

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 power of personal engagement

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3. My year-end mailing

The power of personal engagement



I recently traveled to India and was amazed at the difference in the way that they fundraise. They use experiential marketing to provide a more personalized experience to engage donors.

Here's a great example of an exhibition I happened to see.

It was called: **See what you save.**

Here's the link:

<https://youtu.be/YkAUXFTOq5k>

Credits

Client: WWF & NCPA Shadow Exhibition

Agency: Ogilvy & Mather advertising Pvt. Ltd.

N.C.D: Rajiv Rao

In a recent survey Accenture Consulting found that 55% of nonprofit donors would give or volunteer more in exchange for a more personalized experience. In fact 59% of survey respondents said they would give up to 10% more for a more personalized experience; 25% would donate up to 25% more and 8% said they would donate up to 50% more.

These statistics aren't anything new. After all, think about your donors. If an organization can't remember who their donors are or what prompted them to give in the first place, then they probably won't retain them for long.

So, how can charities deliver a more personalized experience to their donors?

Here are a few ways:

Figure out why donors give.

The first step is understanding your donors' motivations. Stop just segmenting donors by how much they give but instead begin understanding why they gave in the first place.

What you need to do is start looking at the persona behind that donor. Have them complete a survey or, if possible, talk to them directly to understand why they donated.

What motivated them? Each donor has a different reason for giving and getting to know his or her real motivation is going to be a big game-changer.

Offer an individualized experience.

Understanding donors' motivations informs associations about what kinds of personalized communications and

experiences they should receive.

For instance, some donors don't want digital communications. They'd rather have a physical piece mailed to them with an update on how their donations are being used, while others want to easily search a charity's website and find that information.

Then there are those who enjoy the big black-tie events or golf tournaments. Others are more interested in networking events or leadership-development programs.

In addition to creating more engagement among donors, donor involvement gives a charity a better idea of how to budget for fundraising outreach.

Asking donors what they want really helps a nonprofit figure out where their next big investment should be.

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A First Attempt At “Giving Tuesday”

At the start of November, my client **Massey Centre for Women** asked me to take a stab at raising funds for “Giving Tuesday”, that’s something I had never worked on before. So we decided to keep the donation amount fairly conservative by trying to raise just \$1,000.

The most important thing I felt was the reason for the funds, so we opted to raise the above amount for a special occasion.

Here’s the appeal alongside:

Here’s the client’s email after the first day’s launch:

Hi Billy,

So far today we have received 7 donations for a total of \$650. Only three of them we would have likely received-so this is great. Expect that in a couple of hours we’ll exceed the \$1,000 goal!

Thanks for helping to make this happen.

Paulett M. Ramsey, CFRE
 Director, Resource Development
 Massey Centre
 1102 Broadview Avenue
 Toronto, ON M4K 2S5

The screenshot shows an email with a green header and a photo of a woman holding a baby. The text includes:

HELP US GIVE A CHRISTMAS

JOIN OUR HELPING HAND PROJECT AND HELP US RAISE \$1,000 BY DECEMBER 25

DONATE NOW

There is nothing more precious than a child's face at Christmas time. And you can help brighten that special day even more.

Christmas time is very hard for our young pregnant or parenting moms at Massey Centre due to their circumstances. Many are homeless or estranged from their families and friends and cannot share the spirit of the holidays.

Every year we try to bring a smile and hope to our young parenting mothers by celebrating the holidays together. But we need your help.

This Giving Tuesday we are asking for your generosity. For only \$50 you can help us provide Christmas dinner and gifts for mom and child. For only \$50 you can give a special gift they will cherish.

Our goal is only \$1,000 by December 25 which will give us the funds to purchase gifts and a meal for all our young families.

For only \$50 you will give a Christmas.

DONATE WHAT YOU CAN. HELP US GIVE A CHRISTMAS.

Below the text are four photos showing people interacting with a Santa Claus figure and receiving gifts.

