Is Direct Mail Fundraising Dead?

Directory of Social Change Fundraising Conference

Thursday 30 March 2023

Gordon Kane, Bloom Fundraising



Three Hurdles for Direct Mail Fundraising Today

- 1. Bad Publicity
- 2. Donor Recruitment
- 3. Costs



HURDLE 1 - Bad Public Relations

Poppy seller who killed herself got 3,000 charity requests for donations a year

Questions raised about charities' tactics after regulator's report says Olive Cooke, 92, was overwhelmed by approaches before her suicide



▲ Olive Cooke, who was believed to have been the longest-serving and most prolific poppy seller, dedicated 76 years of her life to raising money for the Royal British Legion. Photograph: PA

A 92-year-old poppy seller who took her own life felt "distressed and overwhelmed" by the huge number of requests for donations she received from charities, a report has concluded.

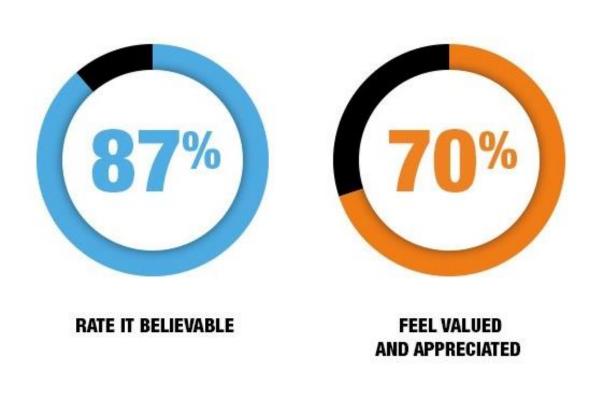
Unsolicited Mail

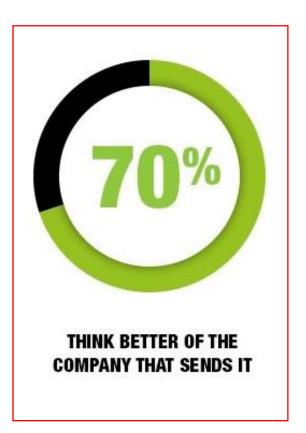
Fundraising Standards Board investigation 2015/16 found that

- Mrs Olive Cooke had supported 99 charities. 70 had obtained her personal details from third parties (other charities or commercial list suppliers)
- Mrs Cooke donated to at least 88 of the 99 charities

Is Direct Mail the problem, OR part of the solution?

Excellent ENGAGEMENT







SAY THEY'RE LIKELY TO GIVE

IT THEIR FULL ATTENTION

Is POOR STEWARDSHIP the real problem?

- 1. DON'T SHARE/SELL donors' details
- 2. DON'T OVER-ASK Aim for max of 7-mailings per year
- 3. BE ALERT for frequent high-value gifts





TIP – Thank donors with a NEWSLETTER

- Let donors know what *their* money has **achieved**
- ☐ X3 per year
- ☐ But <u>never</u> ask for money



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HURDLE 2 - New Donor Recruitment

- New Privacy Legislation
- General Data Protection Regulation (GDPR) 2018
- "Legitimate Interest" required to send appeals by mail to prospects



GDPR - LEGITIMATE INTEREST

Information Commissioner's Office: "You won't need consent for postal marketing ... If you don't need consent under PECR you can rely on legitimate interests for marketing activities if you can show how you use people's data is proportionate, has a minimal privacy impact, and people would not be surprised or likely to object."

Source: ICO, General Data Protection Regulation (GDPR) FAQs for Charities, April 2018 https://ico.org.uk/fororganisations/charity/charities-faqs/



GOOD NEWS!

