

Top 5 Postal Issues to Track in 2019

By Steve Kearney



1. RATES INCREASED

The United States Postal Service increased its rates on Sunday, Jan. 27. The average increase for each class of mail is around 2.5 percent, but there are two important outliers for nonprofit mailers.

First-Class Mail

USPS surprised everyone with a \$0.05, 10-percent increase in the single piece First-Class Mail prices, affecting all nonprofits that use stamps or business-reply mail. And they will have to make tough choices. For example, Disabled American Veterans (DAV) budgeted for a 2 percent increase in First Class in 2019. The surprise will add cost of \$1 million in 2019, which will be difficult for DAV to overcome without negatively affecting its programs.

Marketing Mail

The second anomaly is part of a multi-year program by USPS. Mailers who have worked closely with the industry to make their Marketing Mail letters as “efficient” as possible with work-sharing and drop-shipping are now be-

ing hurt by annual rate increases at twice the rate of the CPI.

These increases are due to questionable estimates by USPS of the “passthrough” of their internal cost savings as work-share discounts.

Continued on page 5



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In This Issue: Postal and Legal Issues, and Data Privacy

FEATURES

Top 5 Postal Issues	1
Informed Delivery	1

COLUMNS

The Legislative and Regulatory Landscape	6
Data and Technology Policy Trends	8
Data and Technology Outlook	10
DMAW/EF	14

DEPARTMENTS

President’s Perspective	2
DMAW Calendar	3
Quick Takes	4
News Notes	13
Member Spotlight	15

Informed Delivery and Your Integrated Marketing Plan

By Alex Newell



Informed Delivery has become a hot topic for marketers in many industries over the past few years. In the last quarter of 2018 alone, subscribers of Informed Delivery have almost doubled from 8 million to 14.5 million, with the United States Postal Service projecting over 40 million subscribers by 2020! Clearly, if it isn’t already a tool in your integrated marketing tool belt yet, it should be soon.

Just as email, phone calls and social media all work together to provide another touch point for your direct mail campaigns, Informed Delivery is another avenue to explore! While many of you reading may already use Informed Delivery

for your home address, here is a quick overview for those who haven’t signed up yet:

Informed Delivery is a service offered by the USPS in which subscribers can preview the physical mail pieces they will be receiving that day either through their email, their online USPS dashboard or through the Informed Delivery mobile phone app.

For marketers, it allows another mode of interaction with potential and existing customers and donors by allowing organizations to create customized imagery and messaging of the standard grayscale scan of the mail piece. These customized campaigns include a clickable image link to the organization’s landing page of choice, which creates an instant connection between the physical mail piece and company’s website.

Continued on page 12

President's Perspective

More Uncertainty to Come in 2019

By Marie Kosanovich



Several years ago, I was at my dad's house opening some mail. In my "trash" pile, he noticed a few business-reply envelopes. "Oh, don't throw those away, honey. I save those." I had a puzzled look on my face and asked him why he wanted a subscription to some food magazine.

"You see," he said, "the Post Office isn't doing very well, financially. So, I keep all those prepaid envelopes and send them back in the mail. I never order anything, but that way, the Post Office gets some money." I just

smiled and set them aside, making sure none of them were for nonprofit organizations.

This past Christmas, as I was preparing to write this letter, I asked him what his perspective was on the Post Office. He began to tell me how he was a postman for the USPS during World War II. He had to sort all the mail by hand and deliver it to everyone in his neighborhood in the suburbs of Pittsburgh. It was a temporary job, but it was a story about his life that I had certainly never heard before. He commented how during his 90 years how much things have changed in USPS, and truer words were never spoken.

Technology has been able to provide us with a great deal more information when it comes to tracking mail—both outbound and inbound. Yet, there is still the underlying unpredictability that is USPS. We put in months of work, and countless hours go into ever piece of mail. And no matter how much technology we have, there's still the agonizing wait to see how quickly returns will arrive and how much the delivery will impact cash flow.

This past fall, there were several organizations that experienced far slower than normal delivery. For one whom we track inbound, they had a significant number of pieces "outside the normal delivery window" coming into them. For another, they were getting checks that were written two weeks ago, and donors were calling to ask, "why haven't you cashed my check?" For a third, their caging company confirmed that many organizations were seeing the same trend.

As frustrating as these situations can be, mail is still king (or queen as the case may be). I try to think of it from my dad's perspective. "For just a few cents, you can send a letter across the country or the other side of the world. That's still pretty amazing if you think about it."

As president of DMAW this year, I feel I can confidently say the year ahead is certain to bring more uncertainty and unpredictability, and I look forward to facing those challenges with each and every one of you.

