

Augmented Reality: Enhanced Engagement, Increased Results

By Alexandra MacAaron



The late great John Lennon once said that “reality leaves a lot to the imagination.”

Today, some of the most creative people in the direct marketing business are adding a lot of imagination to reality—by augmenting traditional print material with a digital experience.

There’s some confusion between the terms virtual reality and augmented reality, so let’s start with definitions.

Virtual reality refers to computer-generated objects or environments with which users can interact in a seemingly real or physical way via headset goggles or gloves.

Augmented reality superimposes computer-generated images onto the user’s view of the real world via a smart phone or other device so it becomes a composite experience.

Virtual reality is the sexier of the two, and, to date, it’s probably best known for its use in

gaming. But, it has other less frivolous applications. There are training programs for ER doctors that include virtual emergencies and measure the doctor’s stress level as he or she responds. Before a surgeon

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“

Nonprofits are just beginning to explore the opportunities that augmented reality offers. Options as simple as Snapchat filters and Facebook frames allow supporters to promote the causes and organizations that mean the most to them. Museums and other institutions have offered 360-degree tours of current exhibits or proposed renovations.

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How Different Is International Fundraising, Really?

By Erica Waasdorp



My answer: Everything and nothing!

Note that I didn’t come to this answer lightly. When I first came to the U.S. as a Dutch native 25 years ago, I previously worked at several international companies that shared resources between offices, then tested and customized for local markets.

I was fortunate to get my international fundraising feet wet with an international animal welfare organization that raised money in six countries. The organization had local offices in each country, but all fundraising was directed from the U.S. As someone who spoke Dutch and German (and English, of course), I regularly

communicated with the directors of each country office. This really helped me understand the similarities and the differences in fundraising in these cultures and countries.

Several years later I ended up being the virtual executive director for an international relief organization, in charge of Dutch fundraising. Yet another opportunity to identify similarities and differences.

I’ve since been fortunate to work with international organizations, successfully helping them raise funds in the U.S.

Finally, as the U.S. Ambassador for the International Fundraising Congress, held every October in the Netherlands, I’ve seen numerous international fundraising campaigns and met agencies

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President's Perspective

Looking Forward in 2019

By Mikaela King



Whew! We got through year-end, didn't we? During this time, I always think of a microcosm of that funny meme, "Life's journey is not to arrive at the grave safely, in a well preserved body, but rather to skid in sideways, totally worn out, shouting 'What a ride!'" Isn't that how we all feel at the beginning of January? It takes a little while to catch up on sleep, release our year-end campaign focus, clean up the detritus of the holidays and new year's celebrations, and refocus strategically on the long view again.

This issue of DMAW AdVents is dedicated to looking forward in 2019 to the latest and greatest in strategy, tactics and technology in fundraising and marketing. We're looking around the world to see who's doing what, the technologies that are hot right now and what we should be trying from the commercial sector.

You can bet that a lot of these tactics and technologies use big data—and in a big way. This, of course, means that you, your leadership and board, and data privacy lawmakers will be playing the game "Smart or Creepy?" a lot this year (a popular and frequent debate since the rise of big data).

One example sure to stir a heated conversation of "Smart or Creepy?" is of an inexpensive, newer technology using geolocation marketing that can pinpoint the location of mobile users during a certain timeframe (visiting a museum or attending an event at a specific time of day, for example). And, in addition to serving mobile ads for products and discounts during that time, it can also store that data, so it can be used to promote products, services or events at a later date via email or mobile ads.

So, someone hiking in a national park could get an ad a day later to donate to an environmental charity, or a person attending a concert receives an email a week later with a sustainer ask to support an arts in education nonprofit. Is this smart or creepy? It depends on who you talk to—as consumers and donors demand greater relevancy in the noise of today's marketing and messaging volume, this is a tool that delivers hyper-relevancy. But we have all heard the gasps of nonprofit leadership learning for the first time about big data and how it is used or the immediate distaste people often experience who don't know, or don't like, how much content relevancy depends on data. This question is one that our world is in the messy process of figuring out.

What's happening "behind the curtain" to create better experiences, more effective campaigns and new ways of reaching constituents is what this issue is all about, and I hope you enjoy reading about these new ideas and technology that will help drive our industry forward.

This is also my last "President's Perspective" as your 2018 DMAW President, as I hand the gavel over to the 2019 DMAW Board President, Marie Kosanovich, at DMAW's Annual Meeting this month. I have so enjoyed hearing from and talking with many members and educational event attendees in the past year as DMAW President. I hope you feel, as I do, that our thriving community is full of members like you who are strong, dedicated, smart, fierce and driven. As you plan your 2019, I encourage you to lean in to the DMAW as a vital resource to take your program and your career to the next level.

Onwards,
Mikaela
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Calendar of Events

WEDJAN

16

Webinar
Topic: Messaging Automation
1pm - 2pm

THURJAN

24

DMAW Annual Meeting
6pm - 9pm
SEIU, Washington, DC

WEDFEB

6

MAXI Webinar
Topic: How to Complete Your Submission
12pm - 1pm

FRIFEB

22

Maxi Deadline
MAXI submissions are due by Friday February 22, 2019 COB.