Data Protection and Digital Information Bill (2023)

Will expand the scope of **legitimate interest** so that charities can use it with even more confidence as a lawful basis to recruit new supporters

Use "Legitimate Interest" to build direct mail list:

Accessories / Clothing

Merchandise catalogues

How to order

Accessories

F0057

Lapel pin badges

Perfect for your dispenser box or for giving to key branch volunteers, these pin badges will raise awareness of the Society locally Box quantity: 25 Price (Inc P&P): £7.50

Wrist bands

Back by popular demand, these flexible wrist bands are a perfect item for your dispenser box Box quantity: 25 (10 child, 15 adult) Price (Inc P&P): £7.00



Trolley keyrings

A handy keyring that will always ensure you have a token for your supermarket trolley Box quantity: 25 Price (Inc P&P): £14.75

Clothing

F0082-85

Orange T-shirts (Child/M/L/XL)

Perfect for raising awareness, these bright orange t-shirts are perfect for sponsored walks and other outdoor events Box quantity: 5 Price (Inc P&P): £9.75



How to order

For a full range of materials please login to your branch account online.

Online By email:	http://shop.mssociety.org.uk mssociety@accessplus.co.uk	
By phone:	0300 1000 801	
By post:	MS Society PO Box 3102 Swindon SN38 1WA	

Contents

- Accessories
- 4-5 Clothing
- Raising awareness
- 14 Stationery
- 16 Items available online only











Send completed petitions to 444 Barker Rd. Michigan City, IN 46360

SIGN OUR PETITION REGARDING THE BP WHITING REFINERY EXPANSION ISSUE!

Dear Governor Daniels:

I have been following developments on the BP (British Petroleum) Whiting, IN Refinery's National Pollution Discharge Elimination System (NPDES) permit and need to let you know how outraged I am by these developments.

- . Indiana should never backslide on any regulations pertaining to the Clean Water Act.
- . BP should be required to expand their wastewater treatment facility to accommodate these expanded discharges.

The water quality of Lake Michigan is of global significance and should never be compromised. Your attention to this matter is important to not only the residents of Indiana but also has a bearing on the entire population of the Great Lakes and beyond.

NAME	ADDRESS NAME (STREET/CITY/STATE/ZIP CODE EMAIL				
NAME	(STREET/CITT/STATE/ZIP CODE	EMAIL			
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Q: What is the best way to RECRUIT New Donors?

A: CONTENT MARKETING:

Offer people <u>valuable</u> Content for FREE in exchange for **marketing consent**

REACH new prospects ONLINE via Social Media





TIP: Boost Posts

But only those with MOST

views

Offer FREE 'valuable' Content

Email News



How-to-Guides



HURDLE 3 - Rising Direct Mail Costs

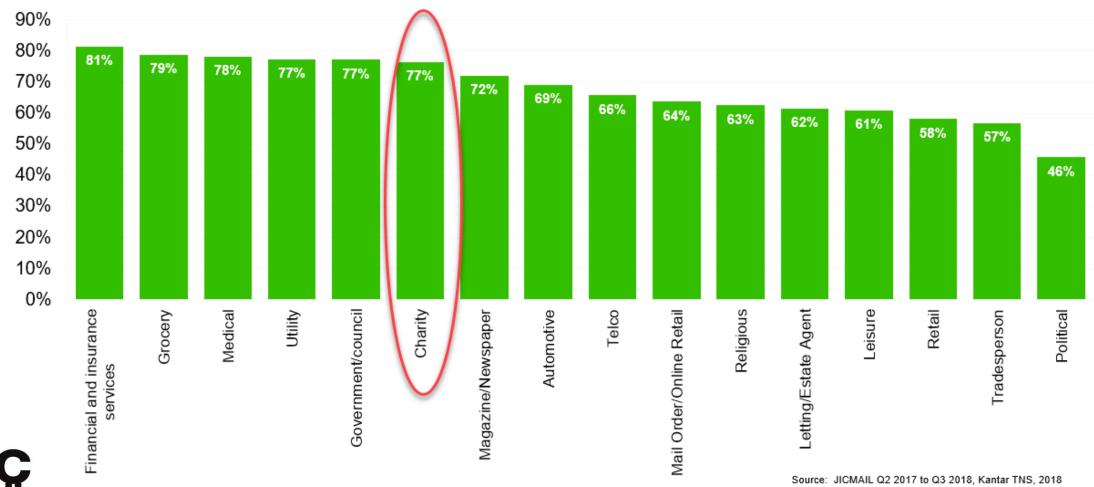
- 2008 Financial Crisis prompted a spike in **production** costs
- Royal Mail postage charges increased significantly in 2012.
- Cost of a Direct Mail pack doubled for this charity.

