

DMAW Presents . . . 30 Test Ideas



Tiffany Delgado,
Senior Vice President,
Political
The Lukens Company



Kate Hollandsworth,
Senior Vice President
Integral, LLC



Nick Ellinger,
Chief Brand Officer
Moore

Thursday, October 20, 2022
1:00 - 2:00 PM

FREE: The Best Four-Letter Word



Adapt your ask to the terrain



Data: the second best four-letter word

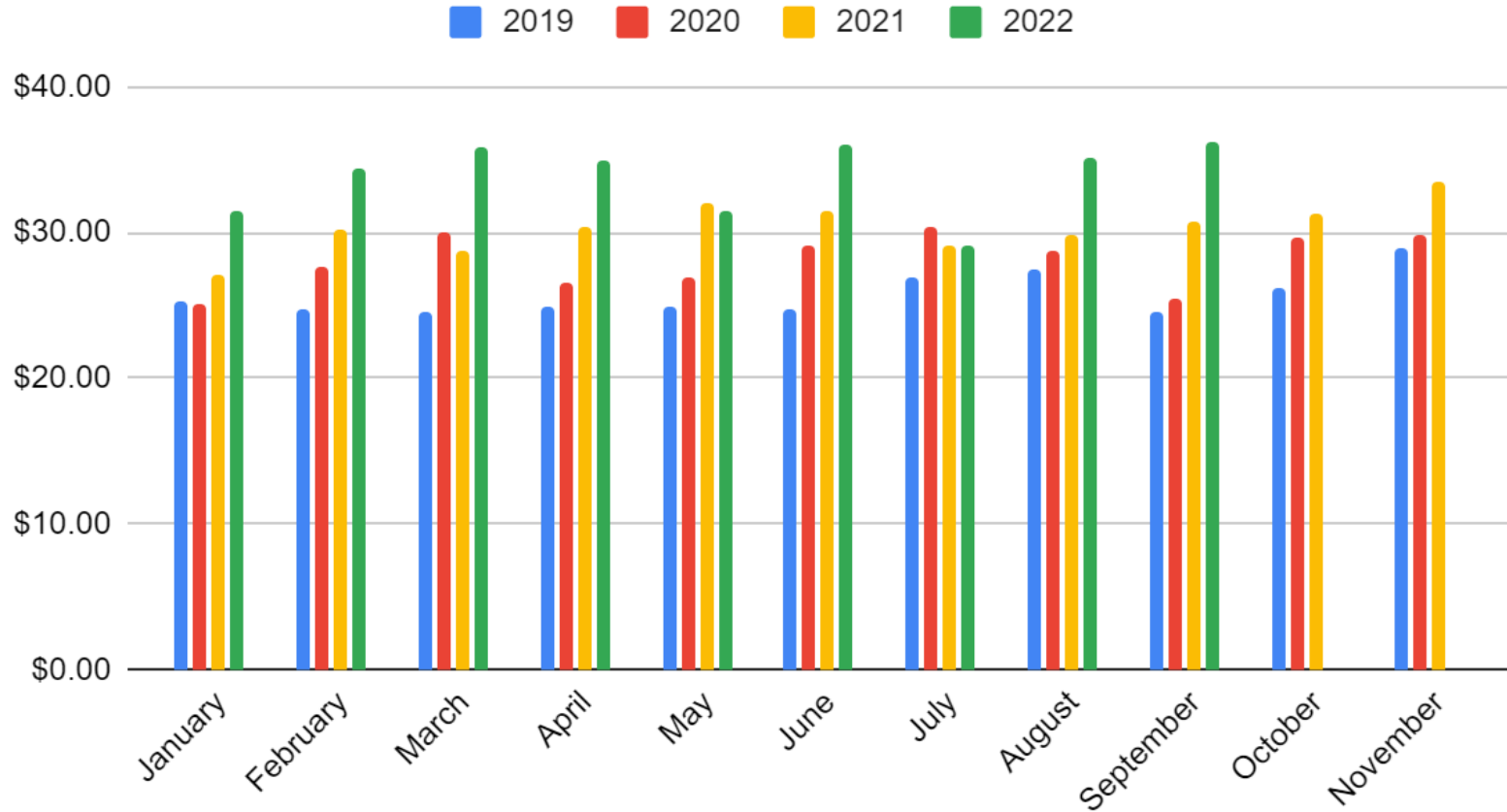


Remember the lapsed



Free techniques

Average gift from direct mail



Ask strings

- Round

	RR	Average gift	Revenue per piece
\$8.80, \$16, \$24.80, \$37.60	.4%	\$34.92	\$.136
\$10, \$20, \$30, \$40	.5%	\$44.15	\$.219

Ask strings

- Round
- Anchor with defaults



A website plug in (like Match360) will help increase employer matched gifts!

1. Select One-Time Gift Amount

One-Time Monthly

This monthly gift will be matched with an extra \$75 from a generous foundation supporting PETA!

\$25 \$35 \$50

\$100 Other

See if your employer will match your donation!

Search company name...

Ask strings

- Round
- Anchor with defaults
- Pick your first number carefully

**CENTER
JEWISH
HISTORY**
A DECADE OF CULTURE,
KNOWLEDGE AND IDEAS

CONTRIBUTION FORM
15 WEST 16TH STREET, NEW YORK, NY 10011 • T 212.294.8346 • F 212.294.8302 • www.cjh.org

Yes! I want to support the Center for Jewish History and help preserve our precious Jewish heritage today and for future generations. I enclose:

\$36 \$50 \$72 Other \$ _____

365 W 28th St Apt 11C
New York, NY 10001-7909

I would like to charge my gift (please see reverse).

Please detach and return in the envelope provided. Make your check payable to the Center for Jewish History.

**CENTER
JEWISH
HISTORY**
A DECADE OF CULTURE,
KNOWLEDGE AND IDEAS

CONTRIBUTION FORM
15 WEST 16TH STREET, NEW YORK, NY 10011 • T 212.294.8346 • F 212.294.8302 • www.cjh.org

Yes! I want to support the Center for Jewish History and help preserve our precious Jewish heritage today and for future generations. I enclose:

\$72 \$50 \$36 Other \$ _____

305 W 28th St Apt 5B
New York, NY 10001-7923

6303
R01111CLT

I would like to charge my gift (please see reverse).

