



# Direct Mail 101

Presented By  
Faircom New York  
June 3, 2021



# Anatomy of a Direct Mail Package

Reply  
Vehicle

Insert



National  
Urban League

<Salutation>, you ARE ESSENTIAL  
TO THE MOVEMENT!

your  
**STATE OF BLACK AMERICA®**  
Highlights are enclosed!

Dear <Salutation>,

America in 2020 is an America unmasked. The coronavirus disease pandemic that upended every aspect of American life has exposed the naked face of pervasive and systemic racism in this country.

It highlighted the struggle our communities face including these:

- ✓ **Bias in health care.** African Americans with COVID-19 symptoms in February and March were less likely to get tested or treated than white patients.
- ✓ **Essential workers, disproportionately people of color, are undervalued.** Millions of low-wage essential workers risked their lives on the COVID-19 frontlines for a median pay of \$13.48, according to the Brookings Institution.
- ✓ **Police culture must be dramatically reimagined and reformed.** Derek Chauvin appeared neither deterred nor concerned that he was being recorded as he crushed George Floyd's neck with his knee. In the weeks of protest that followed, police repeatedly used excessive force against demonstrators.
- ✓ **Too many African Americans still lack health insurance.** With African American workers losing their jobs at twice the rate of whites, the racial health insurance gap has dramatically widened.

Never before has your gift been so important. <Salutation>, please send \$Ask1, \$Ask2 or more if you can, to help get African Americans back on track.

Your past support helped one person who was hit hard by the pandemic. Her name is Cassandra, she is a single mother who fell and injured herself after her landlord left a piece of scaffolding on her apartment stairs. The injury required surgery and therapy for several weeks during which time her income suffered as well.

Just as she was recovering, Cassandra was impacted by COVID-19.

(over, please)

**Empowering Communities. Changing Lives.**

80 PINE STREET, 9TH FLOOR • NEW YORK, NY 10005 • WWW.NUL.ORG

© 2020

FRESHFUNDING CHIEF, EXECUTIVE OFFICER

P.S. You can read the full State of Black America® report at [www.stateofblackamerica.org](http://www.stateofblackamerica.org). Please make a gift now knowing we have a lot more to fight for. We must protect our progress.

## DONOR-ADVISED FUND

You can make a big impact helping low-income families who are in critical or urgent need of support, if you have set aside money for charitable giving through a Donor-Advised Fund (DAF) or other charitable giving account. National Urban League will gladly accept grants from these accounts.

You can also choose to have any remaining DAF funds distributed after your lifetime by naming National Urban League as a beneficiary of all or a portion of the remaining funds.

Personalized  
Letter with  
ask and PS  
on back



National  
Urban League

## STATE OF BLACK AMERICA® RESPONSE

☒ **Yes, Marc!** Now that we have unmasked the problems, it is critical that we ACT NOW to achieve the equality Black America deserves. I am proud to support The Movement with a tax-deductible gift of:

☐ \$Ask 1 ☐ \$Ask 2 ☐ \$Ask 3 ☐ Other \$

<Primary Addressee>  
<Secondary Addressee>  
<Delivery address>  
<Address 1>  
<Address 2>  
<City>, <State> <Zip> <Zip+4>

[Donor ID Source Code]



<Salutation>, here is what your gift will do:

- ✉ **DEMAND** that underserved communities receive the funds they need to recover from the economic impact of COVID-19.
- ✉ **SUPPORT** our schoolchildren as they learn in the new normal with equity of technology including computers and internet access at home.
- ✉ **ENSURE** that all Americans receive their fair share of voting rights in November and are not suppressed at the polls.
- ✉ **STOP** police brutality against Blacks and demand accountability for those who do harm.
- ✉ **CREATE** fair and affordable housing and offer assistance to families on the brink of eviction.

Outer and Return  
Envelopes



National  
Urban League  
80 Pine Street, 9th Floor  
New York, NY 10005

**STATE  
OF BLACK  
AMERICA®**  
UNMASKED  
2020



Teaser



National  
Urban League

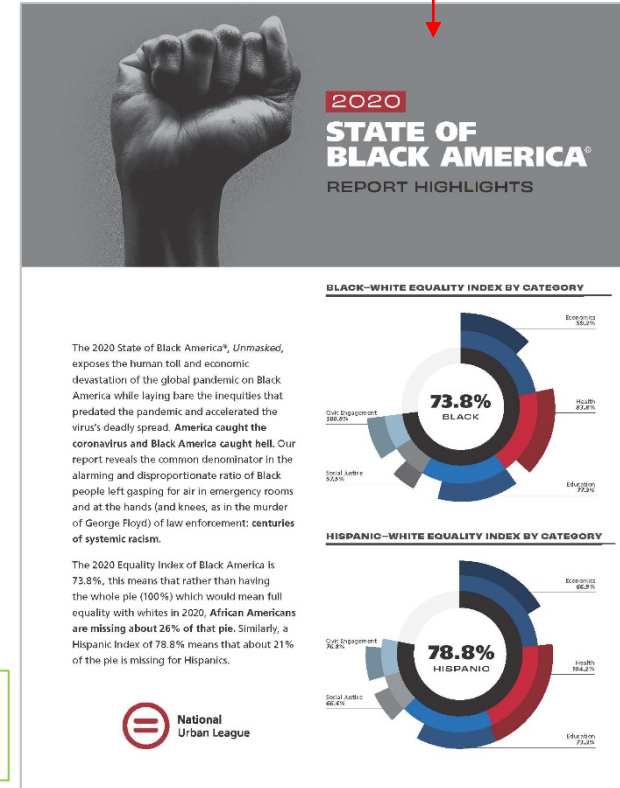
National  
Urban League

PO BOX 366  
ALLENWOOD NJ 08720-0366



National  
Urban League

PO BOX 366  
ALLENWOOD NJ 08720-0366





# Anatomy of a Direct Mail Package

William Warshauer  
President and CEO  
1777 N Kent Street, Suite 1100  
Arlington, VA 22209

FIRST CLASS MAIL

Special invitation enclosed for:

**TechnoServe**  
Business Solutions to Poverty

Sample R. Donnelly  
1234 Any Street  
Second Address  
Cityname, ST 56789

Personalized  
9x12 outer  
envelope

Full-page  
memo reply

**TechnoServe**  
Business Solutions to Poverty

LET'S BUILD BRIGHTER FUTURES

2020 COVID RESPONSE MATCHING GIFT CHALLENGE

To: William Warshauer  
President and CEO

DEADLINE: AUGUST 3, 2020

From: <Donor Name>  
<Address>  
<Address>  
<City> <State> <Zip>

[Package Code] [Donor ID]

☒ **Yes!** The COVID pandemic has reminded me that we are all connected. That's why I want my support to inspire my fellow donors to help farmers and business owners through this crisis — and beyond. Enclosed is my tax-deductible contribution to use as matching funds.

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ My best gift \$ \_\_\_\_\_

☐ My check is enclosed made payable to **TechnoServe**.

☐ I would like to give by credit/debit card.

Please charge my: ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Total Charged: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Put your support to work immediately by going online to [technoserve.org/champion](https://technoserve.org/champion). Your contribution is tax-deductible.

Keep me up to date on your programs.

Email: \_\_\_\_\_

TechnoServe will not share your email with other organizations.

Build Brighter Futures Through Your Donor-Advised Fund!

You can easily put your donation to work by requesting a one time or even recurring gift to TechnoServe through DAF Direct.

1777 N Kent Street | Suite 1100 | Arlington, VA 22209 | 1-800-99-WORKS | [technoserve.org](https://technoserve.org)

♻️ RECYCLED PAPER



By connecting them to support services, TechnoServe is helping Benin's women cashew farmers survive the COVID-19 pandemic.

## Women Cashew Farmers in Benin Face Unique Challenges

Foreign buyers purchase 80 percent of Benin's raw cashew nuts, which is the country's second most valuable export. To reduce the spread of the novel coronavirus, Benin has closed its borders, cutting off cashew growers from their main customer base and threatening their livelihoods. Although the government launched an economic assistance program, its primary focus is people working in the service industry — not family farmers.

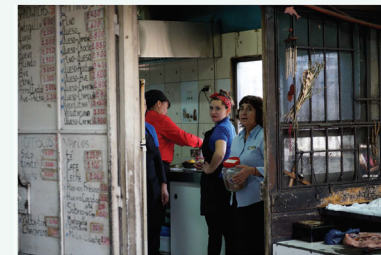
Forced to stay at home with their abusers, women in Benin are at heightened risk of sexual and gender-based violence. Widespread school closures have also increased in women's childcare responsibilities, making it difficult for them to efficiently run their farms.

BeninCajù, a TechnoServe program, works with 48,000 smallholder cashew farmers and helps to connect its female participants with health facilities, police, social protection resources, counselors, and other support services. Where possible, we are continuing our in-person training on improved cashew farming practices, but reducing the number of participants in each training and following physical distancing guidelines. When in-person training is not possible, we are using technology to continue sharing important information about good agricultural practices and marketing with our cashew farmers.

Because we have moved many of our programs to digital platforms, we have added gender analysis to ensure that women and men have equal access to the necessary technology, like smartphones.

BeninCajù ever, C

**TechnoServe**  
Business Solutions to Poverty



TechnoServe's local business advisors are helping entrepreneurs in Chile weather the COVID-19 pandemic.

## How Entrepreneurs in Chile are Confronting Crisis

Before the COVID-19 pandemic forced Chileans to quarantine in March, small business owners were still recovering from disruptions caused by political protests that began last fall. Now, with people sheltering in place and not purchasing goods and services, entrepreneurs — especially hairdressers, wedding planners, and caterers, whose businesses are considered non-essential — are vulnerable to losing their livelihoods. There is the added stress of paying staff who also have families to support.

TechnoServe's on-the-ground team of senior business advisors is helping entrepreneurs "reset" their businesses by providing counseling and support — switching from in-person to online sessions to maintain social distancing and protect people's health. As Chile Country Director Corina Rivas explains, "We have a group of senior business advisors who know the local context well and are providing recommendations for entrepreneurs based on their individual situations. We suggest that businesses reset their goals to survival. This might mean that they have to change the products they are selling or cut back on offerings but will focus that families are able to pay the bills and put food on the table."

"The entrepreneurs we work with are extremely talented and creative, so we just have to figure out alternative ways for them to earn an income during these unpredictable times!" — Corina Rivas, Chile Country Director

**TechnoServe**  
Business Solutions to Poverty

Let's Build Brighter Futures



Gomti Devi sews masks, which she provides to her family, neighbors — and even strangers — to reduce the spread of COVID-19.

## TechnoServe-trained Farmer Protects Her Community

In 2018, Gomti Devi joined the Sustainable Gaur Initiative (SGI), a TechnoServe program in India that connects smallholder farmers to institutional buyers of the in-demand legume.

Through SGI, Gomti also learned how to grow a kitchen garden, enabling her to provide nutritious food for her family and save money. Because she doesn't have to travel to crowded markets to purchase fruits and vegetables, her garden has helped this enterprising mother reduce her risk of exposure to COVID-19.

Gomti teaches her community about the need for good hygiene practices, including handwashing.



TechnoServe is helping Kenya's micro-retailers cope with the challenges created by the COVID-19 pandemic.

