

A New Way to Bridge Direct Mail and Digital Marketing

BY KRISTOPHER MORRIS



You may have seen or heard about Governor Jeb Bush, the former Republican presidential candidate, mailing iPads to people—to share video through the mail... And while the costs for such mailings may be outrageous for many, technology now enables us to include digital video in mail without having to ship expensive gadgets along for the ride.

In the next logical step for augmented reality (AR), what has largely been reserved for mobile apps and large on-site displays can now be transformed for direct mail use.

AR is simply the display of digital content overlaid onto your view of the real world (whereas, virtual reality is an immersive virtually constructed sensory experience). Think Google Glass and Microsoft HoloLens versus Oculus Rift. The problem with these applications is that you need to purchase and wear additional hardware to experience them.

If only there were a solution that takes advantage of current technology that everyone already has... In moves Apple with its

partnership with LifePrint, a mobile app for AR rendering. Simply open the app, hover your phone in front of an AR source material, and the still image/art comes to life with video and sound.

So what sort of content can we utilize?

For now, LifePrint content is limited to live photos and 15-second videos. These offerings will likely expand over time, but because 15-second spots are the most popular video ad format, this shouldn't be much of a hinderance for current platform adoption. Focus your message on being direct and to the point and these videos will add a lot of value.

But how does this bridge direct mail and digital?

The AR source material you utilize in LifePrint can be repurposed for more than photos. Imagine reusing your postcard, carrier or mail piece art—to kick off AR content.

Let's say you send a postcard mailer for an animal shelter that stars a cute animal on the cover... This cover art could be used as the trigger for LifePrint. This way when you use the app, you

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But Enough About Me, Let's Talk About You

BY STEVE MAGGIO



Have you ever gone to a social event and been stuck next to the person who can't stop talking about

themselves?

They go on and on incessantly. You patiently listen to all the minute details of their job. Then they prattle on about their house, their kids. Without even giving you a moment of silence to engage in the conversation, they share their one-sided views on everything from politics to the local sports teams.

They never gets around to asking about you. They're just interested in talking about "ME."

You wait for the opportune moment when you can slink away gracefully.

As much as we all dislike such encounters with "me-focused" people, we can sometimes slip into the same kind of mindset when talking with our donors in our online and offline fundraising programs. And I use the work "talking" deliberately, because I feel strongly that your communications should sound like a personal conversation that you are having with your donor.

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PRESIDENT'S PERSPECTIVE

BY ERIC RARDIN

What's Next! Looking to the Future for 2018



As 2017 drew to a close I had the honor of participating in the DMAW Best of Direct Awards ceremony and attending the Direct Marketing Fundraisers Association Luncheon. I was so impressed by the accomplishments and dedication of the awardees. I'm humbled to work alongside so many talented, dedicated marketers and fundraisers.

These rooms were filled with generations of direct marketers; some had helped establish this field, and some were in their first jobs. All are passionate about the work they do and the future they are creating, for the causes they work to support and the profession they are continually seeking to advance.

I was struck, however, by another similarity. At both events, leaders in the direct marketing space that I very much respect said, "Now that it appears digital is here to stay..." during their remarks. As we look to the future—not only 2018, but for the next decade—I'm relieved that we've reached this consensus.

Yes, humans will use digital communication forever more or until a solar flare rids us of the electrical grid. Whether it's social media, email, SMS, snapchat or tomorrow's killer app, the audiences we're trying to reach are using digital channels to communicate, and we're remiss if we don't figure out how to connect with them on these channels.

Ironically, the Tuesday before these events was #GivingTuesday. This event brought in 1,640,000 gifts and \$177,000,000 online. On a single day. The majority of these gifts were driven by email appeals, and Facebook/social media definitely added a lot to the effort. Yes, digital is here to stay.

What does it really mean, though, to say, "Digital is here to stay"? When's the last channel that died out before those that preceded? The telegraph? SecondLife? More concerning is the question itself. Did we think the Internet was going to stop working? Or that people would stop going online more and more—to communicate, to shop, to date, to donate? They're not.

I think we can do better than asking whether a new channel will stick around. Or whether a more established channel is dead. Both questions present false narratives in my mind. If we are going to forge a path to the future for our organizations, we have to ask this more pragmatic, but more powerful and courageous question, "How can I leverage all channels available today to advance the work of my cause or my clients?" I don't think we can be our best if we say, "Direct mail is dead," nor do I think we bring our best if we're still asking, "Is digital here to stay?"

We can't do our best work if we question the existence of major marketing channels, instead of digging in and figuring out how to leverage them to the maximum extent. Yes, we must test and prove these channels—old and new—on a client-by-client basis. But we do ourselves, our clients and the causes we care about a disservice if we shy away from emerging channels and hope they go away.

