



DIRECT FORUM

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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 Charities can learn from US Political Fundraising?**
2. **A unique direct mail appeal from my former boss, David Ogilvy.**

3. **A few more gems from David Ogilvy.**
4. **Finally, another great fundraising appeal from Australia.**

What Charities can learn from US Political Fundraising?

Clearly, there are some key differences between political fundraising and charitable fundraising—for starters, charities don't have the backing of super PACs raising and spending unlimited sums of money on their behalf.

Another difference is that political fundraisers rely heavily on using **online fundraising methods** because they need to generate funds in real time.

However, it should be noted that Ben Carson's candidacy used direct mail and proved that it was highly effective.

Most charities rely on **direct mail or offline fundraising methods as their main source and offline as a secondary source** for raising funds.

Blackbaud's latest email titled: *The Secret to Achieving 3X Better Fundraising Results* - stated: "**Offline still rules ... 90%+** of fundraising revenue comes from offline sources.

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“Direct mail and other offline fundraising sources are still the most effective ways to raise money – by a long shot!

“Online is a critical piece
 ... You could argue that if offline fundraising accounts for such a large portion of fundraising revenue in the industry then you should place all your focus there.

“But that would be slightly short sighted. Online fundraising continues to grow by leaps and bounds.

“It’s grown 34.5% to \$20+ billion in 2010. And it continues to be the best way to acquire new donors.”

Bernie Sanders has gone one step further by using ActBlue, a decade-old non-profit that created a fundraising software app to help Democrats build a network of donors.

Their system enables donors to give to one particular candidate by merely pushing a button on their phone.

Here below is an example:



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So many people have become ActBlue “Express” users to support Sanders that the organization now boasts it has the credit-card information of some 2.7 million liberal sympathizers. Though Sanders supporters usually give small amounts, the number of donations is so large that it has made Bernie’s campaign very successful at raising money.

Hillary Clinton, on the other hand, is not using ActBlue.

Bernie also stays in constant touch with his follower on Twitter, as below:



Donald Trump is the master of tweeting to his followers, but let me not digress.

So, what we can learn from political fundraising?

As I see it, the two most important things are:

- 1. Testing.** Most direct-response political fundraisers understand that testing is critical, but very few charities ever do this.

This is one of the cardinal rules of direct marketing that is too often ignored—whether it is online or offline.

When President Obama ran for re-election in 2012, his team’s secret was that they routinely tested “anywhere from 12 to 18 variations” of each message for every email.

They tabulated open rates, unsubscribe rates and response rates and used this important data to help them make each further decision.

The Obama campaign successfully raised \$600 million from email fundraising alone and won the election.

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Here's how team Obama kept track of everything:

One Day Inside a Fundraising Machine
 Before firing off a fundraising plea to Obama's tens of millions of supporters, the campaign would experiment with different versions of a single message to see what got the most clicks.
 A snapshot of the e-mail team's work on June 26

THE SUBJECT LINE	THE HAUL	THE DIFFERENCE
The team tested numerous subject lines by sending fundraising e-mails to small groups of supporters	Based on the donations those e-mails raised, the team projected how much the pitches would bring in if sent to the full Obama list	They then projected how much less money the campaign would collect if they used anything other than the most successful e-mail
I will be outspent	\$2,540,866	n/a
Some scary numbers	\$1,941,379	\$599,487
If you believe in what we're doing...	\$911,806	\$1,629,060
Last call: Join Michelle and me	\$894,644	\$1,646,222
Would love to meet you	\$755,425	\$1,785,441
Do this for Michelle	\$714,147	\$1,826,719
Change	\$711,543	\$1,829,323
The most popular Obama	\$659,554	\$1,881,312
Michelle time	\$604,813	\$1,936,053
Deadline: Join Michelle and me	\$604,517	\$1,936,349
Thankful every day	\$545,486	\$1,995,380
The one thing the polls got right...	\$403,603	\$2,137,263

THE WINNER! **\$2,673,278**

The winning subject line would be based on the projection. It raised \$2,673,278.

Subject: I will be outspent

Friend --

I will be the first president in modern history to be outspent in his re-election campaign, if things continue as they have so far.

I'm not just talking about the super PACs and anonymous outside groups -- I'm talking about the Romney campaign itself. Those outside groups just add even more to the underlying problem.

