

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 if the gender pay gap was closed?

2. How and when to get monthly donors.

3. The power of direct mail as demonstrated by a video on gun reform.

4. If you cannot measure it, you cannot improve it.

What if the gender pay gap was closed?



I recently read that: Canada tops the list as the best G20 country to be a woman. *Yeah!*

That got me thinking that one distinctive peculiarity about the non-profit sector is that women out pace men in that workforce.

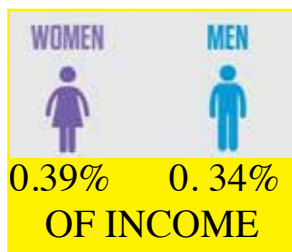
In fact, 89% of my clients in the charitable sector are women.

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Women are a powerful force in philanthropy. Yet I know they earn on average about 15% less than men.

While at the same time women donate more of their income to charity, spend more time volunteering and are more likely to take part in workplace giving than men.

Each year women donate 0.39% of their income to charity, compared to just 0.34% for men.



I also discovered some other odd findings about Canada:

- Canadians spend two times more on alcohol than they claim in charitable donations. *Statistics Canada data shows that Canadians spent \$22.1 billion on alcohol compared to just \$10.6 billion donated by Canadians every year.*
- Looking at the global stats for Movember last year, Canadians accounted for 24% of worldwide donations. We were less than \$1,000,000 behind the US in money raised, even though our population is 1/10th of theirs. *Do Canadians grow*

better moustaches than any other country in the world? Not sure, I know mine is coming along fine.

- Face-to-face and door-to-door fundraising in Canada is big too. *On any given day while on a walk through a major Canadian city you're likely to be approached by at least 3 or 4 street canvassers asking you to join a cause.*
- Charities' expenditures have increased by approximately 11.6% since 2015. *This is growing faster than the amounts they raise.*
- Charities are heavily reliant on volunteers. *Once again Canadian women contribute more than men. Charities have 2.9 million volunteers and 1.3 million employees.*



- Of the 34 million Canadians only 23.8 million donated to charitable or nonprofit organizations. *Those that do, claim only 0.036% of their income.*
- The average individual donation was about \$446 per year.

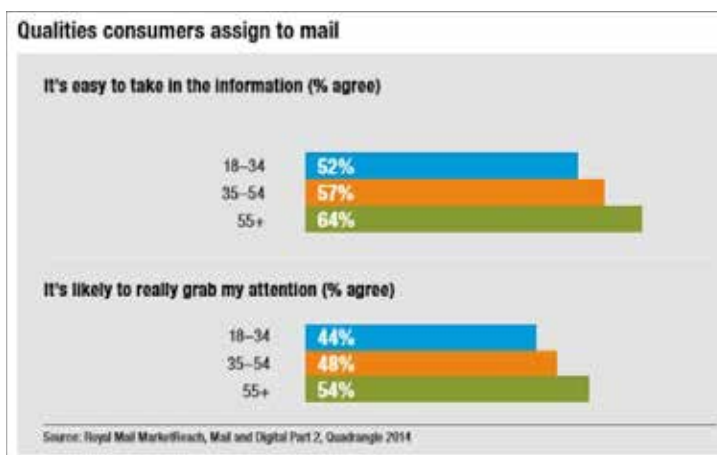
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- Peer-to-peer fundraising in Canada is big. Every major city has a run, walk or bike-a-thon as well as other events happening weekly throughout the summer. *Friends asking friends for money sustain these events.*
- Most Canadian organizations that established a monthly giving program 20 or 25 years ago are seeing their benefits today. *This all comes as a result of efforts by the charity and acquired most often through direct mail.*

That would mean that all the charities I work for could earn more and help more men, women and children each year.