Regards,

Eric
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CALENDAR

Wednesday, January 17, 2018

Webinar: Beyond the Event; Creative Approaches to Peer-to-Peer Fundraising

1 p.m.-2 p.m.
Via Webinar
FREE

Many nonprofits have invested in peer-to-peer tools to manage registration and participant fundraising for traditional run, walk, and ride events. However, they may be missing opportunities to use those same tools between, or instead of, events to raise even more funds. Some nonprofits are finding creative and effective ways to use peer-to-peer tools and techniques to raise money and engage supporters. In this free session learn about real-world experiences with creative peer-to-peer fundraising campaigns with a presentation by Mark Becker, founding partner at Cathexis Partners, LLC.

Thursday, January 25, 2018

Annual Meeting & Reception

6 p.m.-9 p.m.
SEIU
1800 Massachusetts Avenue, NW
Washington, DC 20036

The Annual Meeting and Reception features a keynote presentation by Justin Freeh, Esq., vice president of operations and chief legal counsel at SAIFE Inc. His presentation will address cybercrime threats and impacts upon our industry. The keynote presentation follows the formal organization annual meeting and introduction of new officers.

Wednesday, February 28, 2018

MAXI Webinar

1 p.m.-2 p.m.
Via Webinar
FREE

Give yourself every advantage to win! Learn the ins and outs of the MAXI application process as we walk you through all you need to know to make your entry rise to the top!

Thursday, March 8, 2018

DMI01

8:30 a.m.-4:30 p.m.
AARP Foundation
601 E Street, NW
Washington, DC 20049

This full-day DMI01 Workshop provides attendees with a thorough understanding of proven techniques and useful knowledge of the essentials of a successful direct marketing campaign.

Deadline for registration is 24 hours before the event, space permitting. Cancellations must be received 48 hours in advance. No-shows will be billed. Register at dmaw.org or call 703-689-3629.



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Cover Story — A New Way to Bridge Direct Mail and Digital Marketing
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could see the animal come to life before your eyes. This engagement drives you to respond to the mail piece or to a website where you can learn more about adoption or support the shelter.

In a longer format mail piece, you could do more than pull at heart strings... you could reaffirm your desired response by delivering a self-contained, multichannel engagement message. Imagine getting a letter from a charity, and you are able to view a quick message from someone they helped, asking you to give... in their own voice and words. Would you be more likely to donate? This is what AR can provide without requiring additional mail costs.

But How Will People Know About the AR Content?

The easy answer? Tell them about it.

Despite the obvious pros for incorporating AR content (low cost and increased response rate), the primary con is that people have to use an app to view this content. The key to remember here is that AR is providing additional value—not replacing your mail message. As such, any drawbacks to availability are effectively non-existent—especially since the inclusion of AR doesn't increase your mail costs.

Adoption of the LifePrint app will continue to grow organically since it is sold at Apple stores and also works with Android devices.

Plus, your organization can encourage adoption by simply highlighting when



and where you offer AR content. Because it's new, many people will be willing to try it out. Simply make sure you list a link to download the app in the footer of the mail piece or next to your copy calling out the special content.

What Are Some Other Ways to Utilize AR Video Content?

You should feel free to add AR content into any printed format. Anything as small as a business card to as large as a poster or billboard can deliver AR content using the LifePrint app. The main takeaway here is that your ideas are no longer restricted to the printed page, so be creative in how you incorporate digital video.

With Apple's and LifePrint's help, AR content allows marketers an inexpensive way to incorporate digital video into your direct mail campaigns—creating a self-

contained, multichannel experience to boost engagement and response rates. Be bold and imaginative in your application of this emerging technology. 2018 will see several advances in augmented reality hardware, so I hope this will help keep you ahead of the digital curve.

"Imagine getting a letter from a charity, and you are able to view a quick message from someone they helped, asking you to give... in their own voice and words. Would you be more likely to donate? This is what AR can provide without requiring additional mail costs."

Kristopher Morris is the senior digital strategist at The Lukens Company, a direct-response marketing firm in Arlington, Va., that specializes in integrated multichannel campaigns for political and nonprofit clients. He specializes in digital advertising and audience analysis to bolster community development/engagement, fundraising and election efforts—with a focus on performance-based ROI. A veteran political operative, Kristopher has a background in congressional, state and national campaigns. Contact him at 703-845-8484 or via email at kmorris@thelukenscompany.com

ENVELOPES MATTER

In order for a package to get read, it has to get opened first

Would You Like a QR Code With That? (No, Thanks. I Prefer Mine in Print)



Dennis Ashcraft

Holy moly, Batman!

Here we are in January 2018! What in the world is going on here?

