

3 Tips for a Successful Integrated Campaign

By Jonathan Locy



In the ever-changing landscape of direct marketing, we're finding donors are no longer sticking to just one channel. They may be direct mail acquired, but their second or third gift can easily be from

COMMUNICATE

Whether you have a direct mail and online integrated campaign or a direct mail and telemarketing integrated campaign, you are likely working across multiple departments within your organization.

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an online solicitation.

Not only is this behavior changing, but we're also finding that donors who give across channels also have a better long-term value for an organization—making these responders highly sought after.

But this begs the question: How do you effectively communicate with your audience across multiple channels?

Follow these steps to create a successful cross-channel campaign and avoid some pitfalls along the way.



“It's imperative to know that, while your campaigns must be linked, you should also know the limitations of each channel and how that will affect each specific touch.”

In This Issue: Old Ways That Still Work

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Let's Get Dimensional With Direct Mail

By Scott Evans



In today's market, clients are always looking for something new and creative to stand out and increase response rates.

Technology and new equipment are allowing for many cutting-edge envelopes with shape-cut, unique coatings, embossing, UV, heavy stocks and metalized papers. All of these increase the cost of the envelope, but also drive up response rates to new levels and the proof is in the usage. Dimensional mail and shape-cut enve-

lopes are taking off in the market place. The USPS has been supportive of these shapes and, after passing their testing, will approve them for automation rates. Each new approved shape that has been tested will come with a letter of approval.

Once a shape is approved, it can be used by anyone in the market and their creative teams can design in that shape. It takes about two weeks to get a new shape approved.

A general rule for the shape-cut extension is a 5/8 inch outside of the regular

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President's Perspective

It's All About What Works

By Mikaela King



Is what's old, new again? Or do "old" and "new" not really matter—it's all about what works, right? The theme of this issue of DMAW's Marketing AdVents is: "Old Ways That Still Work"—marketing workhorses that keep delivering strong results, year after year.

You know that workhorse technique—you may have submitted a workhorse campaign for a DMAW MAXI Award, and it may have won that award! It's that control package, that classic channel (like mail or telemarketing), that approach that you can't get away from, even if

you wanted to. It's not sexy. It's not new. But it WORKS, and you can't seem to test out of it. And so it's in your marketing mix, driving reliable results. It's the foundational layer of your strategic planning and your budget, and it gives you the stability and wiggle room to test cutting-edge approaches, to take risks elsewhere. Thank goodness for the workhorse!

It probably doesn't get a lot of attention outside of results monitoring to make sure it's still working. But it deserves some love! And there are plenty of workhorse techniques that other marketers are using that you may not know about or may have forgotten. That's what this issue is about—sharing our collective smarts on what works every time, so that we can all improve our unbeatable workhorses, our programs and our revenue performance. Hopefully, you'll find a "new to you" idea that you can implement or a tactic that inspires you to test something different.

This makes me think about the concept of "best practices" in our work. There's a lot of debate about best practices in our industry lately. Some believe best practices are marketing mythology, not based in data, but on opinion or on outdated tests that don't reflect today's reality (outdated "workhorses" of the past?). Undoubtedly, some are. Alternatively, we can view best practices as a valuable tool in our marketing mix—when validated and used appropriately. Best practices are, at their most valuable, a way to codify practices around consistent test results and best user experience practices.

They're also a way for marketers to form their testing roadmaps to best use their R&D time and money. In that way, they're an "old way that still works," workhorses within our marketing programs that empower higher risk experimentation and cutting-edge testing. Both approaches are worthwhile in optimizing our programs for value and growth.

One other important "old way that still works": networking. Though we all use newer tools for connecting now (LinkedIn and other social media platforms, digital forums and discussion groups, meetups) the idea of networking is as old as time, and still one of the most important tools in our professional toolbox. Networking allows us to share smarts, to collaboratively problem-solve each other's challenges, to extend our resource network, to collectively brainstorm and find new ideas and to have fun doing it!

Over 3,000 of your DMAW colleagues are connected on social media. If you haven't already, I hope you'll network further by connecting with the DMAW and with your fellow DMAW members on Facebook, LinkedIn and Twitter, and at an upcoming DMAW event.

May all your marketing endeavors, old and new, deliver on time and beat budget!

