

Stephen Thomas

What's Old is New Again!

How to get your email to perform like
your direct mail and vice versa



About Us:



Stephen Thomas
Executive Creative Director & Founder



Maytal Kowalski
Director, Digital Strategy

- They both went to York University and they both enjoy working at Stephen Thomas Ltd (STL).
- Maytal is Director, Digital Strategy and Steve is the Founder.
- Beyond that Maytal is a Millennial and Steve is a Civic.
- Steve founded STL forty years ago.
- Maytal had some interesting gigs before STL including Second City and the Toronto Symphony.
- They both have interesting hobbies. Maytal circus performing and Steve coaching high school basketball.
- They had a lot of fun putting this presentation together. They hope you like it.

What we'll be talking about:

1. DM – pros and cons
2. Email – pros and cons
3. Email inspired by DM
4. DM inspired by email
5. Examples

Pros and Cons:

Direct Mail



Pros:

1. Physical object
2. Can include premiums
3. Familiar to older demographic
4. Can include multiple pieces and graphic treatments
5. Can set up digital or phone response
6. Demands response – even if only to recycle!
7. Novelty to younger demographics
8. Proven successful for annual renewal
9. Mailing lists are available for acquisition
10. Works for many non-profits with existing programs
11. Because direct mail is expensive, it is usually done by experts
12. Can persist in the household

Cons:

1. Expensive
2. No way to track opens
3. May not resonate with younger donors/prospects
4. Takes time to develop/create, mail, and receive response
5. Junk mail
6. Not useful for emergencies – real or created (the infantry)
7. Direct mail is unfashionable with fundraisers
8. Tests take months
9. Hard to start a program

Pros and Cons:

Email



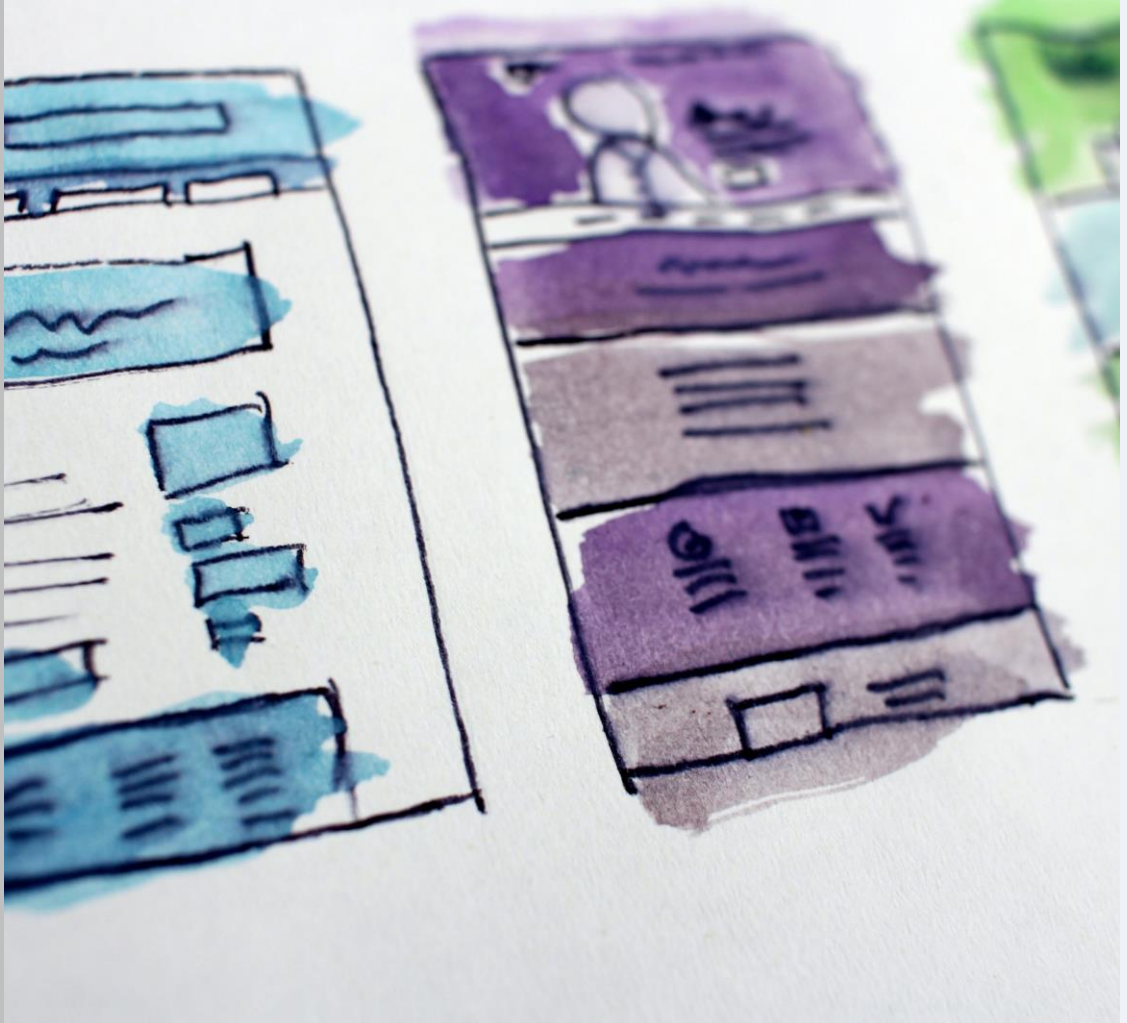
Pros:

1. Easy to send out
2. Inexpensive
3. Common mode of communication
4. Can easily personalize and segment
5. Can test quickly and get near-immediate results
6. Useful for emergencies – real or created (the cavalry)
7. Somewhat fashionable (thought this is changing due to social)

Cons:

1. Easier to delete/not pay attention to
2. Not all DM/telephone donors are necessarily in your email database
3. Hard to prospect
4. Can be seen as spam
5. Because it's cheap, it's quite often poorly done in-house
6. Easy to unsubscribe
7. Daily volume

Doing email inspired by DM



How-to:

1. Your subject line and preheader text is your OE
2. Write it like a letter to a friend, make it personal
3. Think about your signatory and “from name”
4. Test, test, and test some more. Don’t forget a control email though!
5. Donation form on website must be as simple as your paper donation form
6. Tell a story
7. Try indentation
8. Better graphics/moving away from templates
9. Premiums
10. Direct mail campaign strategies

***“Good copy pulls better than short copy,
regardless of the medium or channel”***

~ The Agitator

Doing DM inspired by email



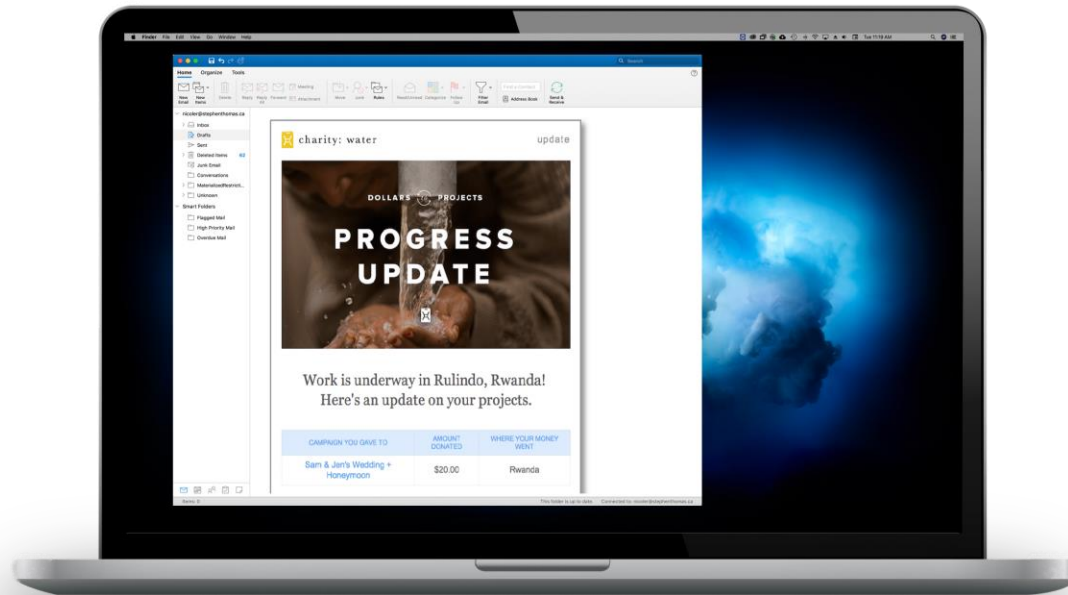
How-to:

1. Sophisticated segmentation
2. “Preheader” text
3. Using email as package insert
4. Unsubscribe on reply coupon (why not!)
5. Drive people to the website through insert

Examples



Personalization



charity: water update

DOLLARS PROJECTS

PROGRESS UPDATE

Work is underway in Rulindo, Rwanda!
Here's an update on your projects.

CAMPAIGN YOU GAVE TO	AMOUNT DONATED	WHERE YOUR MONEY WENT
Sam & Jen's Wedding + Honeymoon	\$20.00	Rwanda

YOUR PROJECT TIMELINE

Progress report

You are here

Complete!

1-3 MONTHS We send your money to the field.

3-6 MONTHS Our partners get permits, supplies, pick sites & begin the work.

6-9 MONTHS Our partners collect midterm reports & send us the information.

9-12 MONTHS Our partners finish the work & train the communities to manage their water point.

12-15 MONTHS Our partners collect final photos, GPS & community information.

15-18 MONTHS We receive completion reports, verify the data, assign your dollars to projects & send you your report.

charity: water update

DOLLARS PROJECTS

PROGRESS UPDATE

Work is underway in Rulindo, Rwanda!
Here's an update on your projects.

CAMPAIGN YOU GAVE TO	AMOUNT DONATED	WHERE YOUR MONEY WENT
Sam & Jen's Wedding + Honeymoon	\$50.00	Rwanda

YOUR PROJECT TIMELINE

You are here

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Subject lines and testing

“I will be outspent”
(\$2,673,278)

From Names

<input type="checkbox"/> ☆	Dr. Martens	A no-nonsense Docs gift guide - Easy-to-shop classics. No festive frills. FREE SHIPPING ON ORDERS ABOVE £50 ACROSS THE UI
<input type="checkbox"/> ☆	L.L.Bean Internatio.	Lined Sweatshirts: Extra Cozy, Extra Warm - Double the comfort, double the softness. Trouble viewing? View this email in a brows
<input type="checkbox"/> ☆	Content Marketing I.	What's Happening in Manufacturing Content Marketing [New Research] - View Message in Browser / Add Us to Safe Sender List
<input type="checkbox"/> ☆	Imogene + willie	hi. (kate is back) ■ - (back in stock) the kate eames. inspired by an old men's military chino that carrie's brother passed down to
<input type="checkbox"/> ☆	Marks and Spencer	These shoes are made for dancing - Be the life and sole of every occasion this season Having trouble viewing this email? Click he
<input type="checkbox"/> ☆	Simon & Schuster	New from Lisa Jewell: A masterpiece psychological thriller - The Family Upstairs by Lisa Jewell
<input type="checkbox"/> ☆	Bed Bath & Beyond	Have you heard? DYSON up to \$200 off + 25% OFF coffee (oh, yeah!) AND an additional coupon offer! - Your personalized saving
<input type="checkbox"/> ☆	Platform & Stream	Tencent Setting a Trend Spotify May Have to Follow; Rare Foo Fighters B-Sides Now Streaming; Deezer Debuts 'Shows' Hub for

