

Welcome to Successful fundraising with direct mail and email marketing

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Key Topics for today...

- The advantages and disadvantages of each channel
- Making them work together more effectively
- Tips and ideas to make each channel more effective

Direct Mail Advantages

- “For when it matters”
- Tangible and physical
- Higher retention of information
- Feel wanted
- Good news works better in hard copy
- Excellent long term ROI if well executed
- Mail addresses don’t change regularly
- More suited to targeting senior people

Direct Mail Disadvantages

- Expensive, especially postage!
- Unpredictable delivery patterns
- Difficult to get right and make cost effective, especially for acquisition
- Long lead times – up to 3 months
- Lots of suppliers to co-ordinate
- Environmentally unfriendly
- Higher expectation

EMail Advantages

- Low cost
- High speed/real-time communication
- Great for simple messages
- Call to action is closer to the action
- Confirmation, re-enforcement of key messages
- Improving creativity & impact
- Trackability/measurability
- Communicating with young people
- Low perceived environment impact

EMail Disadvantages

- Address issue – often wrong/changes
- Easy to ignore/delete
- Concerns about security
- Saturated – difficult to stand out
- More solitary

Direct Mail v Email

- Difficult to get email to work for acquisition – it's better suited to retention and development
- Direct mail is felt to be slower and 'deeper', in nature and in impact
- Email is more about quick, surface communication of a few simple messages
- Direct mail great for the detail, email great for teasers and follow-ups

Communication Strategy

- Alternating direct mail and email



Making a connection

- **Rational:** credibility based on past achievements
- **Emotional:** engage with stories and case studies
- **Aesthetic:** visual imagery and identity

Direct Mail Marketing



Developing the pack

- The Envelope
- The Letter
- The Brochure or Leaflet
- The Call to Action
- The Response Device
- Website landing pages

Envelope

- Only 7 seconds to make an impact
- Provocative message
- If you deal with them already, let them know who you are!
- Be creative - size and shape can increase impact!

Making Your Letter Interesting

- Top Of Page – Who's It From ?
- Address – Check It's For Them
- Skim Letter – Pick out key points to establish why the letter has been sent to them
 - Personalise
 - Use Headlines & Sub-Heads
- Signature – Eye drawn to signature
 - Make Signature Legible & Use P.S.
- Decide To Read In Detail
 - Use Appropriate Fonts

Making Your Letter Interesting

- Short Sentences with minimal punctuation
- Short Paragraphs – Just 1 thought & open with main offer or question
- Vary pace and use link words and phrases
- Be single-minded and use active rather than passive based words
- Be warm and friendly – use **YOU** more than **WE**

Brochure/Leaflet

- Great opportunity to reflect your brand
- Adds impact
- Power of pictures (with testimonials..?)
- Needs to work with the letter

Response device

- Don't hide it!
- Make it as easy as possible:
tick boxes, pre printing information..
- Offer multiple response channels
- Ask some questions

Activity:

Direct Mail in action

- How does the letter perform?
 - Use of YOU v. We
 - Active or passive
 - Skim test
 - Ask
 - Signature and PS

Email Marketing



To read or not to read...

- Is it from **someone** I want/need to hear from?
- Does the **subject line** get my attention?
- How is it **personalised**?
- Is there items of **interest**?
- Can I **act** on something?

Developing the eshot

- 'From' field
- 'Subject' field
- Personalisation
- Preview pane
- Section headlines
- Calls to action/click through
- Website landing pages

Who is it from?

Save The Children and emailinform <email@eform4.com>

Kevin Degenhard - RSPCA <supportercomms@mail.rspca.org.uk>

WWF <news@email.wwf.org.uk>

Does the subject get my attention?

Nicholas, help inspectors like Trevor save animals' lives today

Nick, every moment counts

Request your complimentary Will Writing Guide

Our position on badgers and bovine TB and fracking

Does the subject get my attention?

Nicholas, help inspectors like Trevor save animals' lives today

RSCPA

Nick, every moment counts

CRUK

Request your complimentary Will Writing Guide

Save the Children

Our position on badgers and bovine TB and fracking

Does the subject get my attention?

- What's in it for me? (WIIFM) Make it relevant
- Ask a question
- Offer a teaser
- Use 5-10 words or 40-60 characters
- Make your recipient feel like you're speaking directly to them
- Should encapsulate the **core proposition and key benefits**

Not so good subject lines...

- Scientists conduct cell transplant experiments
- News update from our CEO
- Charity Newsletter #407
- Welcome to our newsletter

Test subject lines

Want to self-test your subject lines or headlines? Try this handy headline analysers:

<http://coschedule.com/headline-analyzer>

Personalisation

- Dear 'First Name' is the protocol
- Possible to personalise in the subject line and other areas
- Great care is needed because if you get wrong it's very visible and noticeable...

Personalisation

- Even those who should know...

What will you spot?