Regards,
Mikaela
miking@ns.org

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Calendar of Events

TUES APR

24

1:00PM - 2:00PM
Webinar - Donor Advised Funds by Jack Doyle, President, Amergent

WED APR

25

8:30AM - 4:30PM
NAPCO, Philadelphia, Pa.
DM 101 Philadelphia
We're taking our show on the road! For those in the Philadelphia and New York areas join us for The Basics of Direct Marketing presented by the Best! Learn the basics of Direct Marketing covering topics such as lists, creative, caging, production and more!



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.

WED MAY



8:00AM - 2:00PM
City Club, Washington, D.C.
Data Strategy Forum (formerly List Bazaar)
Data and lists are the foundation of any good campaign! As a marketer, the Data Strategy Forum is a can't miss event!

TUES MAY

8

1:00PM - 2:00PM
Webinar - Is Your Organization GDPR Compliant? If not, what you need to know!

TUES MAY

15

Breakfast - Wake Up & Learn!
8AM - 10AM
Old Ebbitt Grill,
Washington, D.C.
Industry Trends with Carol Rhine, Target Analytics

THUR JUN

7

Digital Day Forum
8:30AM - 4:30PM
District Architecture Center,
Washington, DC
Save the date and look for details soon!



TUES JULY

31-
THUR AUG

2

2018 Bridge to Integrated Marketing & Fundraising Conference
The Art & Science of Fundraising & Marketing Discover the Best Mix!



Quick Takes

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

What is the biggest challenge in direct mail today?



SYLVESTER

Inconsistency in mail delivery, causing mailings to step on each other, is a common problem today. It upsets donors and customers, and can negatively impact revenue.

The best way to hit your in-home target dates is through postal logistics. By skipping postal steps, you can better predict when your mail will be delivered. Commingling and drop shipping, or a hybrid solution, bypasses many steps in the USPS system and gets your mail closer to its destination. This helps you better manage your direct mail program campaign by campaign and more accurately project your revenue.

Plus, postal logistics saves you money, especially in an environment of frequent postage increases. Nonprofits often overlook postal logistics, but it's really an essential part of an effective direct mail strategy.

— **Debbie Sylvester**,
Vice President of Sales,
MailSmart Logistics
e: debbie@mailsmartlogistics.com
p: 443-539-2645



LONERGAN

Acquisition. It's getting harder and harder to break through and recruit donors who will become lasting supporters. Too many organizations are cutting back their acquisition budgets, and lists are stagnating. I worry about a malaise among otherwise very generous and compassionate people who think the world is seriously off the rails and who have lost faith in institutions generally. Syria, the Rohingya, guns, opioids, race relations, gender politics, civil discourse in general — without donor belief that we, the people, have the capacity to ignite change, our campaigns and clients will suffer. Sixty-nine percent of donors are age 53 and older. The remaining 31 percent—Gen X and Millennials—place other priorities well above charity. We must make clear that giving matters as an ethic, that it makes a meaningful difference in real lives, and that it benefits society as a whole when we give toward a greater good.

— **Dennis Lonergan**,
President and Creative Director,
Eidolon Communications
e: dbl@eidolonny.com



HUNT

Lack of knowledge/fear of the unknown. Direct mail is complicated. It's time consuming, it's process driven, it's meticulous and it certainly is not for the faint of heart (or wallet). But, when it is done right, it can be a BIG WIN!

The knowledge of how to get direct mail done is getting to be a lost art. Not many of us know how to do it right, what's involved and what the best practices are.

Whether it's how to design direct mail in an integrated campaign or how to track its successes, too many people don't know how (or don't want to know how) to get it done.

The USPS claims (and direct mail companies have agreed) that direct mail is on an upswing. If you want a truly integrated campaign, you need to know how to get it done RIGHT to make it successful.

— **Mariah Hunt**,
Owner, Hunt Direct Agency, and
President, The New England
Direct Marketing Association
e: mariah@huntdirect.net
p: 978-733-4012



KEARNEY

Uncertainty about potential large postage rate increases.

The 2006 postal law was supposed to make postage predictable by pegging it to the CPI. That was interrupted by the 4.3 percent exigent surcharge in 2014, and we, fortunately, were able to limit it to two years.