Please detach and return in the envelope provided. Make your check payable to the Center for Jewish History. Your gift is tax-deductible to the fullest extent of the law.

Ask strings

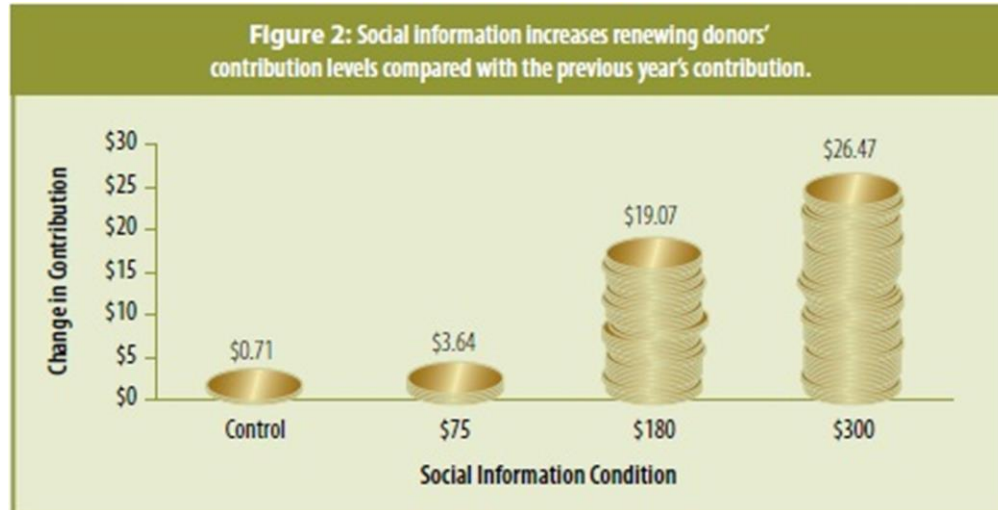
- Round
- Anchor with defaults
- Pick your first number carefully
- Different anchors for different types of people

Single	Lower	Equal	Higher
Steep	\$4.74	\$3.54	\$4.23
Steeper	\$4.76	\$3.96	\$5.62
Steepest	\$5.49	\$3.68	\$5.26

Multi	Lower	Equal	Higher
Steep	\$10.42	\$10.16	\$9.96
Steeper	\$9.30	\$10.44	\$9.67
Steepest	\$10.46	\$10.53	\$10.68

Ask strings

- Round
- Anchor with defaults
- Pick your first number carefully
- Different anchors for different types of people
- Add social proof



Ask strings

- Round
- Anchor with defaults
- Pick your first number carefully
- Different anchors for different types of people
- Add social proof
- Embrace the future

Modeling agencies can also help optimize your ask string testing using donor data!



Test your donation form NOW

- It's not just about monthly or one-time gifts - test an "Annual" ask.
- This practice is becoming more common in canvassing, but it could be a winner for you online.
- Testing shows the annual donors have the highest value and retention after 12 and 24 months.

The image shows a digital donation form interface. At the top, there are three buttons: 'MONTHLY', 'ANNUAL', and 'ONE-TIME'. The 'ANNUAL' button is highlighted in teal. Below these buttons is a callout box with a teal border containing the text: "Your annual support helps us to plan for the future and to meet every challenge." Below the callout is a teal button that says "Ok, got it". Underneath the callout is a section titled "SELECT AMOUNT *" with six buttons: "\$50", "\$100", "\$250", "\$500", "\$1500", and "OTHER". The "\$100" button is highlighted in teal.

Testing within the merge

- Identifying hits to your lesser performing segments:
 - Canvas “drop-outs”
 - Online only
 - Emergency joins
 - Older petition/pledge sign-ups
- Test mailing your single lapsed donors in the multis wave - even though they are not a multi, you own the name and can mail them as often as you'd like.

Doing more with lapsed donors

- Are you testing your lapsed models correctly?
 - If testing multiple models in the same campaign, overlap groups should be created so you can access the performance of the UNIQUE names from each model.
- Test mailing your lapsed donors who are flagged as no mail and/or limited mail.
- Breakaway from 100% reliance on lapsed models. Test simple RFM groups (FREE) to make your models work harder for you.
- BACKTEST former models every once and a while, it will ensure your current strategy is the best.

Fresh eyes – new perspective

- Advice is free, so we are counting this here.
- Share your control package with team members beyond the account team (or the development team) for a fresh perspective and new ideas.

Match

- Mailed against a standard annual fund appeal for an anonymous health charity
- 30% lift in response
- 7% increase in average gift

The USPS as your ally



USPS Informed Delivery Campaigns to create an additional touch point over another channel



Connecting with a USPS Representative to use USPS Promotions



USPS Informed Visibility to effectively target multi-channel follow ups



Snailworks trigger email series with tracking

White glove treatment



Getting more out of more



Testing down your higher level packages



Special premiums

DO NOT OPEN



National Processing Center
PO Box 786555 • Dallas, TX 75278

John O Sample
Age 1,4
124 Main St
Anderson, TN 37418-4768

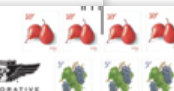
001000110100000100000001000001000001

Important Message!

FIRST CLASS



NATIONAL PROCESSING CENTER
PO BOX 786555
DALLAS TX 75278-6555



484902

001000110100000100000001000001000001



Donations are tax-deductible to the extent allowed by law

You registered programming (your receipt)

Please send my receipt

By phone

My personal

John O Sample
Age 1,4
124 Main St
Anderson, TN 37418-4768

001 001 01120000101

<<XXFIRST NAMEXX>>'S OFFICIAL REPLY

YES! I can't keep buying hats like the P-51 Mustang flighting flying in honor of all World War II heroes who sacrificed to make for our freedom.

Please accept my gift of

SANK3 SANSK2 SANSK1 My Best Gift 5

YES! I have received a qualifying gift of \$30 or more to receive my Limited Edition P-51 Mustang ball cap. All gifts of \$30 or more will qualify you for a Limited Edition P-51 Mustang ball cap. Please allow 8-10 weeks for delivery.