Preheader Text

Nadine Burzler

✦ Invest in yourself... ✦ - 8 days remaining. Upgrade to Premium

Daily Page

Kickstart your creativity - Hi Darla, We all need a little boost to get us going. With Daily Page, ou...

Oct 1

Grammarly Blog

Are You in the Wrong Career? - If you are, don't panic. Help is on the way! Grammarly October 6, ...

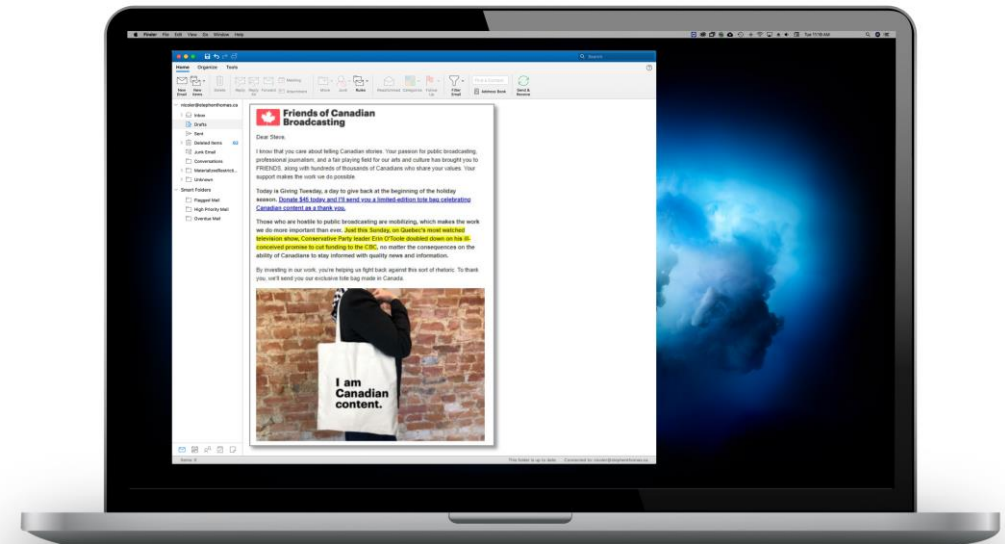
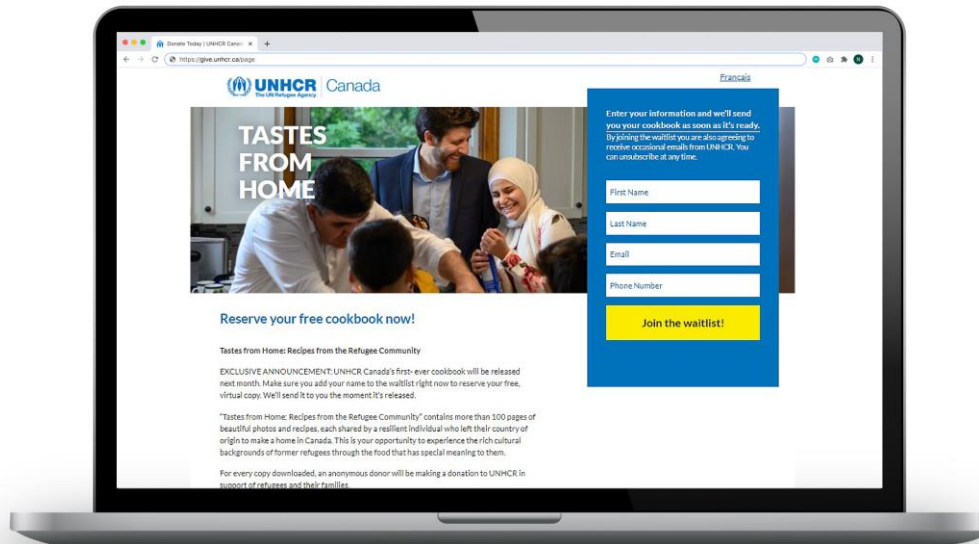
Oct 7