The big threat now is the proposal by the Postal Regulatory Commission to add several surcharges to the CPI over the next five years. We could see rate increases of 7 percent a year, compounding to 40 percent over five years.

The Alliance of Nonprofit Mailers has been joined by many nonprofits in opposing the PRC proposal. It is important that we keep on top of this and make sure it doesn't happen. Nonprofits that rely on mail for fundraising, with maybe a third of cost going to postage, will be in a world of hurt if we do not. Many are very uncertain about budgeting for next year.

— **Stephen Kearney**,
Executive Director,
Alliance of Nonprofit Mailers
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p: 202-462-5132

Successful Integrated Campaigns

Continued from page 1

First and foremost, it's important to remember to always keep the lines of communication open between the various departments. If the drop of a mailing is moved, the online team should be made aware. If the offer of a mailing is altered, make sure to inform the telemarketing callers. For the sum to exceed its parts, everyone needs to be on the same page.

LINK

Your campaign will have the most traction when it feels connected to the other cross-channel efforts. Match up timing, offer, content and imagery.

If you mail a piece with multiple images in the design, be sure to have some of those same images reflected in your email version. If your campaign has a special title, make sure that same title is reflected in any subsequent touch-points, despite which channel you use. If your first mailing will hit homes on Wednesday, have the follow-up calls made on Thursday or Friday.

The power of cross-channel marketing is that the multiple touch-points remind and reinforce the audience about the messaging.

If that messaging isn't cohesive across all channels, the power will be diminished.

RECOGNIZE

It's important to remember that not every channel has the same best practices. You'll need to recognize how the differences in your channels will necessitate alterations with design, messaging, etc.

A four-page letter can lead the reader through an involved story, with multiple highlights and talking points. However, an email must accomplish the same goal in a fraction of the time. An outer envelope can be simple and made to look as if sent by personal correspondence, but a light box needs to jump out at a viewer and grab their attention instantaneously.

It's imperative to know that, while your campaigns must be linked, you should also know the limitations of each channel and how that will affect each specific touch.



“YOUR CAMPAIGN WILL HAVE THE MOST TRACTION WHEN IT FEELS CONNECTED TO THE OTHER CROSS-CHANNEL EFFORTS.”

Now more than ever, we see cross-channel responses at a higher rate than ever before. To effectively reach these people, you'll need to have a thriving and coordinated integrated marketing strategy. By following these three easy steps, you'll be on your way to doing just that! ■

Jonathan Locy, Senior Account Executive, has specialized in direct mail marketing for nearly 13 years. He currently works with Mal Warwick Donordigital, a full-service, integrated fundraising and advocacy agency serving leading charitable organizations. You can reach him at jlocy@mwdagency.com or 510-225-0419.

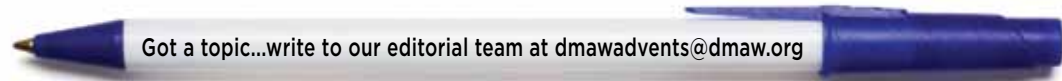
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GREATER ENGAGEMENT: WORDS OF WISDOM ON EVERYTHING AND ANYTHING THAT
DRAWS IN YOUR SUPPORTERS AND DEEPENS RELATIONSHIPS

Refresh and Renew Your Stewardship Strategies

By Craig DePole



Your mother would be ashamed. Are we really grateful for the gift when the thank-you letters look like receipts for something that was “bought?” Do

we feel warm and fuzzy receiving a postcard with bland, generic messaging and the only personalization is a computerized address block so it gets delivered?

How good do you think your organization is at saying, “Thank you”? More importantly, how good do your donors think you are?

With retention rates steadily declining, experience says we need a healthy dose of some good old fashion manners when it comes to our thank yous.

Sure, times are tough, money is tight and acknowledgements are expensive. But recruiting new donors is also expensive and cultivating valuable multi-year donors takes, well, multiple

years! We need to retain as many donors as we can.

Donors are forgiving, but only to a point; and as the drumbeat of solicitations increases and the quality of our gratefulness decreases, organizations are reaching a critical point.

So rather than focus on how to make one more multichannel donation request, let's focus our innovation and creativity on giving donors a fully integrated, fully appreciative thank you.