No, thank you, I have made a qualifying gift of \$30 or more, but I do not wish to receive the ball cap.

Please make checks payable to: **Commemorative Air Force.**

Please become a monthly supporter to make a tremendous difference in helping us give ahead to meet the demands of our important work and to "Keep 'em Flying!"

I would like to charge my contribution to my credit card and have provided the necessary information below:

Please charge my one-time gift of \$ _____

Please charge my recurring gift of \$ _____ I understand that my first contribution, including donations will be charged the first week of the month.

YES MasterCard Discover American Express

Name on Card _____ Card Number _____

Exp. Date: / / Signature _____

National Processing Center • PO Box 786555 • Dallas, TX 75278 • 800-344-7500 • www.CommemorativeAirForce.org

COMMEMORATIVE AIR FORCE

As you know, the CAF is one of only a few organizations taking on the responsibility of preserving World War II aircraft like the iconic P-51 and sharing the legacy of the pilots who flew them.

The CAF does not receive any federal funding to preserve these flying monuments. It is only through your generous donations that we can continue to repair, restore and maintain these airplanes, welcome the public library

-3-

"You learn you can do things you didn't think you could do," he said. "In just a few days, I went from being a kid to being a man."

By William "Mac" MacCleskey

-2-

And with your gift of \$30 or more, you will receive a newly designed CAF Mustang ball cap, with distinctive embroidered signatures of CAF P-51 Mustang. This striking cap will proudly convey your respect for and support of the heroes of World War II.

MacCleskey was a 79 year-old resident of Columbia University when the Japanese attacked Pearl Harbor on December 7, 1941. The day after the attack, MacCleskey joined the U.S. Army Air Corps in early 1942, assigned to the "Mighty Eighth" Air Force, and shipped to England.

"The training was a blast to fly," recalls Lt. William "Mac" MacCleskey "It was intense, and unaccommodating. Starting pilots I still can't really always remember to fly the Mustang."

Coincidentally, MacCleskey was also assigned to the Mighty Eighth in England in early 1943. When placed in charge of the Mustang flight in England, MacCleskey was one of only a few Mustang pilots who can share this experience of flying this iconic wing aircraft across the English Channel to World War II.

"I'm a pilot because of your past support. I know that you, too, receive the recognition of some veterans like this and remember the heroic contributions of the men, like MacCleskey, who flew them. I'm grateful for your commitment in helping preserve this critical history and honoring those who served."

I'm pleased to present you with the enclosed bespoke gift featuring the signature of MacCleskey as a beautiful gesture of our gratitude. Package in single airplane in more widely recognized -- or better letter by the pilots who flew and fought in them during World War II -- than the second P-51.

I hope you'll consider an additional gift today of --SANK1--, --SANSK2--, or even --SANSK3-- to help us continue to restore and maintain our fleet of historic aircraft that help tell the stories of those who served so valiantly in America's fight for freedom. It is only because of dedicated donors like you that we are able to share our Best of World War II aircraft with audiences across the country.

001 Mustang receipt in April, August, October

PO Box 786555 • Dallas, TX 75278 • www.CommemorativeAirForce.org



CAF is a 501(c)(3) non-profit organization. All gifts of \$30 or more will qualify you for a Limited Edition P-51 Mustang ball cap. Please allow 8-10 weeks for delivery.

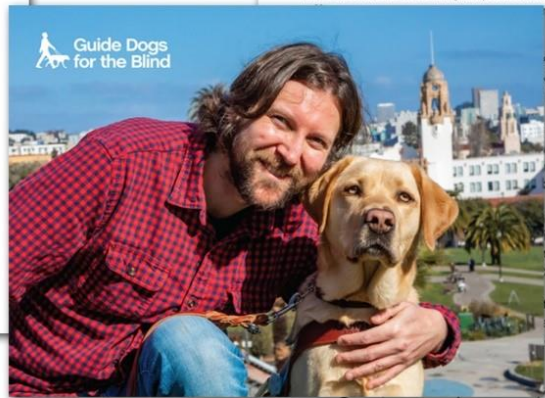
This is the only...
 based on...
 in the...
 forms of all...
 station. They...
 for -- and...
 verification...
 We wanted to...
 they called...
 for aircraft...
 531st Fighter...
 wing...
 They called...
 reported to an...
 or Squadron...
 handling...
 I had never...
 for me...
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 even placed...
 from the 1940...
 of its existence...
 had, but I...
 the...
 (page placed)



Mr. and Mrs. Sample
 Donor
 Amergent
 9 Centennial Drive
 Peabody, MA 01960
 Bar Code

Dear Ms. Sample,

Our puppies are born to make a difference in the lives of those who are blind or visually impaired. And you're making an amazing difference in the mission of Guide Dogs



...ference in the world for people
 ...erwood! This professional
 ...ver lining" in his life.

...the social bridge that comes
 ...le come up to me and interact
 ...when I used a cane. He's such
 ...meet people and connect."

...t we pass on his deep
 ...end and supporter. "I'm just
 ...who support this program and
 ...have dogs like this guy."

...today to GDB will help us
 ...sham enjoy a life of greater
 ...dence with a guide dog by

...act. Together, we can do more.

Together, we are unstoppable. Thank you!

Support Amazing Guide Dog Teams like Graham and Malcolm

Yes! I am sending my gift to help create more life-changing partnerships with guide dogs that are born to make a difference in someone's life.

\$LG \$UG1 \$UG2 \$UG3 \$_____

Ms. Jane D. Sample
 Donor
 Amergent
 9 Centennial Drive
 Peabody, MA 01960



To donate immediately online, please visit:
guidedogs.com/freedom

Please make your check payable to Guide Dogs for the Blind and return your contribution in the envelope provided. Please see other side to contribute by credit card.

IDNUMBERXX PKGCODE C

...as your employer offer
 ...thing gift contributions?
 ...them about your donation today!

...send me information about:
 ...Legacy Society
 ...bring donors of estate gifts)
 ...and Bequests
 ...stable remainder trusts,
 ...annuities, and other gifts
 ...can provide lifetime income
 ...included GDB in my
 ...life plans

With gratitude,

Christine Benninger
 President and CEO

Ms. Sample,
 thank you for your commitment and support!

