

How does a digitally native charity approach direct mail?

Differently.

DonorVoice

The Behavioral Science Fundraising Agency

Hypotheses: **Adding a *tailored* direct mail touchpoint will:**

- **H1: Increase total number of donors who give**
- **H2: Postcard (vs. letter package) is sufficient**

What the Heck Does *Tailored* Mean?

Messaging to who people are on inside, having nothing to do with,

- Your brand OR
- Issue A, B, C...

Personality Traits are Foundational

O

OPENNESS

Are they intellectual, curious, and creative?

C

CONSCIENTIOUSNESS

Are they organized and achievement oriented?

E

EXTRAVERSION

Are they enthusiastic, sociable, and reward sensitive?

A

AGREEABLENESS

Are they caring and eager to help the vulnerable?

N

NEUROTICISM

Are they anxious? Do they feel hopeless?

Holdout Control Group:

Business-as-usual digital marketing

Test Group:

What holdout group got + mail.

Tactical Format Tests

Strategic, Personalized
Matching

	QR Code on Postcard	QR Code on OE & Reply	QR Code on Reply Only
Agreeable People	A1	A2	A3
Open People	O1	O2	O3

The test evaluation period: 45-days, online + offline

Hey [First Name],

I have a story I want to share with you. It changed the way I see the world. You want to hear it?

Helen Apio's life had recently changed because of caring, compassionate supporters like you.

You see, she'd spent most her life collecting water. It was extremely tough. The most she'd manage was maybe 10 gallons a day to share with her family. The average American family uses four hundred!

So, she had to make choices that no one should ever have to make—washing or cooking, bathing or drinking?

But everything changed when donors like you funded a water project in her village. Finally, her community in Northern Uganda had reliable access to clean water.

"I'm happy now," she beamed. "I have time to eat, my children can go to school. And I can even work in my garden, take a shower and then come back for more water if I want! I am bathing so well."

But what really got me was when she said, "Now I'm beautiful."

I commonly hear people talk about the impact of clean water. About their improved health, education, dignity, joy...

But of everyone I'd ever met, nobody had ever said "beauty."

Clean water hadn't just helped Helen meet her most basic needs; it helped her become who she was meant to be. Powerful, isn't it?

Anyway, I really just wanted to share her story with you to say thank you for **believing in clean water.**

I'm hoping this story shows you the impact supporters like you have had. And that you'd consider making another caring gift? As always, 100% will directly fund water projects in developing countries around the world.

— Ben Greene, Chief Development Officer at charity: water



Hey [First name],

This story totally changed an entire community. And it kinda changed me. Want to hear it?

You see, women in Northern Uganda used to spend most of their lives walking and waiting to collect water. It was tough. The most they'd manage was maybe 10 gallons a day to share with their family. The average American family uses four hundred!

They hardly ever had enough to meet all of their daily needs, let alone prepare for the future. So, everyone had to make choices that no one should ever have to make—washing or cooking, bathing or drinking?

Their daily struggle limited their ability to invest in a brighter future. A future they deserved.

Well, everything changed when a handpump was installed in their village. Finally, the community had reliable access to clean water.

"I am happy now," a woman named Helen Apio said. "I have time to eat, my children can go to school. And I can even work in my garden, take a shower and then come back for more water if I want! I am bathing so well. Now, I am beautiful."

Well, I really have no words for how I felt in that moment. But I can't take the credit, because it belongs to our donors. You see, there's no way this could have happened if it hadn't been for people like you.

Before access to clean water, this community didn't have the tools it needed to thrive. Now, children are able to attend school full-time and families are healthier. Parents are able to earn an income and invest in the next generation. Businesses flourish. And that's all because of the generous support of people like you.

Anyway, I really just wanted to share this story with you to say thank you for **helping to change lives.**

I'm hoping this story shows you the impact donations have. And that you'd consider making another gift? As always, 100% will directly fund water projects in developing countries around the world. You can even see your giving in action with updates showing you how your kindness is caring for everyone it reaches.

— Ben Greene, Chief Development Officer at charity: water



Which one would you drink?