tentree

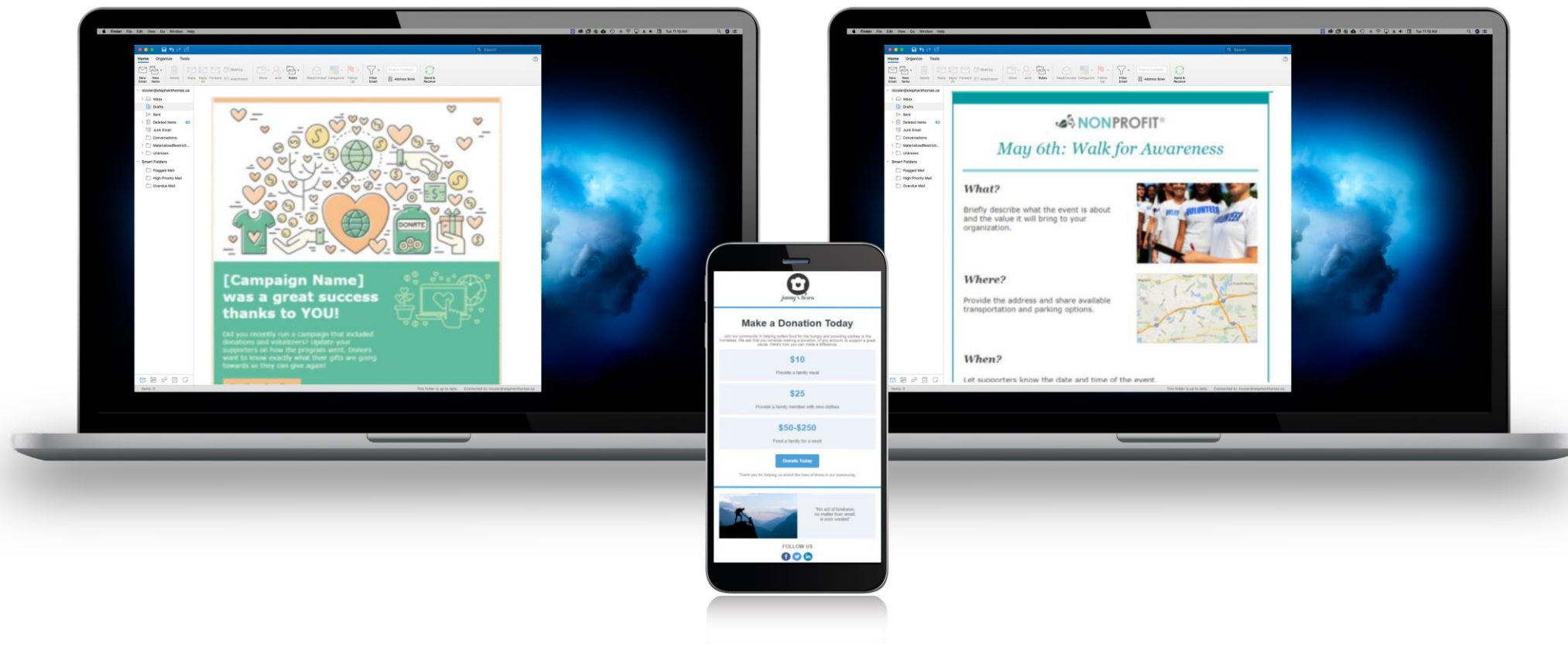
Are you a Highballer? - Featuring embroidered wordmarks. The highballer collection is named a...