## Shopkeepers in Kenya Stay Open for Business

As the sole source for as much as 80 to 90 percent of all consumer goods, small retail shops are vital to local communities throughout Kenya. As people shelter in place to reduce the spread of the novel coronavirus, these stores have become even more important to ensuring access to non-perishable food, hygiene products, and other essential goods.

As shopkeepers work to serve customers during the COVID-19 pandemic, TechnoServe is giving these entrepreneurs the tools they need to overcome the challenges that the crisis has created. Some of the issues the shopkeepers are facing include difficulty accessing credit to keep high-turnover items in stock, handling cash, which can spread the virus, and juggling the additional demands of childcare and home-schooling.

Even though TechnoServe cannot provide in-person training at this time, we have redesigned our programs so that micro-retailers remain engaged and learning. We are working to keep them connected to one another and to the ecosystem remotely. Using digital platforms like WhatsApp, Push SMS, videos, and phone calls, local team members are advising micro-retailers to focus their efforts and resources so that their businesses will make it through the crisis.

"We want to ensure that our micro-retailers emerge from this crisis in the best possible situation, as they are vital to Kenya's economy and to the communities they serve." — Alice Waweru, Entrepreneurship Regional Program Manager



**Why is direct mail  
important?**



# Direct Mail Donor Pipeline

Acquisition fuels donor growth, replaces natural donor attrition and provides a pipeline for large donors and bequests.



These donors from mail acquisition are prime prospects to upgrade to sustainers (monthly donors) and mid-level donors.

## DONOR ADVISED-FUNDS

Direct mail-sourced donors are the best source of donor-advised fund and Qualified Charitable Distributions from retirement accounts.

An expanded donor file provides fertile ground for planned giving donor prospects.



# TRUE or FALSE?

Major gift donors and prospects should never receive direct mail. It annoys them and they will never respond.



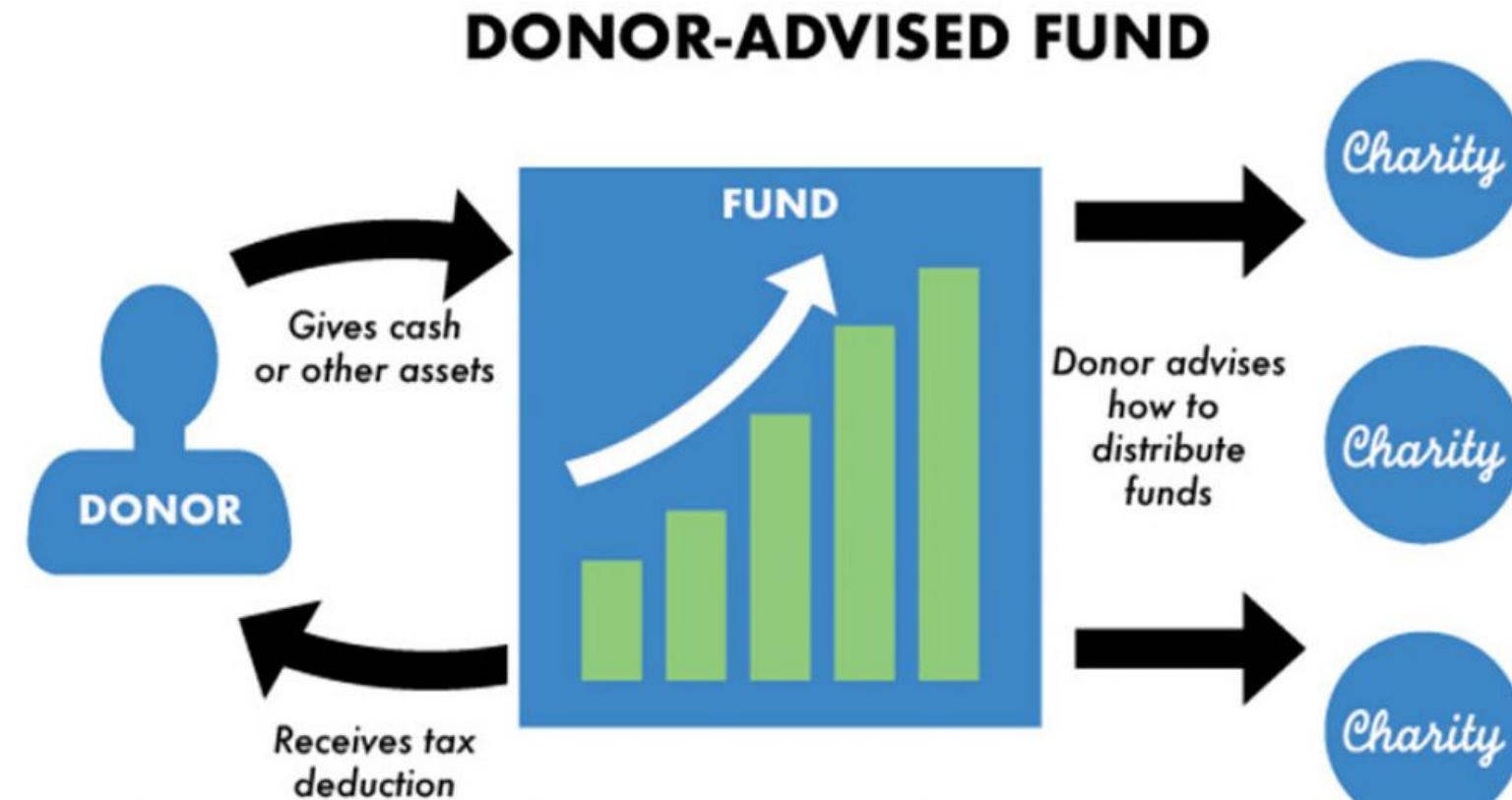
# TRUE or FALSE?

**FALSE**

- Many large donors and prospects likely started giving with \$25 gifts through the mail. And many will prefer to give through the mail.
- Direct mail is not only a solicitation, but also a communication vehicle to keep donors informed of the organization's work.
- Direct mail and internal cultivation efforts should be synchronized.
- Donors should only be suppressed if they request it.



# Donor-Advised Funds



- According to FreeWill, DAF giving is expected to reach **\$31-\$40 billion** in 2021.
- They also estimate **\$150 to \$200 billion** sitting in DAF accounts reserved for charitable giving.
- We expect it to continue to grow in the next several years as it becomes more accessible to donors and a more mainstream giving channel.
- Most donors who give through donor-advised funds also have a history of giving through the mail.
  - *So make sure they stay in the mail!*



# Donor-Advised Funds

- **DAFs must be an integral part of all fundraising programs – offline and online.**
- Promote DAF as a giving option with check box on all reply vehicles.
- Include a DAF widget to link directly to donors' DAF account and add a "Give from my Donor-Advised Fund" link on online donation form, preferably the check-out page.
  - And don't forget to add the organization's **federal tax ID number (EIN)**.
- Ask major donor prospects if they would like more information on DAF so they know they can designate the organization as a beneficiary.
- Gather stories/testimonials from DAF donors to encourage "peer to peer."
- Tag all donors who expressed that they have a DAF even if they have not given to the organization through it.
- Promote recurring gifts and bequests through DAFs.
- Give **stocks** and **Qualified Charitable Distributions** high visibility too – there's great potential in those channels, too!



# Donor-Advised Funds Creative Samples

We are  
the Drug  
Policy  
Alliance.

## Make an Even Greater Impact

There are a variety of ways to give that will provide benefits for you as well as the cause you support. Find an option that works for you.

**Include DPA in your will or estate.** By leaving a bequest to the Drug Policy Alliance through a will, trust, retirement plan, or life insurance policy you become a part of a group of extraordinary advocates who have committed to advancing the values that have defined their lives. [drugpolicy.org/legacy](http://drugpolicy.org/legacy).

**Establish a Donor-Advised Fund (DAF).** Donating to the Drug Policy Alliance through a Donor-Advised Fund has never been easier. The Drug Policy Alliance accepts gifts from DAFs that you have with any entity, including Fidelity Charitable, Schwab Charitable, and BNY Mellon. Just use *DPA's Federal Tax ID: 52-1516692*.

**Become a monthly donor.** Want your membership to go even further? Join the Reformers Club, our special group of committed automatic monthly donors. [drugpolicy.org/reformers](http://drugpolicy.org/reformers).

Your lasting support ensures that we can protect the hard-won progress of this movement while continuing to promote drug policy reforms grounded in science, compassion, health, and human rights for generations to come.

Please contact Joe Salas, *Membership Director*. Email [membership@drugpolicy.org](mailto:membership@drugpolicy.org), call 212-613-8025, or visit [drugpolicy.org/waystogive](http://drugpolicy.org/waystogive) to learn more.

## You can make an even greater impact for Human Rights Watch through a Donor-Advised Fund!

A donor-advised fund, or DAF, is a charitable giving account that allows donors to enjoy tax benefits and flexibility to support their favorite causes. Simply designate Human Rights Watch as the recipient of a grant from your DAF! HRW is very grateful to accept grants from your Donor-Advised Fund! To get started go to: [hrw.org/DAF](http://hrw.org/DAF).

HRW Federal Tax ID: #13-2875808

FOLLOW US:   

## METHOD OF PAYMENT:

- ☐ I would like to charge my contribution of \$\_\_\_\_\_ to my:
- ☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover
- ☐ Please make my gift a monthly donation in the amount of: \$\_\_\_\_\_/per month

ACCOUNT #:

EXP. DATE: (00/00)

NAME: (as it appears on your credit card)

CVV CODE:

SIGNATURE:

Thank you for your generosity. All contributions are tax deductible.

Unless otherwise noted, your contribution will be used by Human Rights Watch for the project(s) that Human Rights Watch deems most worthy. Human Rights Watch is recognized as tax exempt under section 501(c)(3) of the Internal Revenue Code. ☐ Please do not show this card to anyone.

## PLEASE BILL MY CREDIT CARD BELOW:

☐ American Express ☐ Visa ☐ Mastercard ☐ Discover\* Card

CARD NO.

EXP. DATE

SIGNATURE

Support the Smithsonian as a monthly donor and become a *Champion*

## RESTORE AND REBUILD



## Donor-Advised Funds

You can make an impact if you have set aside money for charitable giving through a Donor-Advised Fund (DAF) or other charitable giving account. We will gladly accept grants from these accounts. You can also choose to have any remaining DAF funds distributed after your lifetime by naming Friends of Notre-Dame de Paris as a beneficiary of all or a portion of the remaining funds.

Friends of Notre-Dame de Paris Tax ID is 81-4458934.

Designate Friends of Notre-Dame de Paris as Your Donor-Advised Fund Beneficiary

+ Two Minutes of Your Time



= Help restore one of the world's most important historical sites for future generations.



## ADDITIONAL WAYS YOUR GIFT CAN MAKE AN IMPACT

### DONOR-ADVISED FUNDS AND INDIVIDUAL RETIREMENT ACCOUNTS

The Smithsonian welcomes your gifts from Donor-Advised Funds and Individual Retirement Accounts. To help in ensuring that your gift aligns with IRS tax requirements, no membership benefits will be provided in connection with donations made through these giving vehicles.

### DOUBLE YOUR GIFT

Did you know that some companies will match gifts of active and retired employees? Please enclose the necessary forms or go to this website for more information: [go.si.edu/matching](http://go.si.edu/matching).

### GIFTS OF STOCK OR SECURITIES

If you would like to renew your membership or make a contribution of stock or securities, please call (800) 931-3226 or visit [go.si.edu/securities](http://go.si.edu/securities) for the appropriate form.