Went from 48p in 2003, to more than £1.07 in 2018.

MAIL PACK £	£ Postage per unit (2,500-9,999 items)	£ Printing per unit	£ Total cost per unit
May 2003	0.17	0.31	0.48
June 2008	0.20	0.43	0.63
May 2012	0.29	0.47	0.75
May 2018	0.39	0.67	1.07

Direct Mail Open Rate By Sector 2018 - UK

Open rates for Utilities, Financial Services, Grocery and Charity are the highest.





Base: Direct Mail Items n=32.216

Direct Mail is stronger than ever

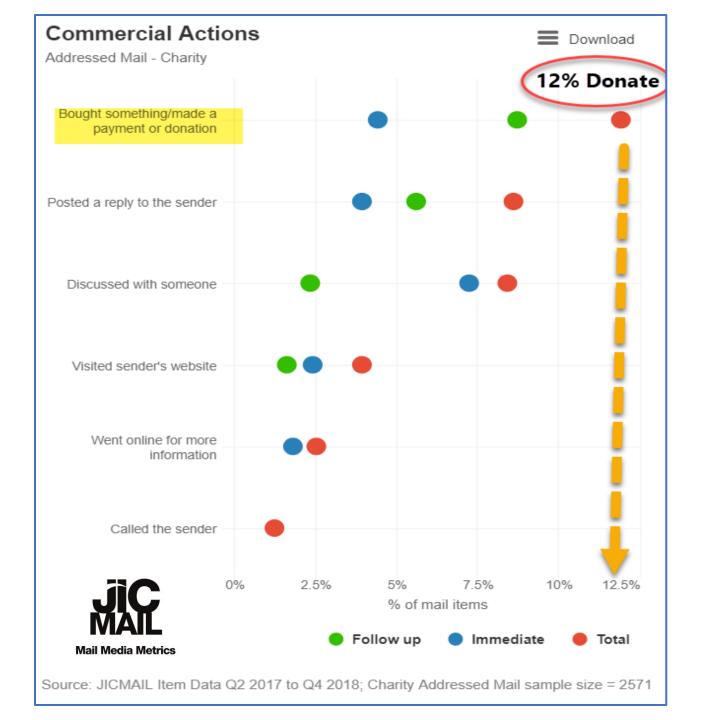
 Direct Mail response rates at their highest point for more than a decade

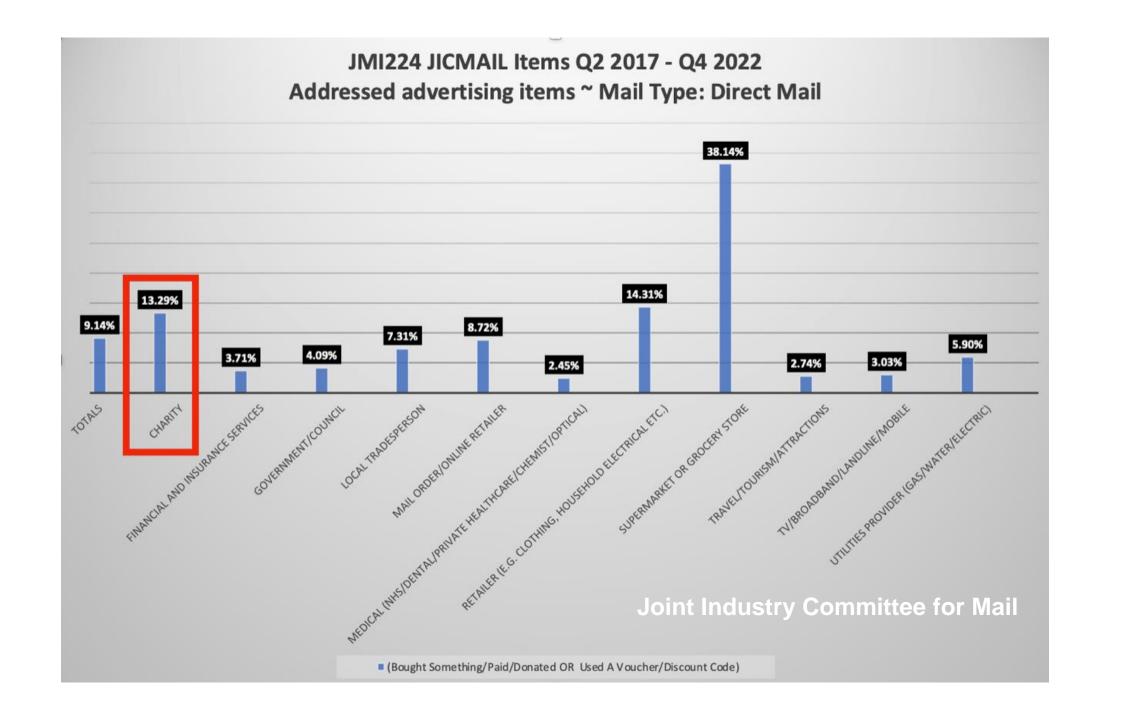
(Direct Marketing Association 2018)



