

Talkin' 'Bout My Generation: Tips for Generational Storytelling

By Craig Wood



With apologies to The Who, when we're "talkin' 'bout my generation," who are we really talking about? Who should we be talking about? That's a pivotal question being debated in conference and board rooms.

Many feel a burning desire to understand and connect with Millennials and Centennials, who represent the future of engagement, advocacy and change.

For others, the focus remains on Matures and Baby Boomers, who, for years, have shown the greatest propensity and ability to respond and purchase via direct marketing channels.

And then there's Gen Xers, who remain an enigma for direct marketers looking to capitalize on those in the prime of family growth, life-stage changes, peak earning years and unprecedented leadership opportunities.

What's clear is that how you tell your story to reach, engage and inspire different generational cohorts can make or break your direct marketing performance. Effective generational storytelling requires a clear understanding of the characteristics



Figure 1: This snapshot compares the birth years, current ages and Census population sizes of the five generations alive today, based on research from generational experts at Kantar Consulting.

Continued on page 5

“
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 ”

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Using Technology to Tell Stories

By Annie Rhodes



Many philanthropic organizations today continue to struggle with capturing the critical information they need in order to effectively communicate their impact to current and prospective donors and other

stakeholders.

For organizations doing so much good, there are many reasons why this isn't prioritized; these include not knowing what intended outcomes we want to measure to move our mission forward, what stories and anecdotes we need to track in support of progress towards those outcomes and not having the technology or strategy in place to easily

capture and measure this information. But as many of us now know, data adds crucial backing to anecdotal stories in ways that connect your donors to the progress your organization is making toward its mission.

If this is something your organization struggles with, know that you are not alone. We see this across the entire community.

By examining those select organizations that do it well, we have seen a handful of consistent patterns that allow alignment between quantitative outcome measurements and qualitative stories. These patterns illuminate strategies that can be applied at any organization to improve data and storytelling

Continued on page 12

President's Perspective

'A Picture Is Worth A Thousand Words'

By Mikaela King



That old phrase, "A Picture is Worth a Thousand Words" is a cliché because its so true, isn't it? One good image can communicate so many things to the viewer—facts as well as emotions, tone, action, need. It prompts a reaction, and (we hope) drives response. Indeed, a great picture is not just a flat image, but can become almost a two-way experience with the viewer, calling to mind their connection to that image, its symbolism for them, evoking memories and changing their experience of it. Great copy, which can be just as much work to create, builds a similar relationship with the reader.

Honestly, I'd rather be 20 rows deep in a pivot table than trying to tell a story in narrative. It's not that I don't appreciate copywriting—I've been moved to tears many times in my career as a nonprofit marketer while reviewing fundraising appeals, and my bank account can tell you that both words AND pictures sure motivate me to buy the latest educational kid toy or, let's be real, handmade jewelry on Etsy. But I'm much better with numbers, analytics and strategy—writing doesn't come easy to me, which is why I admire all the more my colleagues whose creative expertise allows them to paint pictures with their words, telling authentic stories and moving readers to action.

This is why this year's Bridge Conference theme, "The Art and Science of Fundraising and Marketing," is such a prescient topic to explore. There's never been a more important time to go deep here, in our world where younger generations are demanding more involvement, more transparency and hyper-relevancy; where watchdog groups are shining a spotlight on impact and corporate ethics; where journalists and anyone using the megaphone of social media are telling stories about individual experience, social responsibility and major issues affecting many of our organizations, all in a 24/7 news cycle.

This is an extraordinary amount of noise, and an unprecedented and growing level of expectation. This is both our challenge and our solution. We can break through all this noise by meeting and exceeding the expectations of our constituents. By using the art and science of fundraising and marketing to create hyper-relevant experiences with our brands and stories that move each of us to action.

We've got an extraordinary lineup for you at this year's Bridge Conference. Many of you will recognize this year's Bridge Conference opening general session speaker Shankar Vedantam of NPR's Hidden Brain. I hope you're just as excited to learn more about the science side from Shankar as I am. Bridge's second day general session starts to marry science with art through, "Using Neuroscience to Maximize Your Effectiveness in Fundraising and Advocacy," with Geoff Peters of Moore DM Group and Bernard Ross of The Management Centre. Bridge's final masterpiece is the closing general session and reception with award-winning visual artist, international keynote speaker and executive coach Allison Massari who will present for us, "The Survival Guide to Being Human." And of course, hundreds of sessions taught by your industry colleagues on all aspects of fundraising and marketing.

If you haven't already registered for this year's Bridge Conference, you can find out more at bridgeconf.org. We've even created a Persuasion Kit that uses both art and science to help you make the case to join us at #bridgeconf18! May all your campaigns deliver on time and beat budget.

Regards,
Mikaela
miking@ns.org

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Calendar of Events

THUR JUN

7



Digital Day Forum
8:30AM - 4:30PM
District Architecture Center,
Washington, D.C.

THUR JUNE

14



Wakeup and Learn
Mid-Level Magic: How you can use your direct response program to leverage big gifts!
8:00AM to 10:00AM
SEIU, Washington, DC

TUES JUN

19

Production Strategies Forum
9am to 4pm
AARP, Washington D.C.
Save the date and look for details soon!



