



DIRECT FORUM

October 2022

VOLUME 18 ISSUE 10

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. Little Details in Direct Mail
Make All the Difference
in Improving Results.**

**2. Social media appeal of the
month: Don't idle.**

Little Details in Direct Mail Make All the Difference in Improving Results.

If there is one thing I have learned, it's that direct marketing is all about paying attention to little details. These small details are the key to success in any project. Because direct mail still offers the best personal, sensory experience that triggers consumer emotions and action, with maximizing attention and recall, it is important to pay extra attention to minute little details.

Here are some examples that I have effectively used over the years.

**1. AS THE OLD APPLE AD SAID, "THINK DIFFERENT."
SO THAT'S WHAT I DID FOR A HOMELESS SHELTER
CLIENT: THE GOOD NEIGHBOURS' CLUB. (NOW
CALLED HAVEN TORONTO)**

Many non-profits include a set of three to four Greeting Cards with mailing envelopes in their year-end mailing to encourage donations. Recipients usually donate for many reasons, including

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feeling guilty that the charity has provided these “gifts” in their mailing. (This is the same reason that many non-profits include personalized address labels, note-pads or other goodies.)

I turned this around and sent donors just one Greeting Card with the message that this card was not for them, but rather I asked them to sign it and send it back so that the signed cards could be distributed to the people the charity serves (homeless men) during a holiday meal event.

Here alongside is the card.

Here is the letter:




THE GOOD NEIGHBORS' CLUB
 111 West 100th St
 Los Angeles, CA 90001
 www.goodneighborsclub.org

December, 2021

Here is a most unusual Greeting Card.
But please don't keep it!

Instead, we are asking you to sign your name on it and send it back to us by December 15, in the enclosed reply envelope.

We will give it to one of our homeless members here at The Good Neighbors' Club. These men, who are all over fifty years of age and living on the streets of Toronto, often have no contact with their family or friends from their earlier lives.

A message from you will show them that they are not alone and that there are people who care. It's a small gesture that makes a big difference.

For many families this is their favorite time of year, as friends and loved ones gather for a special meal.

But what about those who do not have a warm home, a safe environment, the company of family and trusted friends and food to celebrate?

Many of these gentlemen at The Good Neighbors' Club are estranged from their families. The loss of a spouse, the effects of poor physical or mental health and the spiral of poverty have all taken their toll on them. Others may be victims of circumstance or just plain bad luck.

We have been blessed to come to know them and their stories and learn the true meaning of being a good neighbor and with your help can demonstrate that to them.

We hope you will be generous and stable to bring them to other gentlemen who otherwise have little to share and no one to spend the holidays with. Please open your hearts and return the card today along with a donation in the postage-paid return envelope.

As in past years we expect to serve 300 men a traditional turkey dinner at our Christmas Party and a special meal to 300 again on Christmas Day. We will

Your gift of \$10 will provide two hot meals and a warm coat.

Your gift of \$20 will provide a warm winter hat, scarf and gloves.

Your gift of \$30 will provide a pair of warm winter boots.

Your gift of \$40 will provide a warm winter coat.

Your gift of \$50 will provide an entire year's worth of hot meals!

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Not only was the cost to produce and mail a single card and one envelope (which doubled as the BRE to include the donation form and cheque) much lower than printing and mailing several cards and their envelopes, it generated enough funds to feed 2,810 homeless men. **(Twice the amount as the previous year.)**

The icing on the cake—here are some messages back from donors along with their donations:



