

DIRECT FORUM

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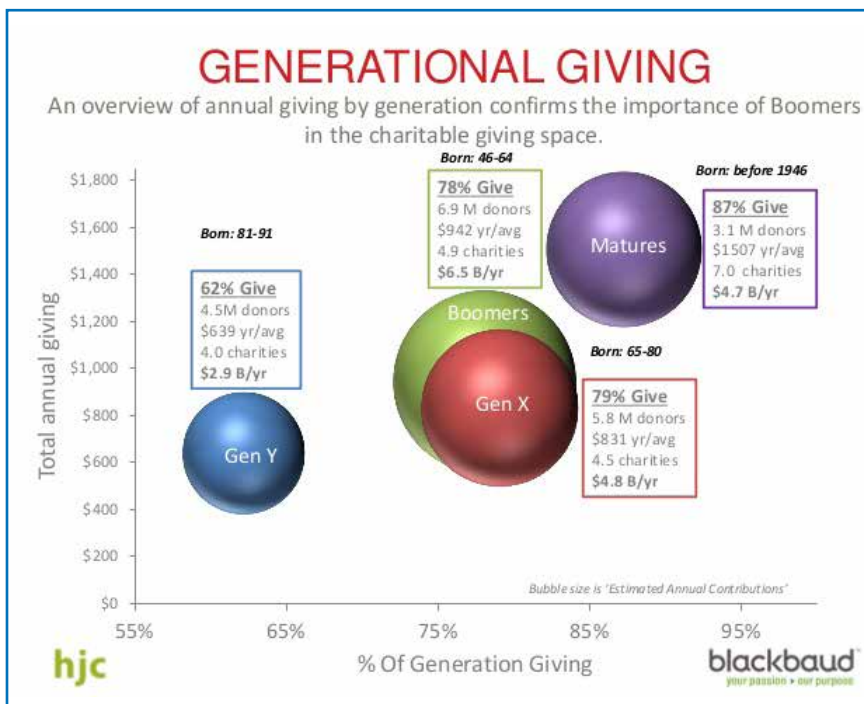
Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

1. What I learned from a **recent webinar.**
2. What's new **on the horizon?**

3. Good news— DM Magazine is bringing back one of their most popular one-day seminars.

What I learned from a recent webinar

I recently attended a webinar called: 'The Next Generation of Canadian Giving.' The speakers, Dennis McCarthy, V.P. Strategy of Blackbaud and Mike Johnston, founder of HJC, are both experts in the integrated and online field and they made some very interesting points.



Here's an overview of annual giving by generation from their presentation and the need to start reaching out to the next growing groups of donors:

Let's look at Generation Y also referred to as Millennials who have been in the spotlight recently as one of the most talked about groups.

Most of what I read indicates that this generation is radically different from its predecessors.

They have been called **big spenders, well educated and tech-savvy.**

CONTINUES ...



But many think that they are also unattached. According to many psychologists who measure such things, some have personality problems

including high rates of narcissism, materialism, unrealistically inflated expectations and a startling lack of independence. American college students scored 30% higher on the 40-item Narcissistic Personality Index in 2006 than they did in 1979.

Experts lay the blame for some of these problems on the parents, specifically parents who were brought up with the once popular child-rearing belief that “everybody gets a trophy”.

However, one new study (“Millennials as New Parents”-Barkley) suggests that this is not true, especially for the older group of Millennials, half of which are parents now. This study discovered that Millennials really aren’t that different from the generations before them.

Some key facts:

- 63% of millennial are married.
- 40% of millennial are parents
- In the next 10 to 15 years, 80% of millennial will be parents

than they’re given credit for,” said David Gutting, VP-Strategy Director at Barkley. “Events like the recession that caused high unemployment rates have reshaped how Millennials behave as they begin to form families. But we still look at them like they’re kids.”

The 40% of Millennials who are parents, and the 80% who will become parents in the next 10 to 15 years, are really very much like the generation before them. They are more traditional and shop more frugally than their non-parent counterparts. .

According to the study, before having children they may have gravitated to name brands like Abercrombie, H&M, Apple, Macy’s and Sephora. After they become parents, those brands often disappear from their day-to-day consideration.

On the education front, one of the biggest myths is how well educated they are. In reality they have the same education level that Boomers had at that age—except that a bigger segment of women graduated than boomers

So what does this mean for marketers and charities in particular?

According to a study by Spectrem Group, a US wealth management and consulting firm, they are also more likely to inherit a lot of money.

Of investors under 32 years of age, 42% of the ones worth more than \$1 million said they inherited much of the funds

“Millennials are much more pragmatic

CONTINUES ...

Where they are radically different is in being more tech-savvy than the previous generation.

(Even though more boomers are embracing technology at a rapid rate—80% now use the Internet.)

So here are some hints on on trying to engage Millennials:

1. Pay attention to your website.

Most Millennials learn about a cause by going to a charity's website (65% according to Hubspot).

2. Next in importance is your 'About Us' page. Upon arriving at your website, it's the first thing people check to learn more about your vision.

3. Simplify your 'donate' section and have an actionable homepage. Make it clear what you want your visitors to do, e.g. donate, volunteer or register for an event.

4. Include social media buttons on your website and in your email marketing to start a following of *Likes*.

5. Millennials are looking for information on upcoming events, statistics about your cause, organizational news, volunteer opportunities.

