personal note can be priceless. It can intensify a bond, enhance happiness, acknowledge humility and increase binding ties.

Remember, joy that is shared is joy that is doubled.

Sincerely,

Billy Sharma

P.S. There is a very good reason why we all keep letters, notes, doodles, or sketches from our children and loved ones. **It's the memories they evoke.**

Nothing feels so wonderful as knowing someone, somewhere, thought of you. It may be the only proof we have that a person once filled our skies with love, laughter and joy.

Hi Billy,

Thanks for the wonderful “letter about letters”! Truth be told, I wish I had written it myself.

There is something so personal about letters. Despite the immediacy of social media, it does not quite capture the magic that letters bring. Perhaps writing styles forced by platforms like “face book” are stilted and encourage brevity. Whereas letter writing is a more un-hurried, leisurely pursuit. More so letters written by hand where you can gauge the steady hand or otherwise of the writer with the passage of time.

Jai

hi billy,

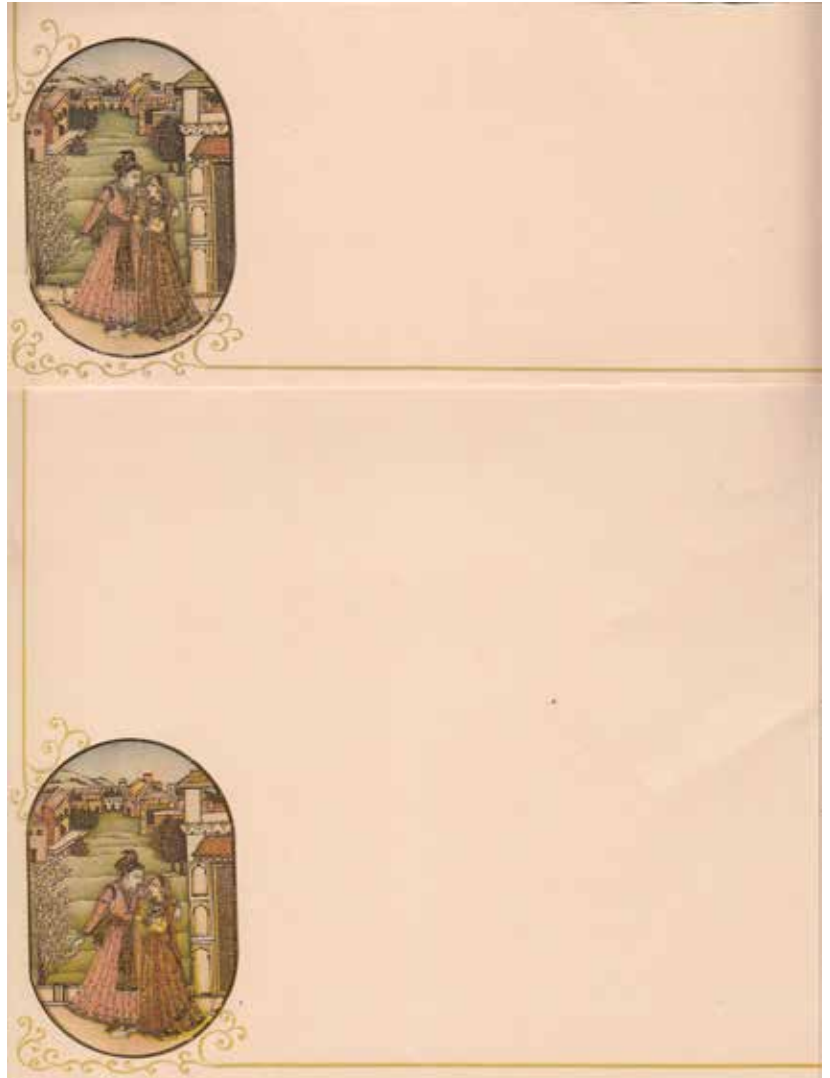
Thank you so much for thinking of me and my family this Christmas season again. Your gift is truly heartfelt here.

I used your letter paper to write my daughter. She is going thru a rough patch in her life and even though she lives at home with us it is very difficult to communicate with her, so I told her how I feel in a letter. Cannot remember last letter I wrote. It really is a powerful thing.