WEDFEB

27

Webinar
Topic: Data Privacy: A Real World Case Study
1pm - 2pm

WEDMAR

13

DM 101,
8:30am - 4:30pm,
SEIU, Washington DC

THURMAR

21

Lunch and Learn
Topic: Mid-level Giving
12pm - 2pm,
SEIU, Washington, DC

WEDAPR

3

DM 101,
8:30am - 4:30pm,
NAPCO, Philadelphia, PA

WEDAPR

10

DM 201,
8:30am - 4:30pm,
SEIU, Washington DC

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.

Quick Takes

Every month DMAW asks people in our industry for their 'quick take' on a topic

What's the biggest challenge you hope to tackle in 2019?



LAURA

National Parks Conservation Association is celebrating a huge milestone in 2019—we're turning 100! So, our biggest challenge for the year will be making this milestone—and the history it represents—as important to our members and prospects as it is to us.

We know that anniversaries and organizational history aren't terribly inspiring for donors, so we'll be focusing on telling compelling stories about the impact we've had for national parks; specifically, how iconic places like the Grand Canyon and the Everglades would be very different if not for NPCA.

We have such great stories to tell, but haven't done a great job telling them, so we're hoping that this anniversary gives us a new way to talk about who we are and what we do as we move into our second century.

— Laura Connors
Vice President, Membership
National Parks Conservation
Association
lconnors@npca.org



MEG

Running an in-house fundraising and marketing shop is a constant juggle. The challenge facing the Maryland Food Bank in 2019 is how to best position our mission and case for support to individual and institutional donors given limited resources.

Foundations and individual major donors are asking for data-driven client outcomes, yet we know that stories move other donors, both in traditional direct mail and in the digital space. In 2019, we're focusing intensely on producing donor-centric content around both client stories and outcomes.

Managing the deepening of these distinct content channels will require tremendous efficiency on the part of our marketing team, so that our fundraisers will have the content they need in 2019 to win over hearts and minds!

— Meg Kimmel
Executive VP, Programs & External
Affairs
Maryland Food Bank
mkimmel@mdfoodbank.org



TERESA

Our team will focus on mitigating the impact of paper shortages and price increases on our clients' direct mail programs. Fortunately, we've been able to absorb most paper price increases over the past year by collaborating closely with our network of supplier partners.

We're helping our clients plan their programs and campaigns much farther in advance due to the longer lead times needed, and we're recommending alternative paper stocks that are less expensive and easier to get. We're hoping the paper situation settles down later this year, but in the meantime, we'll continue to do everything we can to minimize the impact on our clients' programs.

— Teresa Pessaro
Director of Client Services,
PMG
teresa@pmgdirect.net



STEVE

Multichannel integration, which is key to driving long-term revenue growth, continues to be a challenge. While many organizations are leveraging email, social media, display and direct mail as channels, they often fail to take an audience-first approach in making the right strategic decision. Understanding key metrics, whether it's cost to acquire or retention rate, is equally critical for evaluating the right strategic decision for the overall program, regardless of channel.

As organizations continue to embrace and focus on an audience-first approach, there will be a greater opportunity to determine the most financially viable strategy for the program and where to invest the first or next dollar in order to drive long-term growth, regardless of channel.

— Steve Rudman
General Manager, Agency Services
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GREATER ENGAGEMENT: WORDS OF WISDOM ON EVERYTHING AND ANYTHING THAT DRAWS IN YOUR SUPPORTERS AND DEEPENS RELATIONSHIPS

So How Did You Do Your Holiday Shopping This Year?

By Heather Philpot



Did you know that Millennials are twice as likely as Baby Boomers to "love" holiday gift shopping and they engage heavily with both online and offline shopping channels?

Did you also know the holiday season is a key period, as it's when Millennials try out new brands?

So where are they buying their products? Not surprisingly, according to information released by Infogroup, online shopping continues to grow, with 80 percent of Millennials and Gen Z holiday shoppers saying they planned to shop online. What you might find surprising are the 77 percent who said they planned to go to a physical store. This shows these generations of consumers are not just about the quick and easy.

Finding new customers is a perennial objective for marketers, and the holidays give them a great opportunity to target them at a time when they are most open to looking at new brands. But, as the data shows, they clearly are not willing to buy the first things

in front of them.

This is where data and analytics can help marketers find consumers who are more open to purchasing unique products via multiple channels. With access to vast new data sources, new tools (like artificial intelligence) and the insatiable demand for data to support digital marketing communications, data has become an essential resource for modern marketers. In fact, you might argue that every marketer today needs to become something of a data scientist.

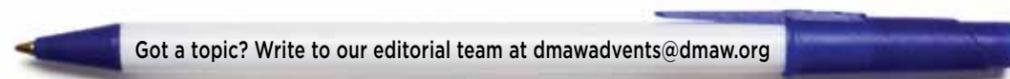
Traditionally, mass marketers tried to target audiences based on demographic factors like age, income, gender and geography. But direct marketers long ago found a more effective method, namely looking at past buying behavior. In the 1990s, the mail order catalog industry recognized the predictive power of past buying behavior and developed cooperative databases and shared customer transactional data among themselves. These days, transactional data is no longer the exclusive province of insiders. Consumer buying history, by product category, is accessible to all through com-

mercial databases like Marketing Genetics from Infogroup.

It's been proven again and again that behavioral data is a far more potent predictor of future buying behavior than is demographic data. Today, marketers can now access behavioral data on millions of consumers to improve their prospecting through countless channels such as email, direct mail, telephone, display advertising and social media.