THUR JULY

12

Lunch and Learn
Great Idea! The Basics of Brilliant Brainstorming!
12:00PM - 2:00PM
SEIU, Washington, DC



TUES JULY

31-
THUR AUG

2

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



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

Imagine your nonprofit is attempting to market a story that you consider not very compelling. In your opinion, how would you best communicate that story?



JULIA

Sometimes unappealing stories are the most important for the world to hear. Starting with a personal, emotional experience from a real person is key.

Out of the gate, your story needs to focus on piquing curiosity, making people care and keeping their attention, especially with "less than appealing" topics.

Explore Facebook Groups for communities that would care about this story, and get their help spreading the word.

— **Julia Claire Campbell, MPA,**
Author
"Storytelling in the Digital Age: A Guide for Nonprofits"
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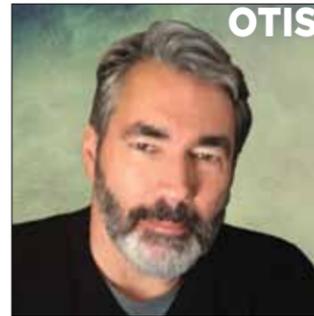
GEORGE

One way to add interest to a boring story is to include external details. For example, if the story is about a child in Africa sick with diphtheria, the symptoms of the disease could be added and described in detail. Doing this in a compelling way draws donors in with details to win their sympathy, while not influencing the original story's accuracy.

Another way to add interest to a story is to include the storyteller in the narrative with statements like, "If my child was as sick as this little boy, I'd be frantic! And with no medical care, it would be heartbreaking." This can help involve readers more in the story.

A third option is to replace the story with a word picture, a composite story representing the nonprofit's work. It shouldn't be represented as an actual story, but good word pictures can be more compelling for donors.

— **George Crankovic,**
Senior Copywriter
TrueSense Marketing
gcrankovic@yahoo.com



OTIS

Topics that are less than compelling come to life when you frame them in the right context. It turns out that the way to do that is pretty simple—just ask the right questions.

As an example, Malcolm Gladwell got over seven million people to watch a video about spaghetti sauce by asking one interesting question: Why do brands sell so many styles of spaghetti sauce when they used to sell only one? Surely your topic isn't any dryer than spaghetti sauce...

You can hone in on the questions by going to Q&A sites like Quora or Yahoo! Answers to find out what other people are asking about your topic. It's basic market research that will help you find the angle that will unlock your readers' interest.

— **Otis Fulton,**
Vice President of Behavioral Economics,
Turnkey P2P
e: otis@turnkeyp2p.com



TRACY

When I worked for a local chapter of the American Red Cross, one of my responsibilities was press and media relations. Press releases and story pitches were a regular part of our communications strategy.

From time to time, a volunteer or board member would ask us to send a release or pitch a story about something that was, well, not an attention grabber. Our team would listen to the idea and determine if it was: relevant to our target audience, interesting and in fact, NEWS.

If it didn't meet the three criteria, we didn't pitch the story.

We had to keep in mind that just because we found it interesting internally that our chapter was rolling out a new website, it didn't mean that it was a riveting or relevant bit of news that the community would want to hear.

Now, if we were rolling out a "safe-and-well" feature of a website that would allow families to connect with loved ones after a disaster, that would have passed the interesting and relevant news test!

— **Tracy Vanderneck,**
MSM, CFRE,
President,
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Tips for generational storytelling

Continued from page 1

and core values that define each generation, beyond just their age. Generations are groups of people who share the same birth years and formative experiences, and each generation will respond to current societal conditions and life stages in ways that are driven by the early shared experiences that shaped their expectations and aspirations (Figure 1).

MATURES

The Matures—coined the "Greatest Generation" in the 1998 book by Tom Brokaw—came of age during difficult times, from the economic upheaval and constraints of the Great Depression to World War II and the original Cold War, where Americans had common enemies and shared views on what was required of the individual to benefit society more broadly.

This led to a more "traditional" set of core values revolving around duty, hard work and collectivism, which is reflected in Matures' stronger sense of loyalty to brands and organizations.

Matures will respond to direct marketing that highlights responsible and rewarding ways to reap and share the benefits of all their hard work and self-sacrifice.

BABY BOOMERS

The media and the marketplace have been fixated on Boomers since birth, scratching their collective heads as Boomers left behind the conformity and obedience of their parents' generation and struck out on their own, creating a distinctly new path of priorities and ideals.

Coming of age in a period of post-war economic expansion and unprecedented educational and employment opportunities taught Boomers to expect that "things will always be this good," creating a confidence that drove the pursuit of individual goals and achievements.

Today, Boomers' focus on individuality remains, with three-quarters saying everyone should be free to do their own thing. But with that comes a requirement to know them—and treat them—well. Boomers are more likely to drop you if they feel like you don't understand or can't deliver on their evolving needs.

The bottom line is that you have to make Boomers feel special. While they may not expect to be the sole focus of your direct marketing efforts anymore, Boomers

won't tolerate being marginalized. They expect to be recognized and appreciated for the value they've brought—and will continue to bring—to your business or category.