Memorial & Honor Gifts to the Smithsonian

This gift is made: ☐ In memory of ☐ In honor of

Mr./Ms. \_\_\_\_\_

To make a gift through your Donor Advised Fund (DAF), ask your charitable sponsor to distribute funds from your account directly. Our legal name is The Humane Society of the United States and our Federal Tax ID is 53-0225390.

To learn more, visit [humanesociety.org/DAF](http://humanesociety.org/DAF).



# TRUE or FALSE?

The best prospects for planned gifts are high net worth donors since they have the most capacity.



# TRUE or FALSE?

**FALSE**

The best prospects for planned gifts are direct mail donors. Why?

- They have stayed longer on file.
- They also gave more frequently and developed a loyalty to the charity.
- They skew older and are at a life-stage when they are finalizing their estate plans.
- The lion's share of 5, 6, 7 figure bequest gifts come from Direct Mail donors



# Planned Giving

**“If only 5 percent of the assets projected to pass from Americans’ estates over the next decade were captured for philanthropy, it could create the equivalent of 10 Gates Foundations.”**

Heather Joslyn (*The Chronicle of Philanthropy*)



Boomers will drive an estimated **\$9 trillion** transfer of wealth over 10 years, **\$97 trillion over 50 years**.



Approximately 10,000 Boomers enter retirement years every day.



The majority of Americans still do not have a will, although approx. 60% of Boomers do as of 2017.



# Planned Giving Creative

## BUILD A FUTURE WITHOUT EXTREME POVERTY

Turn concern into action for generations to come by including Concern Worldwide US in your estate plans. Your legacy can be a future full of promise for the most vulnerable in our world.

**You can give in the way that suits you best** by leaving a cash gift or percentage of your estate to Concern. You can designate Concern as a beneficiary of a donor-advised fund, life insurance policy, or retirement account.

By designating a Concern as a beneficiary, you will **become a member of Legacy Society**, a community of dedicated supporters who share the extraordinary feeling of knowing their lasting memory will be one of hope for future generations.

### NOT SURE WHERE TO START?

Visit [ConcernUSA.org/legacy](https://concernusa.org/legacy) for information and free resources or contact Dara Burke, VP of Individual Giving at [Dara.Burke@concernusa.net](mailto:Dara.Burke@concernusa.net).

Our Federal Tax ID Is 13- 2712030.

CONCERN  
worldwide

## YOUR LEGACY, THEIR FUTURE

Empower the World's  
Most Vulnerable with  
a Gift in Your Will



CONCERN  
worldwide  
355 Lexington Ave

<Primary  
<Second  
<Address  
<Address  
<Delivery  
<City>, <





# Donor Profile

**Speaking of age, what is the average age of a donor?**



**64** is the average age of a donor in the U.S.\*

As one of the most reliable predictors of giving, age:

- Can indicate when someone could be revisiting or finalizing their will.
- Can also tell you when they can begin to give through QCDs.
- Correlates to earning capacity and relative debt reduction
- Is just one of many demographic indicators that provides a solid foundation for identifying, connecting with, and stewarding your most valuable constituents.



# Donor Profile

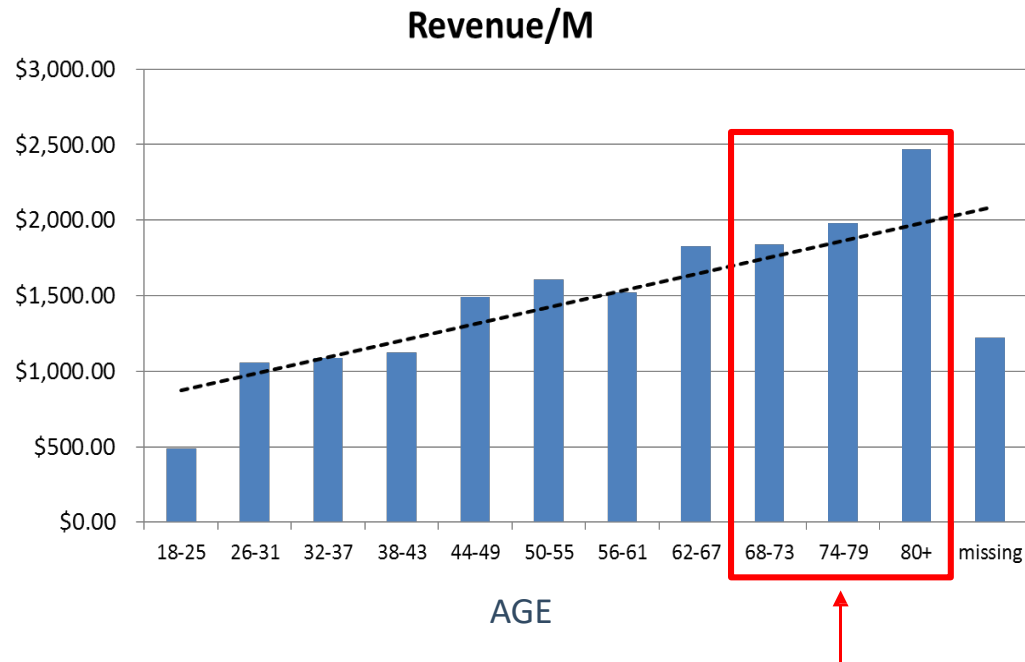
## ***“But how do we get younger donors?”***

- In general, the acquisition response rate for younger donors is too low to be productive when compared to older donors.
- It's also a good idea to check appeal and acquisition performance by age, acquisition universe by age, and overall donor file composition by age.
- You should absolutely work to build relationships with young activists, supporters, and volunteers — moving them along a continuum of engagement — but know that it might not lead to a financial return anytime soon.

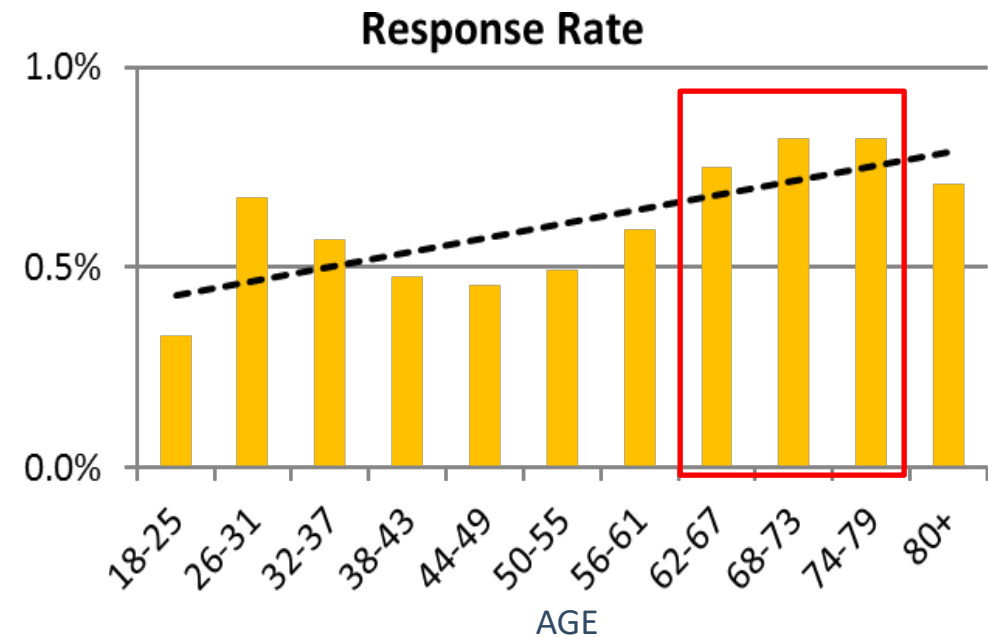


# Value of Older Donors

Using an age append, we analyzed performance of appeals and acquisitions to determine the impact of younger and older donors.



Age correlates to disposable income!

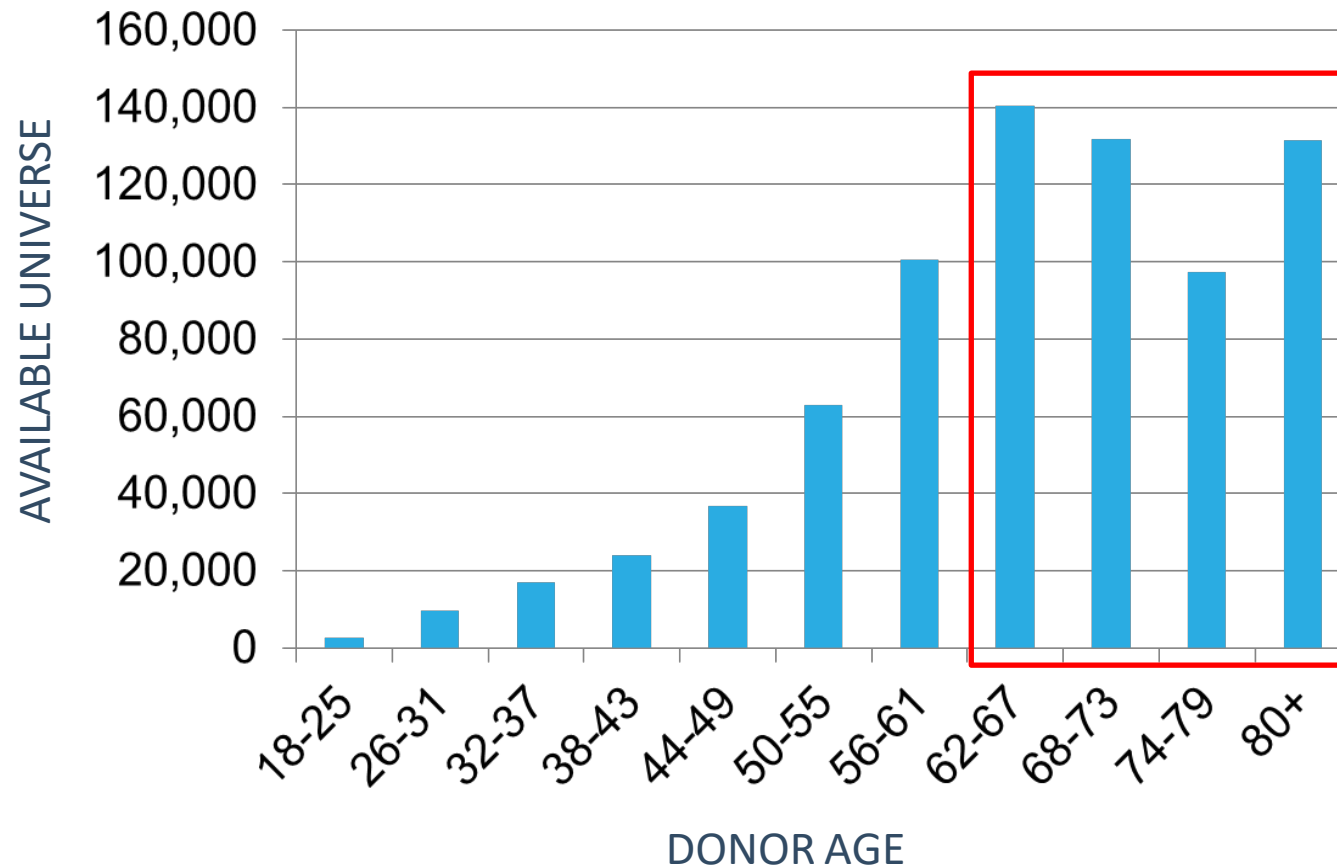




# Value of Older Donors

The universe of available younger donors is quite small – the majority of acquisition mail files are age 50+