If it's January 2018, then it's time for all the new fashion trends for spring. Not to mention, now that the latest and greatest toys have been played with and long forgotten, sights are being set on the next best toy to get. What's the latest fad diet? How about the newest exercise craze?

We in the direct response industry are concerned with the same questions every other industry is facing. We all want to be on top of the next wave that brings the hottest thing to us and makes us look, act and feel great.

I am fascinated by digital fatigue, whether it be a decline in the sale of e-readers and a resurgence of small bookstores; an interest in in-depth reporting in print publications (aka "slow journalism" versus 24/7 digital overload); or the renewed interest shoppers and retailers are showing in print catalogues.

The Sears Wish Book 2017, originally printed in 1933, is back after a six-year hiatus. The print catalog of toys and other holiday gifts was available via USPS and in stores and included a digital version. We are living in a hybrid type of world now, where a successful marketing campaign must include not one or the other, but a combination of both print and digital.

So when you look to 2018, make sure you plan for direct mail, because consum-

ers prefer a choice between paper and digital marketing. Not only that, direct mail improves memory recollection of products and services and can drive traffic to digital or bricks and mortar better than digital alone. Holy jackpot!

What's Hot in Direct Mail?

The envelope world continues to remain pretty much the same—hot trends are limited by the equipment the envelopes are converted on. I know you would love to read about some new fancy-schmancy application to envelopes, but, sorry folks, not happening.

Instead, consider a new look with a litho printed envelope. You can print basically any design and however much coverage you want on the outside, and it can really make a statement. You can do a lot with bright bold colors, images, shapes, type fonts and photography. Regarding paper, different sub-straight seems to make a difference. We are seeing everything from matte stock to coated stock.

Alas, postage rates are rising. I never

thought I would see the day postage rates rose. But they did, again. When all other prices are effectively going down on everything else, postage rises, taking direct aim at nonprofits and co-minglers. There are ways to budget around this, so talk to your direct mail provider for some ideas.

So when you are planning your dynamic duo of print and digital, make sure your envelope package stands out. There are many exciting options to this end, you just have to be creative about it. While we are all looking for the latest fad to make a potential difference in response rates, we still see the same old packages being used time and again just like clockwork, because they have outperformed other packages. The bottom line on the old package is... IT WORKS!

Dennis Ashcraft is a 22-year sales veteran of Colortree Group. He is proud to serve his third term on the DMAW board of directors, where he is co-chair of the Membership Committee and a member of the Exhibitor Advisory Committee for the 2018 Bridge Conference. Reach Dennis at dashcraft@colortree.com or (800) 222-2962.





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TECHNOLOGY UPDATE

The latest information on the tools that make your job easier

BY WAYNE ELSEY

5 Growth Hacks to Quickly Increase Your Bottom Line



As most people are aware, Facebook is the most significant social media platform in the world boasting over 2 billion users and more than 2.5 billion pieces of content processed on its site each day.

And, as you probably know, Facebook started as an idea by college students, including Mark Zuckerberg. But, did you know that Facebook is also one of the best growth hack stories in history?

If you're looking to grow your brand visibility and revenue exponentially, then you have to focus on growth hacking. It's what all of the leading brands are doing for one simple reason—it works.

Among several techniques, Facebook

was able to become the juggernaut it is today by consistently doing one growth hack. When Facebook started getting a little traction, users would receive emails that they had been tagged or mentioned in a post.

Take a guess what happened.

Users began to log into Facebook to see the content that was published, and then they started to play around with postings as well. Emailing (the precursor to the alerts) was one of the fundamental ways they were able to get the public to sign into their account. The more people were tagged, the more they got engaged and the more accounts created. And, the rest is history.

Content upgrades are an incredible way to enhance your brand and also to do some impressive list building. Content upgrades include podcasts, videos, resource libraries, checklists, how-to's, digital tool boxes, cheat sheets, etc.

Naturally, Facebook no longer has to send you emails (unless you want them) for new alerts, but the company understood how to use growth hacks to its advantage. Growth hacks are used by most of the leading brands of the world and always evolving, and the best brands at using them are technology-based companies, because they understand the principles of marketing and tech. However, that doesn't mean that small- to medium-sized businesses and organizations can't use some of those same techniques to help them exponentially build their brands and earn money.

If you haven't yet tried using a growth hack to increase your base and revenue exponentially, then here are some of the best ones to consider trying.

1. Get Personal

Recently, we've heard a lot about Artificial Intelligence and chatbots. Technology is awesome, but the reality is that you're always trying to sell a human (at least so far!). Thirty percent of sales that happen on Amazon come from recommendations made from one person to another. A suggestion made by one of your customers to someone they know goes a long way. Encourage and create clever ideas for your supporters to make a recommendation on your behalf.