Christmas is a really big deal with my family. We all meet at my moms house in Brampton and then head off to church. Afterwards we exchange gifts at her house. Then head home.

I wish you and your loved ones all the joy this season has to offer.

Thank you
Merry Christmas
Rick



Hi Billy:

Thanks for your Christmas gift. It was very thoughtful and most appreciated.

Coincident with receiving your letter, a tragic event occurred with one of our co-workers. It was a great privilege to be able to write a sincere note of condolence on such fine stationery. I thank you again for starting the thoughtful messaging.

Best wishes to you,

Kirk Barton

Needless to say, it is little things like this that make my day. Thanks you.

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Four more noteworthy charity campaigns.

1. KAFA (Lebanon)



Credits:
 Agency: Leo Burnett,
 Beirut, Lebanon
 Chief Creative Officers:
 Bechara Mouzannar
 Regional Executive
 Creative Director:
 Malek Ghorayeb
 Managing Director:
 Nada Abi Saleh
 Creative Directors:
 Areej Mahmoud,
 Caroline Farra,
 Rana Khoury,
 Lea Salibi
 Art Directors:
 Christina Salibi,
 Fabienne Weiszegger
 Executive:
 Ghassan Jawhar

This campaign for a women's rights group supported legislation in Lebanon to protect women from domestic violence. Its "red thumb" became a symbol of the cause with people showing their support by raising a thumbs-up dipped in red ink.

Results: 20,000 red thumbs

were shared and it helped pass a law against domestic abuse. The campaign also gained \$1.7 million in free media publicity, resulting in a 700% increase in online conversation about domestic violence.

To view this inspiring campaign, go to: <http://bcove.me/hv2xvfgx>

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2. Sow, don't throw! (India)

One of the most effective ways to change behaviour is make sure it fits in with an already established cultural norm or traditional practice.

This campaign from India used this insight. While images of Gods on packaging is common in India, however, disposing of them is a challenge for the devotees. Here's how they overcame this problem.

To view the video, go to:

<https://youtu.be/TQwc3qy5i7M>



Credits:

Advertising Agency: Dentsu Webchutney,
New Delhi, India
Executive Creative Director: Gurbaksh Singh
Copywriter: Akshay Anand
Senior Visualizer: Minnie Jain
Video Editor: Akshay Raheja
Additional Credits: Moosa Khan,
Prince Kumar

3. THE #EndangeredEmoji by WWF (United Kingdom)

The World Wildlife Fund (WWF) used the hashtag: #EndangeredEmoji to save real animals from extinction. It was timed to coincide with Endangered Species Day on Friday 15 May last year.

Emoji started becoming very popular since they were first integrated into Twitter in April 2014 and have been used over 202 million times on social platforms.

WWF asked supporters to sign up to pay a small donation every time they tweeted one of the seventeen endangered animal emojis they created.



Credits:

Agency: Wieden+Kennedy London and technical partner
Cohaesus.
Creative Team: Jason Scott and Joris Philippart

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At the end of the month their total was calculated and they could then donate their total amount voluntarily.

Result: It has sparked 559,000 mentions and 59,000 signups since its launch in May 2015, making it

one of the most successful mobile engagement campaigns designed to attract young people. Youth often have a natural affinity to help save animals and this gave them a practical way to do that.

4. German Association of Children's Hospices (Germany)

This is my favourite. This riveting piece from the German Association of Children's Hospices is called: "Dead Air"

I won't spoil the fun by revealing what its about. Just watch the video.

Results: The emotional impact that "Dead Air" had on the public was instantaneous. Donations to the German Association of Children's Hospices tripled immediately after the experience aired. The poignancy and immense success of "Dead Air" enabled it to be repeated and spoken about on Germany's national radio station, "Deutschlandfunk".

Due to the massive impact of "Dead Air", the project will be rolled out internationally.