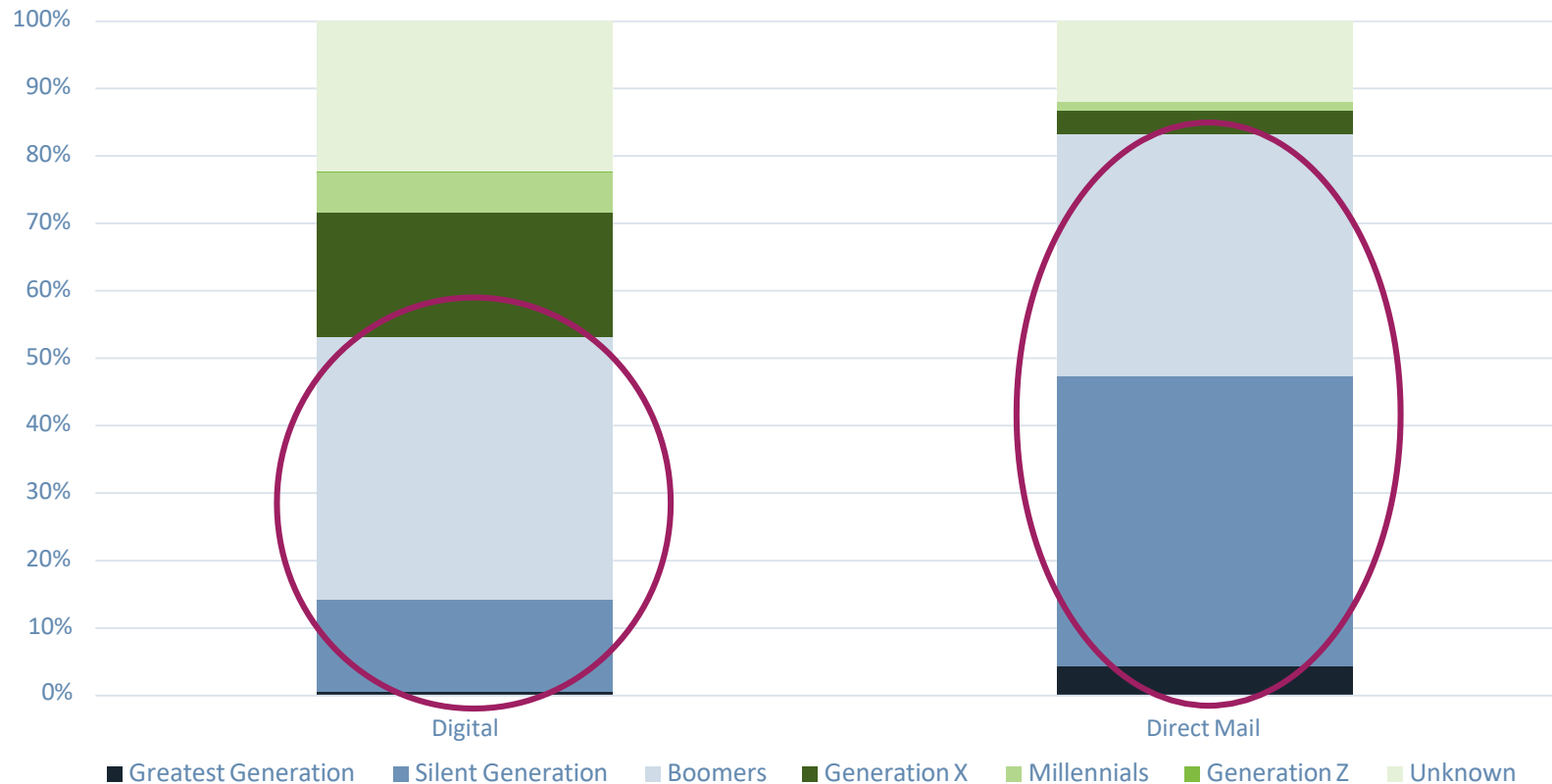
Sample acquisition mail file





# Value of Older Donors

**Older generations can even bring in the majority of digital revenue.**



In this sample, Boomers and the Silent Generation are producing the majority of direct mail AND digital revenue.



# Understanding Key Metrics





# Understanding Key Metrics: Donor Appeals

Campaign Name	Qty	# Gifts	Gross Income	Avg Gift	Cost	CPP	%RR	Net Income	Cost To Raise A Dollar	ROI
January Annual Fund Appeal	18,531	1,023	\$92,396.89	\$90.32	\$13,622.14	\$0.74	5.52%	\$78,774.75	\$0.15	\$6.78

**How do we measure the success of a direct mail appeal?**

Looking at gross income, cost and net revenue will provide a good snapshot of its performance.

**But which other metric is important to measure the success of a direct mail appeal?**



# Understanding Key Metrics: Donor Appeals

Campaign Name	Qty	# Gifts	Gross Income	Avg Gift	Cost	CPP	%RR	Net Income	Cost To Raise A Dollar	ROI
January Annual Fund Appeal	18,531	1,023	\$92,396.89	\$90.32	\$13,622.14	\$0.74	5.52%	\$78,774.75	\$0.15	\$6.78

- It's **COST TO RAISE A DOLLAR**
  - This measures the amount an organization spent to generate \$1.
- In the sample chart, the organization spent \$0.15 for every \$1 it raised from the January Annual Fund Appeal.
- An excellent CTRAD is \$0.25 so this campaign gets an A+++.



# Understanding Key Metrics: Acquisition

Campaign	Qty2	# of gift	Gross Income	Avg Gift	Cost	CPP	%RR	Net Income	Cost Per New Donor	ROI
June Acquisition	117,468	844	\$17,421.34	\$20.64	\$68,260.65	\$0.58	0.72%	(\$50,839.31)	(\$60.24)	\$0.26

**Like a direct mail appeal, we also look at key metrics when bringing in new donors.**

- Response rate indicates how effective the package is to convert prospects to donors. Industry benchmark is approximately 0.50% so 0.72% is strong.
- We also want to make sure there is a healthy average gift and we are not bringing in too many low dollar donors. A range of \$20-25 is a good rule of thumb.

**Again, which other important metric will tell you if this campaign was a success?**



# Understanding Key Metrics: Acquisition

Campaign	Qty2	# of gift	Gross Income	Avg Gift	Cost	CPP	%RR	Net Income	Cost Per New Donor	ROI
June Acquisition	117,468	844	\$17,421.34	\$20.64	\$68,260.65	\$0.58	0.72%	(\$50,839.31)	(\$60.24)	\$0.26

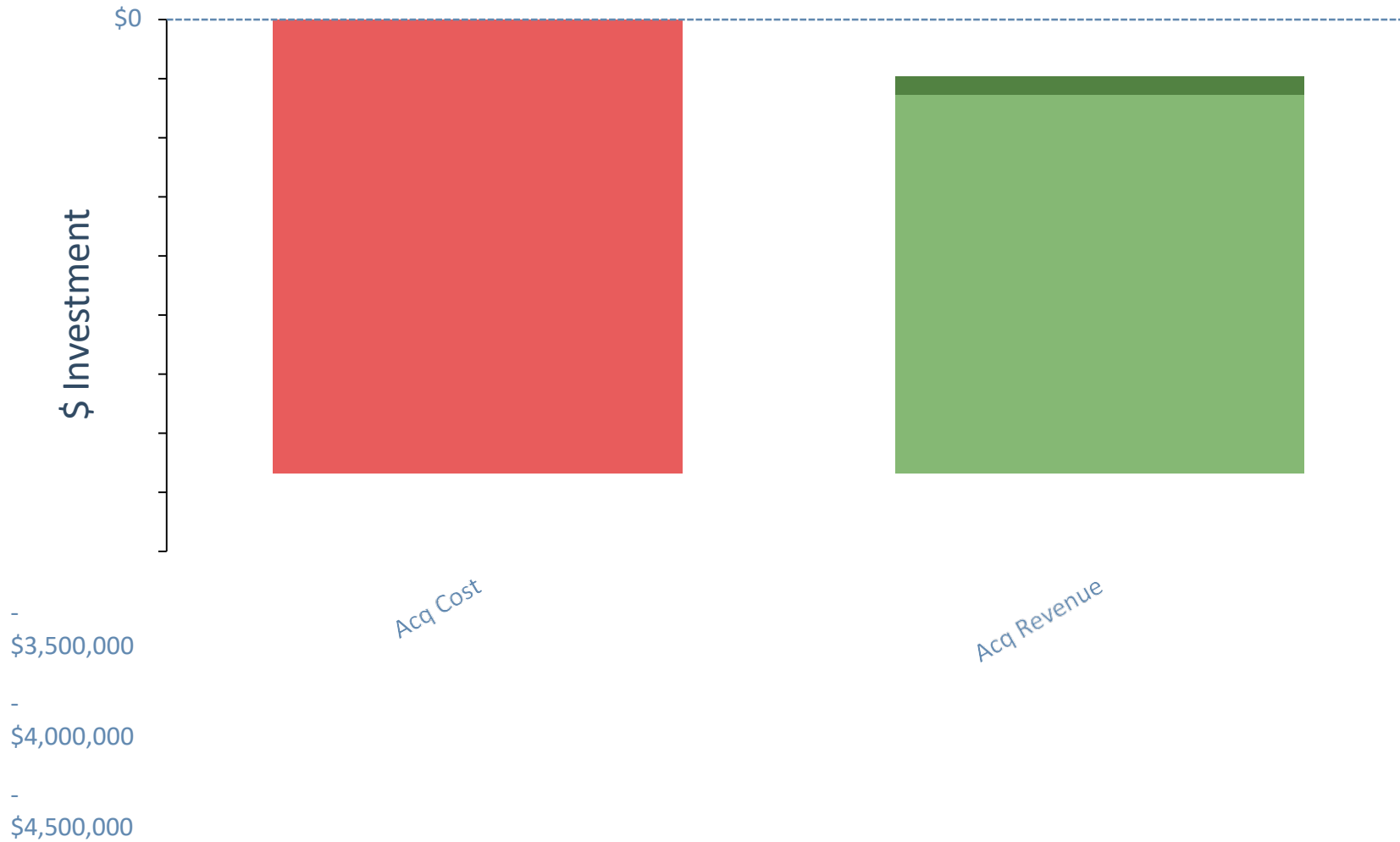
## It's **COST PER NEW DONOR!**

- CPND measures how much the organization spent to bring in one new donor.
- Industry benchmark is \$150 so this organization spent \$60.24.
- It is important to keep in mind that acquisition is an investment and will result in a net loss the first year.
- It can take 2 to 5 years before an organization sees a positive net income from the new donors, but this can be longer or shorter depending on the program.
- This can also vary by sector – longer timeframes are not necessarily unproductive.



