

DMΔW DATA STRATEGY FORUM

HEADWINDS and Opportunities

Tuesday, Oct. 18, 2022 | 8:00 AM – 6:00 PM | National Housing Center, Washington, DC

Multi-Channel Case Study: Integrating Direct Mail, Phones, and Tele-Townhalls

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Overview – Turning Point USA

- Background
 - Small Major Donor sourced file in 2019
 - Built a direct response file over the past two years – projecting to have 200m donors by end of 2022
 - File is largely direct mail sourced to date
 - Strong founder, personality, poise, media presence and brand
 - Challenge: can we successfully integrate the phone, at scale, to improve acquisition and core file performance



Acquisition – The Approach

- Identify acquisition source which will provide enough net names to justify a Donor Conference Call where the organization can shine
- 5MM mail acquisition pieces mailed last year
- 10MM+ mailed in 2022
- Wiland Co-op is the key name source for phone integration
 - One negotiating partner
 - High quality modeled names, including major donor prospects to feed into a mature and turbo charged cultivation pipeline



Acquisition – The Approach

- Integrate a live Donor Conference Call prior to the DM Appeal arriving in home
 - Create more awareness & credibility
 - Live Q&A
 - Live poll questions
 - Promote the DM appeal & drive donors to go online and give
 - Opportunity to transfer donors to a call center to donate



Acquisition – The Approach

- Save the date voice broadcast the day before the event
- Pre-call text message (15 minutes prior to call) with clickable toll-free number to join the event to appended cell phones
- Live dial-out to appended landlines
 - Prospects are automatically connected to the call when they answer the phone



Acquisition – The Approach

- Target Audience
 - Select the top 250,000 – 300,000 names from the acquisition file
 - Append landlines first – more donors participate through conference call dial out
 - Append cell phones to the balance of the file for the pre-call text message



Acquisition – The Results

- Conference Call

Audience	Dials	Accepts	Accept %	Call In's	Call In %	Total Participation %	Opted Out	Opt Out %	Avg Length of Participation	Max Simultaneous Connects
9/16 Call	106,287	25,598	24%	483	1.9%	25%	9,812	9%	2.7	8,869
Synergy Client Avg	27,636	6,336	23%	270	4.1%	24%	3,363	12%	6.59	2,731

- Accept rate in line with all clients – 24%
- 45% of “call ins” from the text invite
- Total participation rate – 25%
- Retained 956 donors for the entire call



Acquisition – The Results

- Post call results of participants

	Records	Gifts (Donors Acquired)	Revenue	Cost	Net Revenue	ROI	Cost/Donor Acq
Conference Call Participants*	26,081	193	\$24,487	\$26,559	-\$2,072	0.92	-\$10.74
Post Call Text	58,452	25	\$10,015	\$8,222	\$1,793	1.22	\$71.70
Subtotal		218	\$34,502	\$34,782	-\$280	0.99	-\$1.28

*includes direct mail responses & gifts from webpage that was promoted during the conference call - /freedom

- 218 acquired donors; \$124 average gift (excludes \$7,500 gift)
- Donors acquired at breakeven



Acquisition – The Results

- 2021 5MM acquisition pcs mailed at breakeven overall
- 2022 10MM+ acquisition pcs mailed with an expected breakeven at 12 months
- **Fueling growth:**
 - Of the expect 200m donors by end of 2022, the majority are direct mail acquired
 - 20%+ of the names sourced from Wiland Co-op and growing
 - The majority of the file was exposed to phone channel upon inception – leading to strong calling results on future programs



Housefile – The Approach

- Quarterly Donor Conference Calls are strategically scheduled around “key” direct mail appeals
 - Cultivate relationships
 - Create awareness around new initiatives
 - Engage with donors via poll questions and live Q&A



Housefile – The Approach

- Target Audience
 - Mid & Major Donors
 - Core Active & Lapsed Donors



Housefile – The Results

- Conference Call

Date	Dails	Accepts	Accept %	Call Ins	Call In %	Total Participation %	Opted Out	Opt Out %	Avg. Length	Max Simultaneous
									Paticipation	Connects
4/25/2022	39,758	8,086	20%	397	4.68%	21.34%	3,286	8%	4.6	3,653
Client Avg	34,875	7,145	20%	395	5.24%	21.62%	3,319	10%	4.8	4,310

- Accept rate in line with all clients – 24%
- 67% of “call ins” from the text invite
- Total participation rate – 21%



Housefile – The Results

- Post call results of participants

4/25 HF Donor Conference Call		
	Gifts	\$'s
Event Attendees	925	\$93,206
Post Event Participant Text	6	\$175
Post Event Non-Participant Text	1,054	\$75,324
Pre Event VB	2,689	\$404,894
Event Total	4,674	\$573,599