Best,

Marie Kosanovich
mkosanovich@lautmandc.com

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mkosanovich@lautmandc.com

Vice President/President Elect—Roger Hiyama, Wiland, 703-403-3403, rhiyama@wiland.com

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Meg Ferguson, Production Solutions 703-734-4566, mferguson@psmail.com

Melissa Ford, MalWarwick Donordigital 202-332-3124, mford@mdwagency.com

Denise Hubbard, Names in the News 410-392-0313, denisehubbard@nincal.com

Karin Kirchoff, K2D Strategies 703-812-8260, kkirchoff@k2dstrategies.com

Tracy Lea, The Harrington Agency 202-543-7671, tlea@theharringtonagency.com

Stacie Mruk, The Nature Conservancy 703-841-3924, smruk@tnc.org

Jade Nguyen, The Lukens Company 703-845-8484, jnguyen@thelukenscompany.com

DeDi Oxenberg, CDR Fundraising Group 301-858-1500, doxenberg@cdrfg.com

Polly Papsadore, PMG 443-539-2603, polly@pmgdirect.net

Heather Philpot Pete, Infogroup Nonprofit Solutions 402-836-5865, heather.philpot@infogroup.com

Alan Rich, Nova Label Co. 301-386-4433, alan@novalabel.com

Rebecca Shapalis, Avalon Consulting Group 202-429-6080, ext. 110, rebeccas@avalonconsulting.net

Karen Somerville, American Nurses Association 202 491-1114, kcfsomerville@gmail.com

Laura Zylstra, Deluxe Treasury Management Solutions 207-380-0432, zfccorp@yahoo.com

DMAW Executive Director

Donna Tschiffely, donna@dmaw.org, 703-689-DMAW, fax 703-481-DMAW

Postmaster: Send address changes to DMAW Marketing AdVents, 11709 Bowman Green Drive, Reston, VA 20190-3501; email info@dmaw.org • www.dmaw.org

DMAW Marketing AdVents: (ISSN 0896-4742) is published monthly by the Direct Marketing Association of Washington, Inc., 11709 Bowman Green Drive, Reston, VA 20190-3501. Periodicals postage paid at Herndon, VA and at additional mailing offices.



Calendar of Events

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



WEDAPR

10

Happy Hour
4:30pm - 6:30pm
Location TBD



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 creative changes have you made to your program to offset increasing postage costs?



CHERYL

As postage costs have increased, we have more rigorously reviewed and refined our mailing segmentations.

We have sometimes narrowed the band of who receives a solicitation mailing—both cultivation and acquisition—to maximize the ROI for that particular strategy.

There are times for casting a wider net, but we are more consciously selective of who, when, what piece and how much the mailing costs to produce.

These are all healthy checks, and of course balanced by a much more widespread use of digital communications to maintain or increase the number of touches at a lower cost.

— Cheryl Noe
Senior Director of Development
Nashville Rescue Mission
cnoe@nashvillerescuemission.org



DAVE

Increasing postage is certainly going to be a reality, and we think there is a particular risk in the coming year. We've been working with our clients on three primary strategies for mitigating its effects:

- Minimize waste in printing.
- Maximized response with high personalization.
- Don't mail to people who aren't there.

We are able to tackle the first two objectives in one fell swoop, through digital printing. We can digitally print pretty much every component of a mailing in-house these days, fully personalized—from envelopes to letters, order cards and even membership cards.

It's been cost effective and gotten great response—less mail delivered the same bottom line.

Address quality is always a quest, particularly in light of rising postage. It's not sexy, but it's the most direct way to eliminate waste directly. We're hoping to make this the year of no waste!

— Dave Lewis
Vice President
Prolist
dlewis@prolist.com



ERICA

Many of my nonprofit clients have decided on one or a combination of these

1. Instead of mailing the annual report, they'll plan to mail a post card directing people to the website to download the PDF.

2. Taking a critical look at the number of pieces mailed out by segment and identifying those groups where they can mail presorted first class instead of full first-class rate.

3. Going back to printing 2-or 1-color pieces or cutting out buck slips or extra inserts to save on print cost which can then be used to offset the extra postage.

4. Asking donors at every opportunity if they'd like to receive email thank you letters and correspondence instead of mailed thank you letters.

5. Started focusing on converting donors to give monthly, allowing the organization to cut down on appeals and thus postage, while still generating more funds

— Erica Waasdorp
President
A Direct Solution
erica@adirectsolution.com



SHANNON

With postage increasing each year, make sure your organization is spending money on data that can be delivered. Running the following programs can help.

• **NCOA 48 Months.** Go further back than 18 months—you will pick up address changes on more records.

• **Deceased screening.** You don't want to mail deceased records. Not only will you not get any donations, but this also makes the organization look bad.

• **Proprietary Change of Address (PCOA).** Forty percent of the millions of people who move every year don't notify the USPS of their move. Using PCOA you can get new address information from multiple sources.

• **Internal Dedupe.** Look for internal duplicate records. These are a waste of money, but may also upset a donor.

• **Analyze postage for all mail files.** Commingling is great for small files. But, it may be more cost effective to send some of the file to the NDC/SCF directly.

— Shannon Murphy
Principal and Senior Vice President of Production
CCA
smurphy@ccah.com

Continued on page 7

Top 5 Postal Issues

Continued from page 1

Time will tell the impact of the large rate increases for single-piece, First-Class Mail and drop-shipped Marketing Mail letters. Both are essential components in nonprofit membership and fundraising.

2. PRC 10-YEAR REVIEW

The latest action by the Postal Regulatory Commission in its 10-year review of the system regulating postal pricing was on Dec. 1, 2017, when it proposed five-year rate increases of up to 40 percent. The review has been underway for over two years. The PRC was legally mandated to start the review on the 10-year anniversary of the passage of the 2006 postal law, but it has no required deadline. The President's USPS Task Force has caused the PRC to delay its next step.