GENERATION X

Sometimes characterized as the "forgotten" generation (sandwiched between the more prominent and sizeable Boomer and Millennial generations), Gen Xers were often portrayed as defiant, non-conformist slackers. But the reality is that Gen Xers were and are driven by the need to be savvy and self-reliant, with a healthy dose of discernment and pragmatism shaped by growing up in a time of economic and social uncertainty where there were no guarantees and trusting one's own instincts was imperative.

Far from being an afterthought, Xers are perhaps the most important cohort in the marketplace today. They are today's leaders, they are the consumer group with the largest disposable income in their peak earning and spending years, and they have long awaited their moment in the marketplace spotlight.

But Gen X is in the thick of work-life constraints—especially the younger end of the generation—being pulled in many directions by competing work, family and personal priorities. While they will value your attention, it will take specific, culturally meaningful communication to overcome their well-ingrained skepticism and mistrust. It will be critical to prove that you care and to convince them you value and recognize their commitment to your brand.

MILLENNIALS

Millennials are brand and media darlings and the crown jewel of generational cohorts today. They came of age during an era of unprecedented choice and consumer options and a cross-pollination of ideas resulting from increased globalization and cultural diversity, so they are able to see new possibilities and opportunities everywhere.

Millennials want to define their own dreams and invent their own solutions, and they expect a higher level of personalization, customization and service for their scarce time and attention. They aren't looking for brands to define them but rather to let them express their authentic and imperfect selves. It's the difference between brand as badge and brand as mirror for a generation of consumers who have always

prized being true to themselves and rejected hype and exaggeration.

Though collaborative and team-oriented, Millennials relish independence and are comfortable going their own way. Perseverance is paramount, and while they may need guidance revising their approach to and expectations of success and progress given new economic and personal realities, they will respond to direct marketing that helps them keep their dreams alive, especially as they take on the adult responsibilities facing them on the cusp of their 40s.

CENTENNIALS

Centennials—the youngest and most diverse generation alive today, sometimes referred to as Gen Z—were born starting in 1997, meaning the oldest Centennials will turn 21 this year. This 90-million-strong generation has come of age amid uncertainty, disruption and some of the fastest social change in American history driven by digital technology at a global scale.

Their formative experiences have created a resilient, grounded and purpose-driven group with a focus on building skills and connections that will prepare them for success and help them make progress in an uncertain world. We are now seeing only the beginning of Centennials understanding and exercising the power of their voice and the impact they can make.

Because this group may not be as responsive to traditional direct marketing, understanding and leveraging digital channels will be critical to reaching and engaging Centennials. This experience-driven generation places a higher value on moments and stories. Successful direct marketing should capitalize on this generational shift, with brands and organizations framing themselves as a vital component of a particular lifestyle choice, rather than commodities with a specific utility.

Whichever generations garner your focus, understanding what drives the different generations to make lifestyle and marketplace decisions is crucial to connect with them on a deeper, more meaningful level. ■

Craig Wood is the founder & CEO of The Collaboratory, a research and consulting firm that helps organizations better understand, connect and engage the audiences who matter most — customers, donors, members, employees, management and more.

The 2018 Bridge to Integrated Marketing & Fundraising Conference

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The Art & Science of Fundraising and Marketing: Discover the Best Mix

The art of storytelling. The science of analytics. It's the perfect marriage for your marketing and fundraising program.

Learn more about this fundraising dynamic duo at this year's Bridge to Integrated Marketing & Fundraising Conference—aka Bridge Conference—July 31 to Aug. 2 at Gaylord National Hotel & Convention Center in National Harbor, Md., just outside Washington, D.C. You'll discover:

- New Strategies
- Proven Methods
- Timely Advice
- Timeless Wisdom
- Original Voices and
- Unchanging Truths

You'll have the opportunity to hear the best of right-brain and left-brain ideas in over 80 breakout sessions; interact with more than 120 supplier partners; and most importantly, leave with real ideas that will take your fundraising and marketing to the next level.

Read more in this month's *Marketing AdVents* about our keynote presenters and two of our sessions! For more details, visit bridgeconf.org for the full schedule and listing of over 150 speakers.

Titans of Media: Google vs Facebook for Nonprofits

Digital marketing is a core strategy element for most nonprofits. Reaching users where they're most engaged—with the right content, at the right time—is key. Consumer expectations evolve in concert with technology, and organizations that don't adapt their messaging, fundrais-

ing, and list growth strategies will quickly be left behind by their competitors.

When deciding where to invest a digital marketing budget, the term "media mix" or "pie chart" usually enters the conversation. Which platforms will you be using and how much money will you be spending on each one? In order to create an effective media mix, it's critical to understand your goals and your budget. Remember to set goals for each segment of your user base: donors, non-donor list members, sustainers, lapsed donors, etc. Don't forget about distinct goals for lead generation and prospecting either. Your media mix governs the creative plan you'll need to generate, the different types of engagement available, how many distinct landing pages you need to create, and much more.