2. Pass It On

Both Dropbox and Groupon have used this strategy well to grow their customer bases and revenue targets. Dropbox has

prominently featured a "Refer-A-Friend" link when you have an account. Groupon has made getting a deal fun. Once you purchase something on its site, you have the option of sharing the deal on your social media account, which is sweet—and free advertising for them. Consider ways after your supporters make a purchase to have them share the experience with others in their network.

3. Facebook Lookalike Audiences

At the beginning of this article, I mentioned Facebook, and everyone knows about creating fan pages or groups on Facebook. But did you know about its Lookalike Audiences feature? When you use this feature, you can target your ads to users who are similar to your customers. It provides you the ability to uncover the top users that are similar to your clients who are also on Facebook. You can then target your advertisements to them.

4. Content Upgrades

Building value is essential, and everyone knows that they need to create it for their supporters. Perhaps you're already using content upgrades to offer value, but the name of the game is not only to use it but to be diverse about the types of upgrades you use. Content upgrades are an incredible way to enhance your brand and also to do some impressive list building. Content upgrades include podcasts, videos, resource libraries, checklists, how-to's, digital tool boxes, cheat sheets, etc.

5. Hide Your Hashtags

Is it just me or do you find the endless hashtags to be sort of annoying? If you're posting, take note of where you place your hashtags because by not doing so, you're muddying your message. Let's take Instagram as an example. You could have a few dozen hashtags on Instagram if you wanted to. Instead of having it as part of the post itself, comment and then add them all to the comment. You can also drop a line or two before you add hashtags. It will help you reach a broader audience, but it will also keep your message from getting lost.

Sophisticated marketers understand that success can come in using new technology, but also in making some tweaks to the way you're already approaching things for better results. Take a look at these hacks, and others, and simply pick a couple to try for a period of three to six months. Make sure you're consistent about the implementation, and if you work at it, you will see that your brand has increased its supporters and you've made more profit.

Wayne Elsey is the founder and CEO of Elsey Enterprises. Among his various independent brands, he is also the founder and CEO of Funds2Orgs, which is a social enterprise that helps nonprofits, schools, churches, civic groups, individuals and others raise funds while helping to support micro-enterprise (small business) opportunities in developing nations and the environment. You can learn more about Wayne and obtain free resources, including his books on his blog, Not Your Father's Charity.



GREATER ENGAGEMENT

Words of wisdom on everything and anything that draws in your supporters and deepens relationships

BY KEVIN SCHULMAN

Dinosaurs and Dodos: Acquiring New Donors



Once upon a time, there was a best stagecoach driver. There was a best laserdisc repair person. There was one person who out-

shone them all at getting AOL trial CDs into the hands of consumers. A person who strived to their last to differentiate aspirins.

And some day, and perhaps someday soon, there will have been a person who was the best at acquiring donors in the mail.

All these vocations share the common thread of excelling at a time that has passed.

The math behind new donor acquisition

For direct mail acquisition, the math is unyielding. Since 2010, the number of households donating has declined seven percent, and the number of households giving new gifts has dropped 14 percent, according to the Blackbaud Institute for Philanthropic Impact's "Vital Signs: Monitoring Giving Patterns in the Donor Marketplace" report. The report also asks the vital question, "Are these individuals less willing to support new nonprofit organizations or less persuaded by donor acquisition practices?"

It is likely both. Acquisition packages are largely undifferentiated from each other. A quality donor trapped in list coops should receive enough address labels that they will never need to buy an address label again. Or, for that matter, wallpaper.

These premiums, according to functional magnetic resonance imaging

(fMRI), activate the same part of the brain and same chemicals as does crack cocaine. Some may view this as a reason to give them—yay! They are addictive (forgetting what happens to crack addicts). At best, donors who receive premiums have their mindset changed from altruism to self-interest.

That switch, according to behavior scientists, is a bell that cannot be un-rung. Offering to pay blood donors results in fewer, not more, blood donors; using that messaging once also suppressed giving over the long-term.

These donors become the crack equivalent for organizations as well. They are a quick hit boost to the response rate and, often, lower the cost per donor. But you get what you pay for. Transactional donors have a very weak relationship to the organization, and by extension, churning with negative lifetime values.

Perhaps then, it is a matter of honing our mail acquisition messages and increasing our willingness to invest in the short-term to get pay off in the long-term. Unfortunately, the mathematics of direct mail acquisition are also brutal and getting worse.

out altogether.

And there's increasing reliance on list cooperatives who believe that the more organizations a person supports, the more they will inevitably support. This is mathematically impossible—there is always going to be a person who donates to the most organizations, and they can't all be above the average. But by renting based on this belief, the co-op's best donors will get the most mailings until they are no longer the best donors. Then, the second-best donors become the best, get mailed more—rinse and repeat.