Here are eight ways to refresh and renew your thank yous:

1. INVEST IN SUCCESS

We can't keep doing thank yous on the cheap and expect unfettered love and loyalty from our donors. From postage treatment to timeliness to soft (or hard) asks, we're chipping away at the level of gratefulness we're showing for our donors' gifts.

Instead use first-class postage as often as you can, tighten up the turn

arounds. Show the donors their gift was worthy of a timely acknowledgement. It's the least we could be doing.

2. DON'T LINE ITEM YOUR ACKNOWLEDGEMENTS

It's hard not to look at the expense from an acknowledgement program and wonder how you could lower that cost. When it shows up separately we have a tendency to think of it as pure expense unrelated to the line items in the revenue generating programs.

Rather, show the cost of acknowledgements as an appeal, renewal, acquisition or other program expense. You'll be less likely to tinker with the costs when they are tied to the revenue.

3. MULTI-THANKS

Thank yous should not be “one and done.” If your donor is making a special gift, then show them that you

“TIMES ARE TOUGH, MONEY IS TIGHT AND ACKNOWLEDGEMENTS ARE EXPENSIVE. BUT RECRUITING NEW DONORS IS ALSO EXPENSIVE AND CULTIVATING VALUABLE MULTI-YEAR DONORS TAKES, WELL, MULTIPLE YEARS! WE NEED TO RETAIN AS MANY DONORS AS WE CAN.”

think it's special, too.

Your donor will expect the first thank you—they should since the IRS requires it for most gifts—but you'll make a bigger impression when you go beyond the norm and thank them again for that special gift.

4. MIX IT UP

Thank yous do not need to be limited to the channels that secured the gift. Send one through the mail and email the other if you have their email address...or follow up the email thank you with a phone call from a staff person or volunteer.

The key is to integrate your thank yous and break the routine of what the donor expects, to get the donor's attention and let them know how much you appreciate them.

5. BE GENUINELY GRATEFUL

Your donor has just acted out of pure kindness—they sent you a donation to further your mission. Take this opportunity to really think about what that means and then express that in your thank you letters, emails and phone calls.

6. BE PERSONAL

Add that special touch of a handwritten note to recognize the donor's selflessness. Make your acknowledgement look and feel like a real human touched it.

7. USE THIS MOMENT TO INSPIRE YOUR DONOR FOR MORE GREATNESS

Upgrades and major gifts don't just happen because we sent the perfect upgrade appeal or “graduated” the

donor to the major gifts department. They happen because the donor felt inspired by what else she could do and what else the organization could do with just a little more funding.

So no matter the channel, make your expression of thanks noteworthy.

8. BE CREATIVE, AND KEEP IT FRESH

Change up the copy on your thank you letters periodically. Have a thank you letter signed by a client being served, parent of a child, even an animal—instead of the CEO.

Link to special photos or videos to show how the money is being used. Include leftover decals or magnets used in acquisition as special inserts to surprise and delight your donors.

C'mon folks. Let's make our mothers proud. Give a proper thank you, and you'll see your revenue grow... ■

Craig DePole is the President of Newport ONE. He has been raising funds for great causes for more than 20 years. Craig is an active contributor to the direct marketing and fundraising community, and a frequent speaker at industry conferences and author of articles for industry publications. He currently serves on the Board of Directors for the Association of Direct Response Fundraising Counsel. Over the years, his work has earned dozens of awards for nonprofit direct marketing excellence from the Direct Marketing Association of Washington and the New England Direct Marketing Association.



The Future of Modeling: Know Your File, Know Your Goals

By Allison Porter



The most effective fundraisers know that data's magic lies not only in the numbers we crunch, but also in our interpretations and applications.

From tried-and-true performance reporting to advanced predictive algorithms, more analytics are not necessarily better analytics.

Specifically, predictive modeling and its efficacy have been under careful review recently, including by Avalon and our clients. We all know that modeling can improve key direct response metrics, but the cost can be significant, so we are ready for a validated and more precise application of this valuable tool.

On the whole, fundraisers have become more comfortable with modeling. We understand how it works, we are skilled at projecting return on investment and we have begun to employ models more frequently. However, the direct response community also needs to face a hard truth.