The Romney campaign raises more than we do, and the math isn't hard to understand: Through the primaries, we raised almost most three-quarters of our money from donors giving less than \$1,000, while Mitt Romney's campaign raised more than three-quarters of his money from individuals giving \$1,000 or more.

And, again, that's not including the massive outside spending by super PACs and front groups funneling up to an additional billion dollars into ads trashing me, you, and everything we believe in.

We can be outspent and still win -- but we can't be outspent 10 to 1 and still win.

More than 2.2 million Americans have already chipped in for us, and I'm so grateful for it. [As we face this week's fundraising deadline, can you make a donation of \\$3 or more today?](#)

Every donation you make today automatically enters you to join Michelle and me for one of the last grassroots dinners of this campaign -- tomorrow is your last chance to get your name in.

These dinners represent how we do things differently. My opponent spent this past weekend at a secretive retreat for the biggest donors to both his campaign and the super PACs that support him.

I've got other responsibilities I'm attending to.

Donate today to stand for our kind of politics:

<https://donate.barackobama.com/June-Deadline>

Thank you,
Barack

2. Subject lines. Using data from email marketing political fundraisers analyze which subject line works the best.

For example team Obama found that the two subject line that generated most funds were:

1. I will not be outspent:

From: Barack Obama [info@barackobama.com]
 Sent: Tuesday, June 26, 2012
 Subject: I will be outspent

Friend --

I will be the first president in modern history to be outspent in his re-election campaign, if things continue as they have so far.

I'm not just talking about the super PACs and anonymous outside groups -- I'm talking about the Romney campaign itself. Those outside groups just add even more to the underlying problem.

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<https://donate.barackobama.com/June-Deadline>

Thank you,
Barack

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2. Stick with me:



Hillary Clinton's campaign has determined that the five highest open rate subject lines were based on:

- An event invite (it yielded a 17% open rate),
- Merchandise announcements (16%),
- General messages (15%),
- Calls to action (14%)
- Event announcements (13%).
- Finally, piggy backing on positive news items outperformed them all, with a 23% open rate.

Here's how two non-profit organizations have also benefitted by piggy backing on current news that was relevant to them:

Wildlife Conservation Research Unit and Oxford University, that was studying Cecil the Lion, received more than \$780,000 in donations after Cecil was wantonly killed by a hunter.

Each organization saw a huge uptick in donations during the Cecil the Lion fiasco because they capitalized on the massive news coverage it received.

They discovered that news their donors cared about, when applied in their email subject lines, paid off handsomely for them.



The lesson? Test often and for as many variables as you can.

