

# DIRECT FORUM

JUNE 2018

VOLUME 14 ISSUE 6

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. Call it what you may,  
DM is here to stay**

**2. Reaction to my  
May Newsletter**

**3. A video that got my attention**

**4. Since I work primarily for  
charities, my five tips are  
on how best to use direct  
response to raise funds**

## Call it what you may, DM is here to stay

As social media, cell phones and other forms of one-on-one marketing have joined snail mail as methods of sending solicitations, messages and sales pitches, direct marketing has extended its reach, tentacles and scope.

With all the new technology, direct marketing now allows us to reach more people in their homes, on their computers and on their cell phones. We can target our audiences more precisely by using their preferred method of approach and by including offerings of specific interest to them.

**Wikipedia's definition:** Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalog distribution, promotional letters, and targeted television, newspaper, and magazine advertisements, as well as outdoor advertising. Among practitioners, it is also known as *direct response*.



Canadian Marketing Association of Canada says:



**Direct Marketing** encompasses any marketing technique that affords institutions to communicate (i.e. market) a targeted or personalized fashion with a customer. We often speak in terms of “traditional” and “digital”, but the fact is these are all great tools.

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**Quite stunning is the fact that the jury at the 2015 Cannes Lions International Festival of Creativity argued for three days trying to define Direct Marketing before they could award a winner between Volvo and a porn site.**

Here is an extract from an article by Alexandra Bruell in *Advertising Age*.

After a long and arduous deliberation the jury finally awarded the grand prix to Volvo's Interception by Grey New York.



The brand, instead of advertising during the Super Bowl, chose to go around the biggest and most expensive advertising event of the year. The company encouraged viewers to tweet the hashtag **#volvocontest**, the name of a person they loved, every time they saw another car commercial during the Big Game, for a chance to win a car.

The company saw a nearly 70% sales lift attributable to the effort the jury observed.

At the end of the day, the room was split between the Volvo effort and **#Handsoff**, a campaign by Marcel Paris for porn company Marc Dorcel.



In an effort to keep porngoers on a site and make money at a time when free porn is not hard to come by, the company forced users to keep their hands on the keyboard, discouraging them from wandering downward.

If they removed their hands, the screen would go blank. "It was so genius. People were trying to hack it and put things on top of keyboards so they could have their hands free. But it was a very creative piece,"

said Judy John, direct jury president and CEO and chief creative officer of Leo Burnett Canada.

"That and Volvo are two very different examples. It was a very passionate discussion between two different sides that went late into the night. We had to go for a walk and come back; that's how heated it got," said a jury member.

Here is the link to Volvo's "Interception":  
<https://youtu.be/xZe1rVgT0WE>

**So what exactly is DM today?**

**I still prefer the old version with four clear points:**

- 1. It is interactive and not a monologue;**
- 2. It can use more than one media to reach a very specific target audience;**
- 3. It should track your campaign and monitor your results;**
- 4. It is a one-on-one marketing method that allows you to personalize your message.**

It continues to deviate from mass media and advertising by targeting only to specific groups or audiences with specific items that they may be interested in.

Unfortunately direct marketing is often viewed as a stand-alone tactic that sits apart from other marketing strategies. But today it is ingrained as part of the shifting digital and social environment and thus still needs to be an integral part of the marketing mix.

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# Reactions to my May Newsletter

Last month's article: **“The good news and the bad news about doing an effective job”**, about United Way of Montreal's appeal, got some very favorable responses.

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Hello Billy,

I really liked the Centraide campaign. Well done!

Don

---

*Hi Billy,*

*Excellent work on United Way of Montreal -- it's already won the award of sustained response. Congratulations!*

*Cheers!*

*David*

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**LOVE your United Way work here Billy!**

**Heather.**

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And finally, mid-month I also heard back from the client about her submission to the Awards show. Here it is:

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**Hello, Great news, we are finalist for the Gala Flèches d'Or ☺**

**It doesn't mean that we won, but it's already something to be proud of!!**

**Have a nice day!**

**Mélanie**

Another area that touched off a response was the two animal videos. Here's what readers said:

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Loved the animal videos, Billy! There's something really compelling about visuals with animals in them.

Thanks.

Jamie

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**Loved this issue! Totally Rocked!**

**And the dog video was incredible (:**

**Your communication style is so clear, accessible and compelling, Billy.**

**Loads of sunshine to you-**

**Suzanne**

---

**And finally from my proofreader:**

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*Well, I broke my rule re working on the newsletter before putting on makeup so now must remove the black mascara tracks on my cheeks. The organ donor video really got to me. The hilarious cat video helped me recover but alas did not fix the makeup.*

*Ellen*

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## A video that got my attention



**This video called “Separated” from the International Committee of the Red Cross used old CCTV footage very effectively to get their point across.**

**I won’t say anymore, just watch it.**

**Here’s the link:**

**<https://youtu.be/SeMy05uHEq8>**

#### Credits

Client: International Committee of the Red Cross  
 Communications manager: Jennifer Smout  
 Public relations officer : Matthew Dermot Clancy  
 Agency: Adam & Eve/DDB  
 Group chief creative officer: Ben Priest  
 Chief creative officer: Richard Brim  
 Deputy executive creative directors: Antony Nelson and Mike Sutherland  
 Agency producer: Jimena Seoane  
 Planning director: Hannah Mackenzie  
 Business director: Mike Stern  
 Senior account director: Katie Baker  
 Project manager: Amy Waldman