No pictures? See this email in full



Dear ,

This is the best time of year to get started with nature recording for spring. We've already started to see the early signs of spring; there are lots of birds showing breeding behaviour near Woodland Trust HQ in Grantham. And the mild weather some of us are still

Personalisation

- Make the content relevant to them
- Segment lists using geo-demographics e.g. region, gender etc.
- Segment based on behaviour and interests

Preview pane

If you have problems viewing this email please follow the below link to view it in your web browser:

<http://www.smartbulletins.co.uk/view/bulletinfinal/982>



VIEW YOUR ECARD

DONATE NOW

WEBSITE LOG IN

Tamba

Saving lives, supporting families

Preview pane

- Reinforce/establish who you are
- Summarise the proposition
- Remember it's a snapshot!

Attention grabbing headlines

- Classic 'How-to'
- Identify and Solve a Problem
- Strike A Note Of Controversy
- Shorter Titles Are Great
- Ask Questions

Power Words

180+ Power Words

From Copywriter Karl Stepp

FOR WRITING **EMOTIONAL HEADLINES**

free
sale
new
professional
guaranteed
special
tested
improved
immediately
limited
simplistic
powerful

focus
wanted
absolutely lowest
interesting
challenge
lifetime
highest
expert
advice
the truth about
compare
colorful

remarkable
obsession
surging
revisited
unique
bargain
hurry
daring
pioneering
destiny
unsurpassed
genuine

confidential
sizable
wonderful
delivered
secrets
scarce
alert famous
strong
unusual
outstanding
energy
instructive

Telling great stories

- Stories are a central part of your communications strategy because they draw readers in emotionally. This approach makes people more psychologically inclined to donate.
- Try not to box yourself into thinking of a story only in terms of text. You can also use photos to tell a compelling and emotional story.

Telling great stories

You made this happen. No pictures? [Click here.](#)



Hi Chari,

You've kick-started Samir's* future. At 13, he is already dreaming big:

"I'd like to become a doctor in the future. I'd like to become an eye doctor to help people. Some of them cannot afford to go to the doctor and I'd like to help them."



Dear John,

Like all snow leopard cubs, this cub was blind at birth. Its eyes opened when it was a week old. It will be dependent on its mother until it's at least one year old.

Imagine if this beautiful cub were orphaned today.

Tragically, a snow leopard is illegally killed each and every day. There are now fewer than 6,500 left in the wild.

From poaching to deforestation to climate change, nature around the world faces serious threats. **You can help!**

John, will you [act now to stop threats to nature and protect life on our planet](#) with a monthly gift to sustain our global conservation work? With your ongoing support, you will create a safer world for wildlife, protect amazing places, and help build a future where people live in harmony with nature.

[Watch our snow leopard video >](#)

Click Through...

- **Relevance** and **dialogue** is key to achieving a click through – you must give a good reason to!
- Use **headlines, indents, images**, interact: What do you think about...?

Click through...



Because you're amazing...

We're pioneering new ways to prevent cancer, diagnose it earlier, develop new treatments and improve existing treatments to make them more effective.

[Watch our animation](#)



Our achievements in 2018/19

From improving treatment for leukaemia to boosting survival for men with prostate cancer, find out what we've achieved this year.

[What you've helped to fund](#)



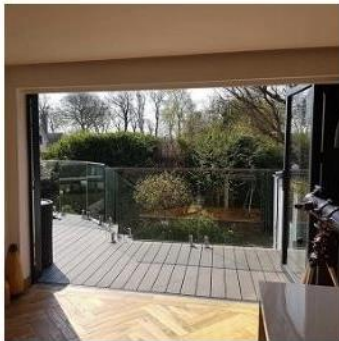
Thank you for your support,
The Cancer Research UK Team

Click through...

SCOPE = Equality for disabled people

[View this email in your browser](#)

Hi Chari, how are you today? On the community this week we're talking about benefits and independent living. Feel free to join in with our discussions [over on the community](#).



Our house, just the way we like it

Sandra explains how her passion for contemporary accessible living has helped not only create a stunning home, but one that meets her husband Craig's needs.

[Have you made helpful adaptations to your home?](#)

What's the main thing you struggle with at home?

dsc
directory of social change

helping you
to help others



The essentials of Universal Credit

Sarah from Universal Credit Essentials stops by to share her story and offer expert benefits advice to those needing help with their Universal Credit claim.

[Is there anything about Universal Credit you'd like to know?](#)

Have you made the switch to Universal Credit yet?



The importance of accessible housing

Lifestyle blogger, Kerry, talks about the barriers to accessible living and how being trapped in an inaccessible house took its toll on the independence she craved.

[How have you found your home affects your independence?](#)

Does your home improve your standard of living?

Improving landing pages

- Be clear about what the **point** of it is!
- What was the **call to action** again?
- **Consistency** of appearance
- People are easily distracted on the web
 - stay **focused** on the reason they clicked through
- **Test** it first if you can

Some further resources

- <https://www.classy.org/blog/nonprofit-email-marketing-9-examples/>
- <https://www.classy.org/blog/writing-the-perfect-fundraising-email/>
- <https://www.charityemailgallery.com>

Thank You

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