So, we have:

- Undifferentiated offers
- Increasing competitors
- Decreasing donors
- Increasing costs
- Decreasing revenues

This sounds like the textbook definition of a saturated market. It doesn't mean that mail is itself bad—fMRI studies also show that mail causes increased activity in the hippocampus (used for memory formation and retrieval) and beat other formats on emotional arousal, engagement time and desirability. It isn't the

As the number of households giving and giving to new organizations decreased, the number of nonprofit organizations, acquisition pieces, and asks through the mail per donor increased. This leads to fishing in ever more crowded waters. Names get swapped and sold like baseball cards. To be on one list is to be on many, and donors are increasingly not adding new organizations or opting out altogether.

As the number of households giving and giving to new organizations decreased, the number of nonprofit organizations, acquisition pieces, and asks through the mail per donor increased. This leads to fishing in ever more crowded waters. Names get swapped and sold like baseball cards. To be on one list is to be on many, and donors are increasingly not adding new organizations or opting

format that's bad; it is the tragedy of the commons played out across billions of nonprofit-rate stamps.

Face-to-face marketing

So, how do we get truly new donors? I would suggest looking across the pond to see a technique that is widely used in Europe, but little tapped in the U.S.: face-to-face marketing.

This medium seems archaic: Before charity direct mail existed as a channel, the way you got donations was to ask person-to-person. Yet, it's a technique that is little used in the U.S., as you'll likely only encounter face-to-face fundraisers in the largest cities in the U.S.

In the U.K., however, face-to-face fundraising is sustainable in towns as small as 50,000 people in size. Extrapolating to the U.S., there are over 300 cities with over 100,000 population. Until there are substantial numbers of face-to-face fundraisers in Overland Park, Kan., (population 189,000), Murfreesboro, Tenn., (132,000), and Provo, Utah, (117,000), the domestic market isn't just unsaturated; it's barely tapped.

And this massive potential is without changing the inefficiency and high-churn of the current model, which is saved only

by the fact that most of these donors are being recruited to monthly giving.

But the severe donor loss in months zero to three for face-to-face donors is fixable. By measuring the quality of the experience satisfaction and quality of the donor upon acquisition, then remediating based on this information (both for the individual donor and systemically—rewarding solicitors who bring in the best donors, not the most donors), one organization was able to get to 80 percent donor retention over the first six months. With metrics like this, face-to-face donors can have a 12- to 24-month payback period.

This is by no means the only option for new donor acquisition: DRTV, online strategies, content marketing for lead capture and others are in a better competitive space than mail. But it does

show a view of the future—a future beyond direct mail donor acquisition.

This isn't advocating for an end to direct mail acquisition. If you can bring donors into your organization at a lifetime value (forget campaign metrics) that justifies the cost, you should and most will find this to be the case. The point is that the quantity of donors that will fit this criterion in the mail is fewer than it was before and will be getting fewer still.

Instead, we will have to look to other channels to bring new people into our organizations. In short, fish where the new fish are and, preferably, where the other fisherman aren't already stacked up as far as the eye can see on the shoreline. Face-to-face in the U.S. fits this description.

Kevin Schulman is founder and managing partner at DonorVoice. Reach him at kschulman@thedonorvoice.com



OUT OF THE TRENCHES

Your direct marketing colleagues take a big-picture look at things.

7 Reasons Why Clean Data Is More Important than Ever Before



Just remember that good data hygiene is the foundation for every successful marketing and fundraising effort. From your trendy

I bet you're intrigued by all the hot, new data-driven marketing opportunities out there.

Just remember that good data hygiene is the

new initiatives to your tried and true pillar campaigns. To seize the full potential of your data—for audience targeting, for multichannel campaigns, for analytics—it must be accurate. Managing your data properly will drive better results and cost savings.

Keep these seven points in mind as you build your data hygiene action plan:

1. A direct mail resurgence is happening.

It's happening as online retailers, brands and nonprofits are seeing breakthroughs in multichannel campaigns. Mail generates leads, drives online sales and donations and promotes visits to bricks and mortar locations and events. It's imperative that data across channels is accurate,

consistent and immediately actionable.

2. Postage rates are going up in January 2018.

Data hygiene and maintenance are even more critical due to the increasing cost of undeliverable mail.

3. Data quality and change of address information are being monitored more carefully.

The USPS is launching a new Move Update verification process in January, which will more accurately analyze whether mailers are meeting move update requirements.

Combine the optional Proprietary Change of Address (PCOA) with the mandatory National Change of Address (NCOALink). PCOA can significantly im-

BY JOHN BELL

prove deliverability to the right person, your response rate and your bottom line.