Other fun facts that I unearthed:

- Canadians are known for many things. Maple syrup. Hockey. Saying sorry all too often. Their sense of humour. *A town in British Columbia has the postal code “V4G 1N4.” And Canada has an “Apology Act.”*
- And of course, Justin Bieber. *Really sorry to include this one...*
- Canada is the World’s Most Educated Country: over half its residents have college degrees. *Happy to include this!*
- Canadians consume more Kraft Macaroni & Cheese dinners than any other nation in the world. *Wonder why?*
- Canada’s post office receives millions of letters addressed to “Santa Claus, North Pole” each year. *They respond to each letter. Once again this is an employee-led volunteering initiative.*
- Canada has an island called: Dildo. *No comment.*



(Royal Mail ReachMarket study “The Private Life of Mail”)

- And monthly donors are also some of your best prospects for legacy gifts.



To put this in perspective, if the gender pay gap was closed, Canadian charities could receive an additional \$180 million in donations each year or more.



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How and when to get monthly donors

There are two basic kinds of monthly donors:

1. Those who can be persuaded to give monthly. *These include: loyal donors who give often, staff and volunteers.*
2. Those who prefer to donate monthly. *Because that works for them.*



Loyal donors focus on the fact that they feel good/or appreciate the amazing difference they'll make as monthly donors.



The second group are donors that can be persuaded to sign up as monthly givers because *that type of giving emphasizes ease, convenience, and efficiency.*

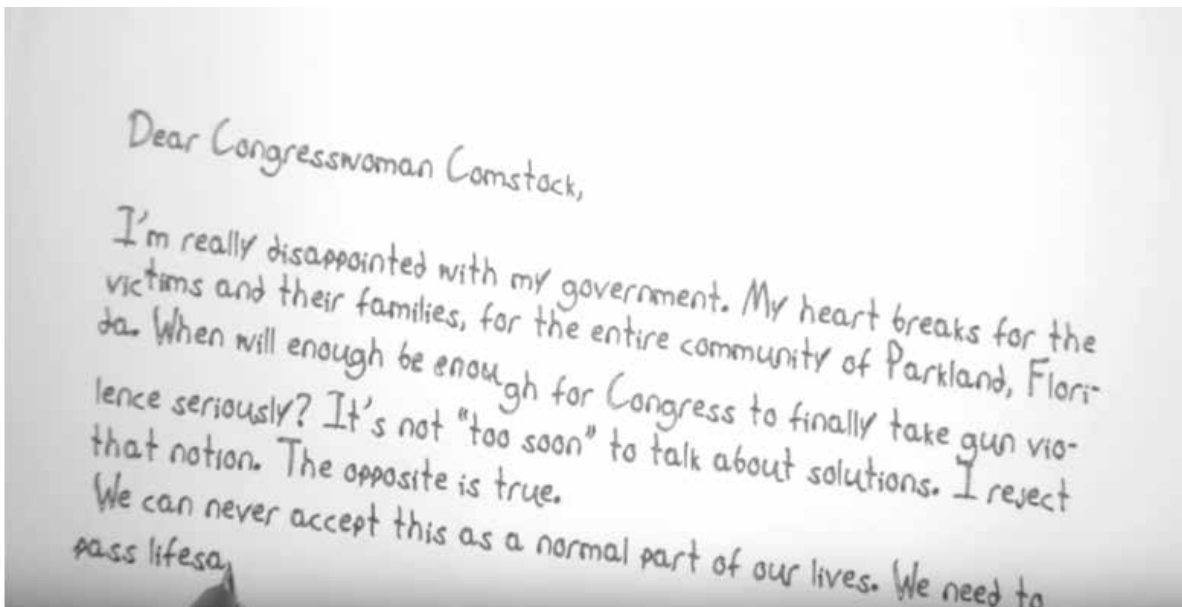
Of course, these two motivations often overlap so focus your pitch on one of these approaches from time to time. **That's the how.**

Here is the when. Some of the best times to ask people for monthly donations are:

- In January/February.*
- After a first-time donation.*
- After an email sign up.*

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The power of direct mail as demonstrated by a video on gun reform.