Sep 19

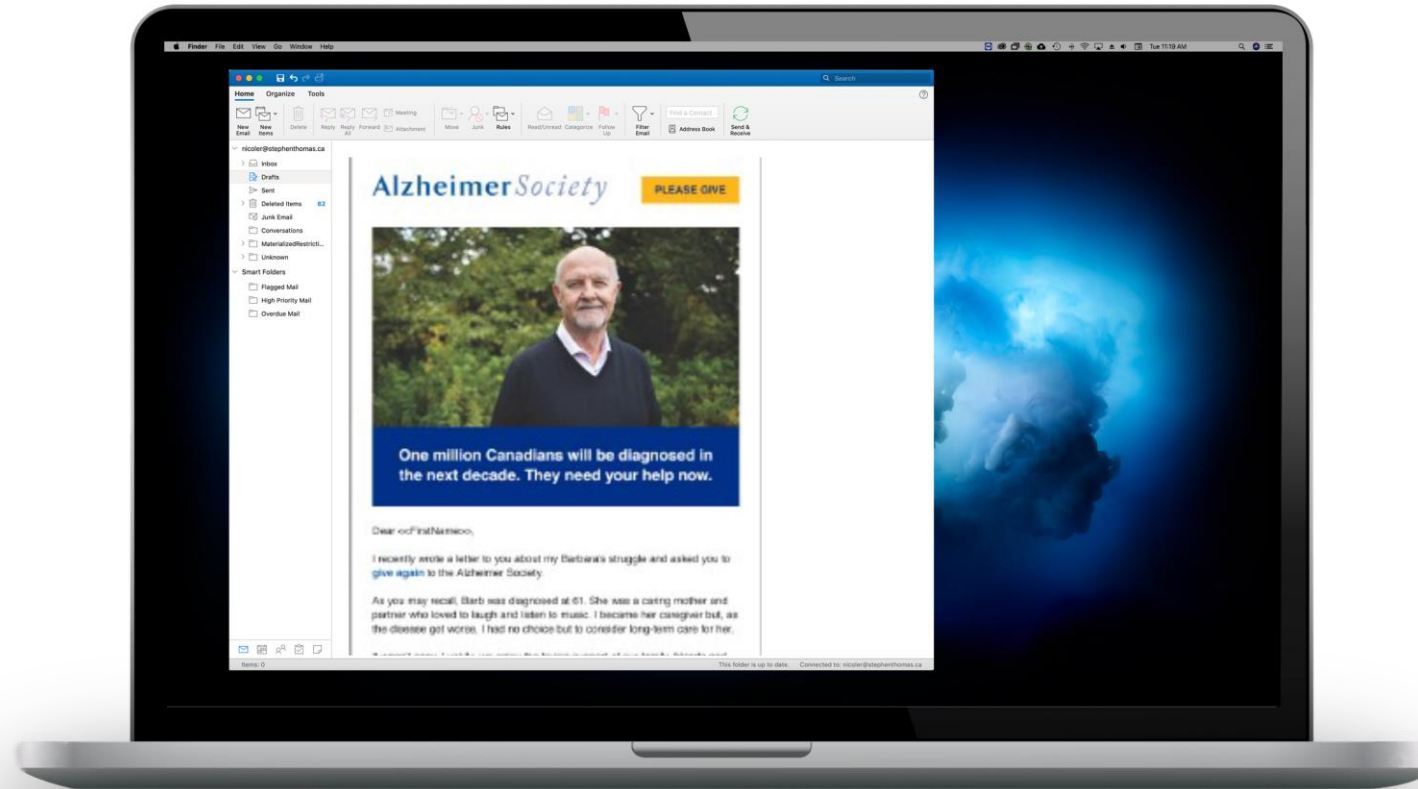
Premium example: UNHCR



Email Palettes, NOT templates - Examples



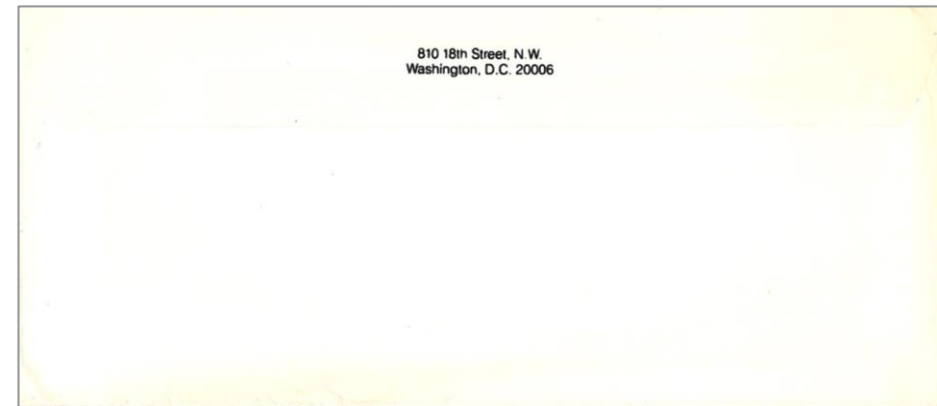
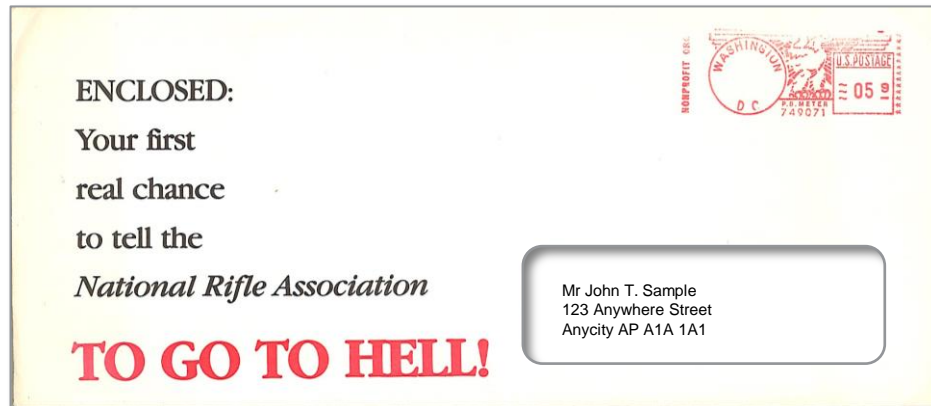
Storytelling examples: Alzheimer Society