Much like political candidates target voters to engage, educate, and mobilize them to come out to the polls on Election Day, marketers are taking a similar approach around the holidays with the various brands they are promoting. Also similar to voters, there needs to be multiple touches on a consumer, from multiple channels, using behavioral data, as well as new tools like artificial intelligence, to help you break through all the noise and reach those consumers.

Heather Philpot is senior vice president of political and public affairs at Infogroup Nonprofit Solutions. She can be reached at heather.philpot@infogroup.com.



International Fundraising.

Continued from page 1

and fundraisers from over 65 countries in the world.

Let me just tell you that international fundraising can be fascinating, very rewarding and an eye-opening experience, ultimately, raising more money for your organization, but it shouldn't be entered lightly.

LET'S START WITH INTERNATIONAL FUNDRAISING SIMILARITIES

All fundraising is aimed at individuals. Even if you're focused on foundation or corporate fundraising, ultimately, there's a human being behind the giving decision.

It's my experience that what typically works in the U.S. will also work in other countries. What typically works in the U.K. also works in the U.S., etc. That premise is what made and continues to make fundraising internationally so successful.

For the animal organization, we would typically take concepts and messaging that worked in the U.S. and apply them worldwide—Australia, Canada, U.K., the Netherlands, Italy, France, Germany—no matter what, it worked! Because it was aimed at people. The messaging was aimed at humans. There was a story. There were pictures. There was emotion. There were multiple asks for money. There were specific

examples of how the donor's gift could make a difference. Universal fundraising rules applied.

One of my German colleagues used to be the skeptic every time we came up with the next U.S. appeal. Typically, what happened was: the stronger he opposed the idea, the better it worked!

HOW ABOUT THOSE INTERNATIONAL FUNDRAISING DIFFERENCES?

Well, first off, people in different countries speak different languages. And this can impact your printing and messaging. For example, Dutch and German direct mail packages need 10 to 20 percent more space because they use more words to say the same thing.

People pay differently, and currencies are different. People communicate differently. For example, giving through text; texting was more popular in Europe than it was here. Postal rates are different. There are no nonprofit rates or deep postal discounts in most other countries. Addressing guidelines are different. For example, in the Netherlands, you'd never say Mr. and Mrs. John Jones. You'd say John and Mary Jones. Maiden names are hyphenated after the married name, which is the opposite from what we do in the U.S.

Postal codes are different, and the order of writing it is different. The city, state, zip in Dutch would be something like: 6431 NW Hoensbroek. Every postal code there signifies a group of 15 households, very targeted.

The number and types of channels and media will be different. Their postal delivery system may be different. For example, P.O. boxes are much less prevalent in some countries. Different causes may be more relevant than others. For example, environmental organizations may be better supported in some countries than others. Many countries use the metric system. (Let me tell you, I still miss that after all these years!). Paper styles and weights may be very different from what you're used to.

Privacy rules are much stricter, especially after the General Data Protection Regulation (GDPR) went live in 2018. Direct mail acquisition will be forever changed! List exchanges and rentals were not as common as they used to be, but now, they may be non-existent.

Gas prices are a lot higher which makes transportation more expensive. Sales taxes and value-added tax rates are high and will have an impact on everything you're purchasing including printing and mailing.

ON THE POSITIVE SIDE...

Response rates in other countries are often higher than we're used to seeing. The number of people comfortable making a monthly gift from their bank account (EFT/ACH) is much higher.

Your bank may be able to provide you the donor's information, and they scan the payment form, so no manual entries are needed at all. Just think of the time and staff time you save!

People in many countries are actively volunteering and donating. Some countries may have more elaborate tax benefits for giving and often there's a huge potential for major gifts and bequests.

WHAT'S THE BEST APPROACH FOR AN ORGANIZATION THAT WANTS TO RAISE FUNDS INTERNATIONALLY?

Absolutely, do your homework. This is by no means an exhaustive list, but here are some must-dos before you go further.

See what types of channels and messaging are most commonly used in the country you're looking to go into. Attend a local conference and talk to vendor partners and other organizations. Check out things, like SOFII—soffi.org is a great spot to check out campaigns and results from all over the world.

Subscribe to local email newsletters. Hire a local agency or advisor. You may think you can save money by combining production for a few countries if the sizes and metrics are the same and that may be true. But ultimately, you'll need to know the specific rules and guidelines. You need that local knowledge.

Hire a local translator. Someone who knows the latest common words and can really adjust the language to be as close to coming from your local office as possible. Do make sure that some of the "fundraising intricacies and asking language" stays in there though. In the beginning, when you work with a local translator, you may ask another to translate it back to ensure that the message hasn't been considerably altered.

See how donors typically pay. Look at payment processes and what's required for donor acknowledgements and administratively. Payment processing technologies, analytics, policies and usage are evolving rapidly right now so make this a top priority.

Look at donor's typical average gifts. Make some projections. Starting an international operation is not cheap. You really need to make a commitment and calculate all your costs.

Set up a local office. There is no question that this is crucial. You cannot raise funds in a country without a presence. You want to have local people answer the phones. You

want to have local knowledge of the legal and administrative requirements that are necessary to be able to raise funds in a specific country.

Yes, you can hire a lot of local knowledge through a local agency, but if you really want to be successful, you must go all the way and establish that local presence. Ask for advice on keeping your international name or whether you should translate that name. See what other organizations are doing. See how much money they raise and how many donors they have. Make a donation and then see what they're sending their donors. Keep track of how often they ask for funds.