After the shooting at Marjory Stoneman Douglas High School, people across the U.S. expressed their concerns and vented their frustrations about gun control via social media.

To amplify the public's calls for gun reform, Manuel Oliver, founder of Change the Ref, donated the handwriting of his son Joaquin, who was killed in that shooting.

According to Manuel, "Letters are an easy thing to send and a very hard thing to ignore. We are giving voice to Joaquin, so he can talk. He can send a message."

Writing a letter to government officials has been proven to be 96% effective in influencing policy. So thousands of letters asking for gun control were converted from posts to letters in Joaquin's handwriting. Change the Ref asked people to visit postsintoletters.com and convert their voices to letters.

Here is the link:

https://youtu.be/cOYql_wUiWA

Credits

Client: Change The Ref

Agency: Area 23, An FCB Health Network Company

Song: Shine. Donated by Collaboration Factory

Artist: Sawyer Garrity and Andrea Peña feat.

Stoneman Douglas Drama

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If you cannot measure it, you cannot improve it.

One of the great things about direct marketing is that it is measurable.

Marketers must be able to craft targeted messages to consistently improve results or learn from those that did not improve results.

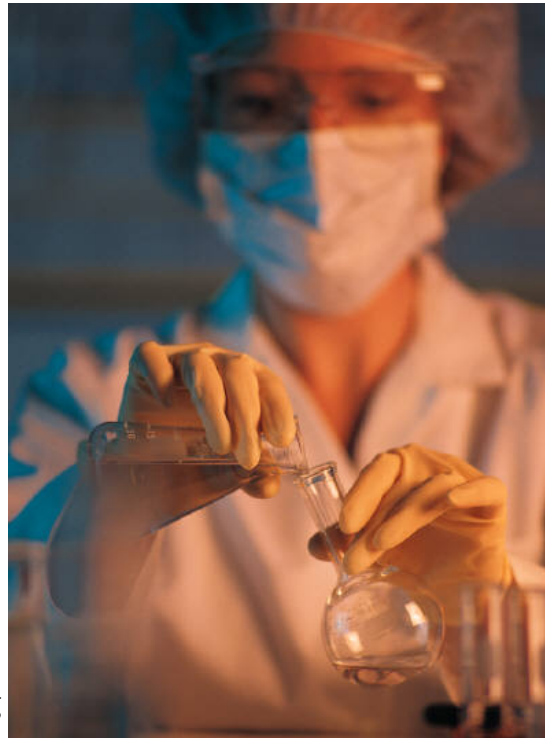
Your target market isn't homogenous—it never was.

Choosing the right medium includes the right message to every type of audience.

Getting the right marketing mix for both direct mail and online channels, to create new donor opportunities, remains key. Marketers need to understand the donor's journey and how the mix of various media channels serves that goal. For example, acquiring a new donor has three main components: awareness, engagement and conversion.

Subtle knowledge of donor behaviour, or the overzealous in-house assistant who crafts your message, will be ineffective today, if they don't understand this fact.

Each component should be clearly grasped and key indicators should be matched to the donor's journey. If charities don't have the expertise to understand and track these indicators across the various channels, then they should rely on a trusted third party for help.



That 'fine-line' on how best to use 'direct marketing' to ensure that you attract new or house donors is a challenge.

Each stage of this journey reflects where and how you should be targeting your audience. During the early stages, for example, your campaign should be centered on generating a meaningful connection and driving awareness.

Visual and aural channels—such as video—are ideally suited for this task as they are more likely to elicit emotion.

Further along the donor journey individuals may be aware of your charity but still unconvinced whether or not they want to donate or get involved. At this crucial stage, it is important to turn interest into action; a consistent brand presence and robust calls-to-action need to be maintained. By using social media, direct mail and email, you can remind everyone of your particular cause and the amazing work it delivers.

Marketing is both an art and a science. While science gives you the tools to research and analyse, there is no algorithm for human behaviour. So it may be best to hire a professional.

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