OE as subject line



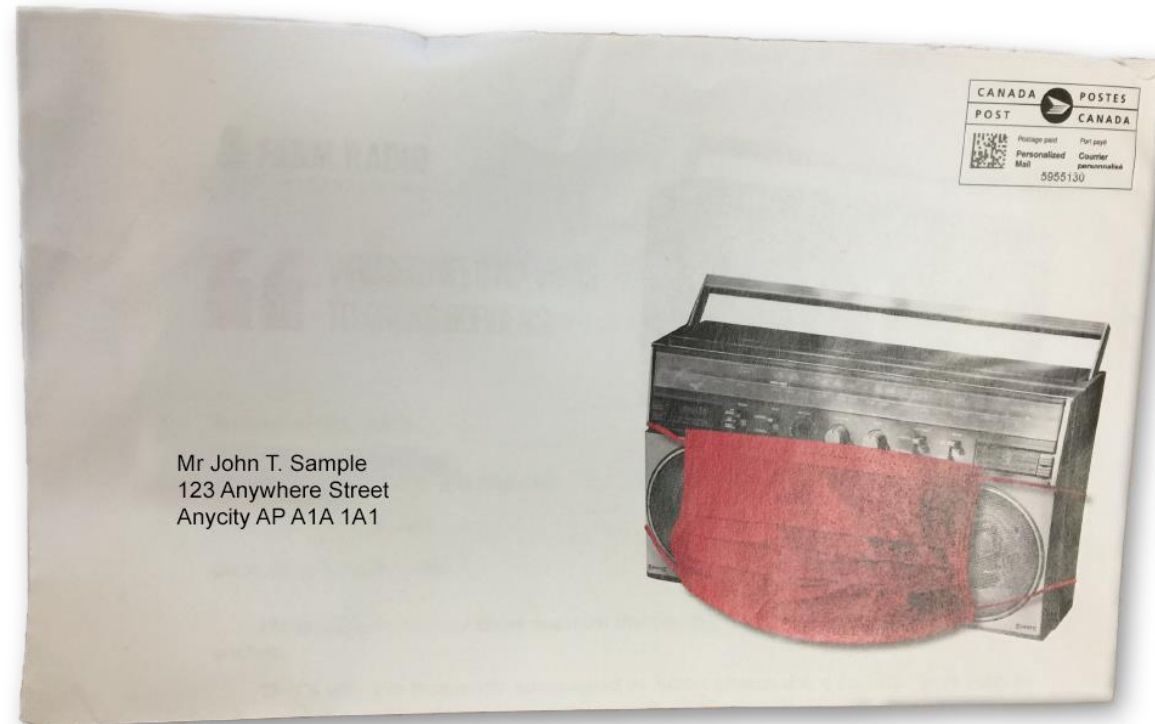
OE as subject line



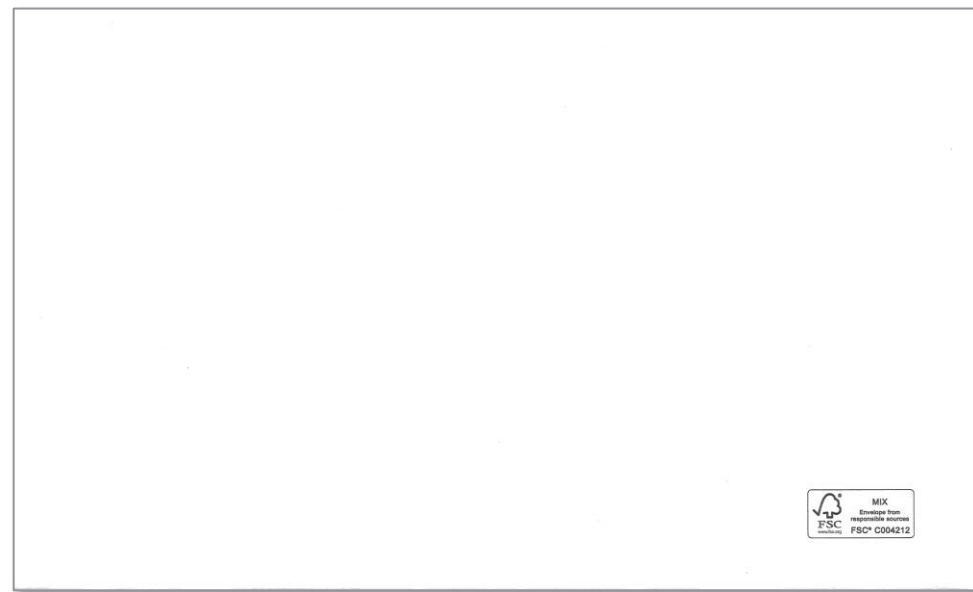
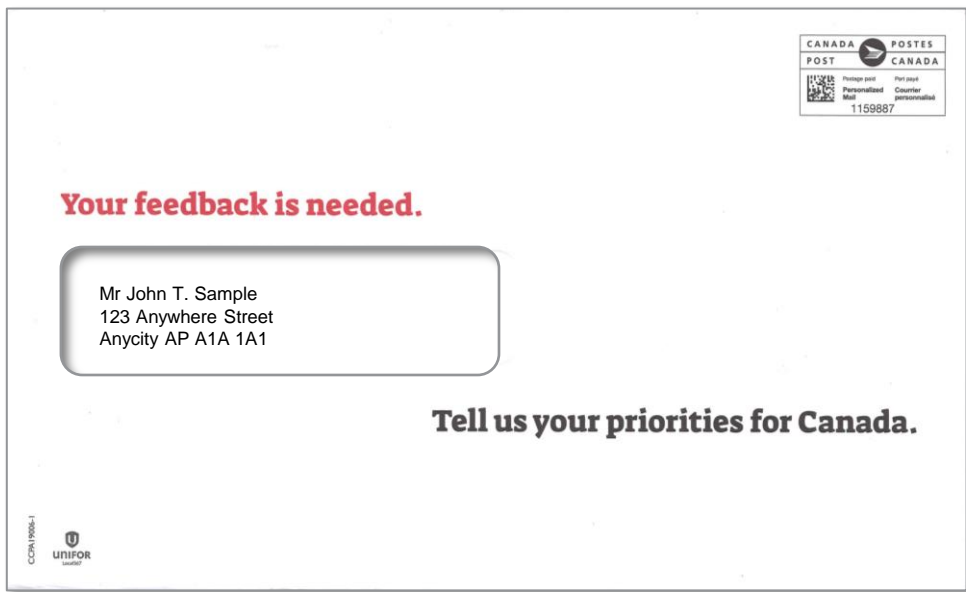
OE as subject line