- Reviewed all donations for a period of 45 days following the call
 - Event attendees
 - Pre-event voice broadcast
 - Post-event text messages
- Attendees alone generated:
 - 925 gifts
 - \$93,206 (\$100.76 avg gift)
 - 10.6: 1 ROI



THE RESULTS

\$2MIL MATCH ANIVERSARY KICKOFF

QTY mailed: 62,362
NET Revenue: \$260,003
ROI: 8.60



FROM HUMBLE BEGINNINGS
IN A GARAGE IN LEMONT, ILLINOIS TO A
NATIONWIDE CULTURAL FORCE FOR AMERICA

500 TPUSA representatives
campuses
lists
uses
media
om
wed more
es.

TURNING POINT USA
AMERICA IS NOT JUST A COUNTRY WORTH SAVING,
IT IS A COUNTRY WORTH CELEBRATING!

Everyone who truly loves this country serves it in their own way—and it is this inherent culture of philanthropy and service that is unique to America and is one of the many things that make it the greatest nation on earth.

When I founded Turning Point USA 10 years ago, I dedicated my life—and this organization—to doing our part in the mission to win the American Culture War.

As we reach the incredible milestone of TPUSA's 10th anniversary, I hope you will carefully consider how you can make your own contribution in 2022 to saving and restoring America through your financial support of TPUSA, our life-changing student programs, and our pro-America mission.

HOW TO ENSURE YOUR GIFT IS DOUBLED IN OUR 10TH ANNIVERSARY MATCHING CHALLENGE CAMPAIGN:

- 1 Tear off one or both of the enclosed matching checks.
- 2 Include your own check, or complete the credit card form, for the same total dollar amount.
- 3 Place your completed donation form along with your checks in the return envelope provided.
- 4 Drop your reply envelope in the mailbox postmarked by June 5 TODAY and your gift will be DOUBLED!

OVER ▶



DOUBLE YOUR IMPACT: MATCHING GIFT OPPORTUNITY INSIDE

Prefix Firstname Lastname
Address 1



TPUSA.com

PO Box 90790
Phoenix, Arizona 85066

Date
NAME
ADDRESS
CITY, STATE ZIP

Dear [First Name],

What are you fighting for?

I asked myself that very question 10 years ago when I set aside going to college and founded Turning Point USA to fight and win the American Culture War. And thanks to your generous and steadfast support, Turning Point USA is just months away from a major milestone: the 10th Anniversary of its founding on June 5, 2012.

On behalf of the TPUSA team and countless campus activists, thank you for all you have done to power our growth and impact!

And what a decade of impact it has been: these past ten years TPUSA has grown from a startup in a garage in Lemont, Illinois, into a cultural force with hundreds of staff, **500,000 student activists NATIONWIDE**, and 95,000,000 online followers. Over the past 10 years, TPUSA's online videos have been viewed more than 3,000,000,000—that's **3 BILLION**—times, a staggering number that we never could have imagined—let alone ever reached—without your generous support!

Yet our 10th Anniversary first and foremost is not just about celebrating the past. It's about renewing our commitment to the reason we started this organization in the first place: to win the American Culture War!

At this critical milestone, I am writing today to let you know of some exciting ways to deepen your cultural impact through TPUSA in the year ahead.

In the wake of our 10th and most critical year yet, a generous supporter has pledged to match dollar-for-dollar all gifts to TPUSA between now and our June 5th anniversary up to a total of **\$2 MILLION!** Our 10th Anniversary Matching Challenge Campaign will help fund the fight going forward, keep us on the offense, and reaffirm our commitment to win the American Culture War!

This generous supporter understands that in TPUSA's ten years on the scene, there has never been a more critical moment to stand up for the values that make our country great. That's why I hope you will

OVER ▶

f /TurningPointUSA
@ /TPUSA

TurningPointUSA
@ /TurningPointUSA

10TH ANNIVERSARY \$2 MILLION MATCHING CHALLENGE

YES, CHARLIE! I want to put it all on the line to help TPUSA recommit to winning the American culture war as it marks its 10th Anniversary! Please find enclosed my gift, which will be DOUBLED thanks to a generous \$2 million matching challenge!

<<\$Ask1>> DOUBLED to <<\$Ask1 x 2>>
 <<\$Ask2>> DOUBLED to <<\$Ask2 x 2>>
 <<\$Ask3>> DOUBLED to <<\$Ask3 x 2>>
 \$_____ will be DOUBLED

<<Mr. and Mrs. David Z. Name>>
 <<Address>>
 <<City, State Zip>>

I want my contribution charged to my credit card (see reverse for my credit card information)
 I would like to become a monthly donor (see reverse)
 Your gift is tax deductible by law. Please make checks payable to TPUSA

TURNING POINT USA Thank You!