MODELING ISN'T A ONE-SIZE-FITS-ALL SOLUTION

As fundraisers, we are on a mission to overthrow the one-size-fits-all approach to data and to unpack the "secret sauce" formula that makes up most modeling practices. Instead, the right mix of analytical tools will:

- Be firmly rooted in best practice.
- Fit the nuance of your file, your program and your campaigns.
- Deliver actionable information to improve your strategies and drive

return on investment.

Testing and backend validations are critical to ensuring that you are investing strategically. In addition to individual campaign and model performance, we aggressively track results both across organizations and over time. We also follow this issue relentlessly at conferences and in publications, in order to incorporate the best of industry



wisdom.

Based on our internal and industry research, here is what we know about best-fit modeling:

- Modeling tends to work best for larger organizations that have larger universes of names to model.
- Nonprofits most often use modeling for reinstatement, lapsed donor panels in acquisition and telemarketing. However, appeal, sustainer and upgrade models can also be effective when used selectively and strategically.
- With large or disparate universes, modeling can boost your results, especially if they are marginal.
- Some organizations use model-

ing as a more efficient selection tool if performance results are similar to RFM (recency-frequency-monetary value).

• Modeling does not universally outperform RFM in head-to-head tests. Results vary by the program, goals and size of campaign.

• Testing and backend validation will confirm what is best for your program.

My advice? Don't spend on predictive models simply because you want a data-driven program, because they are the shiny new thing or because they have worked for your organization in the past.

Instead, look hard at your unique file, consider the benefit to each campaign, and weigh those gains against both the model's direct expense and its indirect implementation cost. Modeling is not an all-or-nothing tool. It can be used in a variety of ways to gain insight and yield gains.

Allison Porter is President and Co-Founder of The Avalon Consulting Group, a full-service direct marketing agency dedicated to helping progressive nonprofit and political organizations maximize their fundraising results. As a skilled and accomplished public speaker, Allison frequently participates in conferences and events and as a result, is well recognized across both the nonprofit and fundraising industries for her leadership and integrated, multichannel approach to fundraising. Allison's positive approach to growth and development is evident throughout her consulting, fundraising and volunteer work. As a board member of Marketing EDGE and Chair of the Board of Stoneleigh-Burnham School, Allison serves as a role model for both her profession and the women in that profession. She can be reached at allisonp@avalonconsulting.net or 202.627.6502

Dimensional Direct Mail

Continued from page 1

dimensions of the envelope and no closer than .300 inch from the bottom score and top score. The shape extension must be on the trailing edge (to the left of the address side) of the mail piece.

In the cell phone company envelope image below, you can see the addressing on this piece is on the back, which is why the shape-cut portion is able to be on the right side of the face of the envelope. Whereas the road envelope piece has the addressing on the face, and you can see the shape extends to the left.

One of the most popular envelope designs being used today is the faux sticky note seen in the included image. This shape has multiple uses across many industries and can be personalized on inserting equipment.

Due to how the shape cut envelopes are produced, you lose approximately a 3/8 inch on the inside of the envelope. This is due to welding the side where the shape will extend instead of having a traditional side seam. The cell phone



shape-cut envelope below was produced as a 6 inch by 9.5 inch (plus the 0.625-inch extension), which made the insert area roughly 9.125-inch wide. Be sure to take this into consideration when designing your mail package and also discuss these specifications with your envelope supplier and letter shop.

Ask your envelope supplier to educate you on your design to ensure the best chance for approval. Now is the time to take advantage of these creative opportunities on your upcoming campaigns!

Scott Evans is Vice President at Kenmore Envelope Company Inc., a market leader in envelope manufacturing for the direct mail industry, based in Richmond, Va.

Scott has been in the envelope industry for 15 years and is also the Chairman of the Membership and Marketing Committee for the Envelope Manufacturing Association. Contact Scott at (804) 743-4274 or sevans@kenmore-envelope.com



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

5 Sure-fire Ways to Increase Your Response Rate

By Lesley Hostetter



All too often, we hear the same dilemma: We need more revenue, but our mail schedule is already jam-packed—there's no room or budget for an additional mailing.

What's a fundraiser to do? One of the most straightforward solutions is to...increase your organization's response rate. Easier said than done, but here are five proven ways to do it.

1. WHEN IN DOUBT, USE RENEWAL LANGUAGE

The word "renew" is one of the most powerful words we can use in direct response fundraising. Donors see this word, and it reminds them of their past support and the obligation they made—and they know what to do.