Social media: It's today's driving force for many organizations when it comes to spreading awareness and gaining young supporters. **Facebook** and **Twitter** are the top two websites that attract and interact with volunteers, supporters,

and donors. (55% of Millennials prefer **Facebook** and **Twitter** as an information source.) While **LinkedIn**, **Pinterest** and **Google Plus** are also good for charities, but they work even better for businesses. Therefore;

- **Post** upcoming events, statistics about your cause, organizational news, volunteer opportunities, and videos on your sites. Decide what else your organization has to offer and share it. (67% of Millennials have interacted with a nonprofit on Facebook.)
- **Show** compelling stories or videos about a great donor, volunteer or key achievements on your Facebook page.
- **Upload** videos on YouTube and Vimeo.

Twitter has made it possible for people to find and converse with others with like interests online. (87% of Millennials follow a nonprofit on Twitter.)

Twitter and Facebook: Many Millennials also enjoy adding their voice of conscience when it comes to environmental and other issues dear to them. Millennials love to get involved so give them the opportunity to interact with your organization.

Crowdfunding sites can help you get newfound revenue.



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Instagram is a visual marketer’s dream. The brain processes visuals ten times faster than text. In a world where we are competing for attention, visuals make an impact—fast.

Use emails to connect, inform and communicate with Millennials: 47% of Millennials prefer to obtain information about nonprofits via email. However, find a happy medium on the number of emails you send so they remain relevant and important without being disruptive.

Mobile: 77% of Millennials own a smartphone and the rise of email engagement via mobile devices is pretty staggering. A March 2013 report found the percentage of email opened via mobile devices—that’s smartphones and tablets—is 43%. Just two years ago, that number was only 13%. If they give you permission to engage with them through their smartphones, you are on your way to getting them committed.

However two points to be aware of:

1. Not all smartphones are alike.

For example, while Apple’s iPhone, can display a two-column design, Blackberry devices show just one-column.

2. Tablets offer a significantly different experience than most smartphones. So your solution must work effectively across multiple platforms and sizes.

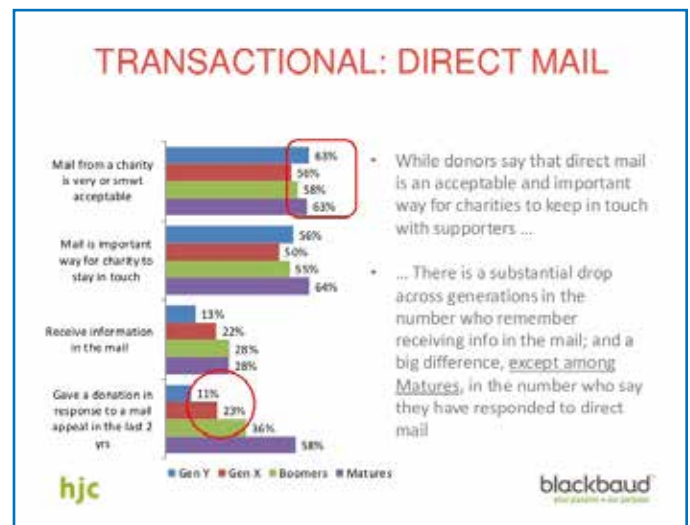
Your considerations for mobile should include:

- **Layout:** single columns not exceeding 600 pixels are

ideal for handhelds

- **Images:** must be optimized for mobile. One good option is fluid image layouts, which adapt size to different dimensions by using percentages
- **Font size:** 13 pixels minimum is a good rule of thumb
- **Buttons:** must be large enough to be usable on small touch-screens – links, too
- **Length:** keep it concise.

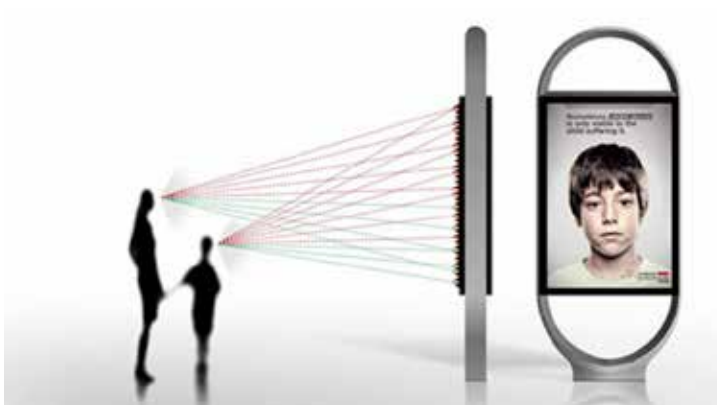
Finally, two slides from the webinar that are important and speak for themselves.



What's new **on the horizon?**

A Spanish organization called: ANAR Foundation wanted to help kids at risk. They came up with a unique solution using Lenticular printing on street signs. Lenticular printing is a technology that uses 3D technology it changes or moves an image when viewed from different angles.

Anar created a poster that conveyed a secret message to people at different heights. It contained one message for adults and another for kids at risk along with an easy phone number to contact them, even if a potential aggressor was accompanying them.



They calculated the average height of a 10 years old kid and planted a message only seen when looking at the poster from that height.

Adults could only see an innocuous message . . .

While kids would see this poster with an injured kid and the phone number to call.

Good news—DM Magazine is bringing back one of their most popular one-day seminars.

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Billy

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