Make sure that your local staff knows your organization and is also trained in fundraising.

After all of this, keep an open mind but do put your fundraising hat on and make the best judgement calls, gathering as many facts as possible.

But above all, if you're already part of an international organization, be sure to share with each other. Share amongst offices and departments and always be open to learning something new.

U.S. fundraisers who are part of international organizations tell me that they typically get together at least once a year to share experiences and brainstorm about

new strategies and approaches that could further their cause to much higher levels than every before.

And, of course, you always want to test. Approaches that have been proven to work in one country could very well work across all countries.

For example, I will never forget when I attended a U.K. fundraising conference for the first time. I was absolutely blown away by the number of campaigns that were completely integrated across all channels. Very powerful.

In conclusion...fundraising internationally can be so worth it!

The world has become so much smaller than it used to be. People in other countries are exposed to what happens elsewhere. Customs are crossing borders.

But people are people. And if we fundraisers continue to say "thank you" like we mean it, we tell the stories that tug at people's heart strings and we tell donors how their gifts are making a difference, there's hope and growth, both nationally and internationally. No doubt about it.

Erica Waasdorp is president of A Direct Solution, which helps nonprofits raise sustainable revenue through annual appeals and monthly giving, nationally and internationally. Contact Erica at erica@adirectsolution.com or (508) 428-4753.



HOW TO HACK THE BRAINS OF DONORS, MEMBERS AND OTHER HUMANS

ANNUAL MEETING, KEYNOTE PRESENTATION & NETWORKING RECEPTION

THURSDAY, JANUARY 24
6-9PM
SEIU | WASHINGTON, DC

*REFRESHMENTS WILL BE SERVED

DMAW
Direct Marketing Association of Washington

Augmented Reality

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operates on a real brain, he or she can operate on a virtual one. Virtual reality is also improving quality of life for disabled, memory-loss and dementia patients.

Augmented reality has gaming possibilities, too. The most famous (or infamous) application of augmented reality was the Pokémon GO craze that made headlines all over the world a couple of years ago. Users hunted and captured animated characters, superimposed over the real environment when viewed through smart phone cameras. Despite controversy and calls for regulation, the game was downloaded more than 500 million times in 2016. As of Q3 2018, it has grossed more than \$2 billion.

Broadcasters use augmented reality for



QR Codes launch digital experiences from direct mail, print ads or flyers.

weather and sports reporting. When a meteorologist stands “next to” an animated tornado or flood projections, or a football play is reviewed with animated diagrams on the field, you’re watching augmented reality.

These technologies become especially exciting when applied to marketing campaigns.

Four years ago, Pepsi created an enormously successful promotional experience

for its Pepsi Max product. Using augmented reality, they turned the side of a bus shelter on London’s popular Oxford Street into a window, revealing a view of the actual road and any real activity. They then superimposed a series of disasters: a tiger, UFOs, a meteorite and a giant tentacle rising from a manhole. People were startled, then entertained. Some got up and interacted with the animation as friends recorded videos. The campaign, tying into Max’s branding message, “Unbelievable,” generated massive amounts of social activity. The official YouTube video, which can be viewed at goo.gl/VUFzrE, has more than 8 million hits, and the promotion was picked up by CNN, BBC, Time and others.

Of course, as marketers, we rarely have access to Pepsi-sized budgets. Fortunately, augmented reality can be used quite successfully in less extravagant ways.