Charities often make the mistake of thinking they can't ask for a "renewal" because they aren't a membership organization. That is not true! At certain times of year, we can safely ask donors to renew their support or renew their commitment for another year—and it nearly always improves response.

Example: A national organization wanted to try to raise more money in November, so they tested turning a long-standing appeal mailing into a renewal.

The test was conservative: the offer changed from "send your year-end gift" to "send your early 2016 renewal gift" in two places in the letter and on the reply form. Response improved by 18 percent!

A year later, a renewal teaser was tested on the envelope. Response skyrocketed—beating the control by 28 percent! And giving to subsequent mailings was not negatively impacted.

This is an easy, no-cost, way to boost response, so I encourage you to give it a try.

2. MAKE IT PERSONAL—STARTING WITH THE OUTER ENVELOPE

If you really want to increase your response rate, you've got to start with

what donors see first: the envelope.

We've seen that when you can make the envelope seem like it was hand-touched, response improves. Some winning techniques:

- Having the letter signer handwrite the teaser (which is then scanned onto the art).

- Using multiple stamps (doesn't matter how many!).
- Using a real or faux address label in the corner card.

3. MAKE IT PERSONAL (ON THE INSIDE, TOO!)

Don't simply personalize the letter with the donor's salutation or last gift amount—"make it personal" by considering where the donor is on their journey with you.

Are they a new donor? Tell them more about your organization, don't assume they know all about you. Think about what message or design they joined on, and reflect that mes-

sage back. Do you have new post-election donors? Try talking to them about how that decision was clearly a demonstration of their values, and keep them motivated by providing an update on your progress.

Are they a long-time donor? Telling them, "You've been a donor for X years," is a great way to thank them and encourage them to continue their support.

4. RETHINK YOUR DATA TARGETING

Do you pull the same core audience for each mailing? If so, you may be mailing a lot of people who could

safely be cut.

Before changing your data selects, you'll have to dig into past results to determine if there are pockets of non-responsive donors in each mailing. Once you do that, you can test holding a group out of the mailing, if the sample size is large enough. A test like this can provide the proof you need to segment differently.

One local organization always sent renewals to all donors with a gift in the last 24 months. But it became clear that 13- to 24-month donors were underperforming in renewals, so they were strategically moved to certain appeal mailings. Overall retention—and reinstatement of one-year lapsed donors—soared.

5. MAKE IT MULTICHANNEL

Donors are busy people; and while they may intend to give to a mailing, it's easy to get sidetracked. We can help them out by sending an email or two that supports the mailing—around the time it arrives in homes.

Whenever possible, we recommend a simple multichannel approach like this because it boosts overall response. This is easier for organizations that are not siloed—because you may see the boosted response on a donor level (we don't care if they give online or in the mail, so long as the give!).

When one organization added emails timed to coincide with the direct mail renewal series, overall giving soared. The mail results hit their projections, but the emails helped raise an additional \$5,000 to \$20,000 for each campaign!

If you want to boost your organization's response rate and be the hero in your organization, give one (or all!) of these five tips a try. And message me if you have another sure-fire response lifting strategy.

Lesley Hostetter is a Vice President at Lautman Maska Neill & Company, where she has worked for the past 11 years. LMN&C is an award-winning direct response consulting agency in Washington, D.C., which specializes in multichannel fundraising for nonprofits. She can be reached at lhostetter@lautmandc.com or 202-296-9660.



“ IF YOU REALLY WANT TO INCREASE YOUR RESPONSE RATE, YOU'VE GOT TO START WITH WHAT DONORS SEE FIRST: THE ENVELOPE. TEST FOR YOURSELF, BUT WE'VE SEEN THAT WHEN YOU CAN MAKE THE ENVELOPE SEEM LIKE IT WAS HAND-TOUCHED, RESPONSE IMPROVES.”