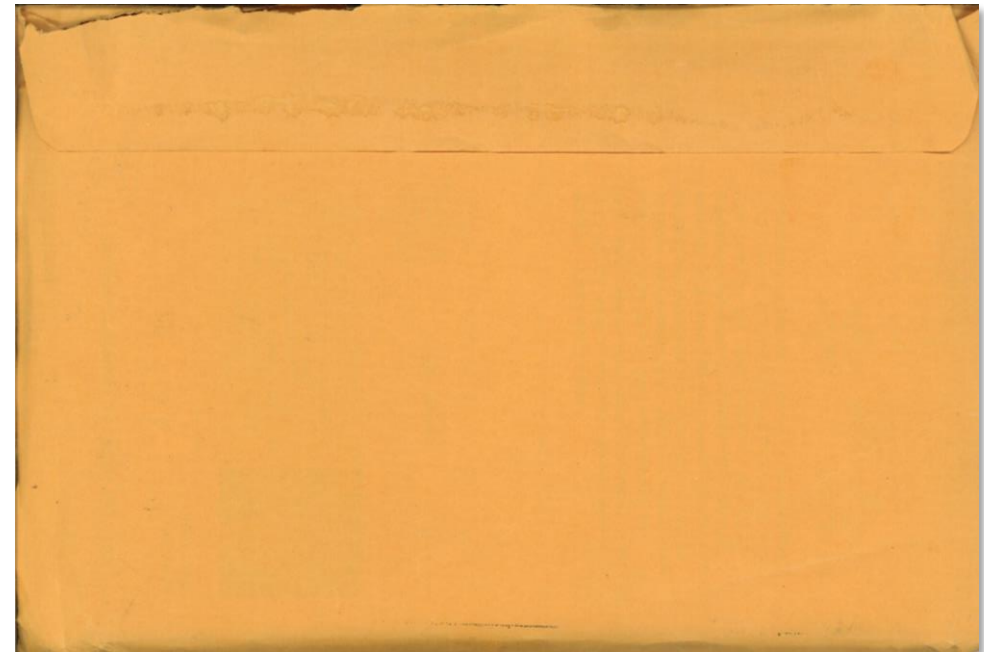
OE as subject line



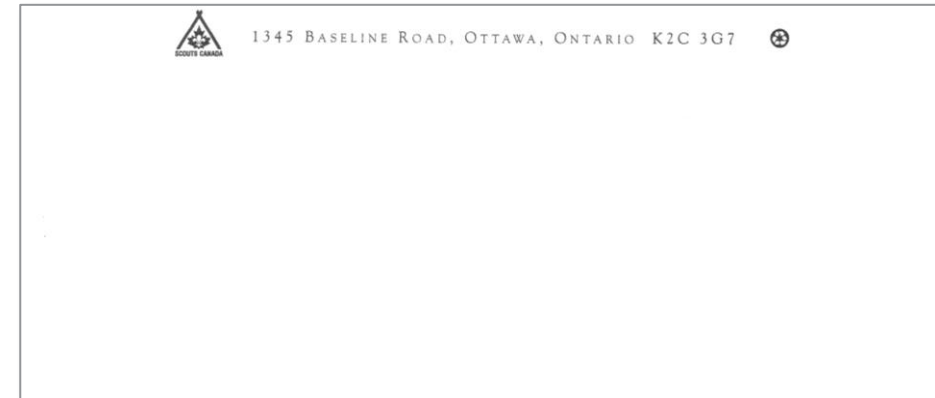
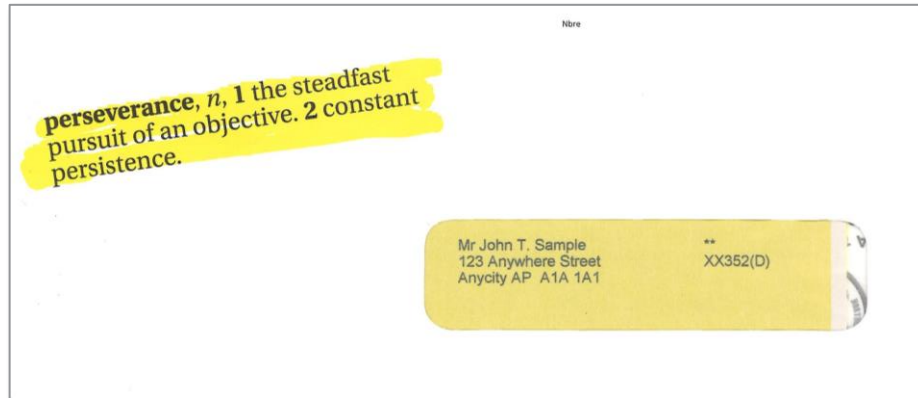
OE as subject line



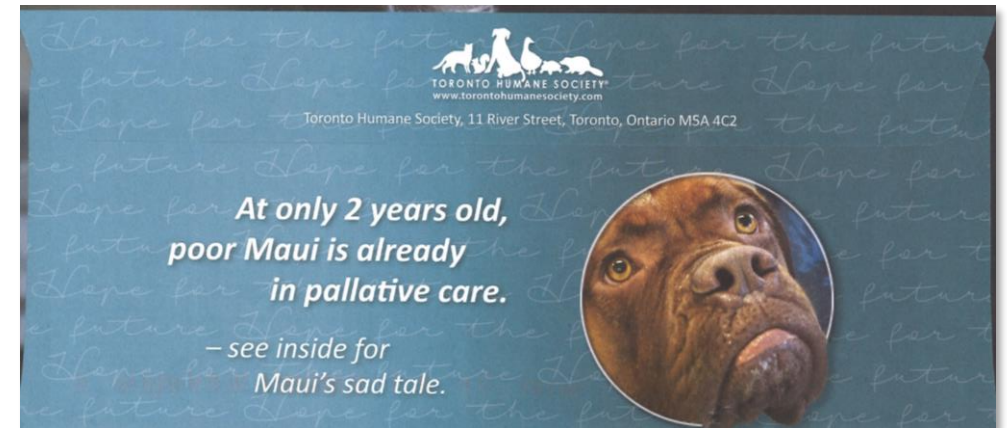
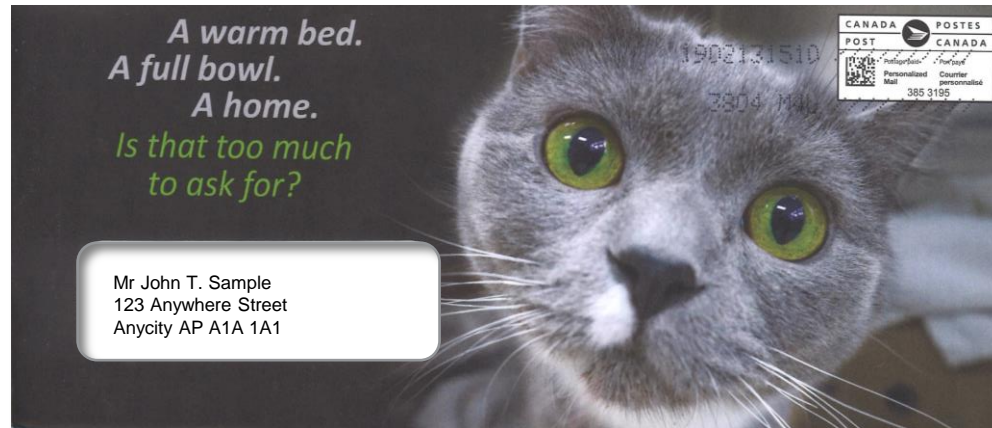
OE as subject line