Fourteen percent of the U.S. population moves every year. Yet, 40 percent of them do not report their address change to the USPS. PCOA uses data sources like magazine subscriptions, catalogs and utility providers to extend the reach of NCOA, typically by three percent or more.

4. Donor and customer acquisition continues to be challenging and expensive.

Data hygiene tactics within your merge/purge strategy will have a huge impact on campaign and long-term program success.

Your merge/purge partner can recommend the best approach for your campaign goals. They'll help you determine the best individual, household and residential un-duplication levels and set match criteria that allow for few, slight or many variations in a record. Both tactics can impact cost and results and should be customized for your needs.

5. Data hygiene is an essential part of your organization's overall data governance plan.

It starts with proper and standardized data entry procedures that match your database and your overall data management strategy. Is your data being entered completely? Are you missing information that will make a new record invalid? Are you capturing information that will support the highly personalized communications your customers and donors expect from you?

6. Optimize your suppression file strategy for better performance.

- The DMA Mail Preference Service list must be used as a suppression file on all acquisition mailings. The hit rate with input files ranges from one to three percent, depending on the match level (either individual vs. household).

- Other files to consider are Prison Suppression and Profanity Suppression (eliminating individuals who intentionally provide incorrect or inappropriate changes to their name and address.)

- Test Deceased Suppression. Removing deceased individuals from your marketing files may reduce costs and be sensitive to next of kin, yet in certain circumstances marketers have had success with these names. Deceased files typically impact one to three percent of an input file. Data sets with a higher average age will have higher hit rates.

- Apartment Append/Correction. If your customer or donor data set is predominantly urban, you may see high hit rates with this process.

7. Cleanse your data with an internal de-duping program.

Run your master database file through sophisticated merge/purge software once or twice per year to detect minor variations in duplicate records which your database may not detect on its own when updating records. Work with your provider to develop the best matching logic to meet your file's unique requirements.

The nitty gritty details of data hygiene can make or break a campaign and your

overall program. With clean and healthy data, you can:

- Reduce undeliverable mail
- Comply with postal regulations
- Qualify for postal discounts
- Identify and remove duplicate records
- Efficiently manage postage and production costs, driving more net revenue
- Better serve your donors, customers and the environment
- Better manage your customer or donor data, your most valuable asset
- Position your organization for success as you explore new ways to reach prospects, customers and donors with more personalized and relevant communications.

Make data hygiene a strategic priority for your marketing team. Get started today with your next campaign!

John Bell is vice president of sales for MMI Direct, a pioneer in data hygiene and data processing for over 45 years, specializing in precise, innovative and customized data solutions for its clients. Learn more at mimidirect.com or reach John at john@mimidirect.com



MAXI AWARDS

The standard in direct marketing excellence

What you need to know to win...

Deadline for submissions is Friday, March 9th. Entry forms will be available in early January. For details visit www.dma.org. Don't forget to join us for the MAXI webinar to learn tips and tricks that could land you a coveted MAXI Award on Tuesday, July 31st.

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Webinar: How to Submit a MAXI Form

Friday, March 9

Deadline for submissions

Tuesday, July 31

MAXI Awards Ceremony

Cover Story — But Enough About Me, Let's Talk About You
Continued from page 1

It is said in copywriting that there are certain magic words, like "free" and "new." But for fundraisers, I suggest that the most important word may be "you."

Use it freely and often in your direct mail letters, emails and social media and give your donors a sense that you do, indeed, know them, care about them, appreciate their support and welcome their opinions.

But how do you get personal with your donors? Here's a list of the few things you might try.

Turn the 'we' statements into 'you' statements

Many clients are so proud of the work they do; they focus on their statistics, their programs, their success. Instead of simply stating the impact the donor has on the people, they help.

For example, instead of saying, "Our programs provided 100,000 meals last month," say, "You help us feed 100,000 hungry people every month." I simply added the "you," got the "feed hungry people" mission in there and changed from a passive voice to an active voice to make the sentence more dynamic.

Avoid the word "we" and talk one-on-one. Say, "I deeply appreciate your sup-

port," instead of "We deeply appreciate it." Instead of "We're proud of our efficient use of funds," say, "You can be proud of our efficient use of your gifts."

Use information in your database to let the donor know that you know them

If you can reference giving history, work that into your message. It shows that you know what the donor gave in the past—and can help you gracefully ask for an upgrade.

"The most important word may be 'you.' Use it freely and often in your direct mail letters, emails and social media."

Reference the donor's name and local city and state in the letter—simple pieces of data that many organizations don't make full use of. And, of course, you can never say "thank you" to your donors too much.