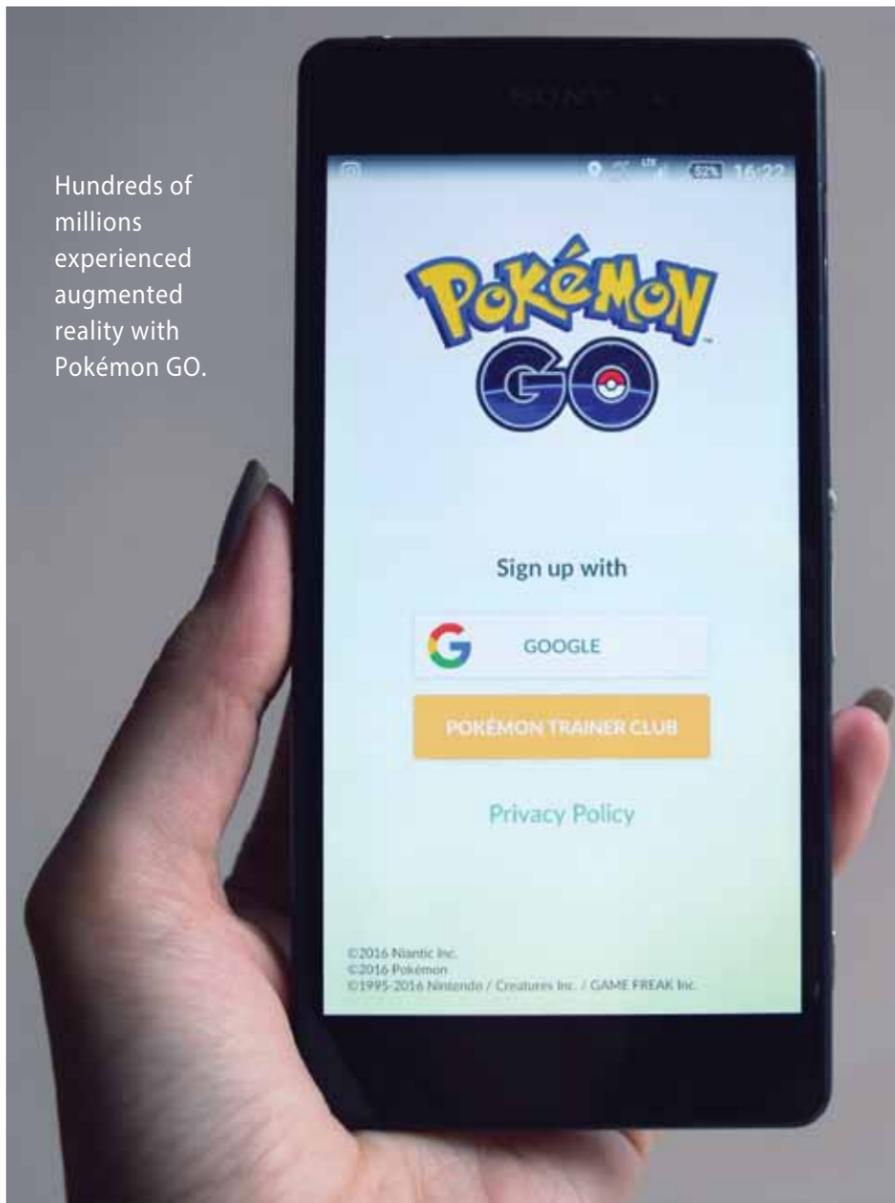
For example, furniture retailers Wayfair and Ikea have built augmented reality into their mobile apps. You can select an item from their catalog, then view it in place, in 3D, in a room in your home. This application has real benefits: you don’t need to measure your space or worry about the measurements of the item. You can see firsthand how the item coordinates with your rug, curtains or other furnishings. And, you can “walk around” the item, viewing it from every angle.

Perhaps, more importantly, apps like these are endlessly engaging, meaning that customers feel better about the vendor and end up buying more. Similar applications are being used for real estate, as well as online shopping for things like clothes and eyeglasses.

In a recent study by ISACA, the Information Systems Audit and Control Association, 61 percent of consumers preferred shopping at stores with augmented reality, 62 percent saw a benefit to it and 40 percent were willing to pay more for it.

Nonprofits are just beginning to explore the opportunities that augmented reality offers. Options as simple as Snapchat filters and Facebook frames allow supporters to promote the causes and organizations that mean the most to them. Museums and other institutions have offered 360-degree tours of current exhibits or proposed renovations. These video experiences can be launched through the use of a QR code or more recent technologies such as Blippar or Zappar. The latest versions of iPhones and Androids have smart readers that will make launching an augmented reality experience even more seamless.

Of course, the sweetest spot for augmented reality for nonprofits will be its enhanced



Hundreds of millions experienced augmented reality with Pokémon GO.

**GET ZAPPAR
ZAP THE CODE**

Download on the **App Store** GET IT ON **Google play**

Newer options, like Zappar and Blippar, work seamlessly with mobile devices.

“**TODAY, SOME OF THE MOST CREATIVE PEOPLE IN THE DIRECT MARKETING BUSINESS ARE ADDING A LOT OF IMAGINATION TO REALITY— BY AUGMENTING TRADITIONAL PRINT MATERIAL WITH A DIGITAL EXPERIENCE.**”

ability to tug heartstrings. Using first-person accounts (of patients, refugees, soldiers or myriad others helped by nonprofit donations) has been a proven strategy of fundraising for decades. Imagine how much more powerful it would be to point your phone at a picture and launch a moving, talking image instead.

Augmented reality adds the emotional power of video to the

promotional power of traditional paper formats, like ads and direct mail. With it, you can enhance engagement and increase results.

Alexandra MacAron is creative director and Queen B of B Direct Marketing Communications, a media-neutral creative agency, working online and off to reach prospects and customers efficiently and effectively. Contact Alex at alex@bdirectmktg.com or (781) 639-1028.



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OUT OF THE TRENCHES: YOUR DIRECT MARKETING COLLEAGUES TAKE A BIG-PICTURE LOOK AT THINGS

The Next Hot, New Fundraising Idea—It's Risky Business

By Allison Porter



Are you looking at the next hot, new fundraising idea and wondering if it's the thing that's going to really change everything and ramp up your revenue? How confident are you that it will deliver

on your investment? What is your organization's risk tolerance, and how are you measuring risk/reward?

Sorry, but in my experience, there's no silver bullet or one fundraising solution for every nonprofit (except data-driven, tried-and-true direct marketing!). For every blockbuster breakthrough, we see that same tactic or strategy crashing and burning for another organization.

I can hear you protesting that a shiny new thing worked for you. That may be, but have you really dug into the numbers of your "big wins" to see how those donors' value stacks up over time? Are your "new thing" donors

staying with you? Are you bringing them in with a compelling and institutional message—so they're committed to supporting your mission over the long haul?

I'm not looking to be completely negative here: I'm just advocating for honest conversations about risk tolerance. So let's take a look at some testing in the context of the ups and downs.

NEW CHANNELS

- We've seen some great wins with digital advertising campaigns: almost break-even with initial cost to acquire better than direct mail. But others only see success when they consider these to be simply list-building campaigns—so define "success" for your organization before you begin.