To view the video, go to:

<https://youtu.be/G1v93iac118>



Credits:

Advertising Agency: Serviceplan, Munich, Germany
 Creative Director: Christoph Bohlender
 Art Director: J Jackson
 Copywriters: Christoph Bohlender, J Jackson
 Illustrator: Chris Hirschhäuser
 Photographer: Chris Hirschhäuser
 Chief Creative Officer: Alexander Schill
 Executive Creative Director: Mike Rogers
 Account Supervisor: Christoph Bohlender
 Graphic Designer: Sven Hartmann
 Agency Producer: Neverest
 Production Company: Instant Records Ton and Medienkonzept GmbH
 Creative Producer: Anett Grünbeck
 Director: Chris Hirschhäuser
 Cinematographer: Chris Hirschhäuser
 Music Producer / Sound Designer: Christoph Bohlender/Isarmusik
 Online / Offline: J Jackson
 3D / Special Effects: Manuel Kotulla, Tanja Kerner, Robert Csakvari
 Vertonung / Tonstudio: Instant Records Ton and Medienkonzept GmbH
 Additional Credits: Thomas Koch

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The science behind what motivates people to donate.



First, The good news: Charitable giving is contagious and elevating.

An experimental study by Michael Norton, professor at Harvard Business School, found that students felt happier on days when they had done something altruistic, especially if they initiated this action.

In another study, participants hooked up to a brain-scanner were given \$100 to donate. One group was instructed to make a mandatory donation to a food bank, while another group were given the choice whether they wanted to donate or not. The brain scans showed that all of the giving activities lit up the reward centre in the brain — however, mandatory giving

had a lesser effect than when the subjects actively chose to donate to the food bank.

As the old chinese proverb goes:

“If you want happiness for an hour, take a nap.

“If you want happiness for a day, go fishing.

“If you want happiness for a year, inherit a fortune.

If you want happiness for lifetime, help somebody.”

Surprisingly many new findings in the science of charitable giving reveal some counter-intuitive results.

For instance, people will give more

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money to help a single victim rather than to help many victims. You would think that people would be more interested in helping ten sick children, rather than in helping just one.

This is because our hearts rule over our heads. In a series of experiments, it was found that people are much more responsive to charitable pleas that feature a single, identifiable beneficiary, than they are to statistical information about the scale of the problem being faced by an entire group of people.

Other takeaways from the research include:

1. The influenced of others

That is because giving is fundamentally a social act. A study showed that people give significantly more to someone closer to them rather than to a stranger.

It's not just our friends and families who influence us. Donors are more likely to respond to a match-funding campaign if they know that the match is coming from a well known personality, or a group like the Bill and Melinda Gates Foundation.



Likewise, university alumni are more likely to give to their own University if the person calling and asking for the donation is their former Dean or their Professors.

2. People, are more likely to give when they are willing to suffer for a good cause.

In his book “The Science of Giving”, Christopher Y. Olivola gave groups of people \$5 each, then asked them to contribute a



portion of that money to a charity. But for half the participants, there was an additional condition before they were allowed to donate. They were asked to put both hands in painfully cold water for 60 seconds.

People who were not asked to suffer only gave about \$3 at most. While those who suffered gave more money. They gave \$4 out of \$5, even though there was basically no incentive to give.

“Marathons, and other charity events of that kind, that essentially ask people to suffer real physical discomfort for the privilege of then giving money, wouldn't fly in the commercial world. If I'm going to try to sell you a car, I don't ask you to run a race first. But with charity, this seems to work.” Concluded Olivola. Enduring physical discomfort helps improve commitment to the cause.

3. One reason why some health charities do better than others.

A study by Israeli psychologist Tehila Kogut, of Ben Gurion University, she found that people give to charity not just out of altruism or empathy but also curiously — to protect themselves.

For example: when called on the phone by a cancer charity and asked to donate, many found it hard to say no. They felt that if they said no, the probability that they might get cancer might increase—that this would be an act of tempting fate.

Giving, then, may in part be an attempt to ward off disaster.

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4. Finally, in his research paper “Pay or Pray”, Jonathan Gruber found more incidences of irrational altruism.

For example, many people buy monthly memberships to health clubs even though paying for each visit is much cheaper. Apparently, people imagine that the membership will inspire them to work out far more often than it really does. Behavioural economists don't question that people generally want to do what's best for themselves, and they probably want what's best for their favourite cause, as well.



Similarly, monthly membership donors are those who want to ensure they can help their cause for an extended period.

So, for those of us, who put together fund-raising appeals, the real importance of these studies is the scientific glimpse they offer into the human mind.

These clues give us a hint as to what works best for the charities, we work for.

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