For example, "Your last gift of \$XX came at a crucial time and was most appreci-

ated. But there is much more we must accomplish in our fight against cancer. Sadly, XX,XXX people will be diagnosed with cancer this year in [donor's state] alone. Today I hope you will give another generous gift of \$XX—or perhaps even \$XX... \$XX or more during our local [donor's state] area annual fund drive."

Don't be afraid to share your feelings

"I don't know what I'd do without good friends like you. I'm worried about raising enough money by year-end to keep all of our programs going. I know you've probably given generously to the hurricane relief efforts. But frankly, the disasters of the past year have had a negative impact on us. I urgently need loyal friends like you to dig even deeper..."

Keep your language simple and emotional

"Your child has cancer." Can any words be more frightening to hear? Those are the words that Mr. and Mrs. Doe heard last August when Sally, their 3-year-old, was diagnosed...

"Shivering, scared and alone, Elaine wandered the streets in a desperation—until XYZ House—and friends like you—reached out and pulled her in from the cold."

Offer help, solicit opinions and invite a deeper participation in your cause.

"Thank you so much for your ongoing support. And please remember that XYZ organization is here for you and your loved ones—always. You can call our help line at..."

"What programs would you most like to support? Take our on-line survey at..."

"Would you like to volunteer at the hospital? I could sure use your help. Call [name] at..."

Of course, these are just a few of the many ways you can make your communications with donors more personal and interactive.

Steve Maggio is the president and chief creative officer of DaVinci Direct. You can reach him at (508) 746-2555 ext. 511.



MARKETING **AdVents**

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Deadline for Articles and News Notes: 15th of the second month preceding issue date (e.g., deadline for May issue is March 15).

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NEWS NOTES

Merkle has named **Julia Crawley-Boevey** as head of mergers and acquisitions for EMEA to help drive the company's growth strategy for the region. In her new role, Crawley-Boevey will be responsible for sourcing the companies best aligned with Merkle's goals, leading deal activities and overseeing post-acquisition integration, according to a company press release. Previously, she was head of global business strategy and mergers and acquisitions at iCrossing.

On Dec. 20, both the U.S. Senate and House of Representatives approved the Republican tax reform bill, known as the **"Tax Cuts and Jobs Act,"** according to *The New York Times*. Under this \$1.5 trillion tax bill, there will be permanent tax cuts for corporations and temporary tax cuts for individuals. For corporations, the rate will be decreased to 21 percent from 35 percent and to 37 percent from 39.6 percent for individuals. In addition, the bill will cap the deduction for state and local states at \$10,000, the article noted.

Frequency Foundry recently developed Amplify, a new donor management solution that manages fundraising activities, campaigns and donor relationships, on Microsoft's Dynamics 365 platform, according to a press release. With Amplify, Frequency Foundry aims to transform the



way nonprofits communicate with its existing and potential donors by using multiple communication channels, targeted marketing campaigns, intelligent data, automatic upgrades and strategic planning. Charles Finstad, senior VP of sales of Frequency Foundry says that Amplify merges "human-centric design principles, which make the software easier to operate, with the challenging task of understanding every possible aspect of an organization's relationship with a donor."

ModusLink Global Solutions has acquired **IWCO Direct**, the largest direct mail production provider in the U.S., for \$476 million. According to DC Velocity, the acquisition will add more digital capabilities to ModusLink's physical supply chain solution services. To fund the acquisition, the firm borrowed \$418 million from Cerberus Business Finance and sold \$35 million in company stock to Steel Partners Holdings, which now holds 52 percent of ModusLink ownership share.

Is something exciting happening in your company or organization?

Tell us about it!

Email the editor, Nhu Te, at dmawadvents@dmaw.org





How to Find Rising Stars for Entry-Level Openings



As the president of a direct-response agency, I'm always on the lookout for talented people. After all, people are our most valuable asset. But

good candidates—especially those to fill entry-level positions—are hard to find. Here some ways to seek and identify rising stars.

Invest In Your Company's Direct Marketing Future.

The Person You Hire Matters.
Link Up!

- Influence what tomorrow's hires are thinking today.
- Help professors design 2018-worthy classroom projects.
- Share the latest direct marketing trends with professors in the Mid-Atlantic region.
- Connect with young talent looking for internships and jobs.

Link Up to ...
The DMAW Educational Foundation

Find out what's in it for all of us. Get involved, donate, learn more @ www.dmafef.org

1. Develop Internships

Internships give an employer a chance to try someone out, while having an extra hand around the office. It also gives students and new graduates exposure to an industry.

We at CDR Fundraising have relationships with several local colleges and try to host an intern each semester. We make sure to keep their projects meaningful and not all busy work. By giving an intern valuable work, we have a chance to evaluate their true potential and they have a chance to obtain actual portfolio examples.

