



# 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. This article proves why direct mail** should still be part of your **integrated fundraising strategy.**

**2. Two more great campaigns** that I admire.

## **This article proves why direct mail should still be part of your integrated fundraising strategy.**

I recently read an article in **The Non-Profit Times**, dated August 5, 2015 about **“How a Direct Mail Hiatus Cost the American Cancer Society (ACS) millions.”**

The article by Mark Hrywn, went on to say.

**“New donors declined by 11% and new donor revenue dropped by \$11.3 million in the first year that American Cancer Society (ACS) paused its direct mail acquisition program.”**

**This was done even though four direct mail programs each year raise about 80% of direct response revenue for ACS, and multi-year donors generate 45% to 48% of total revenue. (Which peaked in 2008 at about \$1.2 billion.)**

**ACS suspended its direct mail acquisition program in January 2013 and acquisition was finally re-launched in June 2014.**

However, the article did not mention

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the exact number of donors lost in that time frame.

**Unfortunately, ACS is not the only one who has abandoned direct mail in favour of other digital media channels or because many charities have decided that they can do it all in-house themselves.**

Today, because digital forms of generating funds are top of mind, I thought it might be appropriate to highlight the traditional side of the ledger, AKA the non-digital way of fundraising with some facts:

- 1. Direct mail revenue exceeds digital by 28X (times)**
- 2. In 2015, the average person is expected to receive 125 email solicitations per day.**
- 3. 40% of your biggest donors, Canadian seniors over 60, still do not use the Internet.**
- 4. A neuromarketing study shows that direct mail continues to play an important role in the marketing mix, stimulating 70% higher brand recall and driving consumers to act.**
- 5. Most charities fail at online fundraising because they do not have the necessary inhouse expertise.**

Sources:

- <http://www.pewresearch.org/fact-tank/2015/07/28/15-of-americans-dont-use-the-internet-who-are-they/>
- <http://thedma.org/news/dma-releases-2014-statistical-fact-book-3/>
- <http://www.experian.ca.uk/assets/marketing-services/reports/reports-digital-marketing-2014.pdf>
- [www.statcan.gc.ca/eng/dai/smr08/2014/smr08\\_191\\_2014](http://www.statcan.gc.ca/eng/dai/smr08/2014/smr08_191_2014)
- [https://www.canadapost.ca/web/en/blogs/announcements/details.page?article=2015/08/27/direct\\_mail\\_beats\\_di&catttype=announcements&cat=newsreleases](https://www.canadapost.ca/web/en/blogs/announcements/details.page?article=2015/08/27/direct_mail_beats_di&catttype=announcements&cat=newsreleases)
- <https://philanthropy.com/article/Most-Charities-Fail-at-Raising/150593>

Don't get me wrong. I am not advocating that direct marketing is the only way to raise funds. Far from it, after all with the world's populations spending more time than ever before in front of a computer or tablet screen or on the phone, campaigns also need to target potential customers in an environment they're regularly exposed to.

**However, direct marketing still provides one of the best solutions for addressing your donors one on one and generates a lot of money from individual donors when done right. It should be an integral part of every integrated campaign.**

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# Two more great campaigns that I admire.

## 1. Raising awareness about Colon Cancer



Having colon or rectal cancer is really a sensitive topic for most people. Usually avoided and uncomfortable to talk about, it is currently the second deadliest cancer in America, according to the American Cancer Society, so it shouldn't be a taboo!

Meredith's Miracles Colon Cancer Foundation used a daring series of cheeky, yet funny ads, related to this emerging problem. With the clear message **"No one wants to see this. Except for your doctor."** They put the above provocative images on Chicago's bus seats.

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**NO ONE WANTS TO SEE THIS  
EXCEPT FOR YOUR DOCTOR**

Colon cancer is the second most deadly cancer.

But, detected early, it's also one of the most treatable.

Find out more at [merediths-miracles.org](http://merediths-miracles.org)



The whole idea behind this project was to raise awareness of colon cancer because while it is very dangerous, it can be prevented if detected and treated in time.

FCB Chicago executed the project and hopefully it will encourage people to think about this disease.

Credits:

Advertising Agency: FCB, Chicago, USA

Chief Creative Officer: Todd Tilford

Art Director: Lauren Lenart

Copywriter: Anthony Williams

Executive Producer: John Bleeden

Photographer: Andrew Degner

Account: Jamie Martin

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## 2. Women's Aid: Look at me



In a world first for digital out of home, Women's Aid created an interactive series of posters, which show how we can all make tangible changes in the fight against domestic violence. The posters used facial recognition technology to allow the interactive screens to recognise when people actively paid attention to an image of a bruised woman.

Those who looked at the screen

got feedback via a live video feed that ran along the bottom of the ad as a visual ticker-tape, registering an increasing number of viewers. As more people noticed the image of the woman, her bruises slowly healed, demonstrating to passers-by that by taking notice they can help confront domestic violence and not turning a blind eye to the problem.

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This astonishing Women's Aid digital out of home campaign was one of the winners of the coveted 2015 Cannes Lion.

Timed to coincide with International Women's Day, the creative raised awareness of how the domestic violence charity Women's Aid saves lives and how society can make tangible changes in the fight against domestic violence.

Look At Me was created across three Ocean screens and generated wide media comment and attention on PR, TV channels and social media.

To watch the video, go to:  
<https://youtu.be/wEybVOerb9Q>

**P.S. I am also currently working on a project on "Partner Abuse" for Massey Centre.**

**Will share the piece and the results hopefully in the next month.**

Credits:

Advertising Agency: WCRS, London, UK

Creative Director: Ross Neil

Creative Technology: Dino Burbidge

Creatives: Mike Whiteside, Ben Robinson

Agency Producer: Sam Child

Account Handling: Torie Wilkinson, Katherine Morris

Planning: Stuart Williams

Photography: Rankin

Media: Ocean Outdoor

Posthouse: Smoke & Mirrors



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