We joined other members of the American Mail Alliance in a statement on Dec. 19, 2018 that urged the PRC to stay away from piecemeal uses of the pricing lever:

"The PRC should not issue any proposal until Congress is able to hold hearings and all constituencies have an opportunity to weigh in on the Task Force report."

No doubt, USPS will continue to pressure the commissioners to grant unbridled pricing they have been seeking since 2010. Rate-payers will continue to urge a more comprehensive solution, especially as USPS has enjoyed six years of operating profits.

3. TASK FORCE REPORT

As we mentioned above, the Task Force Report, "United States Postal Service: A Sustainable Path Forward," was released on Dec. 4. While we reported, "Ten Things that Concern Us About the Task Force Report" (see nonprofitmailers.org), there are: 10 positive results from the Task Force:

1. Did not say to take away nonprofit preferred rates.
2. Identified labor cost as a major issue that must be dealt with.
3. Did not advocate full privatization.
4. Did advocate more public-private partnerships, such as work-sharing.
5. Implied that nonprofit mail would be deemed "essential," not subject to big rate increases.
6. Said the retiree health benefits pre-funding must be fixed.
7. Said that the problem needs to be dealt with strategically, not with piecemeal changes.
8. Envisioned a long-term future for USPS.
9. Said USPS needs to be more efficient.
10. Said a full set of nine governors needs to lead USPS.

There are very few new ideas here. The is-



NO DOUBT, USPS WILL CONTINUE TO PRESSURE THE COMMISSIONERS TO GRANT UNBRIDLED PRICING THEY HAVE BEEN SEEKING SINCE 2010. RATE-PAYERS WILL CONTINUE TO URGE A MORE COMPREHENSIVE SOLUTION, ESPECIALLY AS USPS HAS ENJOYED SIX YEARS OF OPERATING PROFITS.



sue is more a matter of implementation. And that is where Congress comes in. Many of the Task Force recommendations require or would be better with congressional action.

With the Democratic takeover of the House, Rep. Elijah Cummings (D-MD) will be heading the oversight committee responsible for USPS. We will be monitoring the degree to which the oversight committee can get into postal reform in the coming year.

4. MARKETING MAIL CONTENT RULE

The Aug. 23 Federal Register Notice, which would ban all merchandise and goods from Marketing Mail, was clearly a bad move by



the USPS marketing arm.

The next step is a "Task Team" (TT) formed within the Postmaster General's Mailers Technical Advisory Committee (PMG-MTAC). Three of our nominees will be on the TT representing the interests and legal rights of the entire nonprofit sector.

The TT has the ambitious goal of completing its review by early February. The TT recommendations should include exempting types of mail from the new content restrictions.

The USPS governors assured us that they will need to approve any proposals and will take into account our concerns and comments.

We have advised nonprofits to not yet alter their 2019 or 2020 mailing budgets in response to this threat. We continue to have confidence that our voices will be heard.

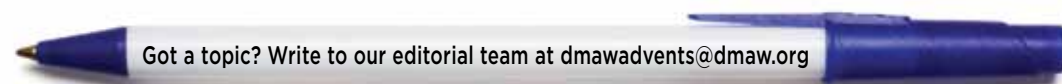
5. POSTAL GOVERNORS

A set of nine independent governors is critically important for the current and future USPS. USPS successfully made it through a period of 18 months with no governors.

An organization as important and in flux as USPS will do much better with strategic advice and air-cover provided by a full board. Two came on board recently and two more were nominated by the President.

Something very important to watch in 2019 is the pace at which governors are nominated and confirmed by the Senate.

Steve Kearney is executive director of the Alliance of Nonprofit Mailers, which helps nonprofits achieve their critical missions through effective, affordable use of mail. Steve can be reached at steve@nonprofitmailers.org.



Got a topic? Write to our editorial team at dmawadvents@dmaw.org

Legislative Update: Lumpy Porridge, Anyone?

By Shannon McCracken and Mark Micali



In any given year, we discover a wolf huffing and puffing at the direct marketing door, threatening to blow the house down and gobble up all our porridge (or something like that, it's been a while). We stoke our fires and do some huffing and puffing back to keep the wolf safely outside. Once in a while, the wolf actually succeeds and we find ourselves surrounded by a pile of broken sticks and a lot of rebuilding to do.

2019 is no different. If you've been busy executing year-end fundraising programs



THE MOST IMMEDIATE LEGISLATIVE CHALLENGE IS THE CALIFORNIA CONSUMER PRIVACY ACT, WHICH WAS PASSED QUICKLY IN MID-2018 AND WILL BECOME EFFECTIVE IN 2020. CCPA INTRODUCES NEW PRIVACY REQUIREMENTS AND WHILE NONPROFIT ORGANIZATIONS DO NOT LITERALLY FALL UNDER THE JURISDICTION OF THE CCPA, WE ARE AN UNINTENDED CASUALTY.



instead of keeping up with the Grimm News Digest, here are the ICYMI highlights.

RESPONSIBLE USE OF DATA

The most immediate legislative challenge is the California Consumer Privacy Act (CCPA), which was passed quickly in mid-2018 and will become effective in 2020. CCPA introduces new privacy requirements and while nonprofit organizations do not literally fall under the jurisdiction of the CCPA, we are an unintended casualty. If nonprofits operated in a data bubble where we only used data provided to us by donors, the legislative carve-out would have protected us—as intended.