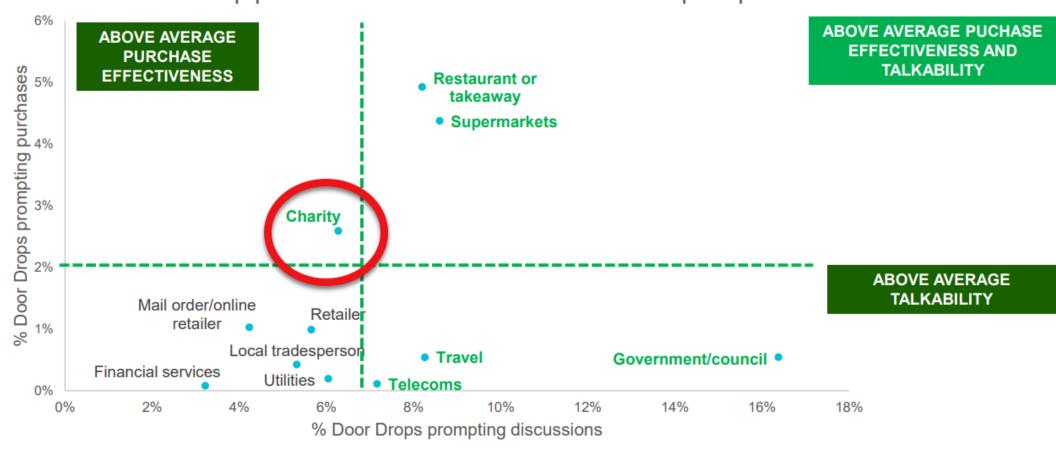
Charity Direct Mail Response 2018 - UK

Overall Response =12%





Door Drop purchase effectiveness vs discussions prompted





Source: JICMAIL Item Data Q2 2021 to Q1 2022 n=11,311 door drop items

A. What's causing t Direct Mail response?

Q. Greater Visibility / Standing Out More





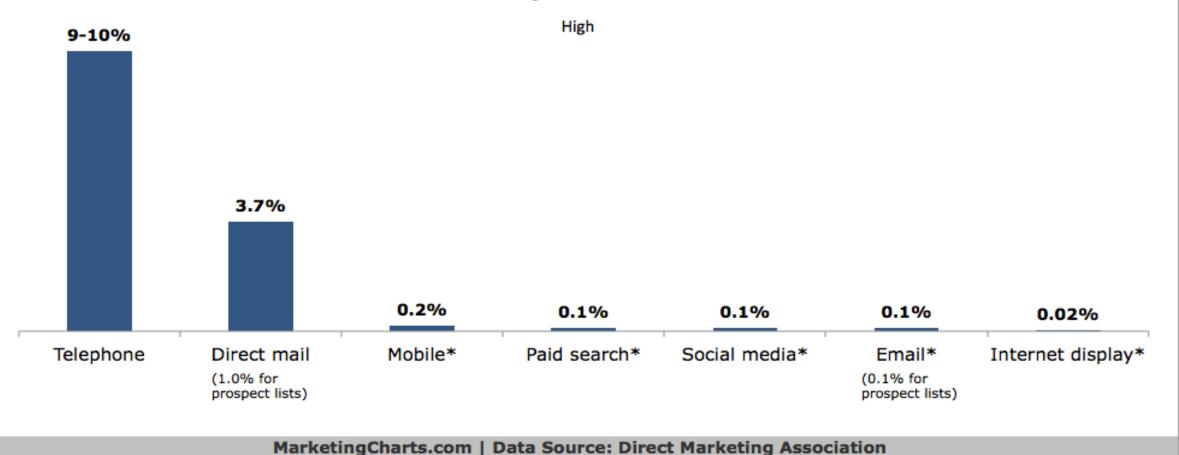
- More Online Billing = <u>Less</u> clutter on Doormats
- High Cost of Mail = <u>Less</u> commercial mail on Doormats
- Better Targeting = <u>Less</u> 'irrelevant' marketing mail on Doormats