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News Notes

● Leading agency serving the nonprofit sector, **Russ Reid & Grizzard**, has been renamed to **One & All**, according to a company press release. In partnership with Siegel+Gale, the new name reflects the company's rebranding efforts—to further inspire reinvention of nonprofit giving. Last year, agencies Russ Reid and Grizzard merged together to form Russ Reid & Grizzard. The merger brought in an array of new talent with diverse skills, which have helped expand the company's range of services, create partnerships with corporate, media and technology brands, and fashion new ways of giving. "One & All literally means everyone. It speaks to the deep emotional connection and shared purpose that people experience when they engage with nonprofits. It taps into the power of sharing, the sense that we can achieve more through cooperation than competition and that by donating, we are paying back what we have received in life. It's the basis of the Golden Rule," CEO Alan Hall said in the release.

● **Inkit**, a direct mail automation platform, has announced its partnership with Iterable, provider of Growth Marketing

Platform. According to a press release, the partnership aims to provide marketers with a user-friendly stack that offers next-generation technical infrastructure and tools to build and run high-performance omnichannel campaigns. Michael McCarthy, CEO of Inkit, said, "Our unique CRM integration was built intelligently for marketers by marketers. Simply send automated direct mail pieces to customers' mailboxes via Iterable's existing workflow. I'm confident we are providing marketers with the fastest, most assessable and cost-effective way to retain their existing customers and win back inactive ones."

● **TEXTiUM** aims to take direct mail to the next level with its precision texting product in efforts for a personalized consumer experience. Craig Schmitz, CEO of TEXTiUM, said, "TEXTiUM is the optimal lead generating platform for the direct marketing industry." The way it works is when a consumer uses a text to respond to a direct mail piece, they automatically receive a personalized reply. When the consumer responds, the advertiser is forwarded important data, including the consumer's mobile phone number.

*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

What's In It For Them (And You)?

A group of highly respected direct marketing professionals joined the DMAW Educational Foundation (DMAW/EF) Board in January.

What dimension of the foundation's work attracted these experienced folks to contribute their time and talent? Here's what they told us.

I "fell" into my career in direct marketing by accident, and I am so grateful I did. The idea that there is an organization like the DMAW/EF working to facilitate young people choosing this as a career motivated me to join the board. Couple that with the fact that I started working at Lautman Maska Neill & Company when a mentor like Kay Lautman was around, and it's hard not to support such a great venture.

— Robin Perry, Vice President, Lautman Maska Neill & Company

marketing fundraising. It is important that the direct marketing fundraising "industry" increases its outreach to students who never thought of direct marketing fundraising as a career. Many of us currently working in senior positions in the fundraising arena "just fell into our careers."

The marketplace for attracting a talented and diverse workforce is becoming increasingly competitive. We need to attract students who are interested in careers in nonprofit direct marketing/fundraising. DMAW/EF can help shine a spotlight on the wide range of abilities/interests needed in our industry—ranging from data/tech gurus, copy writers, designers, strategists, mail and digital experts, and the list goes on...

— Tracy Lea, CFRE, Vice President, The Harrington Agency

Attracting future employees! The DMAW/EF is key to the future of direct

My broad interest is to help DMAW/EF understand the current and future vision of our industry. Wayne Gretzky was famous for skating to where the puck is going, not to where it is. So where is direct response going? The railroad industry began to decline because they thought they were in the railroad business—not the transportation business. I will start by listening to many of you—and encourage your input.

— Bruce Gregoire, Owner and CEO, Wise Guys Marketing

My first encounter with DMAW/EF was an educational program for college students at George Washington University. I was invited to be a presenter. I met a student who asked if I would mentor her. I said, "Yes." Today, she lives in Africa and continues to be thankful for the opportunity that

DMAW/EF gave her to learn from marketing professionals. This is just one of the many stories of how DMAW/EF's programs change lives.

— Gail Battle, Director of Development, St. Luke Institute

As a college student (I won't tell you how long ago that was!), I participated in the DMAW Collegiate MAXI competition after taking a class in direct response marketing. I've been hooked ever since! The experience of

The DMAW/EF is key to the future of direct marketing fundraising. It is important that the direct marketing fundraising 'industry' increases its outreach to students who never thought of direct marketing fundraising as a career.

being on the DMAW/EF board really brings everything full circle...and if I'm able to introduce or reinforce a student's exposure to the exciting and ever-evolving world of direct response, all the better!

— Lynn Waller, Vice President, Chapman Cubine + Hussey

I was drawn to the DMAW/EF because I know firsthand the value that the programs provide. I participated in the Mentor-for-a-Day program as I was graduating college, which led to an internship and then a job at PMG—where I still am today. I remember being a student and looking for opportunities like those the DMAW/EF provides, which is why I am excited to give back.