But alas, that's not the fairy tale world we

live in.

Virtually every nonprofit uses outside data sources to supplement and enhance their ability to reach potential donors. Many organizations also use consumer data for programmatic purposes, fundamental to their ability to assess need, target services and resources, and report on the impact of their efforts (and donor dollars). Those data sources, and the data partners who provide the data, are subject to the California law. In fact, a company that has information on as few as 50,000 California residents (out of 40 million) must comply with CCPA.

Among the more onerous features of the CCPA are:

- **Burdensome reporting requirements placed on companies that collect data.**
- **An opt-out regime that would hamstring responsible use of data by third party data processors.**
- **A 12-month look-back provision that impacts data transactions going back to Jan. 1, even while legislative revisions are still being considered.**

In the immediate aftermath of the CCPA, which itself came on the heels of the European Union's General Data Protection Regulation (GDPR), 19 states drafted their own versions of privacy bills. We can't yet know how many of those will gain traction or how many more will follow, but what's practically certain is that each will have unique nuances, further complicating compliance.

So is the sky falling? Well, Henny Penny, there's one thing we have that the other industries don't. The law wasn't intended to impact us. The legislation was written so hastily that no one did the homework to understand that all carve-outs are not cre-



Photo: iStock/Getty Images



ANOTHER ISSUE IS THE NEED FOR CONGRESSIONAL ENACTMENT OF UNIVERSAL CHARITABLE DEDUCTION LEGISLATION. THE TAX REFORM ACT OF 2017 CREATED AN INEQUITY WHICH REDUCES THE TAX BENEFIT TO MANY MIDDLE-INCOME AMERICANS WHO MAKE CHARITABLE CONTRIBUTIONS.



ated equal. It could be a long shot, but it's worth a go. The Nonprofit Alliance (TNPA) hired a state lobbyist to represent our voice, *talking exclusively about the industry and how we support responsible, respectful data use that also allows us to be effective and efficient champions of the causes we serve.*

In the meantime, TNPA is working with key members of the U.S. Senate and House to support federal privacy legislation that would pre-empt state laws with a balanced and responsible national standard. Suffice to say that we're looking forward to a very busy year on Capitol Hill!

CHARITABLE TAX DEDUCTION

Another issue is the need for Congressional enactment of universal charitable deduction legislation. The Tax Reform Act of 2017 created an inequity which reduces the tax benefit to many middle-income Americans who make charitable contributions.

Specifically, the Tax Reform Act of 2017, by doubling the standard deduction from approximately \$12,000 for married couples filing jointly to \$24,000, reduced the number of taxpayers who itemize their deductions from 30 percent of taxpayers to just about 7 percent of taxpayers. (There is a similar doubling of the standard deduction for single taxpayers from approximately \$6,000 to \$12,000.)

To remedy this situation, in the last Congress, which concluded at year-end 2018, legislation was introduced in both the House and Senate to provide a deduction of up to \$8,000 (for a married couple filing jointly or \$4,000 for single taxpayers) for charitable

contributions made by the 93 percent of taxpayers who will be claiming the standard deduction rather than itemizing.

In the new Congress, which just convened on Jan. 3, similar legislation is expected to be re-introduced in both Houses of Congress. TNPA will strongly support this legislation and, more to the point, will proactively work to engage champions in both chambers to ensure it proceeds.

The spring will bring a new host of state-level items from legislators fulfilling campaign promises to sponsor new bills. Some will have teeth (all the better to eat you with my dear!), and we'll carefully monitor them. In the meantime, fortify your cottage and eat your porridge while it's still warm.

Shannon McCracken is CEO of The Nonprofit Alliance, a newly formed membership organization that is actively working to protect, promote and strengthen the philanthropic sector. Shannon can be reached at smccracken@TheNonprofitAlliance.org. Mark Micali is a government affairs consultant with The Nonprofit Alliance. Mark can be reached at micali.mark@gmail.com.

Continued from page 4

BONUS TIP

Test new package sizes. For mailings that were once a 9" x 12" or larger—test a #14. Calendars that were 9" x 12," try a 6" x 9". The goal is



Shannon Murphy

to keep the outer envelope as large as possible, so it stands out in the mailbox without paying flat rate postage. However, we have seen in some cases that the larger format, even though costlier, does have a better response rate and a better net revenue per thousand.

Clients have different goals. If the organization's goal is to keep expenses low, you may not want to go the larger flat size route. If the organization's goal is to get better response rates and as many donors in the door as possible regardless of cost, the flat size may be the way to go for you.

Data Privacy Day Reminds Us About the Value of Personal Data

By Daniel Eliot



Data Privacy Day is officially led by the National Cyber Security Alliance in North America. It is an international effort held annually on Jan. 28 to create awareness about the importance of respecting privacy, safeguarding data and enabling trust.

This year, Data Privacy Day focused on the value of information. Whether you're an individual looking to better manage your privacy and understand how your data is collected and shared, or a business collect-

ing, using and storing that information, remember: personal information is like money—value it, protect it.

Our always-connected lives require that we understand the great significance of our data and what actions to take to better manage and protect our personal information. In addition, businesses of varying industries and sizes must recognize that transparency builds trust and it is critical to communicate clearly, honestly and often about what happens to consumers' personal information.

