



DIRECT FORUM

FEBRUARY 2017

VOLUME 13 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. Thank You!**
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- 3. BIK BOK - The season of giving.**

- 4. One of the most challenging assignments I have encountered (continued).**
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Thank You!

The response to my January newsletter was quite overwhelming.

Below are three touching and humbling responses:

Nothing like starting off the new year with an excellent newsletter. Thanks. All the best for 2017.

Bob

P.S. Man, was that BBDO commercial powerful or what?!?

Happy New Year Billy,

Powerful video!

Don

I am a big fan of yours, and always read your newsletter from beginning to end as soon as I can. You are an inspiration to me!

Thanks,

Marion

That video that you included this time was powerful – thanks so much for sharing. Amazing what the eye and brain can miss in the background.

CONTINUES ...

As a true-blue direct marketer
this is music to my ears.

We direct marketers yearn for
response; it's like nectar to a bee,
so thank you very much.

Just keep it coming—not just
the kind words but suggestions or
topics you would like to read more
about. Or perhaps you have an
article to share or contribute.

**This is a forum, so please let me know
how to improve this newsletter. Your
response is extremely valuable.**

Lesson #1 in acquisition: Follow the Fads.

**Yogi Berra once aptly said:
“The future ain’t what it use to be.”**

So reaching out to new donors requires new thinking.

Start with the fact that every marketing strategy should begin with the audience or your target market, even before you begin to craft your message.

Next, it’s important to plan around which channel will work best to reach a particular audience.

However, according to a Royal Mail study, no group, regardless of their usage of technology, rejected mail as a relevant channel in their lives.



While Generation Y is comfortable reading articles and communicating via Twitter and Facebook, Generation Z



uses instant messaging, Snapchat, Instagram and Pinterest.



Different strokes for different folks



Today, while direct mail still appeals to older audiences, many of the younger groups are responding using online methods.



The subtle difference between Generation Y and Z is that Generation Z prefers more visual formats, so creating a post or telling a story in pictures appeals to them.

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Easily digestible, engaging content is key. A good example of this was WWF's #EndangeredEmoji campaign (featured in my February 2016 newsletter) which invited Twitter users to donate every time they tweeted one of the 17 endangered animal emojis.



All these groups consume and dispense communications on a variety of digital devices from computer, tablets and mobile. So it was interesting to see that last year Jeep's Super Bowl commercial was published in a portrait format — using just one-third of the screen to optimise it primarily for the tablet.



Other mobile-first campaigns like Gatorade's sponsored Snapchat filter reportedly reached 160m impressions, far outstripping the number of people who watched the game itself. This huge level of mobile engagement is what marketers should be taking notice of.

Reaching Millennials has become virtually impossible without taking mobile into account. When it comes to 19-24s, today more of them watch videos on their mobile devices than do on TV.



So consider producing a video or a post that can be viewed on their mobile devices. It is an entertaining, engaging and effective first step to capturing their attention.

Which leads me to my next article: **BIK BOK —the season of giving.**

CONTINUES ...

BIK BOK

The season of giving.



Here's a perfect example of how to reach out to Millennials.

This video produced by a Norwegian agency shows that while likes and compliments in social media are great, paying someone a compliment in the real world can be unforgettable.

Proving the power of word-of-mouth.

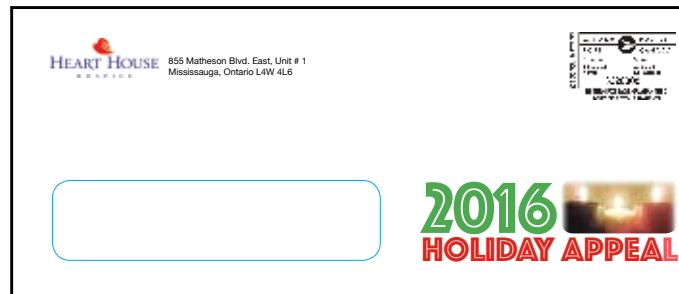
Here's the link to the video:

<https://vimeo.com/192441010>

CONTINUES ...

One of the most challenging assignments I have encountered (continued)

Last month I included this year-end mailing from Heart House Hospice and asked you to be the judge.