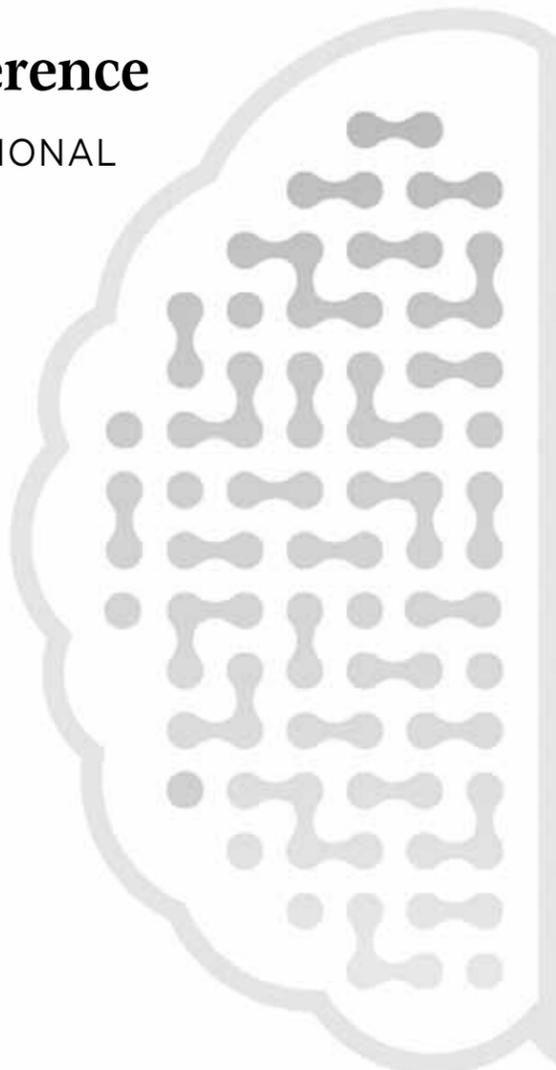
Along with email, two words will almost always show up in a media mix for large nonprofits: Google and Facebook. This is because these two titans dominate daily digital engagement for many audiences. Combined, these three channels probably account for most of your digital behavior too. Unfortunately, there are a lot of common misunderstandings about how best to employ the vast and diverse array of advertising solutions offered within these platforms.

Fundamentally, though, there are a few core differences between Google & Facebook as advertising channels:

Google Search owns a massive user base because users trust search results. The primary value of Google Search Ads

is that Google is the most popular and trusted search platform. Reaching users in search can be an excellent way to curate an ROAS (Return On Ad Spend) positive, low-friction way for users to find and engage with your website. With the right landing page experience it can also be an effective lead generation and prospecting tool. Google's advanced automated bidding strategies, dynamic ad content, search audience segmentation, retargeting, and partner networks make it a must-try for most organizations that have the budget. Let's not forget also about other search platforms like Bing, which can be highly successful in augmenting and extending Google Search campaigns.

Facebook offers extremely robust targeting based on demographic data, user interests, behavior, and (much) more.



for Nonprofits" session at the 2018 Bridge to Integrated Marketing and Fundraising Conference.

About the Author Chris Earp is Beaconfire RED's Senior SEM & SEO Manager and is skilled in creating campaigns engineered to foster cross-channel and cross-device experiences. He started his career in advertising technology and became the Vice President of Business Development of a digital agency with a focus on SEM and Google products. Chris holds all Google certifications, including AdWords and Analytics IQ.

Be Sure to Tend These Annual Fund Perennials

With the next shiny new digital novelty beckoning, you may be tempted to spend your digital budget driving innovation. But that's risky.

One or more of these digital perennial favorites can create your stable base:

- Motivate supporters to give with a Membership Month campaign. Devise a compelling theme with a built-in time limit. Throughout the month, you add promotions, goals, progress reports, and urgency to compel donors to give.
- Like other marketing channels, digital campaigns at Year End are a tried-and-true hit. Increase the urgency through your email efforts, and even double up emails on Dec. 31 to pull in those last-minute gifts. Just make sure your creative and persuasive message stand out in donors' crowded inboxes.
- Matching Gifts continue to be a winning strategy as donors look for ways to maximize their giving. Give your major donors an incentive to match lower-dollar giving through a digital Matching Gift campaign—and see results rise for both.
- We've had great success with Anniversary Campaigns that honor significant anniversaries like a museum opening, a founder's birth, a legislative victory, an historic date, etc. The John F. Kennedy

Advertisers can attach all kinds of visual collateral (images, slideshows, videos, gifs, cinemagraphs, and more) to their ads, making Facebook a powerful platform for messaging. These targeting and creative elements make Facebook a great way to target new audiences with content designed specifically for them. Compared to Google, Facebook might be an even better way to introduce your organization to potential donors. Additionally, Facebook is also used to reach CRM lists during key fundraising drives and critical periods in the news cycle (much like email).

So, which media titan should be favored more heavily in your marketing mix? Which key features are going unused in your ad accounts? How do they work together? You'll learn all of this and more at the "Titans of Media: Google vs. Facebook

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KEYNOTE SPEAKERS



Far left: Vedantam
Left: Massari



Right: Ross
Far right: Peters

Center for the Performing Arts created a hugely successful anniversary campaign – “35 Days of Giving” to celebrate the centennial of JFK’s birth.

• Remember, Giving Days don’t begin and end with Giving Tuesday—announce your own meaningful giving day and promote it digitally, with a compelling case for support and clear-cut goals. Be sure to report back to donors on your progress and results.

The art and science of fundraising marketing have always been about discovering the right mix of creative, messaging, channel and audience.