- Expanding sustainer programs usually involves an initial loss, but a long-term gain of these most valuable donors. Fight for the upfront investment, and don't forget it's all about stewardship once they're in the door.

- Text-to-give? I painfully remember a stadium full of NY Rangers fans who gave a grand total of \$300 to a large children's charity with a heart-wrenching case for support. Other text-to-give campaigns have been more successful but we're not seeing the ROI—yet.

NEW CREATIVE

- When we swing for the fences and test entirely new creative concepts, we see the biggest wins and the biggest losses—as much as a 20 percent gain or loss, where most tests see gains of less than 10 percent. So go for it, but make sure there is tolerance for failure.

NEW INVESTMENTS (SO-CALLED 'SPENDING MORE TO MAKE MORE')

- Modeling provides strategic targeting, but when tested against other models and even RFM, we see both wins and losses—be sure to factor in the cost of modeling when



Mark Strozier

nonprofits have a choice: be bold, set aside money a nonprofit can afford to lose and allow for failure is one way to approach risk. Another is to let others go first, and see how their tests work out. The industry's increasingly more collaborative approach to sharing data will allow us to benefit from those with the budgets and the risk tolerance who are willing to go first.

So should nonprofits roll the dice? Absolutely. But if you do, know what you're getting into, what you can afford to lose and how you will make up any shortfall—so your mission doesn't suffer. After all, you're not playing with Monopoly money. Nonprofits must be extremely accountable to their budgets. So if you want to try the shiny new thing, and you want assurance that it's guaranteed to work for your organization, but the answer is always, "it depends," that should tell you something.

you analyze your results.

- Same goes for micro-segmentation and personalization. Will you really make back those additional costs in added response or average gift?

- And consider the overall cost of any testing: additional setups, taking the time to create different panels, copy versioning and staff management time. Be clear on what the gain needs to be to make it worthwhile.

When planning to implement a risky strategy or tactic, **step one is to make sure everyone understands that there is risk involved.** Some ways to mitigate and manage risk:

- Some nonprofits set up an innovation fund so money is set aside and regular programs are protected from risk. It should be emphasized to all that this must be money the nonprofit can afford to lose—if there is such a thing.

- A healthy dialogue gives you space to innovate and to explore if there's space to fail. Be objective. Speak truth to power and call out risky (or even dumb) ideas. Working together, we can assess the best opportunities, keeping in mind that what works for one organization might not work for another.

- Another option is to give stakeholders a list of initiatives and estimated risk and let them choose. And define clearly how you'll make up the difference if it fails.

- Take it slowly. Most organizations didn't get on the Giving Tuesday bandwagon in a big way at the beginning. As the campaign evolved, we learned that what works best is to place Giving Tuesday within the context of a multichannel year-end campaign. In 2017, Giving Tuesday raised \$274 mil-

lion, and we got our share of that pie.

Step two is to create space for failure.

I would argue that there is very little space for risk or failure. I see nonprofits wanting to invest in new fundraising endeavors, but when the revenue isn't consistent or bankable, it turns out to be a disaster. So

Allison Porter is the president of Avalon Consulting Group, a full-service direct marketing fundraising agency. Since 1997, Avalon has helped our clients raise millions of dollars to achieve their visions for a better world—while building relationships with people who share their passion and support their important causes. She can be reached at allisonp@avalonconsulting.net.

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SO NONPROFITS HAVE A CHOICE: BE BOLD, SET ASIDE MONEY A NONPROFIT CAN AFFORD TO LOSE AND ALLOW FOR FAILURE IS ONE WAY TO APPROACH RISK. ANOTHER IS TO LET OTHERS GO FIRST, AND SEE HOW THEIR TESTS WORK OUT.

”



Tech Talk: The Benefits of Automation

By Jeff Habib & Ryan Carpenter



As new technologies are developed each day, there continues to be significant benefits people and organizations receive as a result. I believe automation is one of the key benefits, and by automation, I mean technology by which a process or procedure is performed with minimum human assistance.

And while many of us enjoy automation on technology in our personal lives (online banking, home grocery and meal delivery, Amazon Alexa, etc.) I don't believe it's being embraced at nearly the same rate in the nonprofit space. So, let's look over a few key benefits and examples that can make our work lives easier and more impactful.

DECREASE COSTS

I've worked for nonprofits before, so I'm comfortable saying we all run lean operations. And with good reason—donors don't want to support organizations where less than \$0.80 on the dollar goes toward the programs they care about. Because of these lean operations, resources and intelligence can be scarce. If that's a reality for you, consider the pros and cons of purchasing a technology solution vs. hiring more staff the next time you plan your budget.

We've all seen staff who have the monotonous responsibility of gift processing and the tedious tasks of allocation and acknowledgement it entails. There are a number of great tools out there to help you process, acknowledge and track donor giving. And that could free up staff to focus on more important tasks, while also saving you from hiring additional people.

REMOVE THE MUNDANE FROM JOB REQ'S

In addition to having a product or solution help decrease costs, it can also allow your people to focus on the creative or big picture stuff tech can't handle as well. Think of

how you analyze and report your fundraising performance. In my experience, that required someone to run a report, pass that along to another person who then analyzed and likely created new reports from the initial data, to then finally create charts and graphs to be presented to senior leaders.