Copy, layout, type size, imagery and colour, all play a part of the experience you wish to convey.

This time I am including the results and my analysis as to why it did well.

The Result: Over 48.5% more donors responded by mail and it generated over 25% more donations than last year's in-house appeal.

The Reason: Adding subtle prompts (or nudges) helps to enhance response.

First, there is a lot of truth behind the old adage that "one is greater than one million". It is a reminder that when it comes to people, one million is a statistic, while one voice is a human story.

A testimonial from one person helped by a charity is more likely to elicit a better response than the news that thousands are suffering from a tragedy.

A direct mail piece must have the power to create an emotional connection, deliver a level of engagement and drive donors to donate.

However, we all know that even our most loyal donors too often just scan the fundraising appeal that we may have spent painstaking hours trying to craft.

Over the years I have learned to provide visual and verbal cues as stopping points that help generate a positive response.

Let me demonstrate on the following pages:

CONTINUES ...


HEART HOUSE
 H O S P I C E
 855 Matheson Blvd E, Mississauga, ON L4W 4L6.

November XX, 2016

<Ms. Joan Sample>
 <Address 1>
 <Address 2>
 <Address 3>

2016 
HOLIDAY APPEAL

Dear Ms. Sample,

The Holidays are almost here...a time for caring and sharing...

...so I open my heart and share with you what Heart House Hospice did for the person dearest to me. On May 8, 2014, I lost Barclay Edward, my beloved husband. We met in 1974 and we became a couple in 2002.

Thanks to the people at Heart House Hospice, Barclay passed away in dignity and at peace. He had Chronic Obstructive Pulmonary Disease (COPD) and was on oxygen 24/7 for 7 years.

I have seen first hand the kind of care our counsellor at Heart House Hospice provided. She made all the difference in the world. She became my rock and helped us both have many difficult conversations to get us through the hardest times that we were facing. She was truly an angel to both of us.

Heart House Hospice provided us with such compassion and assistance during the worst possible time in our lives, which continued, with grief counselling after Barclay's passing. I felt that I needed to do something to feel 'useful' again. I felt very lost and wanted to show my thanks for what they did, by giving back to Heart House Hospice.

Here's a reason to give back too

The programs that Heart House Hospice provides, in our communities of Mississauga and Brampton, are offered at **no cost** to all who wish to use their services...but unfortunately the funds they receive from the government are not enough to cover these expenses. So, they rely on the generosity of people like you and me...they cannot survive without our help.

Please consider making a year-end tax-deductible gift today. You can make your donation online at www.hearthousehospice.com, or by calling Peter Mathewson at 905-712-8119 x 230, or by simply mailing back either a one time gift or selecting the monthly giving option. Please do it before December 31, so your 2016 charitable tax receipt can be issued right away.

Your donation will go to work immediately to help with the current needs of



After Barclay's passing, I decided I wanted to give back.

This is just a visual marker. It does nothing more than subtly say: **Hey, this is our last mailing!**

The image of the person who wrote the letter is featured at the start with a portion of her remark.

As I mentioned in my last newsletter, the power of completion helps drive the reader to find out exactly what she meant by those words.

The subhead nudges the reader to get involved.

The 6th paragraph clearly provides the various methods of donating: mail, phone or online.

Yes, I would like to make a tax-deductible gift to Heart House Hospice



Provide your email and phone number in case we need to contact you:

Email: _____

Phone/Cell No.: _____

Here is my gift of: \$500 \$250 \$100 \$50 \$35
 Other \$ _____

Method of payment #1
 I have enclosed a cheque payable to Heart House Hospice

Method of payment #2
 Please charge my credit card:  

Card Number _____
Expiry date | M | M | Y | Y |

<Ms. Joan Sample>
 <Address 1>
 <Address 2>
 <Address 3>



We DO NOT sell, trade, or share our mailing list.

Please check here if we can acknowledge you as a donor in our newsletter and other publications If you would like to remain anonymous.

To volunteer, please call 905-712-8119.

Please return this form with your donation in the postage paid envelope.

Official receipts will be issued for gifts over \$25.