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Openness Version



PO Box 5026, Hagerstown, MD 21741-5026, charitywater.org

Far too many people on the planet still don't have access to clean, safe drinking water.
You can change that.

Clean water brings health, education, and hope to rural communities. Your generosity will transform lives.

Wanna be a part of something meaningful? **Scan the QR code and give the gift of clean water.**



charitywater.org/donatetoday

Agreeable Version



PO Box 5026, Hagerstown, MD 21741-5026, charitywater.org

Far too many people on the planet still don't have access to clean, safe drinking water.
You can change that.

Your compassion will transform lives. Families will be healthier, happier, and more hopeful.

Wanna be a part of something meaningful? **Scan the QR code and give the gift of clean water.**



charitywater.org/givetoday

DonorVoice

The Behavioral Science Fundraising Agency

Openness Version

Your gift today will change their tomorrow.

Access to clean water creates a more beautiful world—full of opportunity, education, health, and hope. Will you invest in the development of rural communities today? Whether you donate once or choose to join our monthly giving community, The Spring, 100% of your generous donation will help bring clean and safe water to communities in need.

GIVE ONCE

MONTHLY

Choose an amount to give per month

\$10 USD/mo

\$25 USD/mo

\$40 USD/mo

\$100 USD/mo

Other amount

JOIN TODAY

Agreeable Version

Your caring gift will bring clean and safe water to a person in need.

Your act of compassion today will positively impact lives around the world. Whether you donate once or choose to join our monthly giving community, The Spring, 100% of your generous donation will help bring clean and safe water to families in need.

GIVE ONCE

MONTHLY

Choose an amount to give per month

\$10 USD/mo

\$25 USD/mo

\$40 USD/mo

\$100 USD/mo

Other amount

JOIN TODAY

Does a Mailing Bomb If You Get Hardly Any Checks?

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	Overall Response	Sustainer Conversion
Holdout Group <i>(digital only touchpoints)</i>	1.13%	0.04%
Personality Tailoring <i>(digital only touchpoints + mail)</i>	1.57%	0.15%
	+39%	+263%

Subpoints:

- Agreeable lost, Open won
- Postcard lost to Letter (better with Agreeable)
- Two QR Codes (directionally) beats one

Control

TIME FLIES

Change lives in Nepal



Today is your last chance to support NEWAH!

Give today by 6:30pm ET and help us change 27,339 lives. Your generosity will help construction begin on clean water projects for 2,949 schools, health clinics, and community and household tap stands.

100% of your donation will directly fund the work of NEWAH, our local partner, in Nepal.

DONATE NOW

Openness Version

TIME FLIES

Change lives in Nepal



Today is your last chance to support NEWAH!

Give today by 6:30pm ET and help us change 27,339 lives. Your generosity will help construction begin on clean water projects for 2,949 schools, health clinics, and community and household tap stands.

Just imagine the positive transformation entire communities will experience because of your generosity!

100% of your donation will directly fund the work of NEWAH, our local partner, in Nepal.

HELP TRANSFORM COMMUNITIES

Agreeable Version

TIME FLIES

Change lives in Nepal



Today is your last chance to support NEWAH!

Give today by 6:30pm ET and help us change 27,339 lives. Your compassion will help construction begin on water projects for 2,949 schools, health clinics, and community and household tap stands.

With your help, students will finally be healthy, dads will have additional income, and moms won't have to walk miles uphill just for dirty water!

100% of your donation will directly fund the work of NEWAH, our local partner, in Nepal.

CHANGE A LIFE

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Results

	Treatment Name	Samples	Conversions	Conversion Rate	Relative Difference	Confidence
C	🔍 Control	147,031	20	0.01%	0%	
T1	🔍 Openness	7,808	6	0.08%	464.9%	95.5%
T2	🔍 Agreeable	5,085	2	0.04%	189.1%	64.2%
	Total	159,924	28	0.02%		

This experiment has a required sample size of 5,044 in order to be valid. Since the experiment had a total sample size of 159,924, and the level of confidence is above 95%, the **experiment results are valid**.