To donate online, please visit TPUSA.com/Freedom [Donor ID codes] [Bar Code or OCR Line]

TURNING POINT USA 1776
10TH ANNIVERSARY \$2 MILLION MATCHING CHALLENGE

<<DATE>> DATE

PAY TO THE ORDER OF: TPUSA <<\$ASK1>> DOLLARS

RETURN ONE OR BOTH CHECKS WITH YOUR CHECK FOR THE SAME AMOUNT BY JUNE 5, OUR 10TH ANNIVERSARY. YOUR GIFT WILL BE DOUBLED!

TO: <<Mr. and Mrs. David Z. Name>>
 <<Address>>
 <<City, State Zip>>

An American Patriot
SIGNATURE

THIS CHECK IS A FACSIMILE AND HAS NO CASH VALUE

⑆ 1001000 00 0000 0000 0000 ⑆

TURNING POINT USA 1776
10TH ANNIVERSARY \$2 MILLION MATCHING CHALLENGE

<<DATE>> DATE

PAY TO THE ORDER OF: TPUSA <<\$ASK2>> DOLLARS

RETURN ONE OR BOTH CHECKS WITH YOUR CHECK FOR THE SAME AMOUNT BY JUNE 5, OUR 10TH ANNIVERSARY. YOUR GIFT WILL BE DOUBLED!

TO: <<Mr. and Mrs. David Z. Name>>
 <<Address>>
 <<City, State Zip>>

An American Patriot
SIGNATURE

THIS CHECK IS A FACSIMILE AND HAS NO CASH VALUE

⑆ 1001000 00 0000 0000 0000 ⑆



THE RESULTS – FOLLOW UP

\$2MIL MATCH
FOLLOW UP

QTY mailed: 61,961
NET Revenue: \$296,387
ROI: 11.14

TURNING POINT USA
Charlie Kirk
4940 East Beverly Road
Phoenix, AZ 85044

Prefix Firstname Lastname
Address 1
Address 2
City, State Zip

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

*Help WIN the American
culture war!*

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 78001 PHOENIX, AZ

POSTAGE WILL BE PAID BY ADDRESSEE
TURNING POINT USA
PO BOX 90790
PHOENIX AZ 85066-9801



Date _____

NAME _____
ADDRESS _____
CITY, STATE ZIP _____

Dear [First Name],

The clock is ticking.

As you know from my

And as you also know

It's a **ONCE-IN-A-DECADE**
founded this organization

Over the past few weeks
down on that proposal
TPUSA between now and

People are stepping

Perhaps you have to
will keep an eye out

But if you haven't, or
please respond right

Let's be real: the opportunity
give us an incredible

- TPU to the
- TPU cons
- TPU of m
- in the
- Our
- the n
- class

10TH ANNIVERSARY \$2 MILLION MATCHING CHALLENGE

YES, CHARLIE! There is no task more urgent than winning the American Culture War, and we simply cannot leave **\$2 MILLION** in matching funds on the table that could be used to defeat the Left and activate a new generation of patriotism! Please find enclosed my gift, which will be **DOUBLED** thanks to this extraordinary 10th Anniversary matching challenge!

- <<\$Ask1>> DOUBLED to <<\$Ask1 x 2>>
- <<\$Ask2>> DOUBLED to <<\$Ask2 x 2>>
- <<\$Ask3>> DOUBLED to <<\$Ask3 x 2>>
- \$_____ will be DOUBLED

[Formal Full]
[Company]
[Address 1]
[Address 2]
[City, State ZIP]



**TPUSA.com/
Freedom**
PO Box 90790
Phoenix, Arizona 85066

Phone _____ E-mail _____

My check is enclosed. **Please make check payable to "Turning Point USA".**

Please charge my:

- Visa
- MasterCard
- AMEX
- Discover

Name on Card _____ Exp Date _____

Card Number _____

Signature _____ CVV _____

I would like to provide ongoing support to Turning Point USA with a **monthly / quarterly / biannual / annual** donation of \$_____ billed to this credit card. Please circle one.

MERKLE SCANLINE

Turning Point USA is a 501(c)(3) nonprofit organization whose mission is to identify, educate, train, and organize students to promote freedom.

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t /TPUSA @ /TurningPointUSA

f /TurningPointUSA y /TurningPointUSA
t /TPUSA @ /TurningPointUSA

Things to consider

- Are donor conference calls right for our organization?
 - Speaker(s)
 - Right appeals & initiatives
 - Audience Sizes
- How can early integration of the phone impact future results?
 - Active Donor Calling (0-12mo)
 - 19% response rate; \$69 avg gift; 2:1 ROI
 - 85%+ of audience is 1x donors
 - Lapsed Donor Calling (13-36mo)
 - 14.5% response rate; \$75 avg gift; 1.6:1 ROI



THANK YOU!

For more information, contact;

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