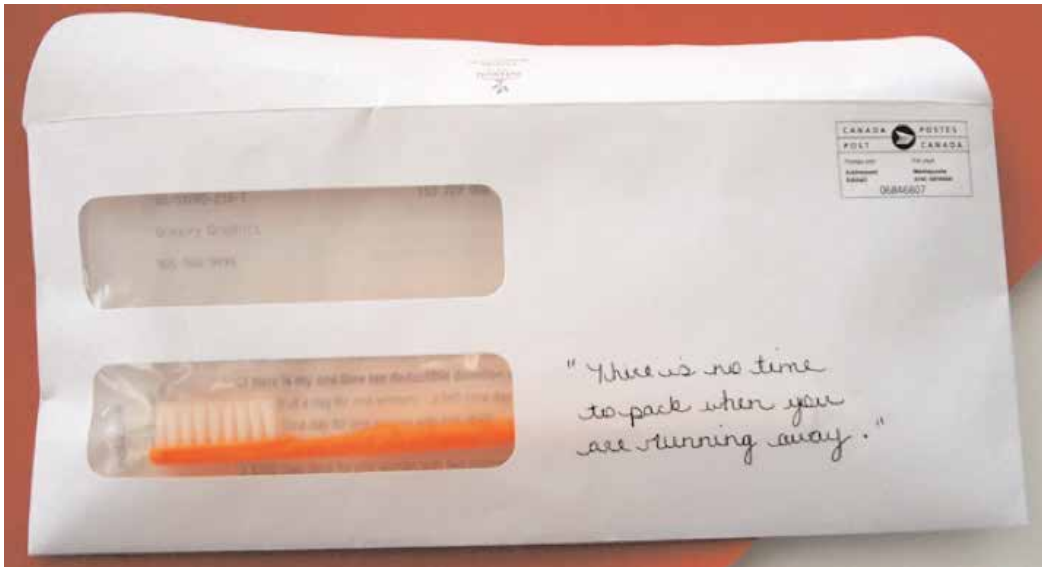
2. THE INTERVAL HOUSE PROJECT WAS A PROSPECT MAILING THAT WENT HEAD-TO-HEAD WITH A TWELVE-YEAR-OLD CONTROL PACKAGE, CREATED BY THE CLIENT.

I knew that the best way to beat the old control package was by not throwing the baby out with the bath water, so I analyzed and took everything that made the control package work, right down to a lift note from a child.

However, this project still needed an extra something, so I added what my friend Michael Johnson refers to as a “McGuffen”—a physical object that you add to the package that helps drive the story.

I added a toothbrush which could be seen through the outer envelope window with a handwritten message, “There is no time to pack, when you are running away...” And the story revolved around this fact.

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It beat the control pack by 33%.

3. HOW A SMALL THING LIKE TIMING CAN BE “PRICELESS”.

This package for The Royal Conservatory of Music was mailed to rejuvenate lapsed members after a lapse of over five years. The solution was to allow each member to rejoin when they were ready to do so.

How valuable is that?

Allowing members to pick when it is most convenient is key when the membership can be as high as \$1,000 per year. Timing is an essential ingredient when it comes to getting them to renew.

By putting the members’ interests first, non-profits can

MEMBERSHIP FORM (Front)

		To renew your membership subscription check mark (✓) the box below. To defer your membership check mark (✓) the box below.	
<input type="checkbox"/> CHECK THIS BOX	YES! I WISH TO RENEW MY MEMBERSHIP SUBSCRIPTION NOW (I have selected a category below)	<input type="checkbox"/> CHECK THIS BOX	NO! I WISH TO BE CONTACTED IN THE MONTH OF: (Please indicate month above)
Mrs. Jane Sample 1234 Main Street Apt-431 Toronto, Ontario M1M 1M1		**CX (N) XX1234	I WOULD LIKE TO GET THIS MEMBERSHIP TO: NAME: ADDRESS: CITY: PROVINCE: POSTAL CODE:
CATEGORY	LEVEL	BENEFITS	
<input type="checkbox"/> FRIEND	\$100 – \$249	<ul style="list-style-type: none"> • Receive a CD featuring an RCM Alumnus • Our quarterly newsletter Motif • Access to the inaugural Royal Conservatory of Music Online Discussion Forum (Fall 2006) • A tax receipt* 	
<input type="checkbox"/> SUSTAINER	\$ 250 – \$499	<ul style="list-style-type: none"> • Receive all the above • Plus a set of RCM notecards • Advance notice of the RCM Concert Season 	
<input type="checkbox"/> PATRON	\$ 500 – \$749	<ul style="list-style-type: none"> • Receive all the above and an RCM Bookmark • Plus the RCM Book (There's Music In These Walls) 	
<input type="checkbox"/> SIR ERNEST MACMILLAN CIRCLE	\$ 750 – \$999	<ul style="list-style-type: none"> • Receive all the above • Plus a RCM Lapel Pin 	
OPTIONS: <input type="checkbox"/> I WISH TO PAY MY MEMBERSHIP IN ONE INSTALLMENT <input type="checkbox"/> I have enclosed a cheque or money order for \$ _____ payable to The Royal Conservatory of Music <input type="checkbox"/> Please charge \$ _____ to my credit card <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Other**		CREDIT CARD INFORMATION ** Name of other credit card: CARD NO. EXPIRY DATE NAME ON CARD SIGNATURE _____ DATE _____	
<input type="checkbox"/> I WISH TO PAY MY MEMBERSHIP IN MONTHLY INSTALLMENTS <input type="checkbox"/> I authorize The Royal Conservatory of Music to deduct a total of \$ _____ in _____ (number) of equal payments of \$ _____ beginning on ____/____/____ <input type="checkbox"/> Please deduct payments from my credit card <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Other**		<input type="checkbox"/> Don't have a RCM Mosaik MasterCard? Apply today online at www.bmo.com/mosaik/rcm or call 1.800.263.2265 and support the Conservatory every time you use your credit card.	
Please consider making a donation beside your membership. (See reverse)		Please return this membership form in the postage paid envelope. You may also fax back this completed form to: Fax 416.516.7637 OR renew your membership online at: www.rcmusic.ca Have a question? Contact Daniel at: 1.800.709.0888	
<small>*A tax receipt for the full amount of your donation will be issued. The benefits and privileges for each level of giving have been kept within the minimums allowable as defined by the Canada Revenue Agency in order to allow for a full tax receipt.</small>			