# Understanding Key Metrics: Acquisition

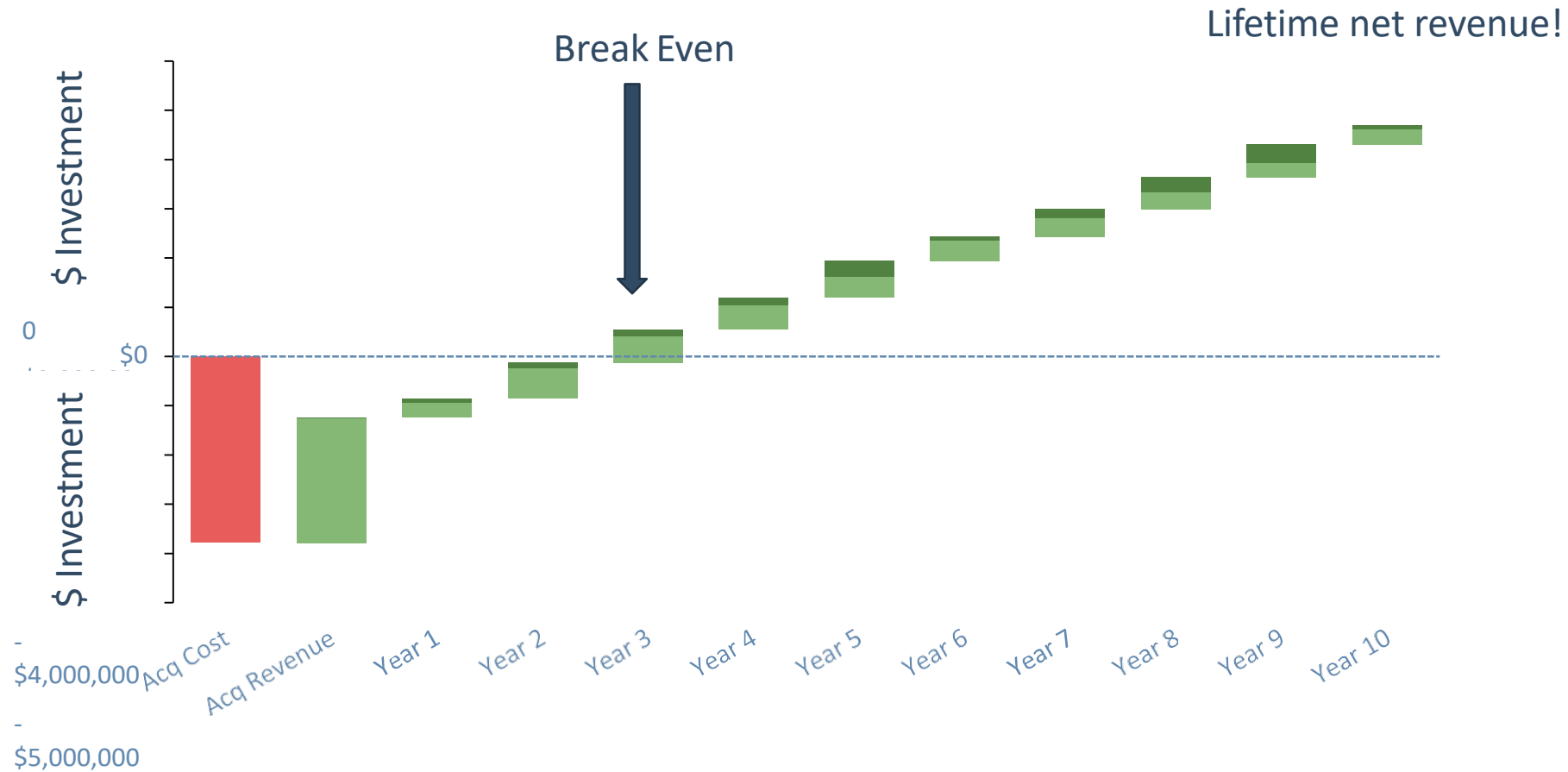
*The initial acquisition investment picture can look scary.*





# Understanding Key Metrics: Acquisition

But, if you look at the long-term and how acquisition has returned on the investment ...





# Acquisition: Sample Non-Premium Package



The Glaucoma Foundation  
80 Maiden Lane, Suite 700 | New York, NY 10038  
T 212.285.0080 | F 212.651.1888  
www.glaucomafoundation.org

## Matching Funds DOUBLE Your Gift!

Dear Friend of The Glaucoma Foundation,

No one would be surprised if Bonnie Jo Lobosco were to receive a glaucoma diagnosis today. She's 70. But that's not Bonnie Jo's story.

**She was diagnosed with glaucoma before she was a year old.** As Bonnie Jo will tell you, "Glaucoma isn't an old person's disease."

While learning to crawl, Bonnie Jo kept bumping into corners to her left. Doctors soon diagnosed glaucoma and found total blindness on her left side.

Because Bonnie Jo had already lost vision, her battle against glaucoma was to save the eye itself. She lost that battle ... and yet triumphed over the disease.

Most people who lost an eye to glaucoma would not tell strangers about it. But Bonnie Jo is on a mission. "Whatever it takes for folks to open up their eyes to this disease ... and to further the research," she says.

The Glaucoma Foundation (TGF) is on that same mission. For more than 30 years, TGF has built awareness about this silent disease and funded cutting-edge research to uncover its secrets. Our goal is to grow funding for research that leads to new discoveries.

I invite you to join us in this quest. Your gift will help TGF advance studies that ease the burden of glaucoma today and bring us closer to a cure tomorrow. And, thanks to a very generous donor, if you make your gift in the next 15 days, your gift will be **matched, dollar-for-dollar**, up to a total of \$20,000! I hope you will send your most generous gift today.

As Bonnie Jo points out, "People are so scared when they get the diagnosis. But there is help and there is hope. Look how much has happened to change the path since I was diagnosed in 1950!"

When Bonnie Jo was a child, doctors had few options for relieving eye pressure. Each time the pressure spiked, she underwent a procedure to remove a small piece of her eye. These procedures resulted in a badly deformed eye.

She tried different strategies to make the eye look normal, but at the age of 19, the pressure spiked again badly. Her specialist broke the news that the eye would have to be removed.

(over, please)

Elena Sturman  
President

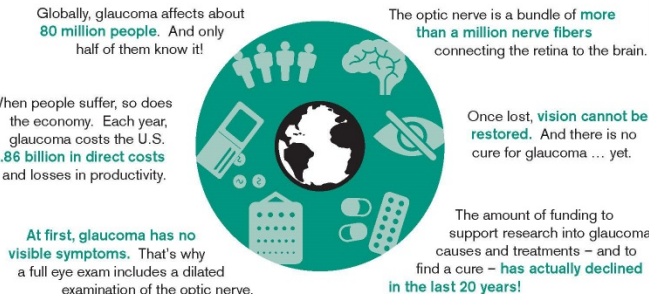
P.S. "I want people to know that The Glaucoma Foundation is wonderful!" says Bonnie Jo. She has made an ongoing commitment to finding a cure. I hope you will do the same. **Send your gift to be matched today!**

www.glaucomafoundation.org

f /the.glaucoma.foundation @TGF\_Glaucoma iTGFGlaucoma V theglaucomafoundation

## GLAUCOMA: THE DISEASE YOU THOUGHT YOU KNEW

You may know that glaucoma is a group of diseases that damage the optic nerve and that early diagnosis is crucial to preserving vision. But did you know...



## KNOW YOUR RISK FACTORS!

### YOU ARE AT INCREASED RISK OF DEVELOPING GLAUCOMA IF YOU:

- 50+ Are over age 50
- 40+ Are over age 40 and African American
- Have a family history of glaucoma
- Have a history of serious eye injury
- Take steroid medications
- Have diabetes
- Are nearsighted
- Have high blood pressure

But remember, anyone can get glaucoma at any age!



The Glaucoma Foundation has a 35-year track record of funding breakthrough research by brilliant scientists. We depend on the support of people like you who know we need better treatments and believe we must find a cure!

The Glaucoma Foundation | 80 Maiden Lane, Suite 700 | New York, NY 10038 | 212.285.0080 | www.glaucomafoundation.org



The Glaucoma Foundation  
80 Maiden Lane, Suite 700  
New York, NY 10038  
T 212.285.0080 | F 212.651.1888  
www.glaucomafoundation.org

## Double my gift – double my impact!

**YES, I want to end glaucoma now!** That's why you'll find my gift enclosed. Elena, let's fund the brilliant scientists who are our best hope for discovering better diagnostics, new treatments, and, yes, even a cure. Please match my tax-deductible gift of:

- ☐ \$25 doubles to \$50
- ☐ \$35 doubles to \$70
- ☐ \$50 doubles to \$100
- ☐ \$100 doubles to \$200
- ☐ \$\_\_\_\_\_doubles when matched

Please make checks payable to The Glaucoma Foundation and return with this form.

[CnAdrSel\_Addressee]  
[CnBio\_Org\_Name] (if any)  
[Address Line 1] (if any)  
[Address Line 2] (if any)  
[City], [State] [Zip]+[Zip+4]

[Source Code - "Package ID"] [Record key - "Donor\_ID"]

For credit card donations, please fill out the information on the back of this slip.



The Glaucoma Foundation  
80 Maiden Lane, Suite 700  
New York, NY 10038

## Matching Funds DOUBLE Your Gift!

Reply within 15 days!

your first class stamp  
adds to your gift!

BUSINESS REPLY MAIL  
FIRST-CLASS MAIL PERMIT NO. 3199 NEW YORK NY  
POSTAGE WILL BE PAID BY ADDRESSEE

THE GLAUCOMA FOUNDATION  
80 MAIDEN LN STE 700  
NEW YORK NY 10273-0672

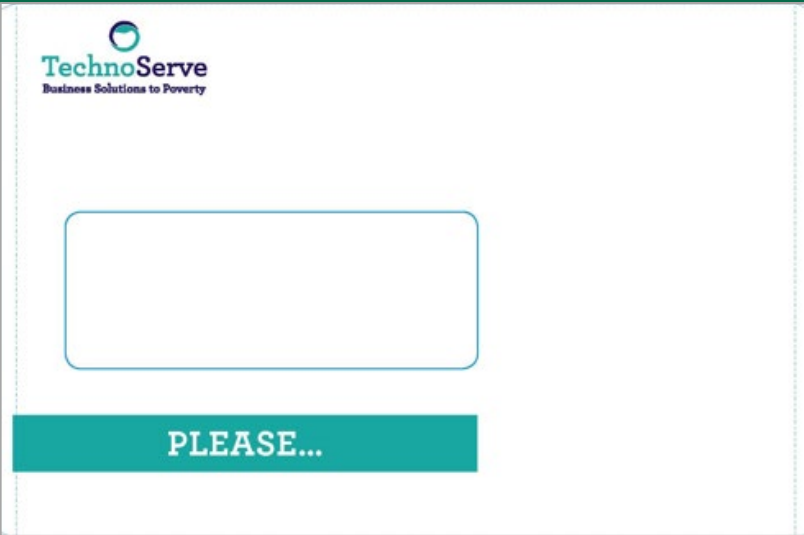


202005C





# Acquisition: Sample Note Card Premium Package



...HELP!



CONTRIBUTOR

☒ Yes! I believe the world's poor can work themselves out of poverty to lead the way. That's why I'm enclosing...

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ My best gift of \$...