...Email
 "May we contact you by email?" Yes No

Guide Dogs for the Blind will occasionally share donor information with other, like organizations. box if you your name

WE'D LOVE TO HEAR FROM YOU!

You have the opportunity to support many worthwhile causes. Why do you support Guide Dogs for the Blind?



Please return this card, with your message, in the enclosed envelope. If you are willing, we may choose to feature your heartfelt message to inspire others to give. To give us your permission, just check the box below. Thank you for all that you do! **Together, we are unstoppable!**

Your Name: _____

It's okay to share my comments.



FROM _____

Here

102IUJL

GUIDE DOGS FOR THE BLIND INC
PO BOX 3950
SAN RAFAEL CA 94912-3950



Born to make a difference!

Ms. Jane D. Sample
Donor
Amergent
9 Centennial Drive
Peabody, MA 01960
Bar Code

Support Amazing Guide Dog Teams like Graham and Malcolm



Yes! I am sending my gift to help create more life-changing partnerships with guide dogs that are born to make a difference in someone's life.

\$LG \$UG1 \$UG2 \$UG3 \$_____

Ms. Jane D. Sample
Donor
Amergent
9 Centennial Drive
Peabody, MA 01960



To donate immediately online, please visit:
guidedogs.com/freedom

IDNUMBERXX PKGCODE C

Please make your check payable to **Guide Dogs for the Blind** and return your contribution in the envelope provided. Please see other side to contribute by credit card.

Phone # (_____) _____

Email: _____

*May we contact you by email? Yes No

Guide Dogs for the Blind is a registered 501(c)(3) nonprofit organization.



donor information with other, like-minded, nonprofit organizations. Please check this box if you prefer not to have your name exchanged.

California Campus
350 Los Ranchitos Road, San Rafael, CA 94903
Oregon Campus
32901 S.E. Kelso Road, Boring, OR 97009

October 20, 2021

Ms. Jane D. Sample
Donor
Amergent
9 Centennial Drive
Peabody, MA 01960
Barcode

Dear Ms. Sample,

Our puppies are born to make a difference.

And for our clients who are blind or visually impaired, they make all the difference in the world! Just ask San Francisco resident, Graham Norwood. He says *Malcolm* is his "silver lining."

Graham was born legally blind, with some peripheral vision that deteriorated throughout his life. But that didn't stop him from achieving his personal, academic, and career goals. He's a professional musician and singer who composes music and plays bass, piano, and guitar.

In 2019, Graham hoped to improve his vision by undergoing a new surgical procedure. To his disappointment, his vision worsened. However, never one to miss a beat in life, he decided it was time for a guide dog.

Enter *Malcolm*.

Reflecting on his new life with his beloved guide dog, Graham says, "*The biggest difference for me is the social bridge that comes from having Malcolm in my life. People come up to me and interact with me in a way that they never did when I used a cane. He's such an icebreaker and a wonderful way to meet people and connect.*"

Ms. Sample, you make these extraordinary relationships possible. Having a guide dog can simply be life-changing for our clients.

Your gift of **\$LG, \$UG1, or more today** to Guide Dogs for the Blind (GDB) will help us continue to help more people like Graham enjoy a life of greater inclusion, opportunities, and independence with a guide dog by their side.

(over, please)

California Campus:
National Headquarters
350 Los Ranchitos Road
San Rafael, CA 94903
415.499.4000

Oregon Campus:
32901 S.E. Kelso Road
Boring, OR 97009
503.668.2100



Graham knew from the very start that life with *Malcolm* was going to be a wonderful adventure.

"Our first walk was amazing. Once we hit a straightway and got up to speed, I felt like we were going fifty percent faster than I was able to go with a cane. I had a little bit of that 'wind in your hair' feeling of freedom."

WE'D LOVE TO HEAR FROM YOU!

You have the opportunity to support many worthwhile causes. Why do you support Guide Dogs for the Blind?



Please return this card, with your message, in the enclosed envelope. If you are willing, we may choose to feature your heartfelt message to inspire others to give. To give us your permission, just check the box below. Thank you for all that you do! **Together, we are unstoppable!**

Your Name: _____

It's okay to share my comments.



FROM _____

102 1UR



GUIDE DOGS FOR THE BLIND INC
PO BOX 3950
SAN RAFAEL CA 94912-3950



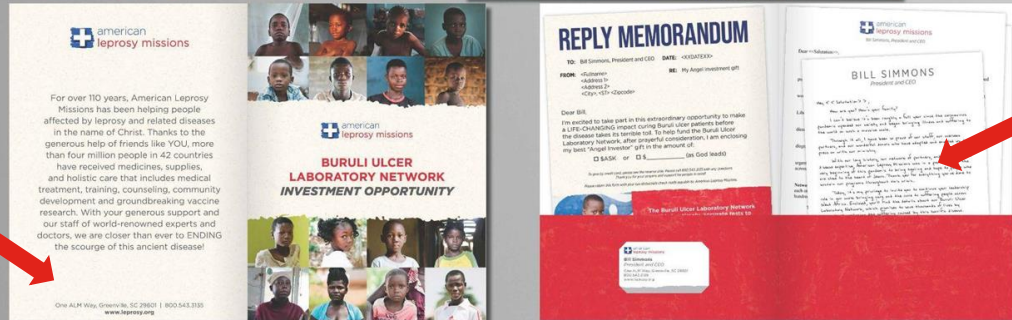
White glove treatment

American Leprosy Missions - Angel Investor Appeal

Mailed via FedEx with a stamped RAE.



A personalized folder complete with the personal business card of the President & CEO.



Having grossed \$44,845 from a total of 22 donations, the average gift was close to \$2,000!

An (auto-penned) handwritten note was paperclipped to the front of an investment prospectus outlining the special opportunity offered to them.

White glove treatment

American Leprosy Missions - Vaccine Vial Appeal

Newly minted major donors to this appeal received a 'thank you' glass paperweight.



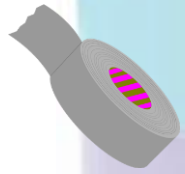
The use of the box created a sense of intrigue and urgency.



