

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. What I learned about** fundraising from my **4-year old grandchild.**
- 2. Here's why** we may need to go back to re-learn the basics of **letter writing!**

- 3. Some brilliant DM ideas** from around the world that are **worth watching.**

What I learned about fundraising from my 4-year old grandchild.

One of the remarkable things about young kids is their instinct to help others less fortunate.

And some years ago my grandkids, Mia and Esmé, then close to seven and four, decided to collect money for a charity by opening a lemonade stand.

It was a perfect hot summer day and soon they did a thriving business. They collected \$120 for their efforts.

I nudged them into donating the money to “Right

To Play”, a charity I was working for at that time.



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I arranged for them to meet the fundraising staff at “Right To Play” and when they handed over their hard earned cash, every one was all smiles.

Except for Esmé; I sensed a certain disappointment in her face.

“I don’t think we helped any poor child,” she said. “All we did was give the money to some grownups.”

Here are 2 great lessons that I learned from my grandchild that day:

1. The alignment of values matters to them

Children are fully aware of their privileged economic status and the income disparity that they see around them. They are keen to make an impact in the lives of others less fortunate.

Children don’t see generosity as just sharing of materials or money. They are by nature compassionate and concerned about others (be it animals, fellow humans or the planet).



2. Charitable giving is all about their overall experience

Maya Angelou’s said it best. “People will forget what you said. They will forget what you did. But they will never forget how you made them feel.”

And that is the crux of what charitable giving is all about.

Remember, your donors need to feel that they are a part of something when they give. Make sure you show them that they are making a difference. For them that “feel good” experience is the essence of why they give to any cause.

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Here's why we may need to go back to re-learn the basics of letter writing!

During a recent conversation with my friend David Foy, Partner at Agency 59, he casually mentioned one new thing that frustrated him.

He said that during a recent direct mail donor package presentation, one of his young clients remarked: "Could you give that letter a more modern look?"

Really!

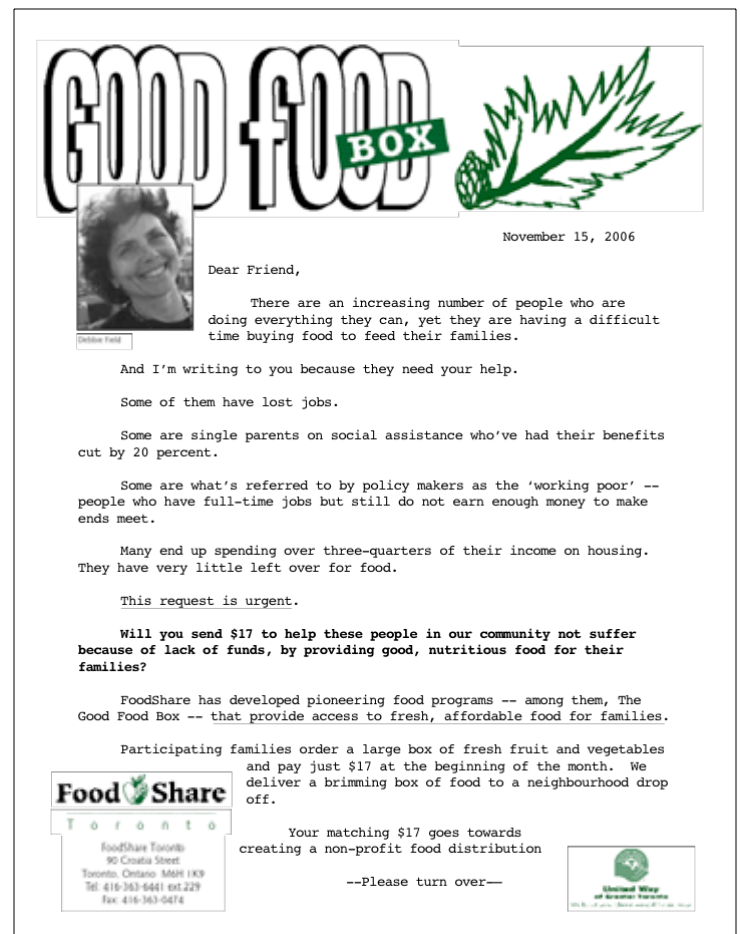
The role of the letter is not to look modern but to be persuasive and legible.

It has to do with selling your cause, not looking pretty.