THANK YOU!

Name on Card: _____

Signature: _____

Heart House Hospice, 1-855 Matheson Blvd. E., Mississauga, ON L4W 4L6
Tel: 905-712-8119 • Fax: 905-712-4029 • Charitable Tax No. 132155011 RR0001

Heart House Hospice...I know it will be put to good use. Your donation will directly impact people who are in need of hospice programs including counselling and bereavement. Last year alone, 961 individuals benefited from these services...with 1,043 visits...and 1,894 phone calls. Plus 324 adults and children received bereavement support.

I still struggle with Barclay's passing; he was not only my husband...he was my best friend, my soul mate! I felt as though a part of me went with him...I had physical pain in my heart and discovered where the saying 'a broken heart' came from.

If people hadn't supported Heart House Hospice over the years, that crucial support/resource wouldn't have been there for Barclay and me.

Kate Middleton said it best

Kate Middleton, Duchess of Cambridge, and a strong supporter of a children's hospice in England, expressed the value that Hospice care provides: *"For those with life-limiting conditions, every moment is precious and every memory needs to be cherished and celebrated. I hope you will join me in supporting their work to make every moment count for all of our families."*

So, if you too believe, as I do, that Hospice care is important, then please follow your heart and give with as much generosity as you can afford — to help Heart House Hospice continue its mission.

Your donation today, will enable Heart House Hospice to continue to provide compassionate care to someone hurting...someone like Barclay, who chooses to live out his or her last days at home with loved ones.

Wishing you and your family a safe and Happy Holiday!

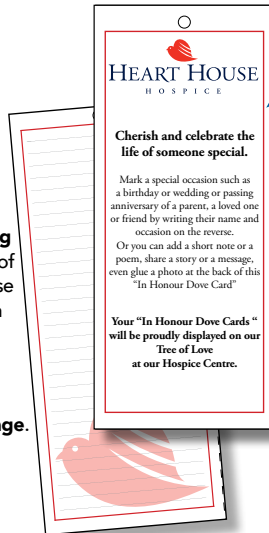
Sincerely,

Karen Steen

A proud volunteer at Heart House Hospice.

P.S. **What's really important in the end, is preserving and celebrating the happy memories of our loved ones.** To make it easier for all of us to honour and celebrate the lives of someone special, Heart House Hospice has included a gift of three "In Honour Dove Cards." Join me by honoring those dearest to you too. I couldn't wait to send in mine.

All our "In Honour Dove Cards" will be proudly displayed on a Tree of Love at Heart House Hospice and on their Facebook page.



Other testimonials work best when they come from someone we all admire. Kate Middleton, who is a great supporter of the work done by the hospice, is an inspiration and fits the bill to a tee.

The "In Honour Dove Cards" was yet another way to engage donors.

MONTHLY DONATION OPTION

YES! I would like to help all year long: \$50 a month \$25 a month \$10 a month Other \$ _____

I have included a VOID cheque. Please debit my bank account in the amount above

Please charge my Credit card:

Card Number: _____

Expiry Date: M M Y Y

Starting Date: _____

Name on Card: _____

Signature: _____

Signature: _____

Phone: _____

Email: _____

I may revoke my authorization at any time, subject to providing notice of 30 days. To obtain a sample cancellation form, or for more information on my right to cancel a PAD Agreement, I may contact my financial institution or visit www.cdnnpay.ca. I have certain recourse rights if any debit does not comply with this agreement. For example, I have the right to receive reimbursement for any debit that is not authorized or is not consistent with the PAD Agreement. To obtain more information on your recourse rights, contact your financial institution or visit www.cdnnpay.ca.

This donation is being made on behalf of:

an Individual

a Business

(Monthly donations will be processed on the 15th of each month and can be cancelled at any time)

Ending the year on a positive note.



Because of the US presidential election, last year ended on a very divisive note. The outcome will affect not only our American neighbours but also perhaps citizens from many other countries.

But hope trumps hate and hope is eternal. So, here is a video to put a smile on your face called: **Google — Year in Search 2016**

Enjoy:

https://youtu.be/KIViy7L_lo8

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