

15 BEST!

practices for
multi-channel
direct marketing

(Kara and Elle's version)

Are you thinking ...
15 is a lot?

You need to calm down.
Taylor will help.



Introductions

Storytelling: Kara Eberle

Tactics: Elle Lamboy



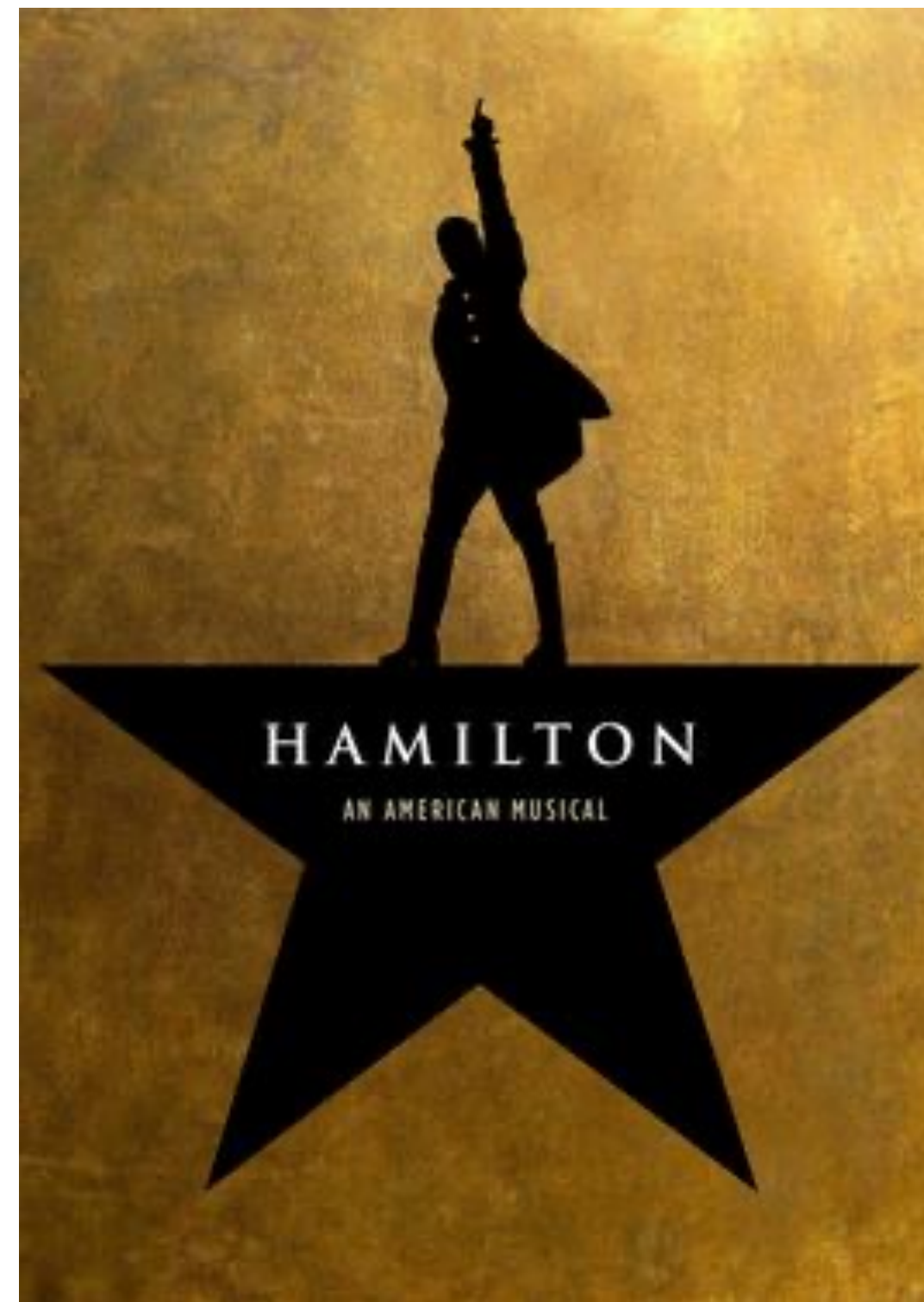
Taylor Swift/Instagram

Smile! You'll get a break.