In this time of unparalleled technological growth, consumers have an increased understanding about the importance of privacy and want to know how their information

is being used and protected. This changing era of privacy has tremendous benefits; yet, coupled with these infinite opportunities are challenges. As businesses learn to extract value from and utilize data at a deeper level, it is essential for companies to be extremely conscientious about protecting personal information. For any organization, respecting consumers' privacy is a smart strategy for inspiring trust and enhancing reputation and growth.

"As we continually share more data on our connected devices, businesses are collecting and using this personal information more than ever before. Just think about everything we do online—from health care and banking

transactions, to posting family vacation photos, to pinpointing our location at any given time. Data Privacy Day provides an opportunity for everyone to encourage organizations to improve data privacy practices and inform consumers about the number of ways their information is being used," said Kelvin Coleman, NCSA's executive director.

"In short, privacy is good for business. If companies protect data and respect privacy, they will earn the trust of their customers. It is, however, up to all of us to learn about and practice simple steps to help protect our personal information."

Take a minute to review and practice these easy-to-follow actionable tips. Whether you are at work or at home with your family, simple steps can have a big impact in helping to protect personal data. Advice for organizations: privacy is good for business, create a culture of privacy in your organization and educate employees on the importance and impact of protecting consumer and employee information, as well as the role they play in keeping it safe.

TOP 3 TIPS TO BUILD TRUST

- **If you collect it, protect it.** Follow reasonable security measures to keep individuals' personal information safe from inappropriate and unauthorized access.
- **Be open and honest about how you collect, use and share consumers'**



ADVICE FOR ORGANIZATIONS: PRIVACY IS GOOD FOR BUSINESS, CREATE A CULTURE OF PRIVACY AND EDUCATE EMPLOYEES ON THE IMPORTANCE AND IMPACT OF PROTECTING CONSUMER AND EMPLOYEE INFORMATION, AS WELL AS THE ROLE THEY PLAY IN KEEPING IT SAFE.



personal information. Think about how the consumer may expect their data to be used, and design settings to protect their information by default.

• **Build trust by doing what you say you will do.** Communicate clearly and concisely to the public what privacy means to your organization and the steps you take to achieve and maintain privacy.

Advice for consumers: safeguard your data and manage your privacy. Personal info is like money: value it, and protect it. Information about you, such as your pur-

chase history or location, has value—just like money.

• **Share with care.** Think before posting about yourself and others online. Consider what it reveals, who might see it and how it could be perceived now and in the future.

• **Own your online presence.** Set the privacy and security settings on websites and apps to your comfort level for information sharing. Each device, application or browser you use will have different features to limit how and with whom you share information.

• **Lock down your login.** Your usernames and passwords are not enough to protect key accounts like email, banking and social media. Strengthen online accounts and use strong authentication tools like a unique, one-time code through an app on your mobile device.

If everyone does their part to help protect privacy, our always-connected world will be safer and more secure.

Daniel Eliot is director of small business programs at the National Cyber Security Alliance (NCSA). NCSA is a leading neutral nonprofit public-private partnership devoted to strengthening America's cybersecurity through awareness and education. At NCSA, Daniel runs CyberSecure My Business™, which is a comprehensive national program designed to help businesses of all sizes learn to be safer and more secure online. You can learn more about the National Cyber Security Alliance at www.staysafeonline.org. Daniel can be reached at: daniel@staysafeonline.org



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5 Essential Elements of Data Privacy and Cybersecurity

By Paul D'Alessandro



With vast amounts of personal information existing in the cloud and with evermore brazen hacking attacks to steal sensitive data, there's no choice but for every person and organization to actively prioritize data protection. Last year, Europe enacted the General Data Protection Regulation (GDPR), which affects organizations and, yes, even nonprofits in the U.S.

The protection of donor data is vital to

the continued operation of your nonprofit. Laws are changing to recognize and prioritize the security of data not only in Europe, but also in the U.S., where at least 30 states have created regulations that ensure nonprofits are taking care of personal information. Additionally, most states have rules in place that legally oblige organizations to make proper notifications.

According to the National Cyber Security Alliance, 60 percent of small businesses close their doors within six months of a cyber attack. Nonprofits that have experi-

enced data breaches are put in the difficult position of having to notify donors, risking anger, lost revenue and even greater risks to their viability.

How can nonprofit leaders, who often operate with limited resources, ensure that they're protecting data, which includes names, addresses, email addresses, Social Security numbers and more sensitive information of their supporters?

Since your nonprofit likely operates in a state that has laws concerning cybersecurity that affect you, and as a matter of integrity,

you want to protect donor and volunteer information, you need to take action.

Let's look at five of the essential ways you can protect sensitive information.

1. Understand the causes of data breaches. Security experts and organizations, including the Privacy Rights Clearinghouse, have reported the primary reasons why sensitive information gets exposed. The causes include credit card fraud; unintended disclosure; hacking and malware; stolen computer hardware and servers, paper documentation that is stolen, lost or improperly thrown away; and employees who unintentionally or criminally take sensitive information.