OE as subject line



Sophisticated segmentation from email used in mail






Email as DM

Yes, I will give my support to UNICEF Canada to help the world's children!

Here's my gift of: \$30 \$55 \$110 or \$_____

Donation Options:

Enclosed is my cheque made payable to UNICEF Canada

OR Please charge my:   

Card No.: _____ Expiry Date: _____

Cardholder Name: _____

Signature: _____

Date: _____

Receipts are automatically issued for donations of \$25 or more, or upon request.
Charitable Registration No. 122 890672 RR0001

UNICEF Canada, 2200 Yonge Street, Suite 1100, Toronto ON M4S 2C8

John H. Sample
990 Roselawn Avenue
Toronto, ON M6B 1C1

(E) 06PR4-D CGME

763 117 003 4039

If you would like to send a greeting to Michael and other Canadian fieldworkers, please do so below.

To: *Michael Galway and other Canadian fieldworkers around the world*
The following is a personal holiday message from: *John H. Sample*



From: Michael Galway
To: Nigel Fisher
Sent: Monday, November 6th, 2006 8:30 am
Subject: UNICEF field update

Dear Nigel,

Greetings from Delhi, India! I hope you and your family are well.

You asked how we're feeling at the UNICEF office and the answer is determinately optimistic. Of course, I'm very busy and frequently exhausted - as is everyone on my team - but working with the children here really keep us all going. The kids we see are cheerful and eager to learn, despite the difficulties they face every day.

I'm still on the road, providing support to our projects - immunization, girls' education, and HIV/AIDS prevention and treatment right across the country. The very best part of the job is visiting the programmes - seeing that kids are getting the vaccines they need, meeting the girls and young women who are attending school for the first time.

In your last e-mail you asked how I was coping with being away from Canada. It's hard - you know that. I miss the hockey games and spending time with friends and family, of course. I never thought I'd say this, but I even miss the snow. We are doing great things here so I know this is the very best place for me to be for the holidays this year.

In fact, I'm just back from a polio campaign, training and working alongside our volunteers who carry out house-to-house immunizations. As you know, India is in the middle of its largest outbreak of this terrible disease in four years. Eradicating polio, especially in the state of Bihar has been challenging. Nearly 60 of every 1,000 children in this state won't live to celebrate their first birthday, mainly because nine out of 10 children are not immunized against preventable diseases.

But we've made so much progress. Thanks to our generous supporters, 95 per cent of children are receiving the polio vaccine on a regular basis. Our job now is to make sure we reach the final few children who are not protected from the disease. And by ensuring that we reach every child through our immunization campaigns, we will make our dream of a polio-free India a reality.

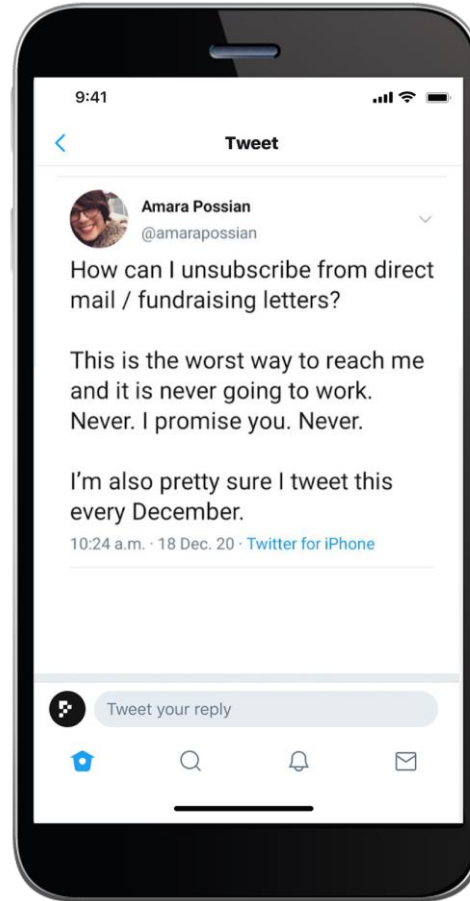
This will be my son Devin's fourth Christmas in Delhi, and my wife Peggy and I will be putting his presents under a potted fern tree this year. We'll make phone calls to our parents in Toronto and St. John's, and put on Christmas carols despite it being plus 30 degrees outside. It will be a happy Christmas, but we will be thinking of Canada.

Thank you again for your e-mail. Happy Holidays!

Sincerely,
Michael

Michael Galway
Chief Programme Communications
UNICEF India

Unsub reply coupon in DM



DM directing to online



Why not
take me
to your
phone,
tablet,
laptop, or
desktop
to make your
donation right now.
friends.ca/wintercampaign

 Friends of Canadian
Broadcasting


2010-2011

THANK YOU!



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