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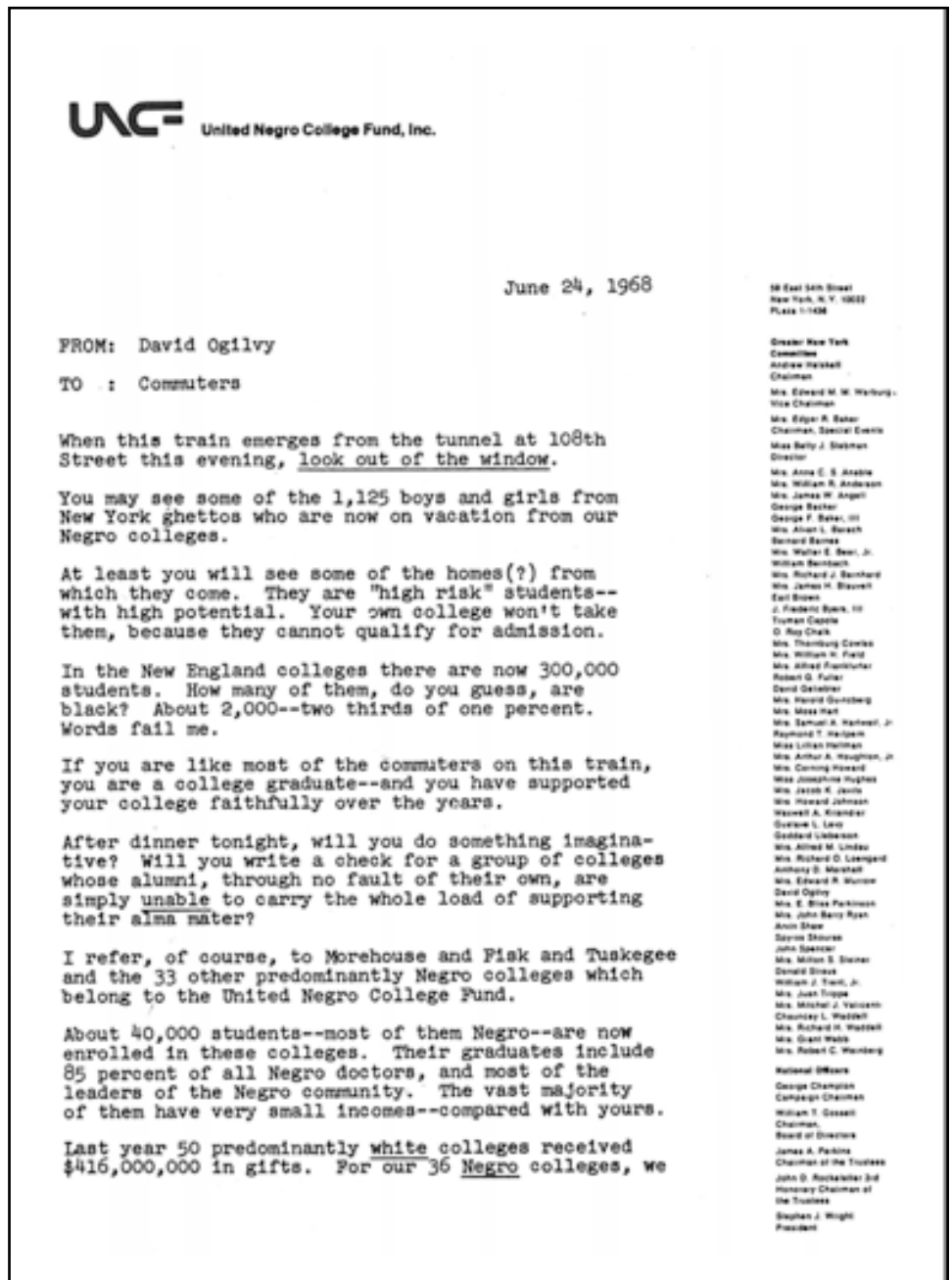
A unique direct mail appeal from my former boss, David Ogilvy.

David Ogilvy was not only a remarkable writer but also a gifted direct marketer. He always secretly professed that direct marketing was his first love.

Back in 1968, David Ogilvy was appointed Chair of the United Negro College Fund (UNCF). He decided to help the organisation raise funds and began by writing the piece alongside:

What is remarkable about this fundraising piece is not just his copy but also an unusual delivery mechanism that he proposed.

He suggested that the letter be placed on every seat of every train leaving Grand Central Station for the affluent suburbs of New York.



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So, on one given day, white envelopes were placed on every seat with the heading: "An important message to commuters".

The letter begins with a powerful sentence:

'When this train emerges from the tunnel at 108th street this evening, look out of the window.'

A minute and a half out of a tunnel from Grand Central, as the train emerged into daylight, he told readers that they might be able to see some of the 1,125 boys and girls who attend "negro colleges" in the slums of Harlem.

If you read the letter you'll see how David made sure that the donor remained central to the story throughout the appeal.

Ogilvy also suggest to the donor to do something imaginative. No, he was not asking them to be kind or generous or unselfish, but to do something else in addition—be more imaginative.

are trying to raise \$6,500,000 this year. Will you help?

Without equality of education, there can never be equality of opportunity. This is the heart of the country's most urgent problem. Will you help?

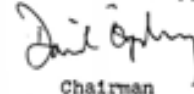
I dare to suggest that you send our Fund a percentage of the amount you are giving to your own college. Ten percent? Fifty percent? You be the judge. (Don't reduce your gift to your own college; simply give our Fund something on top.) Here are the guts of the situation:

1. The doors to our UNCF colleges are open to all--regardless of race, creed or national origin. They are not segregated, nor are they educating their students for a segregated world. Their faculties and their Boards are integrated, and the number of their white students is growing every year.
2. Our average cost of tuition, books, room and board is \$1,375. This compares with \$2,400 at predominantly white colleges. Three out of four of our students are working their way through our colleges.
3. On top of that, our colleges give financial assistance to more than half of their students: A great many more need it.
4. UNCF is the largest fund drive devoted to any Negro cause. Many people feel it is also the most constructive.