[Addressee]  
[Org\_Name] [City]  
[Address Line 1]  
[Address Line 2] (if any)  
[City], [State] [Zip+4]  
[Country] (if not USA)  
|||||

Source Code Finder Code  
NJ4201ARCA-2 DM50AE

[Addressee] [Address Line 1] [Delivery Address] [City], [State] [Zip+4] [Country] (if not USA)	[Addressee] [Address Line 1] [Delivery Address] [City], [State] [Zip+4] [Country] (if not USA)
[Addressee] [Address Line 1] [Delivery Address] [City], [State] [Zip+4] [Country] (if not USA)	[Addressee] [Address Line 1] [Delivery Address] [City], [State] [Zip+4] [Country] (if not USA)
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[Addressee] [Address Line 1] [Delivery Address] [City], [State] [Zip+4] [Country] (if not USA)	[Addressee] [Address Line 1] [Delivery Address] [City], [State] [Zip+4] [Country] (if not USA)

TechnoServe  
Business Solutions to Poverty

Dear <Salutation>,

Ayli Quinteros has seen it all. In her native Peru, drugs and violence are rampant. And cartels are built on the backs of the vulnerable poor.

"There was nothing to do but cry and stay locked up in our houses. There was fear, terror from the violence that dominated our community in Chazuta," said Ayli.

Then Ayli and the women of Chazuta had an idea. They would replace growing coca for cocaine kingpins with growing cocoa for making chocolate. But their business Mishky Cacao was slow to get off the ground. That all changed when TechnoServe brought its business expertise to her village.

TechnoServe showed Ayli and her colleagues how their business could be more productive, sharing cost analysis methods and training.

With our help, the women refined Mishky Cacao to meet the growing worldwide demand for artisanal chocolates — and their business is thriving! They even won international recognition at the prestigious Salon du Chocolat in Paris.

By succeeding in their own business, the women of Mishky Cacao created a safer future for their families and community. And today, countless others are waiting for a similar chance and could use your help.

Will you renew your support of TechnoServe with a gift of \$ASK1, \$ASK2, or even \$ASK3 today to bring hope to hardworking people who will succeed if given the right tools?

To thank you in advance for your dedicated commitment, I have enclosed a special set of TechnoServe note cards and address labels just for you.

(over, please)

1-800-99-WORKS | technoserve.org





# Acquisition: Sample Label Premium Package

**I'M DOING MY PART FOR PARKS!**  
To ensure we can pass the history and beauty of our national parks onto future generations, I am joining the National Park Foundation with a tax-deductible gift of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \$ \_\_\_\_\_

☐ I would like to join the Stewardship Circle and receive exclusive benefits and privileges. I am enclosing a gift of: ☐ \$10,000 ☐ \$25,000

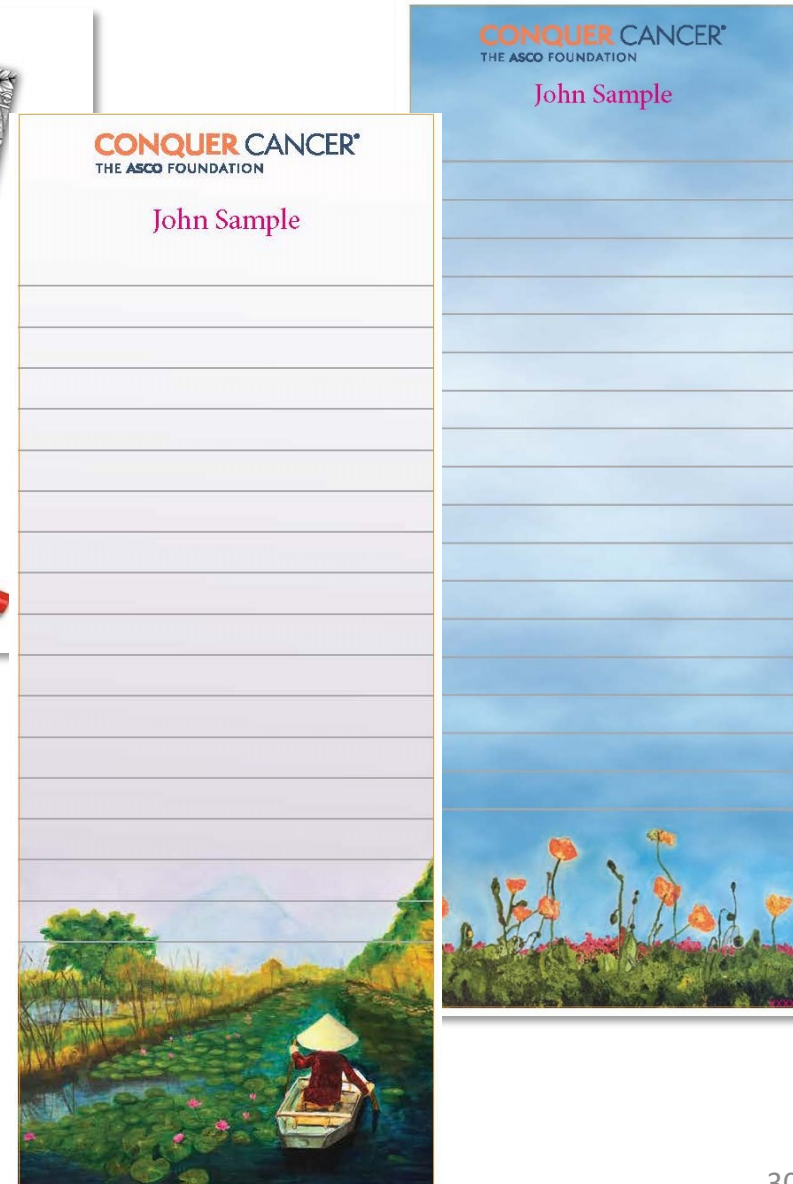
  
1110 Vermont Ave. NW • Suite 200 • Washington, DC 20005  
www.nationalparks.org  
Give immediately online at: [www.nationalparks.org/join](http://www.nationalparks.org/join)

Please enclose check payable to the National Park Foundation, and return with this form in the enclosed envelope. The return will be credited with the full value of your donation. Please do not send this form to the National Park Foundation.

Please detach top portion and return with your gift.

**I ♥ PARKS**  
National Park Foundation Member  
nationalparks.org



Wishing you a very merry Christmas.

**Merry Christmas and a wonderful 2019**


*Hamm Holidays*

Mr. John Sample  
Apt 100  
1234 Main Street  
Anytown, US 12345-6789

Mr. John Sample  
Apt 100  
1234 Main Street  
Anytown, US 12345-6789

Mr. John Sample  
Apt 100  
1234 Main Street  
Anytown, US 12345-6789

  
www.npca.org

Mr. John Q. Sample 123 Main Street Anytown, US 54321-0987	Mr. John Q. Sample 123 Main Street Anytown, US 54321-0987	Mr. John Q. Sample 123 Main Street Anytown, US 54321-0987
Mr. John Q. Sample 123 Main Street Anytown, US 54321-0987	Mr. John Q. Sample 123 Main Street Anytown, US 54321-0987	Mr. John Q. Sample 123 Main Street Anytown, US 54321-0987
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# Acquisition: Impact of Cutting Premium Package

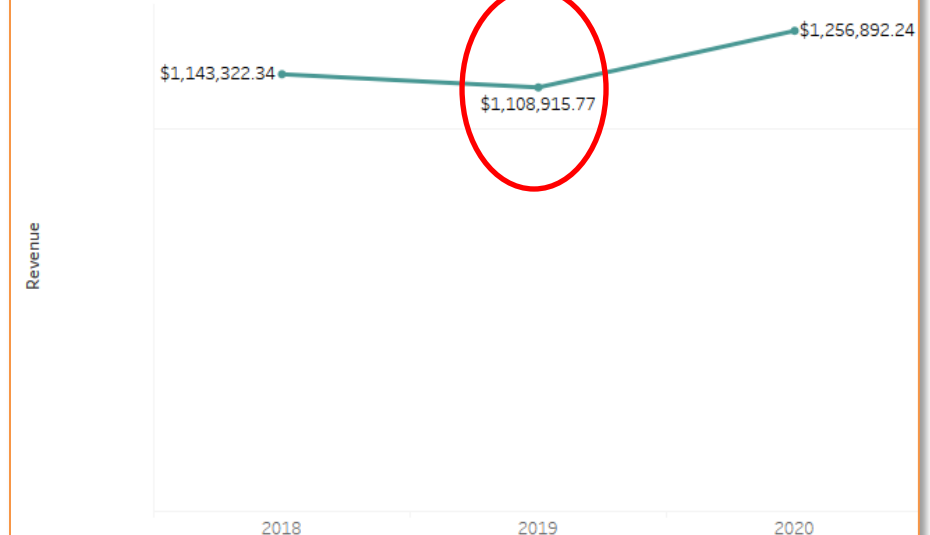
	2018	2019	2020
Donors	12,035	9,704	10,702
Revenue	\$1,143,322	\$1,108,916	\$1,256,892
Gifts	16,119	12,994	15,111

- This is an example of an organization that made a strategic decision to cut all premium packages from acquisition in 2019.
- The impact is clear with the decline in number of donors, gifts and revenue.
- They reinstated the premium package later in 2020 and we saw an immediate positive shift again in their metrics.

Total Donor Trends by Year



Total Revenue Trends by Year





# Donor Retention

***Retention:* One of the most vital KPIs for any successful program**

## Defining retention

- Percentage of donors that return to give another gift in a specific timeframe (typically 12 months) (reinstatement not included)



# Donor Retention: Benchmark *Trivia!*\*

What is the benchmark for first-year retention?

a. 29%

b. 37%

c. 42%



# Donor Retention: Benchmark *Trivia!*\*

What is the benchmark for first-year retention?

a. 29%

b. 37%

c. 42%



# Donor Retention: Benchmark *Trivia!*\*

What is the benchmark for multi-year retention?

a. 45%

b. 59%

c. 68%



# Donor Retention: Benchmark *Trivia!*\*

What is the benchmark for multi-year retention?

a. 45%

b. 59%

c. 68%



# Donor Retention: Benchmark *Trivia!*\*

What is the benchmark for overall retention?

a. 42%

b. 45%

c. 35%



# Donor Retention: Benchmark *Trivia!*\*

What is the benchmark for overall retention?

a. 42%

b. 45%

c. 35%



# Donor Retention

## First-year retention

- *FY donors from current year/new joins from previous year*
- Critical to understand behavior of new donors

## Multi-year retention

- *MY members in current year/MY and reinstate in prior year*
- Break into consecutive years for more insight