THANK YOU. Please pass this on to your family and friends.

Copyright © 2017 Massey Centre. All rights reserved. You are receiving this email as a supporter of Massey Centre.

Our mailing address is:
 Massey Centre
 1102 Broadview Avenue
 Toronto, ON M4K 2S5
 Canada

Add us to your address book

Want to change how you receive these emails?
 You can update your preferences or unsubscribe from this list

THANK YOU

My year-end mailing

For over 10 years now I have been sending a year-end mailing to my clients and friends.

Here is my 2017 mailing.

Most important to me is not what I send but the response that I receive because, after all, I'm a true blue direct marketer and response is what's important to me.

Here are some wonderful responses that I wish to share with you:

Hi Billy,
Received your annual letter. Nicely done as always.
Season's Greetings and all good wishes for the New Year,
Larry

Thank you for the hand carved bookmark, Billy. You've managed to come up with yet another wonderful year-end mailing. The story behind your session with the craftsman is delightful, and I thank you for including me in your mailing once more.

Much prosperity and good health to you in 2018, and I look forward to reconnecting with you once again. Happy holidays!

Jamie



CONTINUES ...

Hi Billy,

Just a quick email to thank you for your Year-end holiday letter.

You never disappoint with your back-story and wonderful gift.

Have a wonderful holiday and happy New Year.

David Foy

Dear Billy,

Each year you outdo yourself!

Thank you so much for the elephant bookmark. It is absolutely exquisite as you say in your note. I can't decide which is more beautiful, the bookmark itself, or the eloquent account of your interaction with the craftsman. I do know that receiving such a gift enriches my day. Thanks again.

**Best wishes for a wonderful holiday season,
Jane**

Hi Billy - thank you so much for the bookmark. It's beautiful. Merry Christmas.
Pam

Hey Billy,
Thank you so much for the bookmark. I loved reading your story regarding your adventure to India.
Cheers,
David Barbuto

Billy, you are so creative and kind. I absolutely love the letter, the sentiment (being and animal lover and activist), and the beautiful bookmark. Thank you! :)

Wishing you a wonderful new year!

Jenny Henry

Finally, here is one from a friend who went all out to show his appreciation in the warmest way by including all the mailings he has received from me on his mantel along with his other important memorabilia.

Hi Billy,

Thank you again so much for thinking of me at this time of year.

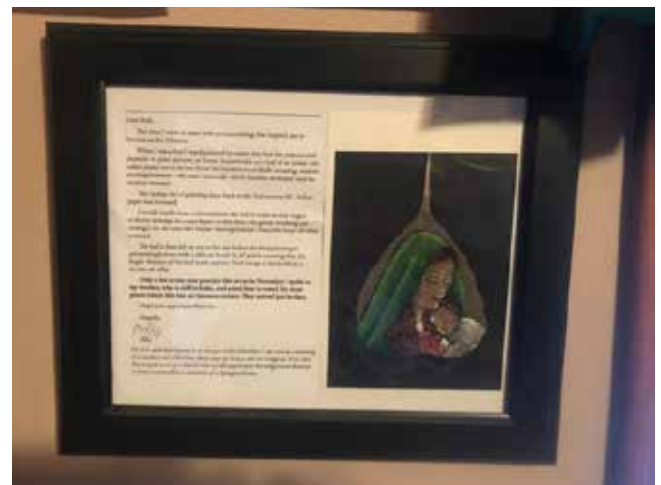
I truly enjoy your gifts and your words of wisdom the letters I pass on to other members of my family that I know would appreciate and enjoy them also.

May the joy that this season is meant to bring be with you and your family and all those you care about.

Merry Christmas from your Markdale neighbor

Cheers

Rick



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In conclusion, I won't spoil the fun by revealing what the actual piece says, but I have a couple of bookmarks left so if you would like one, email me at:

billy@designersinc.ca

First come, first served but in any case, I will add you to the list for next year.

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billy@designersinc.ca

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