Over the past several years there have been many great advances in CRM capabilities—with dashboard functionality added to them, or even stand-alone tools to help you visualize your performance. This allows your people to focus on analysis rather than the manual time-consuming report creation and visualization building.

TOOLS AREN'T BIASED

Tools and technology can't replace the oft-needed human touch and intellect required in our work, but they can do a couple of things better. Software and tools aren't biased, and they run processes with magnificent efficiency. If you set up a report in your Email Delivery System to be run each Monday morning to tell you how many new donors came in from online gifts, expect to get that each Monday morning. Or if you have a Giving Society, where people receive a welcome letter once they give \$500 annually, expect your donor management software to include everyone who gives \$500 on a list to be mailed.



WHAT IT ALL MEANS

These are only a few examples of the benefits you can receive when investing in technology to help your organization grow, become more efficient and focus on your mission. So, the next time you're considering investing in some technology, don't look at it as an additional cost. Weigh the pros and cons, and, ultimately, the benefit individual employees can receive by letting them focus on what's really important. That's how to judge the real ROI your organization could receive based on your decision.

For additional information and reviews on the tools and software discussed in this article, please visit these websites:

- **Online Donation Tools Review: nonprofit hub** (goo.gl/FspTr8)
- **Email Marketing Tools Review: ELEVATION** (goo.gl/yvg7Co)
- **Donor Management Software Review: Capterra** (goo.gl/fwAuhR)

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News Notes

• **The Production Management Group (PMG)** recently announced that it is now a 100 percent employee-owned company in a press release. The company was founded in 1997 by Rick Powell to provide direct mail fundraising services to nonprofits and the agencies that serve them.

Powell will continue to serve as president and CEO, and Chip Heartfield will continue to serve as chief operating officer. "Thanks to all our great team members, we've built an amazing company. I am thrilled and honored to transition the ownership of PMG to our employees," Powell said in the release. "Employee ownership empowers our team, protects our wonderful culture, and positions us for continued growth in the future. Most importantly, it keeps us client-focused. Our job is to advocate for our clients, which we will continue to do, every day. This is an exciting time for PMG!"

• **RMI Direct Marketing** has appointed Donna Tarantino as vice president of Nonprofit Brokerage. She has 35 years of experience in the direct marketing industry and has assembled an impressive clientele of fundraising mailers—including food banks, animal shelters, children's hospitals, women centers and cancer centers. "We are delighted that Donna has chosen RMI for her new home," Debbie McLain, president and partner of RMI said in a press release. "Her nonprofit clients complement our existing business and her vast experience and expertise in the nonprofit market will be a great benefit to our organization. We look forward to a long and rewarding alliance."

• In the latest report from the Task Force on the **United States Postal Service** that was released on Dec. 4, the USPS lost \$3.9 billion in fiscal year 2018, which brings the cumulative losses nearly \$70 billion. The report titled, "United States Postal Service: A Sustainable Path Forward," outlines lengthy recommendations for the USPS to create a more sustainable business model, which can be found at goo.gl/Y8xb8A.

• **Alliance Franchise Brands**, a leader in marketing, print and graphic communications by its wholly subsidiary, Allegra Holdings, as announced in a press release. RSVP, a direct mail advertising company, joins the Alliance Franchise Brands, which includes Allegra Marketing Print Mail, Insty-Prints, KKP and American Speedy Printing. "We were delighted to find a business model that fits so well with our other brands," Mike Marcantonio, CEO of Alliance Franchise Brands, said in the release. "We think that there will be great synergies among our organizations."

• **John Wallace** has been named interim president and CEO of SG360°, a printing and multichannel direct marketing solutions provider. Wallace currently serves as the operations leader of ICV Partners, the private equity firm that owns SG360°. "SG360° is well-positioned for continued success as an industry leader in integrated direct marketing services. Our goal is to continuously improve our nimble, efficient, entrepreneurial delivery of highly customized, direct marketing solutions," Wallace said in a press release.

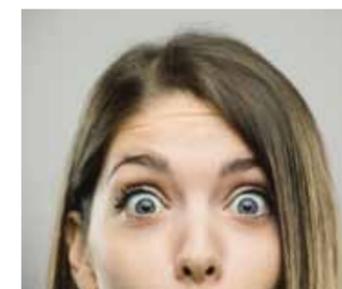


Photo: iStock/Getty Images

Is something exciting happening in your company or organization?

Tell us about it!

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



DMAW Educational Foundation

Creative, Realistic, Multichannel: Lets Hear It For the 2018 MAXIs!

By Leigh Ann Doyle



On Friday, Nov. 9, teams from American University, Salisbury University and King's College presented multichannel marketing campaigns designed for AARP and Jane Goodall Institute (JGI), Roots & Shoots.

With an opportunity to step out of the classroom and into the real world, students wrestled with questions that nonprofits face every day.

The cases called for acquiring new donors, targeting specific audiences, increasing involvement and engagement, retaining members, raising funds, and building brand awareness. Predefined budgets called for direct mail, email, telemarketing, paid search ads and more.

As I watched each campaign, a few things came to mind over and over again.

The ideas were creative. From designing an animated film series with characters named Root and Shoot...to envisioning a garden-in-a-box...to a social media contest entitled the #SaveDaveChallenge...to AARP teams redefining procedures to allow members to choose their real possibilities through a tiered membership strategy...to a campaign theme of "As Real As It Gets" that associated the actual possibilities and opportunities of a membership. Every team had an idea and brought it to life.