Response Rate, by Select Direct Media

based on a survey of 485 industry respondents / **figures are for house lists**Note: response rate for telephone charted using midpoint of the range / *CTR x conversion rate

April 2015



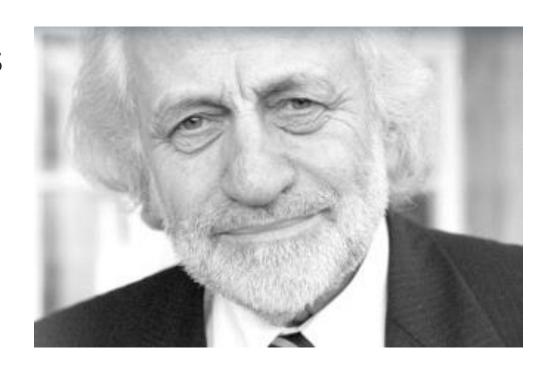
Q: How do you outperform your competitors with direct mail?

A: "Answer your readers' Questions"

(The Dialogue Method)

Developed in the 1980s by German academic, Siegfried Vogele

Handbook of Direct Mail (1992)



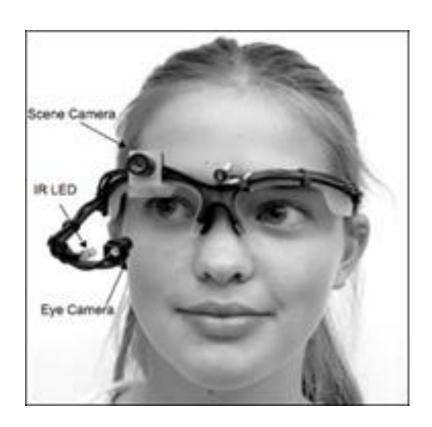
Vogele's Mailpack TEST:

Outperformed identical packs (which didn't feature answers to customers' questions) by a **FACTOR of 5 to 10 times**.

Eye-Tracking Research

Vogele found that:

BEFORE deciding to respond recipients asked themselves at least unspoken 20 questions



"Do I care about it?"

"Where did they get my address"

"Can they prove what they claim"

"How much do they want?"

"Can I still cancel with no hassle?"

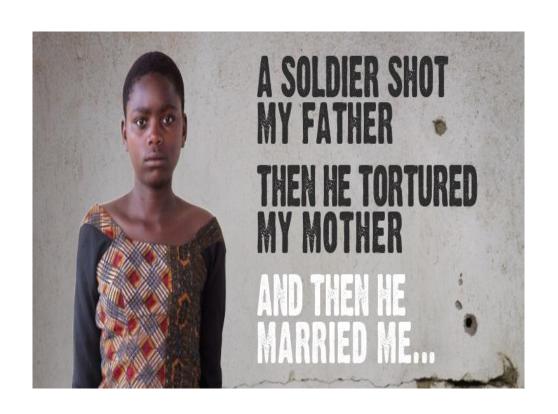
(There are total of 151 'unspoken' questions)

"If readers don't spot something to interest them in the first 20 seconds of opening their mail, it's destined for the wastepaper bin." Vogele

 To avoid the fatal 20-second throw-away phase add 'Amplifiers' and remove 'Filters'

 Only when helpful information - called 'Amplifiers' - outweigh negative factors – known as 'Filters' – is a response triggered

'Filters and 'Amplifiers'





Amplifiers are anything that give clear, positive answers to the reader's unspoken questions.