— Leigh Ann Doyle, Production Manager, PMG

Did You Know?

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

Please donate today!



Member Spotlight

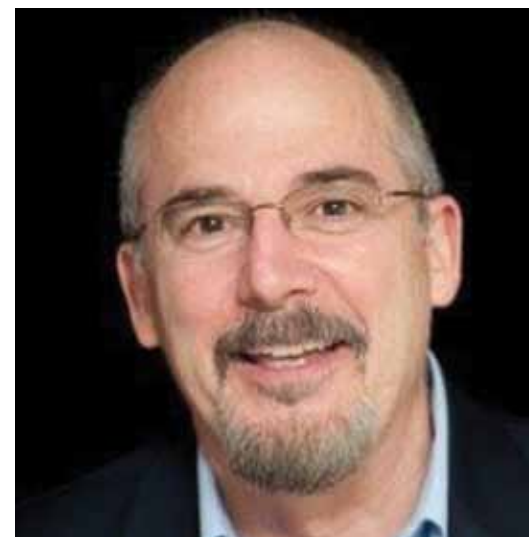
Greg Adams stumbled into the direct marketing industry by mere chance. After catching the political bug during an internship on Capitol Hill, he served as a field director and then a campaign manager for congressional, mayoral, presidential and Senate races. In pursuit of his next gig, he walked by an office that had a framed poster of Walter Mondale on its wall. He walked in, not knowing how life-changing that quick decision would become.

After chatting up the receptionist, he sat down to read a brochure about the business and the owner happened to walk in to receive his phone messages (which were recorded on pink slips those days). When he saw the owner's hand reach for the slot labeled "Rob Smith," he popped out his chair to introduce himself to the founder of Target Communications. During their conversation, he learned that Rob was the "Smith," who also co-founded top Democratic fundraising firm at the time, Craver, Mathews, Smith.

While Rob didn't have an opening, he still offered Greg a job—a job that taught him a great deal about how a great agency could be ran and how to be a copywriter. Rob became a great mentor and role model to Greg and one of the most impressive marketers he's ever met.

What stood out to Greg and made him fall in love with the sector was his love for joining the political debate and raising money for causes that mattered. He also enjoyed the art and science aspects of direct marketing—that depended on creativity and the ability to persuade, but also required discipline, teamwork, adherence to schedules and a careful review of performance data.

Location: Falls Church, Va.



GREG ADAMS

President
Capitol Kreative

greg@capkmarketing.com

Education: Attended Purdue University for undergraduate studies (Political Science) and Johns Hopkins University for graduate school (MLA, Liberal Arts).

DMAW Member Since: Late 1980s

Who do you consider your mentors? I've been fortunate to have had some great teachers: Rob Smith, Kay Lautman, Michael McLeod, Jim Nathan, Phylliss Freedman, Jack Juhasz and Roger Craver.

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

Find inspiring people in direct marketing. Ask lots of questions. Learn the importance of statistics, methodical testing and the counterintuitive behaviors of people. Don't rely on what would appeal to you. Study your audience, and always begin inside the head of your reader—who is only intending to skim your letter if they haven't already thrown it away

because of a design flaw on the carrier.

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

I followed my passion, and I encourage others to do so as well. I also took pay cuts a few times just to have better learning opportunities from people who inspired me. I played the long game.

Tell us about your volunteer experiences with DMAW.

I've taught classes and sat on roundtables, but I got way more from the talented people who have come to DMAW events than I can ever give back.

Describe yourself in three words.

Creative, committed, compassionate.

Describe your life in six words.

A grateful son of loving parents.

Greg's Favorites

Restaurant Filamenas.

Film "Sound of Music"

Book "The Divine Conspiracy" by Dallas Willard.

Music David Bowie

Website Facebook

Leisure Interests I'm writing a book about Abraham Lincoln and the surprisingly combustible role of churches in politics and the Civil War.

Quote "A pessimist sees difficulty in every opportunity. An optimist sees opportunity in every difficulty." — Winston Churchill

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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.

Link Up to ... The DMAW Educational Foundation

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

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PULL QUOTE



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