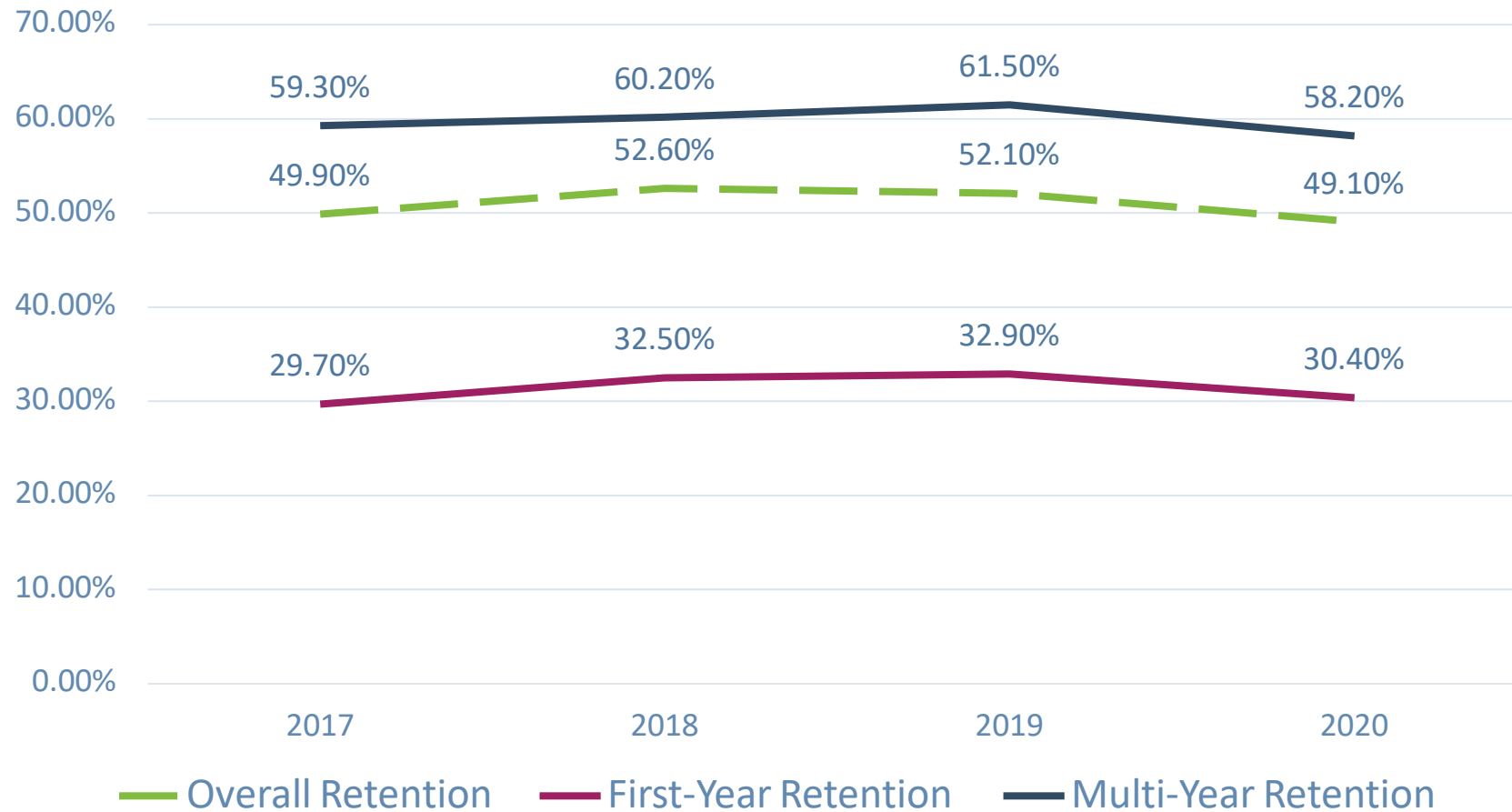
## Overall retention

- *All except new joins/reinstate in current year/All in prior year*
- Influenced by quantity/file composition: overall retention could decline with large influxes of new joins



# Donor Retention Trends

*Sample Retention Metrics*



## Typical retention trends should show:

- Multi-year donors as the top tier;
- Followed by overall retention;
- And then first-year retention.



# Mail and Digital Integration





# Mail and Digital Integration

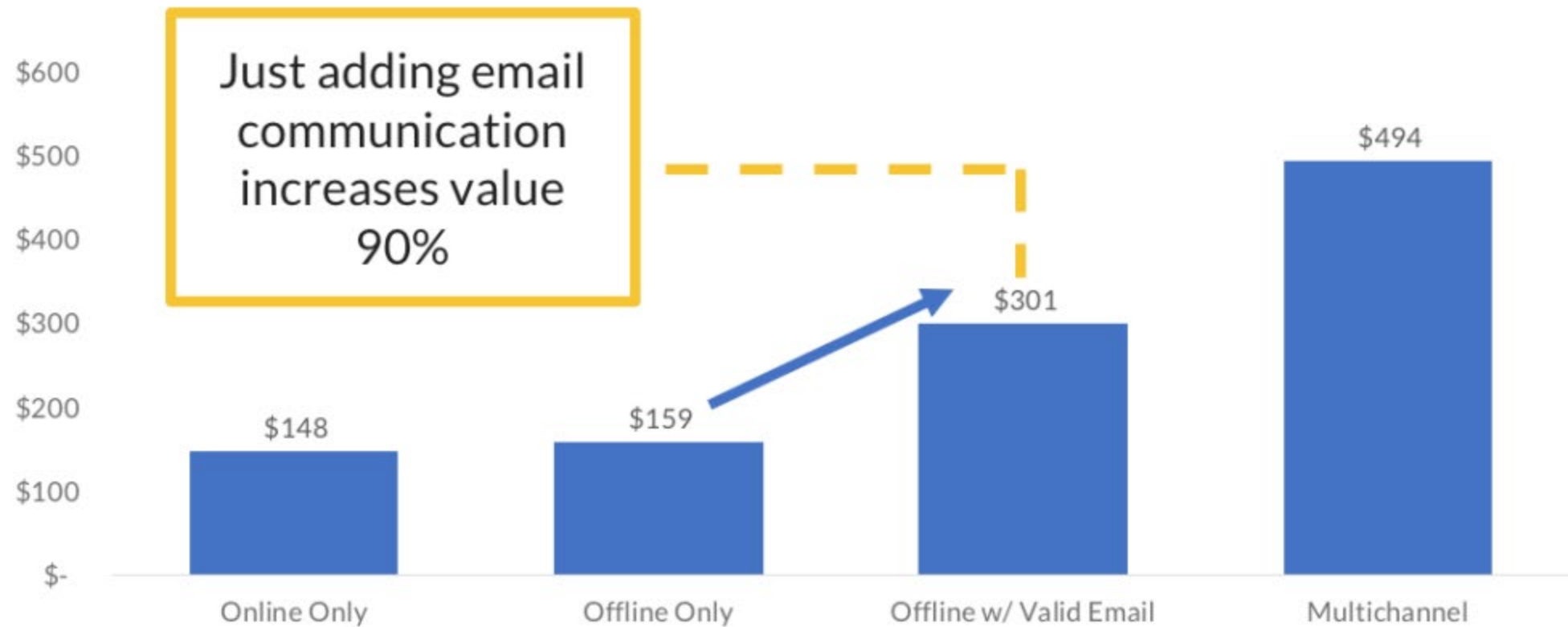
**We just talked a lot about why direct mail is important.**