The ideas were realistic. Each campaign envisioned elements that could be implemented in some way by either AARP or JGI. Step-by-step implantation plans and phases revealed how each scenario would achieve objectives. From competitions for donors, to corporate partnerships or sponsorships, and from premium offerings to hashtags, the students came up with plausible ideas.

Multichannel. Whether direct mail, telemarketing, social media or email campaigns, each strategy leveraged the platform's strengths. Hashtags to be used on social media, eye-catching direct mail designs and the originality the students put into each proposal—all were specific to the channel and to the intended audience. The students avoided limiting their campaigns to what they would like to see, but, rather, kept the target audience in mind.

Superheroes. Animated superheroes, the idea that everyone could help save Dave and the school's garden-in-a-box empowered individuals to choose an approach that supported bonafide possibilities. Students demonstrated determination to empower current and prospective donors.

As they presented, I could sense students' excitement not only to present at the 2018 MAXIs, but also to be among practicing direct marketing professionals. They watched other students compete and were in awe of their competitors' ideas.

Chapman, Cubine, and Hussey toasted participants with a tour of their facilities and lunch. Afterwards, an engaging "Recent Grad" panel shared their job search experiences. They disclosed what they wish they

had known or done differently. Students clearly enjoyed the chance to talk to young professionals who were in their shoes not long ago.

Judges encouraged participants to be proud of their presentations, calling the efforts "some of the best we've seen."

Salisbury's AARP team took home first place, Salisbury's JGI team placed second and Kings College's JGI team scored third.

The conclusion? The 2018 Fall MAXIs added up to a full day of learning for everyone attending. One team believed their campaign was a "win-win-win-win" for their nonprofit and the community, and I believe every participant had a "win" through the day's experience. One participant summed it up well, concluding, "We were able to experience direct marketing in the real world!"

Leigh Ann Doyle is an account manager at PMG, managing direct mail production for several nonprofit fundraising programs. She is also a DMAW/EF Board Member. She can be reached at leighann.doyle@pmgdirect.net.

A Closer Look at the Campaigns

AARP—"As Real As It Gets" was a campaign aimed at emphasizing the "real possibilities and real opportunities" that AARP provides. "As Real As It Gets" portrayed the benefits of membership to more than just retirees. Ambassadors in their target audience would demonstrate a broader audience than perceived and offer personalized trial AARP memberships to new members.

AARP—A campaign with a tiered membership aimed to give members a choice and create a premium offering. The new premium membership options offered additional benefits that added value to members' lives, redefining the possibilities and opportunities of a membership. The concept included partnering with an airline to host a competition for new and upgraded members.

JGI—An animated film series, "The Adventures of Root and Shoot," demonstrated the importance of caring for the planet. A user hash tag, #BeLikeGoodall, sought to generate content, inspire activism and create buzz around Roots & Shoots. Leveraging the popularity of the series in the future, they planned to form zoo partnerships.

JGI—#Gardeninabox was a school initiative designed for schools to create teams that facilitate a "garden in a box." Everything needed to create the garden would be included. Competitions among schools would encourage community impact and donations. Schools would rally around the community garden, encouraging conservation and environmental awareness.

JGI—Under the hashtag #SaveDave, a chimpanzee, Dave, would serve as a figure to encourage a new generation of activism and raise funds. Donors would donate \$20 or more and get a stuffed animal (Dave), as well as take and post photos with #SaveDaveChallenge to be entered in a contest for a trip to a JGI site.

Member Spotlight

Paul Wilson currently lives with his wife and two sons in Maple Grove, MN, a suburb of the Twin Cities (Minneapolis—Saint Paul). The Twin Cities has a vibrant direct response community, and Paul's path was through the print side with envelope manufacturer Tension Envelope. He has always worked on

the vendor side of outsourced marketing services, and he says, "I just love it when you can work together to see measurable client results."

At Tension, Paul spent a lot of time in mailrooms and learned a lot and worked with great people during his time there. Minnesota is home to a number of fulfillment companies, many of which were clients. He later moved on to Young America Corporation and learned about sampling, coupling, rebates, sweepstakes and contact center support though his time there. Like so many others in the fundraising world, he felt a strong desire for giving back and that his commercial experiences were transferable. Eventually, he joined Strategic Fundraising and, ultimately, The Heritage Company, providing phone outreach and other outsourced services.

Location: Maple Grove, MN
Education: American College of Business, Bachelor of Business Administration & Accounting

Who do you consider your mentors?

Tough question. I do know that I'm forever thankful for scores of people who taught, corrected and helped along the way.

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

Find, build and invest in your network. And stop and smell the roses.

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

The first one. Get the journey started.

Tell us about your volunteer experiences with DMAW.

I'm just getting started!

Describe yourself in three words.

Farmboy at heart.

Describe your life in six words.

Blessed. Thankful. Loved. Perseverance. Family. Friends.



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Paul's Favorites

Restaurant Founding Farmers

Music Glenn Miller, Rush, Tim McGraw

Films "Good Will Hunting"

Leisure Interests Morning coffee, tennis, snow skiing, outdoor exercise and fishing.

Books Vince Flynn/Mitch Rapp series

Quote "Change your thoughts and change the world." — Norman Vincent Peale

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