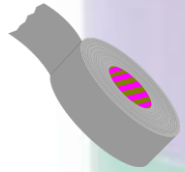
Having grossed \$124,654, this increased average gift in this targeted universe by 69%!

The vial bounced in the box, teasing the donor to open the package! The vial also conveyed tangible gravity to the mission - a cure.

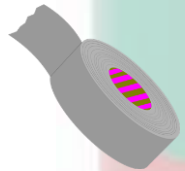
Cheap but effective



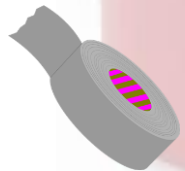
Miniature



Faux



Standing out



Language improvements



Miniature

- An anonymous health organization tested a miniature version of their member card against a tried-and-true annual fund in acquisition
- 47% lift in response rate
- \$28 average gift
- 16% lower cost-to-acquire

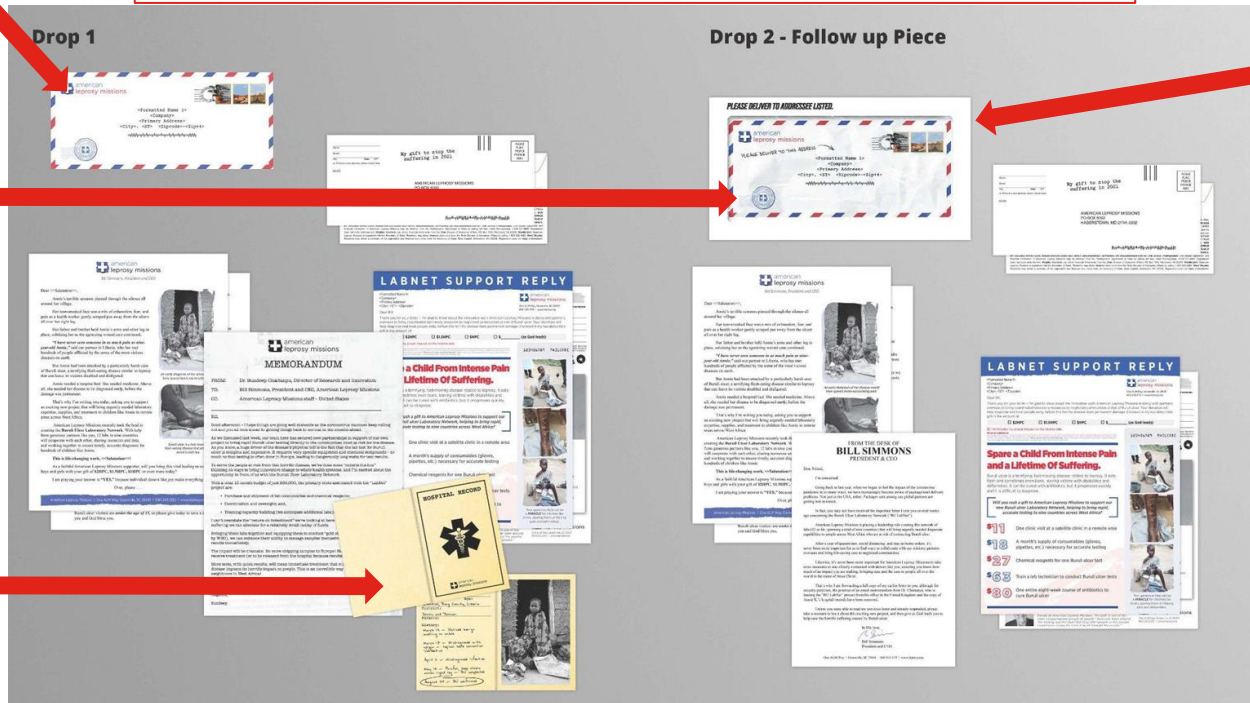
Cheap but effective

CHASING WORKS!

One of the highest performing appeals, both drops grossed over \$182,000!

These materials, mimicking those held by the child's parents, transported the donor directly to West Africa.

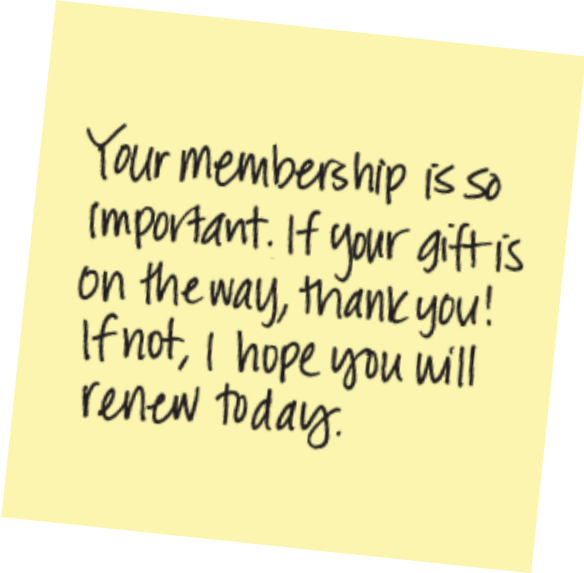
American Leprosy Missions - BU Lab Network Appeal



Using the original envelope with a 'crinkle paper dirt' overlay, made it appear as if the piece had been lost in transit and repackaged in an oversized 'USPS damaged mail' envelope.

Faux post-its

- DO NOT USE A FONT.
- Have a “human” hand write the message, ideally the letter signer, and scan the writing onto the art.
- Test using it in multiple places:
 - Front of the letter
 - Reply card (you can even have a corner of it sneaking through the window of the envelope)
 - Return envelope
 - Inside an annual report of where the donor’s name is listed OR where their name *would* have been listed if they had donated...



Your membership is so important. If your gift is on the way, thank you! If not, I hope you will renew today.