You need to develop your own “special mix” using these proven methods. To be effective over time, you want to develop a strong fundraising framework; consider a theme that creates a compelling case for support; and, most importantly, one that will have the flexibility and evolve into an evergreen digital campaign that will serve your nonprofit for several years.

No organization is too large or too small to develop and execute a campaign that can be rolled out and achieve the

results needed to move your mission forward.

Myles King, director of annual and digital fundraising for the Kennedy Center, and Laura Connors, vice president of membership for National Parks Conservation Association, will join me to discuss perennial approaches to building annual funds at the “Perennial Favorites: Annual Fundraising Campaigns, FTW,” session at the 2018 Bridge to Integrated Marketing and Fundraising Conference, July 31 through Aug. 2, at Gaylord National Hotel & Conference Center, National Harbor, MD (adjacent to Washington, DC).

About the Author Kerri Kerr, chief operating officer of Avalon Consulting Group, manages Avalon Client Services—supervising clients’ strategic consulting and deliverables and ensuring that the staff and production processes are functioning at the highest level. Her analytical expertise and understanding of long-term member value, retention, and ROI are invaluable assets as is her compelling creative that has resulted in some of Ava-

lon’s most successful, breakthrough fundraising campaigns.

Neuroscience Becomes Art!

The Bridge Conference has four phenomenal keynote speakers scheduled to challenge the left and right sides of your brain! We’ll kick off our Opening Keynote on Wednesday, Aug. 1, with NPR’s renowned social science correspondent, Shankar Vedantam, host of Hidden Brain.

Vedantam will discuss HIDDEN BRAIN & GENEROSITY. He’ll share that humans are hard-wired to be altruistic and being generous produces happiness. Yet, why do many people hesitate when it comes to donating to nonprofits or helping the less fortunate? He’ll help answer those questions, as well as explain how psychology and neuroscience—aka the “hidden brain”—can teach organizations about eliciting generosity.

On Thursday, Aug. 2, some more work for the left side of your brain as two internationally known fundraisers, Geoff Peters, CEO, Moore DM Group and Bernard Ross, Director, The Management Centre,

will present, Using Neuroscience to Maximize your Effectiveness in Fundraising and Advocacy. Ross will share examples from some of the largest agencies worldwide including the Red Cross and Red Crescent, Doctors without Borders, and the World Bank showing how they are applying this work to their programs—from fundraising to campaigns. Peters will share insights from the only neuromarketing lab set up solely for nonprofits, designed to allow pre-testing of creative components - words, phrases, sentences, logos, pictures, digital landing pages, donation pages, videos, DRTV commercials, etc.—to determine what is likely to produce the best response.

Finally, we will give the left side of your brain a rest and focus on the right side, enjoy a drink and some appetizers, while you hear the dramatic story of our closing keynote speaker on Thursday afternoon, Allison Massari, internationally known Visual Artist and Speaker, as she presents, The Survival Guide to Being Human — and the Art of Happiness. Having built four thriving

businesses from the ground up, Allison forged her path to success with courage, creativity, and compassion, and shares her personal journey with deep appreciation and insight.

As the survivor of two devastating and near fatal car crashes, one where she suffered severe burns on over 50 percent of her body, she has become a fiery voice for the potent power of kindness and indestructible perseverance.

In 1999, Allison established the Roger Pepper Adventure Camp for Teen Burn Survivors, a nonprofit named after the courageous man who pulled Massari from the blazing inferno of her car.

Massari’s bold work has made her a trusted confidante to CEO’s, leaders, and managers and the triumph of her experiences gives her compelling authority to offer tangible tools for managing change, adversity, and the everyday challenges of being human.

You don’t want to miss a single moment of these keynotes! ■

“THE ART AND SCIENCE OF FUNDRAISING MARKETING HAVE ALWAYS BEEN ABOUT DISCOVERING THE RIGHT MIX OF CREATIVE, MESSAGING, CHANNEL AND AUDIENCE.”

Visit Bridgeconf.org for program and registration details!



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Show, Don't Tell: Top Tips for Video Storytelling

By Claire Kerr



You are a marketer, so you've seen the stats about video as the killer app for 2018 and beyond.

Storytelling is vital in today's attention economy. For instance, according to HubSpot, 72 percent of consumers would rather use video than text to learn about a product or service.

But which types of video content are most impactful, delivering a positive brand experience and greater conversion? If you had the choice to watch a tutorial or a human-interest story, which would you take the time to watch?

If you have a video marketing strategy, but are not taking advantage of storytelling, you're missing a huge opportunity to share content that has a real impact on your audience. Telling a good story can be the biggest competitive differentiator. Smart storytelling can help position your nonprofit or socially responsible company as being both sympathetic and dynamic; it can bring in new donors or customers while retaining current ones; and it can expand your reach and establish your brand digitally.

Here are four ways you can strengthen your storytelling skills for marketing impact.

1. WEAVE EMOTION INTO YOUR STRATEGY

One of the best ways to reaffirm your organization's vision is by creating a solid emotional touchpoint with potential donors or customers. Appeal to their soft side by planning stories that explain how your organization provides help or addresses an important issue.