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build a stronger long-term relationship with their loyal followers.

Technology has fundamentally changed the way we need to interact with our clients, supporters, or donors, allowing them to contribute and interact with a charity as to how, when, where and why they are motivated to do so.

The focus has shifted from the client to the members, donors, or consumers. The commercial sector has long known this fact and has been engaging their consumers in new ways. Likewise, non-profits need to embrace the challenges and opportunities that allow them to engage their supporters in effective, integrated, and with more insight-driven fundraising ways.

4. DON'T OVER DESIGN YOUR PIECE.



Unslick or even crude designs work best because they look authentic and personal. They don't trigger the junk mail red alert radar built into everyone's brain that calls out Mass Mailing. Another advantage—it indicates to the donors that their hard-earned money is not being wasted to pay for an extravagant design fee.

This worked in spades; these mailings became the control packages for years for the non-profit FoodShare.

Other things to consider:

- Colour is important too. The colour of a stock can also play an important role. In a test of white vs. cream stock, the cream stock out pulled the white by 46.25%.

- Envelope size. Break away from the standard No.10 envelope if you want to grab attention. A perfect example: a 6" x 9" windowed envelope does not cost any more, but stands out in the mail.
- Try sending a handwritten thank you note to your donors for being loyal to your cause.
- Paper plays a big role in response because of its tactile nature. Example: A test mailing of 65,000 pieces, with half on textured stock vs. half on plain white stock, resulted in a 24% gain in response for the textured stock.



LITTLE THINGS MEAN A LOT TO ME.

The point I am trying to make this time in my newsletter is that small things make a huge difference to me. For instance, I stopped teaching two years ago, but got this note recently from one of my students.

Hi Billy,

I've been meaning to write you for a long time now. I just wanted to say THANK YOU for being such a great teacher/friend/mentor when I was in school. Your passion for this industry and genuine nature towards the students was truly great and inspiring. It's rare and refreshing to see a teacher care for their students.

Thanks to your teachings I landed a job with DDB 3 months ago. I'm a project manager (in other words AE). I feel very blessed to have lucked out with such a great agency. I really like it there – great people + great work.

I wish you and your family all the best.

Take care,

Edna

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Social media appeal of the month: Please don't idle.



One of the campaigns from the Mayor of London, Sadiq Khan, that has gone viral on Twitter is a very simple campaign called: Please don't idle. Engine off. Every stop.

What's so good about it is the fact that it visually shows you the amount of pollution caused by idling for just one minute.

Here's the link: https://twitter.com/_dmoser/status/1567052846801059840?s=20&t=cFA-2RGB3c3DfsyTyjhU-w

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