Faux stamps

- \$60 average gift
- No impact to response
- Lower cost per dollar raised



Faux partner card

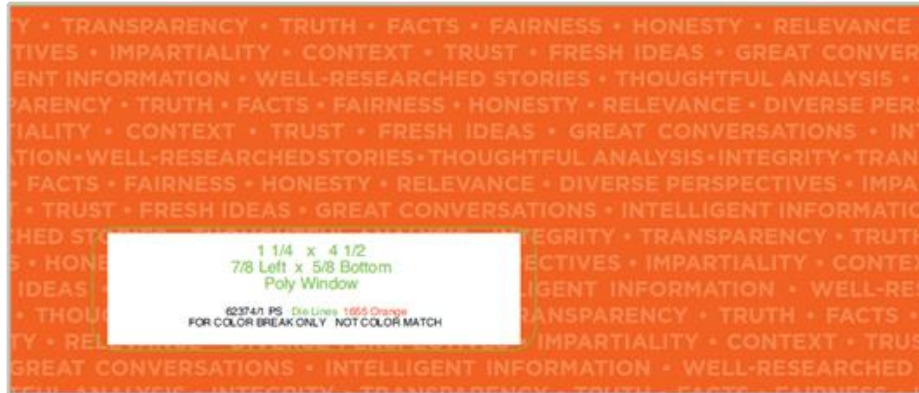
- On renewal notice for anonymous human services organization
- 20% increase in response
- 5% increase in average gift



Control Outer Envelope



Test Outer Envelope



64% increase in RR
106% increase in revenue

488 Pendennis Drive • Parkersburg, KY 41202 • Christianity.org/Miracles2021

POSTAGE WILL BE PAID BY ADDRESSEE
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

13c

**Every nickel counts
for people living in poverty.**

CUSTOM WINDOW SPECS
WINDOW SIZE = 4.5 X 1.125
Lx-W (IN) (U.S. & CANADA)
DO NOT PRINT RGB KEYLINES OR TYPE

**Important Year-End
Information Enclosed**

Thank You
FOR MAKING A DIFFERENCE.

PLEASE
PLACE
PROPER
POSTAGE
HERE.

CUSTOM WINDOW SPECS
WINDOW SIZE = 3.5 X 1.125
Lx-W (IN) (U.S.)
DO NOT PRINT RGB KEYLINES OR TYPE

Christian Appalachian Project

I will help people in need in Appalachia

To provide food, clothing, and other necessities to children, their families, and seniors in need this Christmas and all year long, I've enclosed my donation of:

\$[Ask4] \$[Ask1] \$[Ask2] \$[Ask3] My best gift of \$ _____

Please return your best gift by **DECEMBER 31**

Please make check payable to: **Christian Appalachian Project**

488 Pendennis Drive, Parkersburg KY 41202
ChristianApp.org/Miracles2021

123456789 123456789 123456789 123456789 00

Create more miracles.

[SalutationXXXXXXXXXXXXXX]

Please send a generous year-end gift of \$[Ask4], \$[Ask1], or any amount you can offer today. God bless you!

Dear [SalutationXXXXXXXXXX],

A father and his son came into the office just before closing one dreary, Friday afternoon. Both looked tired, underfed, and self-conscious. After a moment, the son approached the desk and said quietly, "My Dad and me need some help."

The people in Appalachia are honorable and hardworking. Things have to be had for a long while before they turn to strangers for help. So, we know it's certain when they show up at our doors like this father and son.

We witness heartbreaking poverty on a daily basis — homes in disrepair, conditions with no heat or running water, children going without meals, school, and health care. The pain and suffering are unimaginable, yet all too real.

Because you love your faith and share your blessings so selflessly, you're making a difference, one person, one family, one child at a time.

I doubt to think what would become of the proud people you help us serve if we couldn't offer them assistance in their time of need.

For the many families in Appalachia who don't know where their next meal is coming from — or can't afford to heat their home — even a nickel can be a miracle. That's why it's more important than ever to share your blessings with families who don't have a few cents to spare.

[SalutationXXXXXXXXXXXXXX], with more families than ever before struggling to get by because of setbacks caused by the pandemic — please know that any nickels you can spare will make a world of difference.

So, please send your best tax-deductible gift — \$[Ask4], \$[Ask1], \$[Ask2], or an incredibly generous \$[Ask3], if you're able — to provide food, clothing and other basic, but vital, necessities to children, their families, and seniors living in dire need here in the heart of America.

Thanks to faithful friends like you, this past year we served more than 12,000 people, distributed over 463,000 pounds of food, rebuilt 229 homes, and spread your compassion and God's love across 1,809 miles. Those are miracles you helped make happen.

Even more important than these numbers is the **life-changing impact you've made for**

please keep sending →

488 Pendennis Drive • Parkersburg, KY 41202 • 1-800-270-0227 • ChristianApp.org

Please charge my gift to my credit card:

BY VISA BY M/C BY DISC BY AMEX

Please send me information about making a recurring monthly donation to CAP.

Please bill to learn more about CAP customer opportunities.

Please send me materials about my donation request for children, their families, and seniors in need in Appalachia.

NAME (LAST) _____ FIRST _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE () _____

EBB-12% of donations go directly to families in need

23241 Community Services
22200 Educational Services
12277 Health Services
11826 Other

CHRISTIAN APPALACHIAN PROJECT
P.O. BOX 55911
LEWISTON, KY 40555-5911

DMADV 31466861

the people whose burdens you have lifted, like the father and son I told you about. That afternoon, we reached out to our contacts at the electric company, and through the grace of God, and your generous support, they no longer had to suffer in the cold and dark.

As they left the office, we encouraged them to visit our *Creative Bread Food Pantry*, next door and urged them to get what they needed. They nodded with gratitude and left.

Today, there are more and more families suffering in extreme poverty — many who have never had to stare to us for help before. They feel helpless and hopeless.

That's why I'm prying all the people living in need in Appalachia without a nickel in their pocket will inspire you to send the most generous gift you can.

Your kindness makes it possible for us to fix broken windows and plumbing — and keep the heat on. You put food on families' tables and make our seniors not forget you. You send children to preschool and summer camp. And you fill hearts with love and hope for a brighter future. I thank God for you every day.

Thank you for sending the most generous gift you can today.

We never know who will walk through the door tomorrow and need our help.

May God bless you,
Guy Adams
Guy Adams
President

Please keep the people you help us serve in Appalachia in your prayers.

P.S. I hope you remember that every gift matters — and I pray you'll return an especially generous gift today. Your donation, received by December 31, is tax deductible for 2021.

Send ideas you!