- An Amplifier might be an interesting image and message which makes your offer intriguing
- Or it could be a line in your appeal
 which shows that you are
 trustworthy or effective like a
 testimonial from a satisfied beneficiary

'Filters and 'Amplifiers'





A filter is anything confusing, irrelevant or uninteresting.

 A Filter might be a name spelled incorrectly on an envelope or it missing altogether!

'Filters and 'Amplifiers'















Lots of little 'yeses' = Big YES!















Lots of little 'noes' = Big NO!

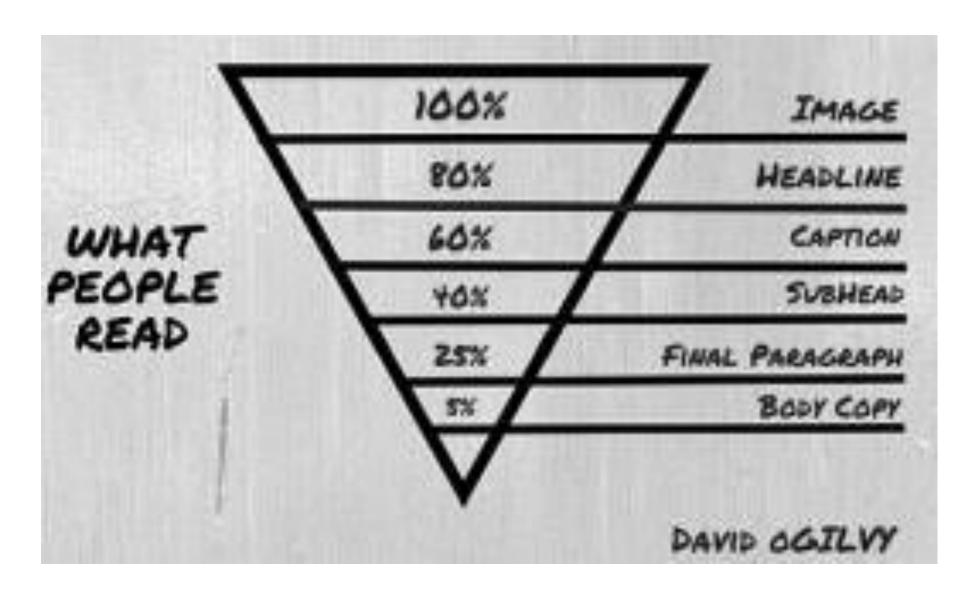
THE 'KISS' METHOD HELPS YOU AVOID THE '20-SECOND THROW-AWAY' PHASE

Keep

It

Simple and

Straightforward



1. Telegraph Benefits

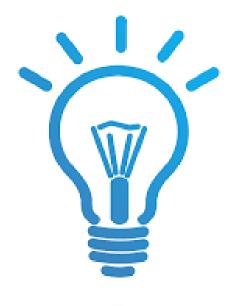
- Images
- Headlines
- Sub-Headings
- Colour
- Text Blocks

These help pique interest

2. Test 'No Frills' Packs

- Plain envelopes often outperform expensive packs
- 'Glossy' mail packs can be a 'Filter' for some ... especially charity donors!

3. Write LONG Copy



TIP: Write 4-6 sides of A4, rather than 2-3

(Gets higher response because you can answer MORE readers' questions)

4. Write copy for 12-year-olds

Flesch Reading Ease Score	Readability Level / Category	Education Level
0-29	Very Confusing	College Graduates
30-49	Difficult	College
50-59	Fairly Difficult	High School Senior
60-69	Standard	13 to 15 year-olds
70-79	Fairly Easy	12 year-olds
80-89	Easy	11 year-olds
90-100	Very Easy	10 year-olds

5. Be 'Specific' (Not Vague)

Amounts:

Say: 3,072 children were helped – NOT 'thousands'

Dates:

Say: Parliament votes on 29 June 2023 – NOT 'this summer'

Costs:

Say: School costs rose by £1.56M in 2022 - NOT 'costs are rising'

6. Personal Stories:

- People Give to People NOT Organisations
- Make your appeal about a person (NOT the group they belong to!)

Direct Mail & Email Programmes



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