2. Develop written policies about data. Nonprofits typically create written policies about the inputting of gifts into their CRM system, but they should also develop strategies about the protection of the information. When your nonprofit develops policies, you designate how the data is inputted, used and secured with, for instance, security software and double redundancies in case of theft. A simple search regarding creating or developing data loss policies will provide you with plenty of results to guide the effort.

3. Encrypt data. One of the best tools for security that you can use is encryption, particularly because in the event of hardware being stolen, it renders the information unusable. It also protects sensitive payment information, for instance, on your website as donors make donations to your nonprofit organization. Lifehacker has an easy article about encrypting data, but there is plenty of information on the internet that will guide you on how to encrypt data. You can read it at goo.gl/2AaHVL.

4. Ensure you have a full-service security suite. Remarkably, one of the most straightforward strategies for data security is often overlooked by nonprofits, which is security software. Ensure that your systems have strong firewall protections, which helps prevent hackers and malicious viruses from compromising your systems. It's also important to use anti-virus blockers and spam filters to ensure that you have added security. Finally, once you have a full-service security suite, always keep it updated.

5. Prioritize mobile security. We are increasingly operating in a mobile world where your team is using their cell phones and tablets to access sensitive donor information on-the-go outside of your offices. It's vital to ensure that all devices, including personal phones, if they are used for business, adhere to your data policies.

That means you must train employees

on data protection and enforce policies for the mobile devices. For instance, if your employees are accessing sensitive information off your servers on their cell phones while they're drinking a latte on a public Wi-Fi network, you need to ensure it's done as securely as possible.

Although securing sensitive information is not easy and does require knowledge and expertise, the costs of ignoring it and hoping data is not compromised is not an option in the digital world, for even the smallest nonprofit organizations.

Criminals are looking for the easiest targets, including within charitable groups, and if you're leaving the door wide open, you can't reasonably expect you won't get robbed. Nonprofit leaders also have an obligation and legal compliance expectations that are only going to increase in the years ahead as the public demands that care is taken with their personal information.

Paul D'Alessandro, J.D., CFRE, is the founder and chairman of D'Alessandro Inc. (DAI), a fundraising and strategic management consulting company with more than 25 years of experience in the philanthropic sector. He is also a practicing attorney. Paul can be reached at paul@dalessandroinc.com.



HOW CAN NONPROFIT LEADERS, WHO OFTEN OPERATE WITH LIMITED RESOURCES, ENSURE THAT THEY'RE PROTECTING DATA, WHICH INCLUDES NAMES, ADDRESSES, EMAIL ADDRESSES, SOCIAL SECURITY NUMBERS AND MORE SENSITIVE INFORMATION OF THEIR SUPPORTERS? SINCE YOUR NONPROFIT LIKELY OPERATES IN A STATE THAT HAS LAWS CONCERNING CYBERSECURITY THAT AFFECT YOU, AND AS A MATTER OF INTEGRITY, YOU WANT TO PROTECT DONOR AND VOLUNTEER INFORMATION, YOU NEED TO TAKE ACTION.



Photo: iStock/Getty Images



Informed Delivery

Continued from page 1

Informed Delivery is a valuable addition to your marketing portfolio for many reasons, but one of the hidden benefits is this: even without doing a thing, you are already connecting with recipients through Informed Delivery. As long as your customer or donor is an Informed Delivery subscriber, they can view an image of your organization's mail piece through one of the aforementioned platforms before hitting mailboxes.

If an Informed Delivery Interactive Campaign **IS** created, the color images, call-to-action, brand reinforcement and link to your organization's digital content all combine to make an extremely effective tool.

So, what are marketers finding to be most effective in their Informed Delivery campaigns? By generating post-campaign analysis reports for each mailing, you can track the number of subscribers you have in your database, as well as how many received the email and how many clicked through. Using that information, here are some strategies that can boost the effectiveness of an Informed Delivery campaign.

1. COLOR, COLOR AND MORE COLOR

Informed Delivery campaigns created through the USPS Business Customer Gateway are already shown in color, but why stop there? Especially as the popularity increases, there will be a bigger chance that your image won't be the only color images shown in the recipient's inbox.

The more vibrant the imagery, the more your messaging will stick out. You can see an example from the International Rescue Committee (Figure 1). They have featured bold yellow backgrounds, alongside easy-to-read messaging and clear call-to-actions.

“
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INFORMED DELIVERY IS A VALUABLE ADDITION TO YOUR MARKETING PORTFOLIO FOR MANY REASONS, BUT ONE OF THE HIDDEN BENEFITS IS THIS: EVEN WITHOUT DOING A THING, YOU ARE ALREADY CONNECTING WITH RECIPIENTS THROUGH INFORMED DELIVERY.



Figure 1

2. SIMPLE AND BOLD

When the USPS changed the email subscriber setting from an "opt-in" to an "opt-out" checkbox in the sign-up process, the number of subscribers who check their Informed Delivery message via email skyrocketed. To that end, marketers should design artwork that shows up well in email **AND** on mobile devices. Therefore, **SIMPLE** and **BOLD** are

key factors when deciding on any artwork.

The message from Trout Unlimited uses big, bold copy and a clear call-to-action so that, even when viewing on a small screen, the recipient knows who is sending this and what they are offering—in this case, a Life Membership offer (Figure 2).