Items have been changed to protect the privacy and dignity of donors.

You can give online at: ChristianApp.org/Miracles2021

YOUR SPARE NICKELS MATTER

When you give faithfully, your compassion really adds up.

1 Drop your donation in the mail to Christian Appalachian Project

2 Gifts stack up from around the country

3 Children, their families, and seniors benefit

Your generous gift makes an even bigger impact on families in need in Appalachia.

Every single nickel makes a difference

In the past, friends like you made a huge impact on families who are struggling. You helped give children in desperate need:

- Healthy food to eat
- Clothing that fits
- Essential school supplies
- Summer camp visits
- Safe homes to live in
- And so much more

"Every cent given through donations makes my heart smile. It is through these donations we are able to make a difference in the lives of families here in Appalachia."
— Angela Howard, Program Coordinator
Grateful Bread/Theatrical

2020-01

Personalized messaging

- If you are already personalizing the letter, go a step further and test adding personalized messaging:
 - The year they joined
 - Their last gift date
 - The major political event or natural disaster that motivated their initial gift to the organization
 - The number of years they've been a donor/member
- And if you had not planned to personalize the letter, test adding the cost for an additional match with personalized language that could be the motivation the individual needed to give a gift.

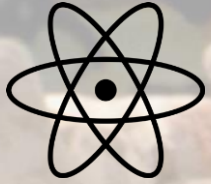
Test free membership offers

- It's getting harder and harder to find new donors.
- Test offering “free” memberships to donors that include benefits like newsletters, conference call invites, calendars.
- After 6-8 months, start mailing and emailing membership renewal asks.
- Don't expect the same retention rates as traditionally acquired donors, but the cost to cultivate and recruit is less than other channels.

Tax receipt for non-donors

- Expand audience of the annual tax receipt to donors who MISSED giving to you in the prior year.
- Include a \$0 gift line but also include a note that ask for a gift and include a return envelope.
- Warn your member services team that the they will get calls...

Blast From The Past



Influence principles



Doing the un-sexy well



Technologies that time forgot and rediscovered



REMEMBER ME?

I'm the QR Code! I became popular during the pandemic and now I am a free multi-channel touch point!

uniquely relevant now. For more than a year, we've all experienced a global pandemic. The American spirit that brought people together to defend freedom during WWII is once again helping us overcome incredible challenges through extraordinary acts of courage, sacrifice, generosity, and determination.

As you know, we keep finding inventive and effective ways to share the vital history of WWII. The COVID-19 crisis inspired us to increase our efforts to share the Museum's rich history across the country and around the world through digital content a to our campus, we continue to enhance our original content is reaching students, faculty, and alumni.

And, of course, we're looking forward to building in our long-range expansion plan will offer the chance to explore the final of the lasting impact of World War II.

I hope you take pride in all the things this without you. It is only because of this future generations to consider how WWII answered the call of duty in the war that we

This is why the Flag of Honor is so symbol of gratitude for the service of our of Honor a reply:

Step 1
Please use the enclosed envelope to participate, the greater the size of

Step 2
When you return your flag piece, everyone has the opportunity to

Step 3
Send your response, along with your will be included when we unveil November 11, 2021.

Thank you for being a part of this flag. And thank you for your commitment to our dedication is needed now more than ever, the stories and lessons of WWII. I'm very

P.S. Please take a moment now to detach Honor at our special Veterans Day ceremony. Thank you!



<<Salutation>>
return your piece of the flag to become a part of the permanent Flag of Honor.

Dear <<Salutation>>,

President Roosevelt recognized the United States faced imminent threats in the summer of 1941. German submarines and aircraft increasingly targeted American ships in the Atlantic. By the fall, several vessels, including two Navy warships, had been sunk.

In a "Fireside Chat" on September 11, 1941, Roosevelt told citizens the Germans seemed to be intentionally making their way to America's shore and the United States needed to defend itself. He felt the Nazis planned to seal control across Europe and then set their sights on domination of America.

"The American people have faced other grave crises in their history—with American courage, and with American resolution. They will do no less today," Roosevelt said. "They know that the times call for clear heads and fearless hearts."

In his call for fortitude, Roosevelt repeatedly spoke of the American flag. He named every ship that had been sunk and noted each one was flying our flag. "It was not the first nor the last act of piracy which the Nazi Government has committed against the American flag," warned Roosevelt, who knew, as you do, that our flag holds great significance and stirs deep patriotism.

This year, we will mark the 80th anniversary of the United States' entrance to the war. Just a few months after Roosevelt made these remarks, war reached American soil when Japan attacked Pearl Harbor. At that time, men and women nationwide valiantly joined the effort to secure an Allied victory.

Each day, we love more of the WWII generation. This makes the mission of The National WWII Museum to share those stories even more imperative, to help people now and in the future understand and appreciate the sacrifices that have been made. These dedicated heroes—perhaps you have family and loved ones among them—protected our freedom. We must do our best to ensure this legacy is never forgotten. I'm so grateful for loyal Charter Members like you who agree.

<<Name>>, I ask you to pay tribute today to all who have served our country by participating in the construction of a special flag memorial, our historic Flag of Honor. I've enclosed a piece of wood and am asking that you return it to be used along with those returned by fellow Charter Members to construct a large American flag that will be a highlight of our 2021 Veterans Day event here at the Museum.

When you return your piece of wood to be added to <<\$Ask1>>, <<\$Ask2>>, or even <<\$Ask3>> to help us especially in this momentous 80th anniversary year of its war?

This one-of-a-kind Flag of Honor will be handcrafted makes it particularly meaningful. The flag will be unveiled during our Veterans Day ceremony on November 11; Museum, the Flag of Honor will be moved to other sign veterans facility nearby, and used in schools and at other

Thanks to your support, we work to tell the full story what it means today. The lessons of WWII and the legacy



THE FAVOR OF A REPLY IS REQUESTED

IDXX-XXXX-XXXX xxxxxxxx@edxxxx

John Q. Sample
Apt. 1-A
1234 Main St.
Anytown, US 12345-6789



REPLY FORM



- YES, I want to be a part of the Flag of Honor, which will be displayed at the Museum's Veterans Day Commemoration, in honor of our veterans.
- I support The National WWII Museum, a world-class museum that tells the story of the American experience in World War II. Please use my gift to expand the Museum and to maintain its exhibits and daily programs.

