



DIRECT FORUM

NOVEMBER 2012

VOLUME 8 • ISSUE 11

Direct Forum is a free e-mail 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. Join me for my latest webinar for Canada Post: How to Gain more Donors and Higher Donations with Direct Mail by:**
 - Tapping into the best new resources to achieve larger returns
 - Marketing to the fastest growing sector in Canada—the Asian community
- 2. Why many charities don't heed Einstein's famous words: Insanity is doing the same thing over and over again and expecting a different result**
- 3. My latest direct mail piece for Special Olympics Ontario**

Join me for my latest webinar for Canada Post: How to Gain more Donors and Higher Donations with Direct Mail by:

- Tapping into the best new resources to achieve larger returns
- Marketing to the fastest growing sector in Canada—the Asian community

In my October 2012 newsletter, I touched on how to market to the fastest growing sector in Canada—the Asian community.

Now, I have been asked by Canada Post to expand not only on that topic, but also talk about ways to tap into new resources to achieve larger returns.

So join me for the FREE Webinar on November 1, 2012



*From anywhere... De partout...
to anyone jusqu'à vous*

Continued overleaf ...

Registering at:

<https://www2.gotomeeting.com/register/964885346>

If you have experienced a drop in response rates to your direct mail appeals, you are not alone.

Recently the Direct Marketing Association (DMA) reported that direct mail response rates have dropped nearly 25% over the past nine years.

Even so, direct mail still remains as one of the best choices for raising funds. For instance, response rates for direct mail to an existing customer base average 3.40%, compared with 0.12% for email. This indicates that direct mail is roughly 30 times better than email.

So what do we do to make up for the drop in response rates?

This Webinar provides you with methods, new sources and resources to boost your response rates.

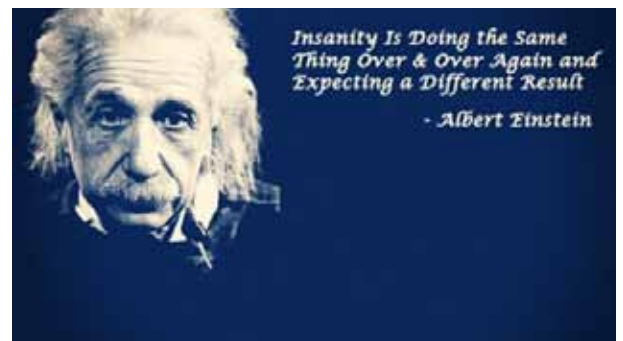
Finally, I also promised in my last newsletter to disclose how much the fundraising event sponsored by the Indian community for Trillium Health Centre Foundation brought in. **It generated over \$5 million for the foundation and the event was sold out with over 1,000 people in attendance.**

How did they do it? Well that will be part of my Webinar, so, join me if you can.

Why many charities don't heed Einstein's famous words: Insanity is doing the same thing over and over again and expecting a different result.

If you are sending out the same kind of appeal over and over again and not moving the needle. Then heed Einstein's famous words: **Insanity is doing the same thing over and over again and expecting a different result.**

Who you mail to is important, but data alone merely gets you to the right person. You still have to say something exciting and captivating, or nobody is



Continued overleaf ...

going to listen to you.

Research has shown that people don't really read everything you send them; they generally just scan the contents. It's a busy world and you have to capture their attention.

Just think back to the last direct mail piece that caught your attention and one you still remember. Chances are that it was unique enough to get you involved.

Remember the statistics presented by Direct Marketing Association (DMA) in the article previously mentioned. They said that response rates for direct mail to an existing customer base now average 3.40%.

Many of the memorable mailing that I remember easily surpassed that response rate because most of them involved a great team of writer/art-director.

These pieces stood out not just because of good writing but more so because the look and feel involved the reader and visually told a story—thanks largely to the art director or designer.

After all a large part of what we first absorb and retain is visual.

Laura Reis, who along with her famous father Al Reis, wrote *'Positioning'* is writing a new book called *'Visual Hammer.'* She said, "Today, the world is awash in words and we found that a "word only" approach was not enough. In order to get into minds today, you also need a visual."

Here are three examples alongside to illustrate my point.

1. A project called 'AHON'

When the devastating flash floods hit Manila, Philippines on Saturday, September 25, 2009, a group of the country's leading advertisers, print buyers, broadcasters and advertising agencies got together to raise money for victims of the country's worst flooding in history.