Think about universal human experiences that help your audience relate to

your subject matter. For example, SickKids Foundation's "For All the Moms Who Ask for Nothing, There's Something," (goo.gl/nypL8a) instantly transports you to all those times you've heard someone say she doesn't want anything special for

Mother's Day. The connection is immediate when you hear "No chocolates. No spa day...Nothing...But for my baby to get better."

SickKids Foundation invites viewers to take action after viewing, directing

them to pledge to be a monthly donor or check out alternative gift options at goo.gl/4TL8G7.

When you tell your own emotional tale, be sure to keep the story going by updating your audience with follow-up communications to show how their contributions are helping you to help others.

2. GET A LITTLE SILLY

Storytelling doesn't have to tug at the heartstrings; don't hesitate to tell a funny story if that's what will help you reach your supporters.

BuzzSumo's research into 100 million Facebook videos rated "humor" as one of the most engaging content types! It's heartening to hear their assessment that "the most dominant emotional reactions to videos were laughter and love."

For instance, ASPCA's "Kitty Kiss" video (goo.gl/AvJry4) features friendly human faces blinking slowly at the camera. It's silly and irresistible. Why all the winks? If a cat blinks slowly at you, it means she likes you, so you had better practice your feline smooches...And sign the ASPCA pledge to help homeless pets too, while you're at it! While kitties are featured in this video, humans are the initial stars.

Don't be frightened to use video to capture the silly side of your staff members, volunteers or donors either. Your viewers want to know you are real people with a great sense of humor at the end of the day.

3. TRY BEING INTERACTIVE

Your storytelling efforts don't need to be static; in fact, if they're happening in the moment, they're more likely to engage more people. So many platforms you already use—including Facebook, Instagram, Snapchat and YouTube—now offer built-in livestreaming. You've basically

got a studio inside the phone in your pocket!

Just as telethons and radiothons offered the public an opportunity to participate by calling into your phone banks, livestreaming delivers real-time participation that connects your audience to your cause wherever they are watching.

You don't always have to commit your own resources to streaming – here's where you can lean on your online advocates. One of YouTube's top content creators, Markiplier, recently raised \$500,000 in 48hrs for Cancer Research Institute by offering a limited edition calendar for sale to viewers. His previous livestreaming charity efforts included dyeing his hair pink and collecting pledges to benefit Depression and Bipolar Association, and raising money for Save the Children before his European tour. His audience reaches over 20 million people!

Have you built a relationship with influential supporters of your cause? Have you given them the tools they need to spread the word about your organization? Think of ways you can help all your followers better advocate for you online. It should be easy for anyone who cares about your cause to ask their friends to donate to support you.

4. ELEVATE INSTAGRAM IN YOUR CONTENT CALENDAR

While there are many popular platforms for hosting your videos, I'd like to give a special shout-out to Instagram. After all, The New York Times described it as "the healthier Facebook."

Instagram's growing influence and reach is undeniable. FrontStream's recent research proved that Instagram was the second-most popular social network after Facebook for donors on #GivingTuesday this past December. Instagram sent more

individual donors to donation forms than Twitter, had a higher donation conversion rate, and the resulting gifts were of a higher average value.

The channel's video chat function, Instagram Live Video, lets users invite others to join them in a live video broadcast. Followers can watch along and interact with their friends, celebrities, and brands.

And when it comes to testing social ads, Facebook's and Instagram's integrated tools make it easy to plan one campaign on both channels. Instagram allows you to pay for sponsored postings and add a strong call-to-action like "Shop" or "Donate" (for as little as \$5/day). Pair this with Instagram's options for adding videos to an ad, and you've got the ability to create a truly impactful and convincing message that goes beyond a simple in-feed advertisement.

A great example is Plan Canada's current social advertising campaign. Their Instagram video ad appeals to donors by featuring Cheryl Hickey, a Canadian TV personality and a very adorable basket of baby chicks. It's all in support of their Gifts of Hope online catalogue.

These tips just scratch the surface of the ways marketers can leverage video to reach the right audiences. For more ideas, check out expert storyteller Julia C. Campbell's guest appearance on our "Asking for More" podcast. In Episode 8: "Stories Are the #1 Way to Cut Through the Noise," we dive into how to use great stories to motivate people to take action for good causes. ■

Claire Kerr is director of digital philanthropy at FrontStream, which powers the online fundraising of more than 10,000 charities and nonprofits worldwide. Claire, who co-hosts the "Asking for More" podcast, provides marketers with best practices for engaging donors and fundraising through web, social and mobile channels.

“WHEN YOU TELL YOUR OWN EMOTIONAL TALE, BE SURE TO KEEP THE STORY GOING BY UPDATING YOUR AUDIENCE WITH FOLLOW-UP COMMUNICATIONS TO SHOW HOW THEIR CONTRIBUTIONS ARE HELPING YOU TO HELP OTHERS.”

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197 views

planCanada Cheryl Hickey has an egg-cellent Mother's Day gift idea to show you that's both cute, thoughtful...and no wrapping required. Shop Gifts of Hope this Mother's Day!

Technology to tell stories

Continued from page 1

practices. We learned a few years ago that grant-making foundations were also struggling with determining how outcomes aligned with their missions, as well as where to get started tracking and measuring outcomes. What we've learned since is that funders are not the only ones struggling; nonprofits are as well.