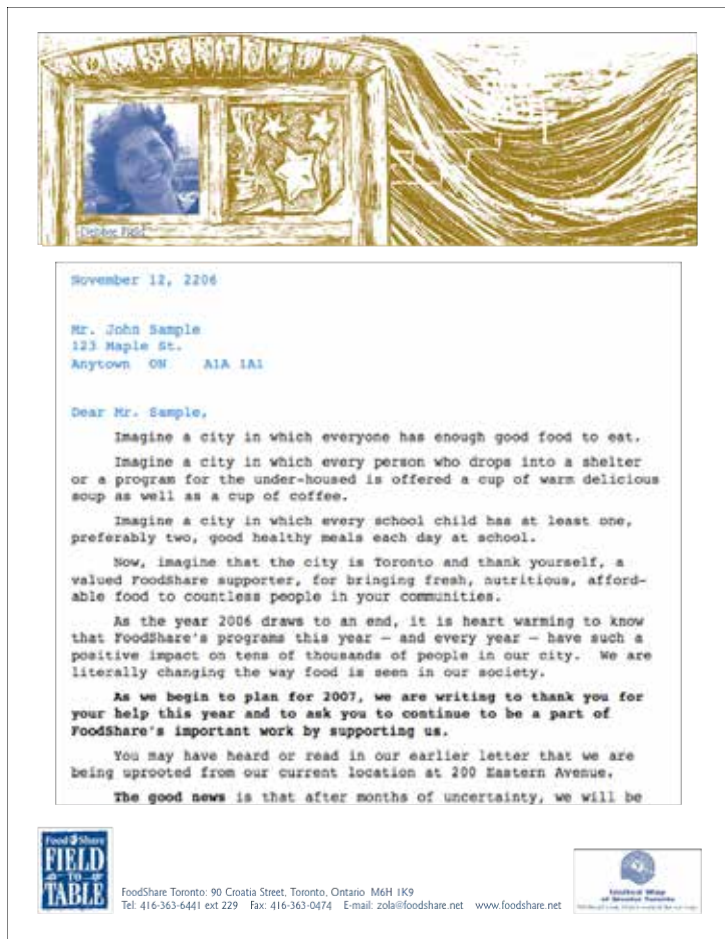
In fact, some of the most successful letters that I have crafted looked crude and

primitive—almost like they were created by an amateur.

For example:



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how a donation of just \$17 could provide fresh food for families struggling to make ends meet. This made the donor feel like an involved team member.

- 4. The charity imparted new information about their relocation plan after they were forced to leave their current premises.**
- 5. They were easy to read and digest. Both contained simple short words, which are important components of a good fundraising letter especially for scanners.**

And both pieces became Control Packages against which all new creative was constantly tested and measured. They outperformed many other pieces and ran for years,

I can't stress enough the importance of smart, personalized, fundraising appeals. At the foundation of every good campaign is a well-written letter that needs to be persuasive rather than flashy.

So if the saying goes that you can't teach an old dog new tricks, I think it is also time to teach young dogs old tricks—by simply going back to the basics of good letter writing.

Just look at the crude garish illustrations.

The other thing to remember is that most of the donors who still give are seniors. They do not fall for fluff.

Here's why these pieces worked:

- 1. They included information that was local and hit home.**
- 2. They explained where the donor's money was going.**
- 3. They took the donor on a journey explaining**

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Some brilliant DM ideas from around the world that are worth watching.

Volvo Car's LifePaint. (UK)

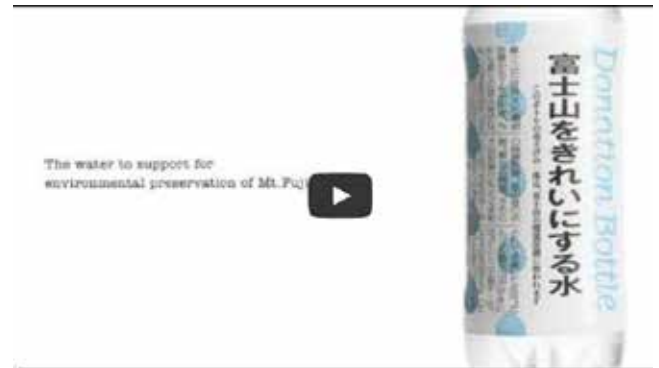


This is a great idea to help cyclists survive in traffic. LifePaint is a unique reflective safety spray. Invisible by daylight, it shines in the glare of car headlights.

Here's the link to YouTube:

<https://youtu.be/CfWzeGlaFvI>

Water bottles to help elevate some global issues. (Japan)



Advertising Agency: Dentsu, Japan

Here's the link to YouTube:

<https://youtu.be/HDcnquBBUo0>

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IKEA invitation (Croatia)



Advertising Agency: I TO NIJE SVE!, Zagreb, Croatia
 Creative Director: Alen Kekic
 Copywriters: Rona Zulj, Davor Stankovic
 Art Director: Zvonimir Mandic
 Account manager: Karmen Obradovic
 Graphic designer: Martin Mrzljak

Here's the link to YouTube:

<https://youtu.be/E2wj1jrr2YY>

Susan G. Komen Race for the Cure: The stitched shirt (USA)



Advertising Agency: Conill, USA
 Chief Creative Officer: Javier Campopiano
 Creative Director: Mario Granatur
 Associate Creative Director: Federico Duran
 Art Director: Damian Nuñez
 Copywriter: Manuel Urrea
 Account Director: Sujei Sierra
 Account Executive: Maria Grosso
 Agency Producer: Allan Rivera
 Production House: La Fabrica
 Director: Andres Garza
 Editorial: The Cut Club
 Editor: Hernan Menendez

Here's the link to YouTube:

<https://youtu.be/dw58TVdtYEI>

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