3. THINKING IN THEMES

Any experienced marketer can tell you that you have your best chance of grabbing the attention of a potential customer or donor through recognition. One of the best ways to enforce that is through maintaining a **THEME** through all points of contact—similar copy, color and imagery all combine to create a feeling of familiarity in the recipient.

Continuing the theme from your mail piece, to your Informed Delivery messaging and onto the eventual landing page, is critical.

This campaign from Heifer International uses an image of the actual mail piece that will arrive to the recipient, along with the same colors and messaging that eventually carry through to landing page (Figure 3).

All three of these campaigns received email open rates of **OVER 70 percent!** That is almost unheard of in the email marketing world. Additionally, all three benefited from higher than expected click-through rates, which are the direct result of clear call-to-actions in the ride-along images. As Informed Delivery grows into a larger force in the marketing world, all organizations can certainly benefit from an additional, simple way to gain another touch point with their target market.

With over 12 years of nonprofit direct mail production expertise, Alex Newell has focused his efforts on helping clients to realize solutions for their most challenging fundraising objectives. Joining Production Solutions' Resource Team in 2016, he is consistently improving client's marketing and fundraising efforts through his skills in print, mail and postal arenas, all with an ever evolving growth mindset. Alex can be reached at anewell@psmail.com.

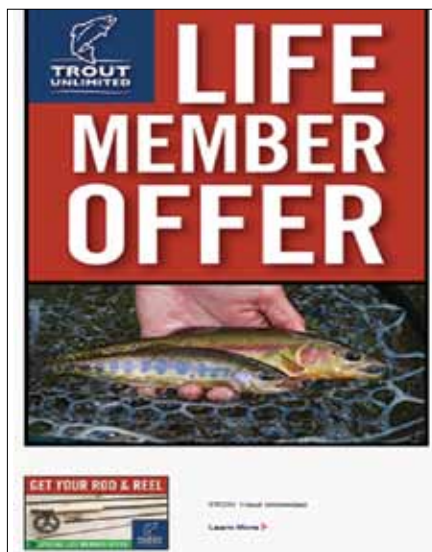


Figure 2



Figure 3

Marketing AdVents

FAST-ACTION DIRECTORY

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News Notes: Submit items of professional interest or significant personal news about members to Editor Nhu Te.

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

Subscriptions: Marketing AdVents is a member benefit of the Direct Marketing Association of Washington, Inc. A variety of individual and corporate memberships are available. Contact DMAW 703-689-DMAW (3629) for details.

Publisher: Direct Marketing Association of Washington, Inc. 11709 Bowman Green Drive, Reston, VA 20190-3501 website www.dmaw.org.

Executive Director: Donna Tschiffely 703-689-3629, donna@dmaw.org

Editor: Nhu Te 215-238-5431, dmawadvents@dmaw.org

Advertising: Terri Jones 703-471-4902, tjones@dmaw.org

Design: Albert J. Gaspari NAPCO Media, 215-238-5366

Marketing AdVents is published monthly by the Direct Marketing Association of Washington, Inc. to inform its 1,000+ members in the Mid-Atlantic region of current DMAW events and programs, present articles of professional interest, and provide marketing professionals the tools and education to excel in the direct marketing arena.

Mount Royal
Printing & Communications
6310 Blair Hill Lane
Baltimore, MD 21209
410-296-1117

NAPCO MEDIA
1500 Spring Garden St.,
12th Floor
Philadelphia, PA 19130
215-238-5300

News Notes

● **Allegiance Fundraising Group** has acquired Haines Direct, a direct mail marketing firm that focuses on nonprofit organizations, according to a press release. Haines Direct has created customized campaigns to help nonprofits, such as food banks, rescue missions, Boy Scout councils, animal organizations, etc. With the acquisition of Haines Direct, Allegiance Fundraising now has the following capabilities: full-color printing of appeal packages and collateral material, laser personalization of direct mail pieces, digital variable printing and full-program reporting and analytical services.



Photo: iStock/Getty Images

● Advertising executive **Lester Wunderman** has passed away at the age of 98. Adweek coined Wunderman as "father of direct marketing." According to the article, the news of his death comes one month after he merged his business with J. Walter Thompson to form Wunderman Thompson. Wunderman founded Wunderman, Ricotta & Kline in 1958 with a goal of "tying advertising efforts more directly to sales by interacting as directly as possible with consumers—which led to the growth of the trillion-dollar direct marketing industry." He contributed to many innovations over the years, which include the consumer loyalty program, the subscription club model, the newspaper insert and the toll-free 1-800 customer service number.

● **The United States Postal Service** has approved six mailing promotions for

the New Year, according to PrintingImpressions, which include five previous promotions from previous years and one new Informed Delivery promotion:

- **The Tactile, Sensory & Interactive Promotion.** This promotion has a registration period between Dec. 15, 2018 through July 31, 2019 and is for mailers

- that enhance the customer service experience with direct mail by using advanced print technology.
- **Emerging and Advanced Technology Promotion.** This promotion has a registration period between Jan. 15, 2019 through Aug. 31, 2019. It encourages mailers to add emerging tech with multichannel mail integration.
- **Earned Value Promotion.** This promotion has a registration period between Feb. 15, 2019 through Mar. 31, 2019. It encourages mailers to use Business Reply, Courtesy Reply and Share Mail envelopes and cards.
- **Personalized Color Transpromo Promotion.** This promotion is open to First Class mailers and has registration period between May 15, 2019 through Dec. 31, 2019.
- **Mobile Shopping Promotion.** This promotion has a registration period between June 15, 2019 through Dec. 31, 2019 and is designed for mailers to integrate direct mail with mobile.
- **Informed Delivery Promotion.** This new promotion for First Class and Marketing mail gives a two-percent upfront postage discount.