Oftentimes we know what our mission is and what we are trying to accomplish, but we struggle with identifying the specific outcomes measurements that will align with our mission and goals, not to mention then being able to track towards those measurements. For nonprofits struggling with this challenge, we recommend starting simply and growing from there.

Ask yourself: What change in behavior are you supporting? Who are you working to affect? What information do you need to track in order to know that you are on the right path toward achieving that goal?

Answering these simple questions will help you make great strides toward understanding what you need to measure to achieve your mission.

We also learned a lot about stories and anecdotes, as well as how those are communicated at organizations and to the community. What stories and anecdotes are important to your mission and community? Which ones do you tell over and over again? Which stories help drive the most attention? And how are you tracking those today?

Often, we capture quantitative data and skip the qualitative or vice versa. However, each data point is made that much stronger with an anecdote. The same is true of stories paired with relevant data. To feel compelled to commit to a repeat gift or a higher donation amount, donors want to



see both. Donors today are looking for a return on their donation investment, so they need to hear about the progress you are making towards your mission from both broad data and from the anecdotes that help illustrate that data.

How are you finding these anecdotes today? Consider building a repository of stories by running an internal challenge to capture and share the most pressing stories from the work your organization has done. This fun exercise for staff will pay dividends through an increase in retention and engagement from your donor community.

Finally, how are you capturing all of this information? Ideally, you are using technology that makes this all consistent, trackable and easy for other teams to access to help support the work that they are each doing.

Capturing this information in a central system will enable your organization to deepen engagement with existing donors, attract new donors and share powerful results with the world. It enables donors to

track their dollars and feel a stronger connection to the work they're supporting. It connects nonprofits so that they may better strategize their work and it empowers foundations to share their stories with donors and the community at large.

Technology provides the ability for your organization and donors to move away from viewing donations solely as charity and toward seeing them as investments in critical outcomes. Like a retirement portfolio, donations can be viewed in alignment with performance, preferences and results. Corporations, private foundations, community foundations and individual donors can track donations as an investment that captures a solid ROI in terms of not just dollars, but also social impact.

Collecting and tracking quantitative data and qualitative stories will help lay the groundwork for more efficient and effective giving. In fact, it is only through this kind of serious, intentional data collection and analysis that we can benchmark our efforts and ensure that those efforts—even at the most microscopic level—are constantly contributing to the macro effort of building a better world. While outcomes tracking and sharing can seem daunting, technology offers us the opportunity to build strong processes and maximize our work to stay on course. ■

Annie Rhodes serves as the director of Foundation Strategy at Blackbaud. In this role, Annie helps philanthropic organizations leverage technology to optimize how they manage their giving and improve collaboration with funding partners and grant recipients. Annie is also aiding customers evolve from simple grant-making programs to results-focused giving programs that establish and measure outcomes and drive toward impact.

“WE KNOW WHAT OUR MISSION IS AND WHAT WE ARE TRYING TO ACCOMPLISH, BUT WE STRUGGLE WITH IDENTIFYING THE SPECIFIC OUTCOMES MEASUREMENTS THAT WILL ALIGN WITH OUR MISSION AND GOALS, NOT TO MENTION THEN BEING ABLE TO TRACK TOWARDS THOSE MEASUREMENTS. FOR NONPROFITS STRUGGLING WITH THIS CHALLENGE, WE RECOMMEND STARTING SIMPLY AND GROWING FROM THERE.”

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News Notes

● Back in 2016, Facebook allowed its users to raise money for nonprofit organizations. Last year, the company expanded by allowing users to create fundraisers for personal needs, according to Engadget. Recently, Facebook has announced new



updates to the fundraising tool: a donate match tool and more categories for personal cause fundraisers. The donate match tool allows users who create fundraisers to pledge to match donations (between \$5 and \$2,500), which is only offered in the U.S., but the company intends to expand internationally. In addition to the two changes implemented by Facebook, the company has also removed the platform fee for personal cause fundraisers. Previously, the fee in the U.S. was 6.9 percent plus \$0.30, which was for payment processing, fundraiser vetting and fraud prevention. While they have removed the platform fee, Facebook said that “there will still be a small fee for payment processing and applicable taxes.”

● CRM software company UNIM has announced a partnership with Lob Direct Automation to create efficient solutions for its cus-

tomers through direct mail, the company said in a press release. With the new strategic partnership, UNIM plans to assist with customer relationships through direct mail with Lob's print and mail application programming inter-

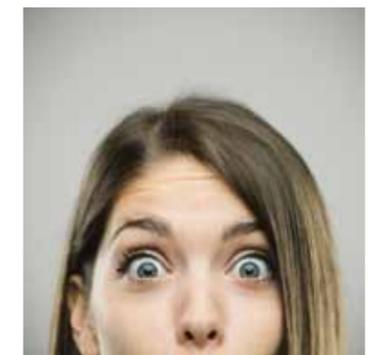
faces to deliver robust automation. According to the release, “UNIM chose Lob Computer Software for their advanced capabilities layered on top of a traditional marketing channel.” For example, Lob has the capability to send to customers customized postcards based on triggers—like specific actions they take.