<<\$Ask1>> <<\$Ask2>> <<\$Ask3>> Other \$

IDXX-XXXX-XXXX xxxxxxxx@edxxxx

John Q. Sample
Apt. 1-A
1234 Main St.
Anytown, US 12345-6789

Please use reverse side for payment options.

YES! Include my piece of wood in the Flag of Honor.



I'm enclosing my check made payable to: The National WWII Museum

National Processing Center
P.O. Box 758590
Topeka, KS 66675-8590

5) American Express Discover

Exp. Date --

information on how to include my estate plan.

sum, Inc., is a nonprofit 501(c)(3) corporation. deductible to the extent allowed by law.

Wood Chip

341 0499 2 01 3234567890 1



BREAKING NEWS
Jury convicts man of hate crime for attacking a Black man with a knife in Santa Cruz

It's not just New York: Anti-Jewish attacks are part of a wave of 'more violent' hate crimes

Murdered, Suffocated and Burned Alive
350 Transgender People Killed in 2020

You can change the heADLines

ADL is a 501(c)(3) non-profit organization. We are an equal opportunity and affirmative action organization. We do not discriminate on the basis of race, gender, religion, age, sexual orientation, or disability in our programs, services, or employment.

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This is about more than headlines.

Dear [XXXXXXXXXX],

Thank you for your thoughtful support. Through your generosity, you're helping to fight antisemitism, hate, racism, bigotry and bias of all kinds. The world is a better place because of you.

Yet, there is still a hard fight ahead of us.

Every day, there is another shocking headline about a hate crime. Physical violence, online harassment and threats and even murder are in the news because of hate groups and individuals they inspire. And we are all at risk, because there is no threat or reason where you come from. Anyone can be a target. Blind, deenah, harrowing individuals, children and teenagers, people with families and friends: hate does not get destroyed by senseless violence in schools.

FBI: hate-crime killings reached a record in 2019

According to the FBI's annual report, it's not just that there's a surge in hate crimes — the crimes are also more violent. The trend is escalating.

Some days it feels overwhelming — soul-crushing. But we can't become numb to the people lost, to the communities fractured, to the dignity of civility and human decency reflected in the news.

And happening in our lives.

[XXXXXXXXXX], your anger, fear and anger must drive you to action. Help combat escalating hate across our country. Your gift makes a difference. [XXXXXXXXXX], your support can help change the headlines and give people hope by facing hate head-on.

Since ADL's start in the early 2000 century, our mission has reflected a Jewish tradition of making justice not only for Jews but for all people. There, in sure, it is to speak up boldly for everyone living in prosperity and fear. Through your courageous support, we can continue to call out deep-seated bigotry wherever it breeds.

(over, please)

ADL | 605 Third Avenue | New York, NY 10158-3560 | adl.org/ChangeTheHeadLines

Our 2020 Annual Audit of Antisemitic Incidents reported 2,024 incidents throughout the United States. Last year was the third-highest year for incidents against American Jews since ADL started tracking such data in 1979.

In response, we are focused intensely on curbing the threat of more violence. Our Center on Extremism works to ensure that hate does not turn into violent action. We track online posts from extremists and report potential danger to law enforcement partners.

Don't be fooled. Extremism and other hate-mongers are a threat all across the country. You're at risk in small towns in the Midwest, quiet communities in the northeast, big coastal cities — or almost anywhere.

In order to combat dangerous hate groups, you'll find ADL Regional Offices all across the country. Your generosity enables our expert staff members to work hard to make your community and others safe. Your continued support is vital in these efforts to protect, educate and enlighten people, and even save lives. Please give today.

Thank you for sending your most generous gift. Our joined forces are mighty. Feel proud that you're leading the way to combat senseless hate crimes, drive out bigotry and guide us all to a better future.

And thank you for helping to change the heADLines.

Sincerely,
Jonathan Greenblatt
Jonathan Greenblatt
CEO and National Director

P.S. Please send your best gift today to help fight increasing antisemitism, hate crimes and widely spread bigotry. When you join forces against evil, together, we create a safer world for all. You are greatly appreciated.

You're Fighting Hate for Good

Thank you for joining the fight to end antisemitism, racial bias, gender bias and any violence or hatred that threatens people. Enclosed, you'll find a bumper sticker as a token of our appreciation. Please display it proudly to show you will not tolerate hate in your community.

adl.org/ChangeTheHeadLines

Take a Stand AGAINST VIOLENCE FUELED BY HATE in Your Community

[Address Name]
[Address]
[City/State/Zip Code]
[Phone Number]

605 Third Avenue | New York, NY 10158-3560 | adl.org/supporter

Renew Your Support Today.

Take a Stand AGAINST VIOLENCE

2019 Supporter
2019 Supporter
2019 Supporter

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Connect with ADL: [Facebook] [Twitter] [Instagram] [LinkedIn]

Online Hate and Harassment Anatomy of Harassment

According to the latest report from ADL's annual survey on hate and harassment in online spaces, both companies' "too little, too late" self-regulation has not effectively addressed the escalating problem millions of Americans are facing, including our children and grandchildren.

38% increase in RR
40% increase in revenue

Help stop online hate and harassment. Your gift today will go wherever it's most needed to fight for your safety, your family's safety and the safety of all people.

Make an immediate impact online at adl.org/AnnualSupporter.

Renew Your Annual Support Today

Jonathan Greenblatt
CEO and National Director

P.S. Your generosity is critical to winning the fight against hate as we face an escalating danger in our communities. Please renew your support by sending us an Annual Supporter contribution today.

Make an immediate impact by giving online at adl.org/AnnualSupporter.

ADL | 605 Third Avenue | New York, NY 10158-3560 | adl.org/AnnualSupporter

Remember that great package...

- Dust off former control packages that at some point were work horses in your program. Five, ten years later it could be the package that jump starts your program.
- Make sure any necessary updates need to be made to copy, ie Bush is no longer the President, but other than that - try to keep the package true to its original form.
- Definitely include lapsed donors in this re-test as they could have originally been acquired through this old control.