Says John W. Gardner, "These colleges have an immensely important part to play in the education of Negro Americans. And the education of Negro Americans is one of the crucial tasks of our time...I can tell you with some authority that the predominantly Negro colleges need help."

Please decide now what percentage of your gift to your own college you wish to send to UNCF, and mail it in the envelope I have enclosed. Perhaps you will then sleep a little better during the long hot summer.

Yours sincerely,



Chairman

P.S. A gift of stock would be equally valuable.

back page

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That imaginative act was to give a small percentage of the amount they generally give to their own college, to the United Negro College Fund.

How much? That was the reader's choice but he did make a couple of suggestions from between ten and fifty per cent.

After logically demonstrating how fair and important it was to support the UNCF, he closed the letter by adding a warm feeling such a gift might generate among readers:

Please decide now what percentage of your gift to your own college you wish to send to UNCF, and mail it in the envelope I have enclosed. Perhaps you will then sleep a little better during the long hot summer.'

And just in case the reader might not be have enough cash available, he suggested in the PS that a gift of stock would be equally valuable.

The result: In one night it raised \$26,000. (By today's standards that would be well above \$100,000.)

A big part of the reason for this letter's success can be summed up in one word "relevance".

By focusing on the readers but showing the plight of black students, Ogilvy formed a bridge between both groups: their own Alma matter and UNCF.

This may be something that many charities would do well to focus on today.

Here's another treat from Ogilvy. It's a seven-minute gem of a video from David, extolling the virtues of Direct Marketing. Yes, here's one of the most famous ad man praising direct marketing.

He explains the staggering difference between the two distinct and separate worlds of direct response and general advertising.

Enjoy! Click on the site below:

<https://www.youtube.com/watch?v=Br2KSsaTzUc>

As Adrian Salmon, Vice President, of GG+A Europe, once confessed after seeing this direct mail piece: "I may have beaten him in two pitches, but this was still a message from God for an ad man like me."

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A few more gems from David Ogilvy.



Let's face it, while our industry leaps ahead into new territory, it's helpful to step back and never forget some valuable marketing advice that David left behind in his books that are timeless.

- 1. I don't know the rules of grammar**
... If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, and the language in which they think. Try to write in the vernacular.
- 2. Do not address your readers as though they were gathered in a stadium.**
When people read your copy, they are alone. Pretend you are writing to each of them a letter on behalf of your client.
- 3. Advertising people who ignore research are as dangerous as generals who ignore enemy signals.**
- 4. Never stop testing,** and your advertising will never stop improving.
- 5. Training should not be confined to trainees.** It should be a continuous process, and should include the entire professional staff of the agency. The more our people learn, the more useful they can be to our clients.
- 6. On the average, five times as many people read the headline** as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.
- 7. A consumer is not a moron. She's your wife.** Don't insult her intelligence or lie to her.

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Finally, another great fundraising appeal from Australia.

It's called: **Minute of Silence**

Just like in Canada on Remembrance Day, each year on Anzac Day Australians pay their respects to the brave men and women that have served their country in the military. They make donations to help those who returned and taking a moment's silence to remember those who didn't.

Traditionally, the Anzac Appeal has relied on veterans selling badges on the street to raise funds. These days more and more people pay for things using cards, fewer carry cash but almost everyone carries a phone.

So DDB Melbourne set up a phone line through which people could pay to listen to a minute of silence. Donors received an SMS message after each call, linking them to a thank you message read by a veteran. The campaign was backed by TV, print, outdoor, radio and social media, and raised over \$3 million to help veterans and their families.

To view click link below:

https://youtu.be/sBzjzr_Xgsw



Client: RSL AUSTRALIA
 Agency: DDB Group Melbourne
 Executive Creative Director: Darren Spiller
 Creative Director: Ant Hatton
 Creative: Chris Andrews
 Copywriter: Luke Bartley
 Agency Producer: Tuesday Picken
 Online Content Editor: Marissa Brian
 Online Content Dop: Jordy Molloy
 Digital Creative Director: Steven Skrekovski
 Digital Design: Pascal Van Der Haar
 Digital Producer: Genevieve O'shea
 Account Director: Stephanie Luxmoore
 Planning Director: Tom Hyde
 Producer: Martin Box, Exit Films
 Director: Mark Molloy
 Editing Company: The Butchery
 Photographer: Christopher Tovo
 Sound Design/Arrangement: Colin Simkins, Gusto Music.

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