● The Better Business Bureau has warned about fake charities that use military images during national holidays to collect donations. With BBB's new tool, BBB Charity Reviews, donors can see whether or not a charity has met BBB Standards for Charity Accountability—a list of 20 standards designed to show that charity is transparent about its operations and fundraising and follows good governance practices. According to The Joplin Globe, charities that meet all 20 standards could qualify as BBB Accredited Charities. For more information, visit bbb.org.

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

A 'Bridge' That Connects Passion to Programs

By Scott E. Huch



While you're at the 2018 Bridge Conference, July 31 to August 2 at the Gaylord National Hotel and Conference Center, you can help build a "bridge"

that connects highly qualified recent direct marketing grads with DMAW members!

How can you help? Support the DMAW Educational Foundation's (DMAW/EF) Silent Auction!

The foundation, working with marketing professors and students at mid-Atlantic colleges and universities, focuses on our region's future staffing needs in the field of direct marketing.

The funds generated at the DMAW/EF's annual Silent Auction allow us to produce successful, meaningful programs like "Professors' Institute" and "Mentor-for-a-Day"!

Located inside the Bridge Conference, the Silent Auction offers exciting items like:

- Vacation packages
- Spa gift cards
- Original artwork
- Orioles tickets
- Nationals tickets
- Theater tickets
- Assorted Gift Baskets

So help us build a bridge! There are two ways you can make an impact:

1. The Silent Auction Committee is looking for DMAW members and friends to donate items—a fantastic way to give back to the industry! Donors can take a tax deduction for the full fair market value of every item donated. If you have an item you'd like to donate—that you know would attract bids—please contact Carrie Schweikart at silent@dmawef.org.

2. Can't donate? Then plan to bid! Visit the Silent Auction and check out all the great items. You just may find that bargain you've been looking for... or maybe a special gift for a friend or loved one!

Most important, it's convenient and fun! Winning bidders may pay by credit card or personal check and should ar-

range to pick up their items before the **Solutions Showcase** closes on Aug. 2 to avoid shipping charges.

Carrie Schweikart chairs the DMAW/EF's Silent Auction Committee. For more information or to donate auction items, contact silent@dmawef.org.

You're in the business...you know the value of a silent auction. For the winning bidder, it's a win-win proposition—the winning bid helps the charity, and the bidder wins a valuable item! For the charity, the money raised goes right into programs.

You can help us build a "bridge" that allows today's marketing students to become future leaders of direct marketing.

Just answer this important call to action—Bid Often and Bid High at the DMAW/EF Silent Auction!

Scott E. Huch has served on the DMAW/EF Board of Directors since 2003 and as its Secretary since 2009. He is also President of Direct Creative, Inc., a full-service direct marketing agency that he founded in 1998. He loves to talk about direct mail. Contact him at scott@directcreative.info or (703) 933-3845. For more information, visit www.dmawef.org.

"The Silent Auction Committee is looking for DMAW members and friends to donate items—a fantastic way to give back to the industry! Donors can take a tax deduction for the full fair market value of every item donated."

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!



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Member Spotlight

Raised with strong family values of giving back to those in need, Katherine Bowen always knew she wanted to work for a nonprofit, which eventually led her to The Nature Conservancy.

She initially was a part of the Member Care Team, which was an opportunistic entry point into the organization—and the sector. The position gave her opportunities to speak directly with the organization's members and hear first-hand the passion and commitment that they had for the mission. After a few years, she moved to the membership fundraising retention team, where she began to learn about direct response and built her knowledge and expertise by working on all aspects of house-file initiatives spanning renewal, appeals, sustainer, high value and engagement through all channels.

The dedicated and passionate people who are so deeply committed to missions they work to support is what made her fall in love with the nonprofit sector. "It's inspiring to be a part of that larger community of nonprofit fundraisers who are working collectively for so many valuable causes."

Location: Fredericksburg, Va.

Education: B.S. in Anthropology from Longwood University
DMAW Member Since: 2006

Who do you consider your mentors?

I've been very fortunate to work with wonderful and extremely knowledgeable people through the years who have



KATHERINE BOWEN
Director of Retention
The Nature Conservancy
kbowen@tnc.org

been invaluable to building my knowledge and growth. To name a few: Dave Strauss, Katie Valvo and Bruce Leathwood.

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

Be proactive in your growth! Expand your knowledge, ask questions, be inquisitive and never be worried to ask what you might think is the obvious question. Join in conversations and get actively involved with the areas that will best build your skill sets and knowledge base toward your goal.

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

Taking on stretch projects, taking on new initiatives and

raising my hand to be involved in areas outside my current roles have pushed my skill sets and knowledge at various levels and helped my growth. These have set me up to be prepared when opportunities arise.

Tell us about your volunteer experiences with DMAW.

I've always spoken at the Bridge Conference, as well as participated in other events. I have always learned a lot from both attending and participating in DMAW events. The community of shared learning is a great strength of the sector.

Describe yourself in three words.

Caring, grateful, reliable.

Describe your life in six words.

There's dog hair in my tea.

Katherine's Favorites

Restaurant Mason Dixon

Website Pinterest

Film "Clue"

Leisure Interests I love to bake and decorate desserts; especially trying new recipes and experimenting in the kitchen.

Book Any books about animals.

Music Whatever's upbeat and on the radio.

Quote "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not." — Dr. Seuss

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