2. Mentor

Mentorships are less formal interviews and include informational meetings. I've had several mentors in my career and feel it's only fair to help others in the same way. This also presents a networking opportunity for the agency. We often get referrals from recent grads we've spoke to as they tell their friends.

The DMAW Educational Foundation's "Mentor-for-a-Day" program is a valuable recruiting tool. It matches students who are recommended by professors with a host organization. The student then spends a day shadowing the host's employees to learn more about careers in their field.

3. Create a Farm Team

I believe in finding people early on in their career and giving them on-the-job training. I call this a farm team. It also happens to be how I was trained—starting as an intern and working my way up. Learning each part of the direct-response process from copywriting to production, to caging and data processing gave me an invaluable foundation. These farm team employees can be trained exactly how you need them and don't bring old habits to a position.

4. Network with Collegiate Institutions

College and university career offices and professors are quite helpful in finding entry-level talent. Through the DMAW Educational Foundation, I was introduced

BY ANGELA STRUEBING

to Paula Morris, a professor at Salisbury University.

I spoke at one of her classes on integration and mentioned that CDR Fundraising Group had some openings. Paula has been instrumental in passing along the names of several graduating seniors. We've hired five outstanding employees from her recommendations.

Be patient with your new hire and don't assume certain knowledge. You're not just teaching the fundamentals of the job, but how to work and that will leave a lasting impression.

Our most recent hire, Jessica Lee, had also participated in the DMAW EF Collegiate Maxi Awards. I always love hearing about the thought put into and ideas coming out of this exercise. It gives grads a leg up on others as it is truly a team effort and mimics how to work collaboratively in an agency.

A candidate's first real job is something they'll always remember. It's there that they'll learn what it's like to work in a professional environment. As that first employer, be patient with your new hire and don't assume certain knowledge. You're not just teaching the fundamentals of the job, but how to work and that will leave a lasting impression.

Angela Struebing is the president of CDR Fundraising Group, a multichannel agency focused on helping nonprofits optimize their online, direct mail, telemarketing and DRTV fundraising results. Please reach out to discuss anything from fundraising campaigns to management topics at astruebing@cdrfg.com

Did You Know?

The DMAW/EF, a separate nonprofit organization from DMAW, relies heavily on contributions from DMAW members to fund its work. Please donate today!

MEMBER SPOTLIGHT

Fred Vallejo

Principal
Direct Marketing Copy, Inc.
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A word enthusiast, Fred Vallejo got his start in the non-profit sector when he was hired by Craver, Mathews, Smith & Co. as a copywriter. Since then, he has written successful direct mail packages for leading nonprofits, such as Earthjustice, National Trust for Historic Preservation, The Nature Conservancy, The New York Public Library, Smithsonian Institution and Wounded Warrior Project.

He has received several notable awards in the direct marketing industry—Caples Awards, ECHO Awards and MAXI Awards—and his work has been cited in "The Complete Book of Model Fundraising Letters."

In addition, Fred has been a speaker for a number of direct marketing conferences and served as an instructor for the Direct Marketing Association's Winning Direct Mail professional seminars, which have been held in Chicago, New York City and San Francisco.

Location: Park City, Utah

Education: Colorado College, B.A. in American History; University of Missouri, M.A. in Journalism

DMAW Member Since: 1986

Who do you consider your mentors?

Bill Jayme, Hank Burnett, Roger Craver and Morris Dees

What advice would you offer a novice who wants to move up in direct marketing?

To paraphrase Lou Holtz, do the right thing, do the best you can and show people you care.

What is the most helpful step you took to advance your direct marketing career?

Taking a risk, and becoming a freelance copywriter.

Tell us about your volunteer experiences with DMAW.

I've served years as a MAXI Awards judge and on what what once known as the Creative Council of the DMAW.

Describe yourself in three words.

Curious, disciplined, creative

Describe your life in six words.

Lucky in love, family and friends.



Fred's Favorites

Restaurant

The Inn at Little Washington, Riverhorse (Park City)

Films

"The Godfather," "The Year of Living Dangerously," "Cinema Paradiso," "Unforgiven," among many others.

Books

Too many to name, but certainly "The Sun Also Rises," "Desert Solitaire," "Boys in the Boat" and anything by Bill Bryson.

Music

Eric Clapton, Eagles, Bill Evans.

Websites

NYTimes.com

Leisure Interests

Tennis, skiing, biking, golf.

Quote

"Always make new mistakes."
— Esther Dyson

WHAT WE DO BEST:

PRINT. MAIL. INNOVATE.



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Commercial Print & Direct Mailers



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