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

DMAW/EF 'Educates' Marketing Professors at the Bridge Conference

Marketing professors have no better way to learn about the latest direct marketing trends and best practices than to hear about them from the best marketers in the industry.

So, with the support of its generous donors, the DMAW Educational Foundation arranged to underwrite a limited number of free, two-day scholarships to the Bridge Conference on August 1 and 2 at the Gaylord Resort, National Harbor, Md.

Five area professors were awarded a full scholarship to the 2018 Bridge Conference: Paula Morris, Salisbury University; Sylvia Long-Tolbert, Johns Hopkins University; Jeffrey Kulick, George Mason University; Andy Wood, James Madison University; and Heather Carpenter, Notre Dame of Maryland University.



2018 Fall MAXI Gold Winners Professor Paula Morris with Salisbury University team members Sierra Little and Debby Mburu

The scholarships included two full days of the conference (Wednesday and Thursday), all breakouts, the opening general session, Solutions Showcase and all other food and beverage options.

The DMAW Educational Foundation is committed to educating and inspiring the next generation of direct marketers to enter the industry by sharing resources and professional development opportunities with marketing professors, who take what they've learned back to the classroom.

The Gold winner for our 2018 fall MAXI competition was a team representing Salisbury University, which chose the AARP case study. Sierra Little and Debby Mburu presented and received first place honors.

15 YEARS OF DMAW/EF SERVICE...AND COUNTING

The following 53 marketing professionals and professors have served on the DMAW Educational Foundation board of directors over the past 15 years. Many are still actively supporting the Foundation. Thank you!

Barbara Armentrout
Bob James
Bob Rudderow
Bruce Gregoire
Bruce McBrearty
Carrie Schweikart
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- Share the latest direct marketing trends with professors in the Mid-Atlantic region.
- Connect with young talent looking for internships and jobs.

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The DMAW Educational Foundation

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

Member Spotlight

Molly Barker moved to Washington, D.C. in fall of 2007 for an internship with Senator Ted Kennedy. When the internship ended in 2008, she went looking for another job on the Hill, but, unfortunately, no one was hiring. Jill McCarthy, Senator Kennedy's campaign manager at the time, suggested a fundraising position and set her up with the finance director at DSCC.

At the time, DSCC wasn't hiring, but recommended her a finance assistant position at DNC. After interviews with several members of DNC's finance team, Molly received a call asking if she would be interested in interviewing with DNC's marketing department since she had some telemarketing experience. She interviewed for the job and was hired—she's been in direct marketing ever since.

Molly didn't think she would stay in fundraising or direct marketing because she wanted to work with policy on the Hill. What made her fall in love and stay in the sector was the challenge that each day brought. She was able to work on a variety of projects, and there were goals that could be worked toward and met.

DMAW Member Since: 2017

Location: Alexandria, Va.

Education: Utah State University, B.S. in Political Science

Who do you consider your mentors?

I would say my dad is my greatest mentor. He has always encouraged me to try new things and put my best foot forward—to lead with energy and by example. He also insisted that I maintain a strong work ethic. Professionally, I would say my mentor is Kim Postular. She is not only a mentor, but she is also a friend. She gave me my first job after college, but that isn't the reason I consider her a mentor. She has always encouraged me to continue to challenge myself by



MOLLY BARKER
Senior Account Director
Avalon Consulting Group
mollyb@avalonconsulting.net

assigning me new projects or encouraging me to take new opportunities when they arose, so I can continue to grow. Her energy and dedication to the causes she works for are inspiring. Even though I no longer work for her, Kim continues to be a person I can go to for sound, honest advice.

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

I would advise them to try new things and be open to different opportunities that come up. There are a ton of industry organizations that host events and will provide you opportunities to grow your network. Also, take the opportunity to talk with different people in our industry, so that you can continue to grow and expand your knowledge outside of your day-to-day job. I cannot count the number of people I have met at industry events who have helped me on my career path.

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

Being proactive. You have to ask questions, volunteer and not be afraid to roll up your sleeves and help out. Do-

ing this has allowed me to work in areas that were not just included in my job description and let my colleagues and managers know I could handle more responsibility.

Tell us about your volunteer experiences with DMAW.

I've attended several DMAW events, and I will be a keynote speaker for the upcoming Data Strategy Forum. I'm looking forward to volunteering and getting more involved with DMAW in the future.

Describe yourself in three words.

Creative, dedicated, sarcastic.

Describe your life in six words.

A balance of chaos and fun.

Molly's Favorites

Restaurant Zaytinya

Films "The Goonies"

Books "Pride and Prejudice" by Jane Austen

Music As a middle child, I never got to choose the music, so I listen to just about everything.

Leisure Interests Reading, watching movies, wine and attempting to cook.

Quote "Sometimes you will never know the value of a moment, until it becomes a memory." — Dr. Seuss

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