Project manager: Amy Waldman  
 Designer/typographer: Scott Silvey  
 Production company: HLA  
 Producer: Mike Wells  
 Production manager: Daniel Carter  
 Director: Simon Ratigan  
 D.O.P: Bob Pendar-Hughes  
 Editing company: The Quarry  
 Editor: Bruce Townend  
 Post production: The Mill  
 Post producer: Tim Lyall  
 Colourist: Seamus O’Kane  
 Audio post production: Wave  
 Sound engineers: Aaron Reynolds and Parv Thind  
 Soundtrack name: Broken  
 Composer: Olafur Arnalds  
 Music supervisor: Ed Bailie  
 Producer: Cody Childs  
 Music production company: Leland Music  
 Music publishers: Kobalt, SonyATV obo EMI

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# Since I work primarily for charities, my five tips are on how best to use direct response to raise funds

## 1. Don't ignore direct mail. It continues to be the backbone of most charities' fundraising programs. And it works. Here's why:

- Direct mail helps build a **relationship with your donors.** It delivers 53% of overall cash income to charities;
  - Direct mail still **delivers the largest** volume of new donors (**48% in 2017**);
  - Direct mail is still **the number one method** used to target middle donors (**those giving \$1,000 – \$5,000**) and is still critical for generating bequest leads;
  - Direct mail donors, when converted to monthly donors, are **the most valuable monthly donors** by far with the lowest attrition rates.
- (Source: Pareto's 2018 Benchmarking Report)

## 2. Direct mail works best as part of an integrated appeal across multiple channels such as social, mobile, video, Internet, etc. Just look at the revenue generated by many charities using Facebook, emails and videos.



For example: Soi dogs keeps generating funds on Facebook. And I keep showing enough examples of videos that have gone viral and raised millions of dollars.

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### 3. Online fundraising continues to grow year after year and blends well with direct mail. Online methods are cost-effective, timely and great for follow up after direct mail appeals.

Before getting started with e-appeals, remember to do the following:

- Determine your best approach ranging from email newsletters and urgent news updates to email fundraising appeals;
- Design a way to effectively evaluate results and understand your return on investment;
- Make sure you drive your audience to your website to donate.

Segment your Email list:

- The more specific and targeted your list, the better it will perform.
- Segment by: interests, age, gender and donation history, etc.



Create a compelling message:

- Make it timely for current events that your organization intends to run;
- Keep it in sync with your direct mail appeal message;
- Include information specific to your donors' past interests.

### 4. Event fundraising: Many organizations have discovered the effectiveness and efficiency of tapping their constituents for fundraising events such as walks, runs and rides.



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Peer-to-peer fundraising works best here since you can:

- Raise funds through participant registration fees;
- Encourage participants to contact people they know for contributions and ultimately increase the charity's support base.

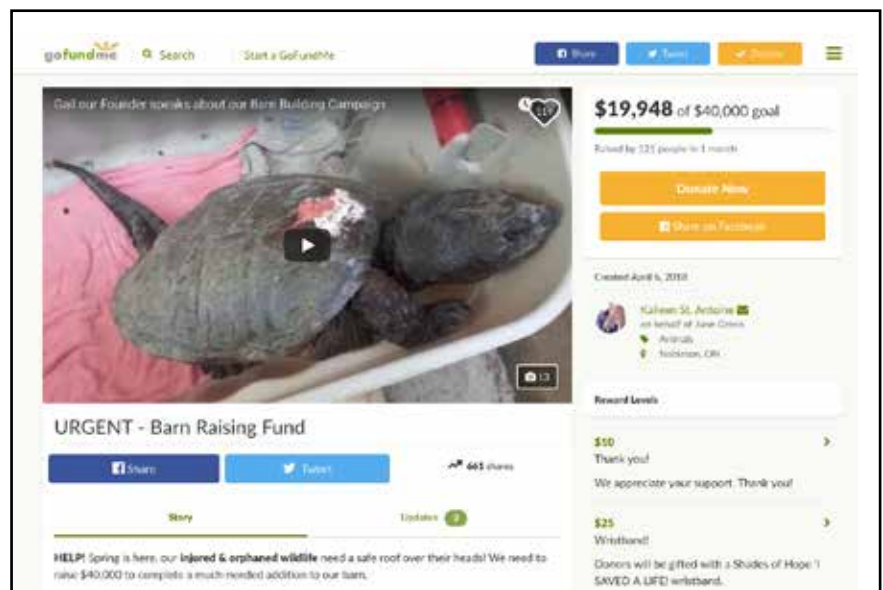
## 5. Crowdfunding: It seems like there's a new crowdfunding website out there every week, but which one is right for your nonprofit?

An average of 24 new projects are launched each day in Canada. Reward-based crowdfunding is currently the best known and most popular crowdfunding model. It is divided into subcategories: donations (sometimes considered as a category on its own), rewards, and product presales.

This type of crowdfunding allows donors to receive rewards in exchange for money. The rewards are generally varied and encourage participants to donate money in exchange for interesting gifts.

Here's an example of "Shades of Hope". It's a charity I have worked for that is trying to raise \$40,000 for a new animal shelter. When I last checked they had raised almost half the amount within a month. Check them out. The link:

<https://www.gofundme.com/shadesofhopewildlife>



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