To help the flood victims, a project called 'AHON, which means 'to rise again' in Tagalog was implemented. To appeal for funds to the general public by placing an insert with a 3-D effect in a



Continued overleaf ...

variety of magazines.

The insert had a house that rose to show how donations for typhoon sufferers would help the victims. Media owners offered discounted rates for ad spaces, while this group of advertisers paid full price, and the difference was donated to the Red Cross.

In 5 weeks the campaign raised over 4 million Pesos enough to build 84 new houses.

2. Doctors without Borders.

This direct mail piece for Doctors Without Borders used a bracelet.

It asked the reader to wrap the bracelet around two fingers.

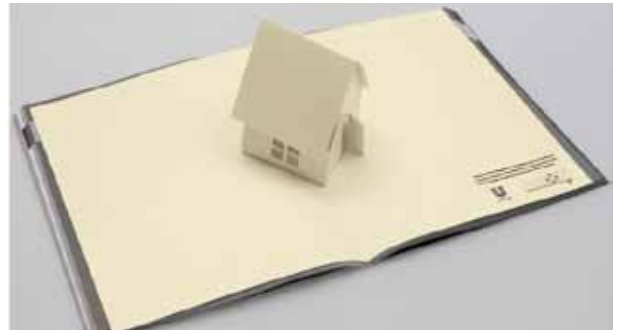
This demonstrated the thickness of a malnourished child's arm. The red area in the bracelet showed how dangerous it was if it approached this point.

3. United Nations High Commissioner for Refugees mailing

Finally the acquisition direct mail piece for United Nations High Commissioner for Refugees in Afghanistan,

To highlight the plight of refugees a piece of cardboard was used to conjure up the image of homelessness

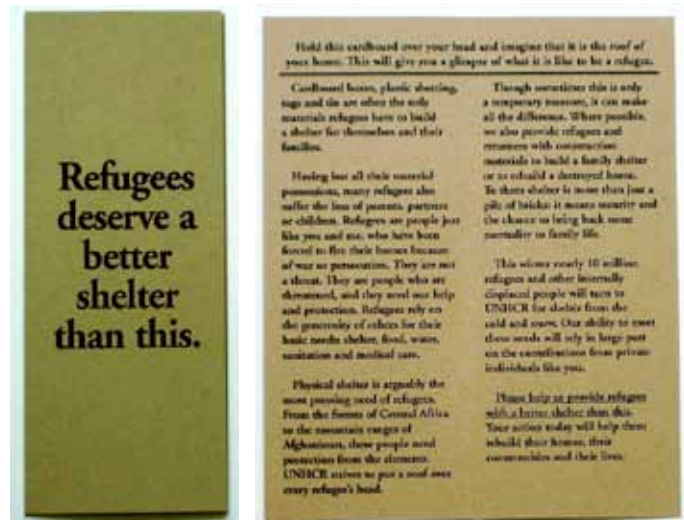
Readers were asked to place the piece of cardboard over their heads and imagine how it would feel if that were the only shelter at their disposal.



My latest direct mail piece for Special Olympics Ontario

The challenge this time was to get corporations and businesses to help support the BE A FAN campaign for Special Olympics.

An initiative was undertaken by the Law Enforcement community members, volunteers and fans to honour and show their support for individuals with an intellectual disability by wearing red shoelaces on October 25.



Continued overleaf ...

The core idea behind this campaign was an invitation by the police commissioners of five major cities in Ontario.

Each one invited companies in their own region to support and buy red shoelaces by going online or directly to Special Olympics Ontario.

Companies that participated would be thanked by being listed in the *Globe and Mail* 'BE A FAN' recognition advertisement after the campaign.

This simple, feel-good campaign hopes that corporations will respond wholeheartedly.

How well it did will be revealed in my next newsletter.

OPT IN, OPT OUT, OPTIONS:

To subscribe email me at:

designersinc@sympatico.ca

To download back issues of my newsletters go to 'Freebies' on my website: www.designersinc.ca

To unsubscribe, send me an e-mail simply saying, "Please, remove".

To participate, send me an email with your suggestions.

To post a comment, please include your name, email address and your thoughts.

Let me remind you again that your name and/or e-mail address will never be shared, sold, circulated, or passed along to anyone else.

Designers Inc.

1407-99 Harbour Square,
Toronto, ON
M5J 2H2

© Designers Inc.