**But how does mail fit into the digital space?**



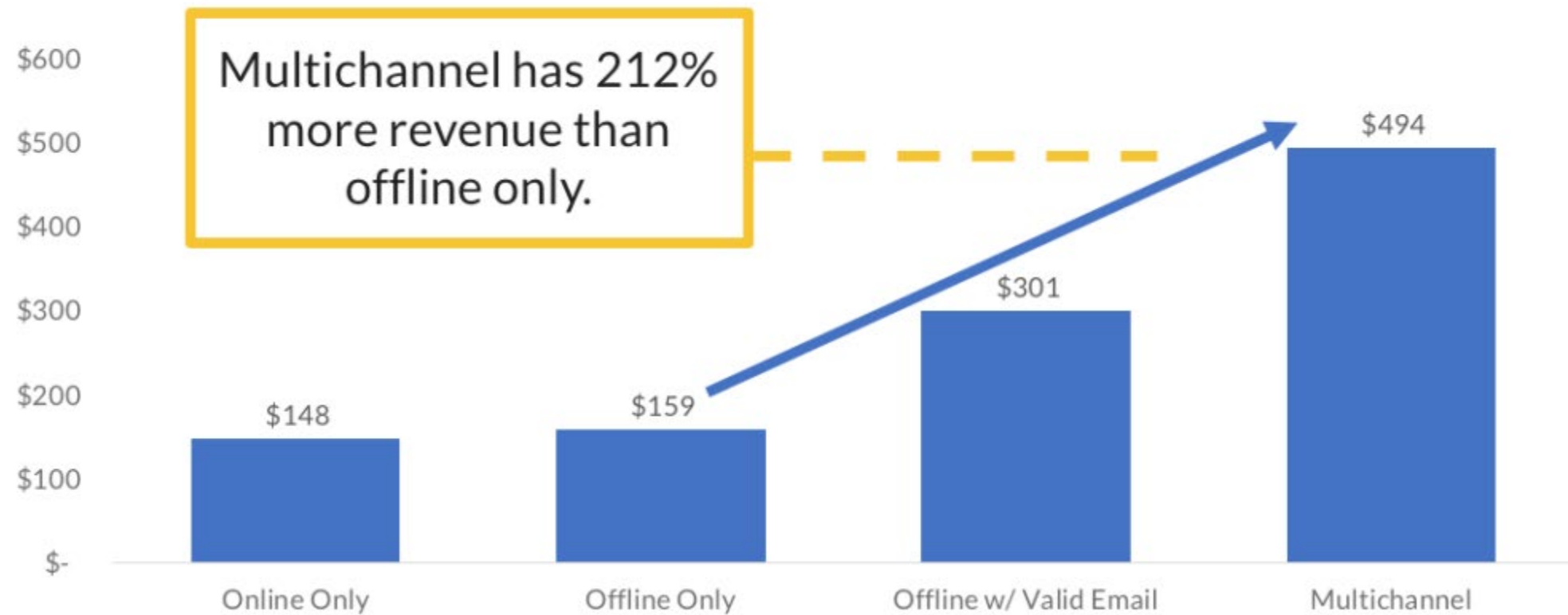


# Mail and Digital Integration



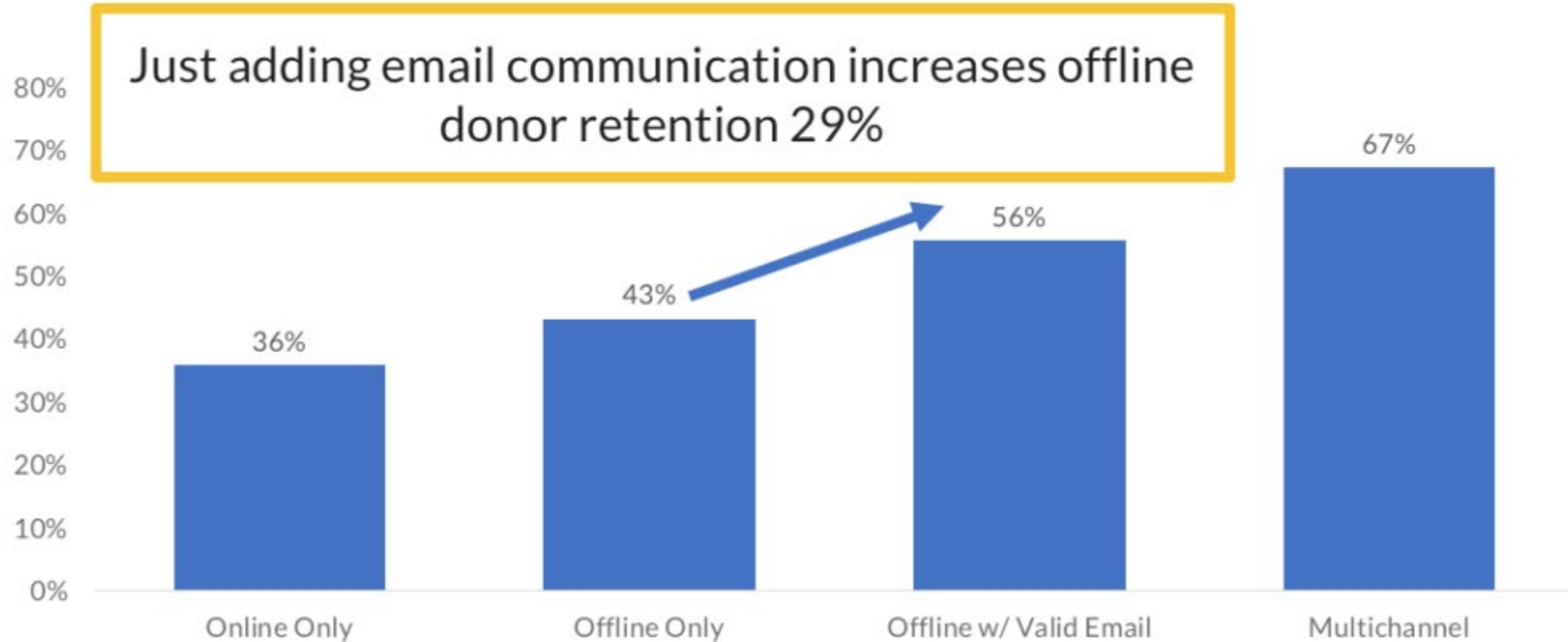


# Mail and Digital Integration



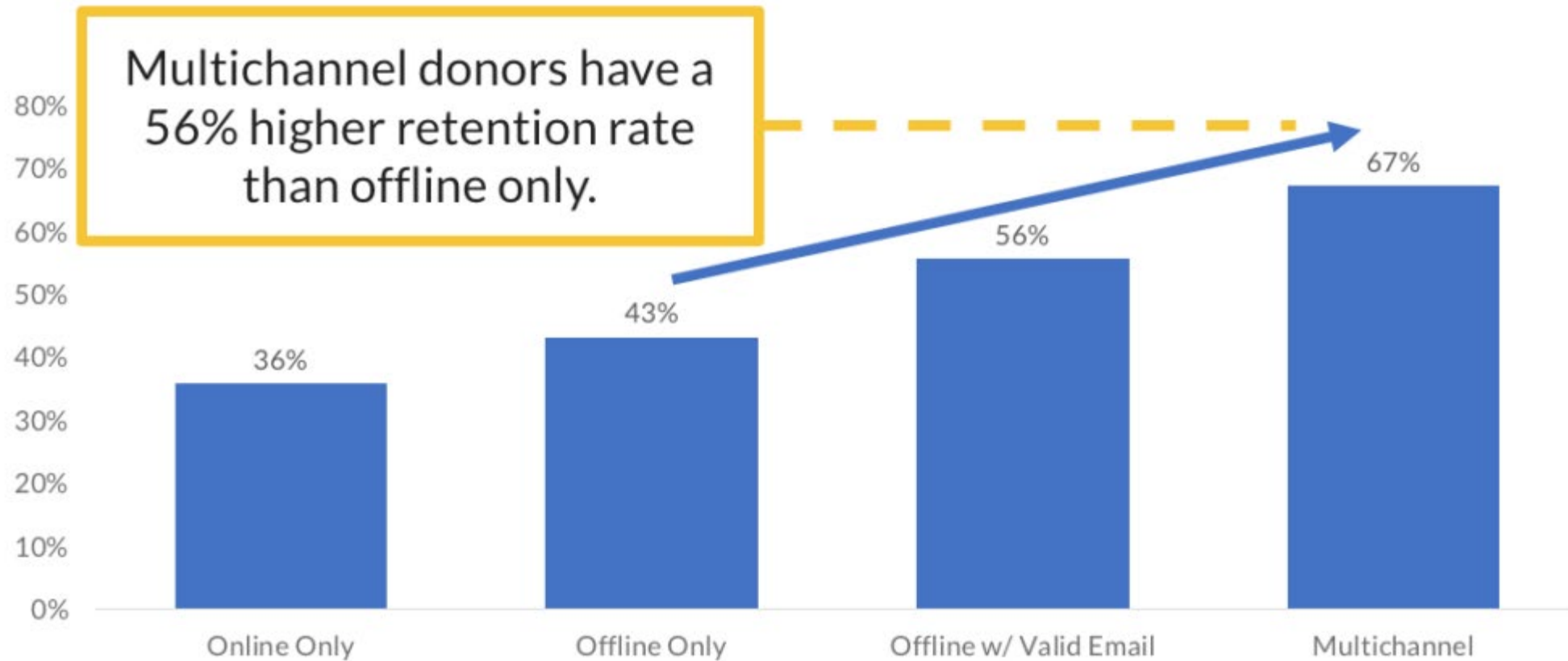


# Mail and Digital Integration





# Mail and Digital Integration





# Samples of Integration

## Integrated Emails and Direct Mail

### Informed Delivery

**CONQUER CANCER®**  
THE ASCO FOUNDATION

Create a world  
**free from the fear of cancer!**

**CONQUER CANCER®**  
THE ASCO FOUNDATION  
**Click here to donate!**

FROM Conquer Cancer


[Learn More](#)

**CONQUER CANCER®**  
THE ASCO FOUNDATION

Create a world **free from the fear of cancer!**

**HUMAN RIGHTS WATCH**


**DEADLINE EXTENDED**



Dear Supporter,

We are in one of the most troubling periods for human rights that I have ever seen. That's why your membership is so crucial to Human Rights Watch.

Please join Human Rights Watch today and **double** your impact.



**Thank you for your support!**

[JOIN US](#)

When you join today, your membership gift will be matched—dollar-for-dollar—and go **twice** as far in protecting human rights.

Right now, people around the world are subjected to horrific human rights abuses—even here at our own borders.

Imagine being imprisoned for loving the person you do.

Imagine if the police made your son "disappear."

Imagine being sexually abused and having your claim dismissed.

As someone who strongly believes in our work, you help enable us to investigate and expose human rights abuses and crises all over the world.

[JOIN US](#)

There is no place for human rights abuses in this world. I thank you for supporting the most vulnerable communities and individuals at this time of need.

Sincerely,  
Ken Roth  
Executive Director  
Human Rights Watch

[DONATE](#) | [TAKE ACTION](#) | [VISIT HRW.ORG](#)

Human Rights Watch | 350 Fifth Avenue, 34th Floor | New York, NY 10118 USA  
Tel: 1 (212) 296-4700 | [info@hrw.org](mailto:info@hrw.org)  
Manage email preferences / Unsubscribe

**HUMAN RIGHTS WATCH**

**Have Your Donation Matched**



Dear Supporter,

I hope you'll join us in the fight for global human rights with our Human Rights Watch membership.


When you join before November 15, your membership gift will be matched—dollar-for-dollar. You'll **double your gift** for twice the impact for human rights.

Imagine being imprisoned for loving the person you do.

Imagine if the police made your son "disappear."

Imagine being sexually abused and having your claim dismissed.

Right now, people around the world are subjected to horrific human rights abuses—even here at our own borders. You can help to defend human rights by **joining Human Rights Watch**. And as a new member, you will receive your personalized HRW Member Card in January.



**Thank you for your support!**

[JOIN US](#)

As someone who strongly believes in our work, you help make change possible by enabling us to defend the rights and dignity of the world's most vulnerable people.

Human Rights Watch is stalwart in its independence. We do not accept money from any governments and rely solely on the generosity of supporters like you.

Join by November 15 for **TWICE the impact!**


Sincerely,  
Ken Roth  
Executive Director  
Human Rights Watch

[DONATE](#) | [TAKE ACTION](#) | [VISIT HRW.ORG](#)

Human Rights Watch | 350 Fifth Avenue, 34th Floor | New York, NY 10118 USA  
Tel: 1 (212) 296-4700 | [info@hrw.org](mailto:info@hrw.org)  
Manage email preferences / Unsubscribe

**HUMAN RIGHTS WATCH**


**Have Your Donation Matched**



Human Rights Watch membership.

Renew before November 15, your gift will be matched—dollar-for-dollar. Your gift will **double for human rights**.

One of the most troubling periods for human rights has ever been seen. Right now, people in the US and human rights by **renewing your membership for 2020**.



**Thank you for your support!**

[RENEW NOW](#)

As someone who strongly believes in our work, you help make change possible by enabling us to defend the rights and dignity of the world's most vulnerable people.

Human Rights Watch is stalwart in its independence. We do not accept money from any governments and rely solely on the generosity of supporters like you.

Join by November 15 for **TWICE the impact!**

Sincerely,  
Ken Roth  
Executive Director  
Human Rights Watch

[DONATE](#) | [TAKE ACTION](#) | [VISIT HRW.ORG](#)

Human Rights Watch | 350 Fifth Avenue, 34th Floor | New York, NY 10118 USA  
Tel: 1 (212) 296-4700 | [info@hrw.org](mailto:info@hrw.org)  
Manage email preferences / Unsubscribe

**2020 MEMBERSHIP**

**Thank you for renewing your support!**

*CARRY IT PROUDLY*



[Primary Addressee]  
[Org or Company Name]  
[Delivery Address]  
[Address Line 2] (if any)  
[Address Line 3] (if any)  
[City], [State] [Zip+4]  
[Country] (if not USA)

[Donor ID] [Appeal Code] [Package Code]

**WHY HUMAN RIGHTS WATCH?**

Human Rights Watch has been leading the fight for fundamental rights for over 40 years. Today, our work touches lives in 90 countries.

Human Rights Watch was awarded the Nobel Peace Prize along with our partners for our work as a founding member of the International Campaign to Ban Landmines.

**Thank you for your support!**

Internally displaced villagers herd livestock in Turkana county, Kenya.  
© 2014 Brent Stirtion, Reportage by Getty Images for Human Rights Watch

**DOUBLE MY GIFT FOR HUMAN RIGHTS!** Matching deadline: November 15th

**YES, Ken** — I will renew my support of Human Rights Watch today to ensure human rights for all. Please **double** my gift for **twice the impact**. Enclosed is my tax-deductible gift of:

☐ \$Ask1 when matched = \$Ask4  
☐ \$Ask2 when matched = \$Ask5  
☐ \$Ask3 when matched = \$Ask6  
☐ Other amount \$\_\_\_\_\_ will be doubled!

**3 EASY WAYS TO GIVE!**

☐ Check: please use the enclosed envelope  
☐ Credit card: please see the reverse of this form  
☐ Online: [HRW.org/members](http://HRW.org/members)

[Primary Addressee]  
[Org or Company Name]  
[Delivery Address]  
[Address Line 2] (if any)  
[Address Line 3] (if any)  
[City], [State] [Zip+4]  
[Country] (if not USA)

[Donor ID] [Appeal Code] [Package Code]

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# In Summary





# Key Takeaways On Direct Mail...

- ✓ **Direct Mail is the main pipeline for Major Gift and Planned Gifts.**
- ✓ **Acquisition is an investment, but it is critical to look at the long-term reward.**
- ✓ **Direct mail is data-driven. You must look at key performance indicators to evaluate the success of a campaign.**
- ✓ **Donor retention is a key metric to measuring the success of the overall program.**
- ✓ **Direct Mail plays a role in multi-channel integration.**
  - ✓ **As donors shift their behavior, it is important to make sure the messaging and branding are consistent across all communications that donors receive.**



# **Thank You!**