#1 Keep it simple.

Talk < Smile



Did you know?

People can only focus on *7 plus or minus 2* bits of information.

#1 Example

**UNTIL YOUR LOVE REACHES
EVERY NEIGHBOR**

#2 Nail your message.



Ben Phillips
@benphillips76

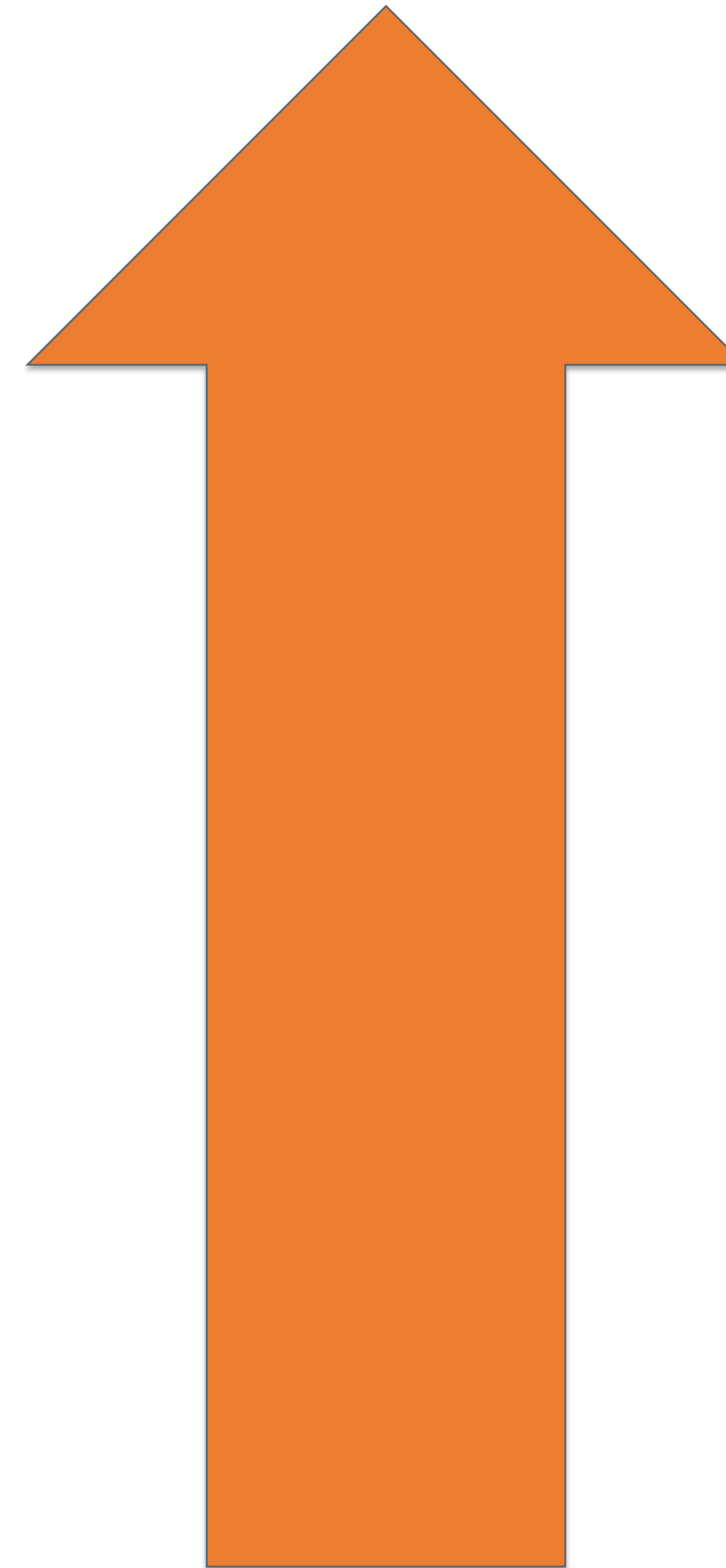
“Thanks everyone for comments on the draft, here it is revised with all your edits.”



#2 Example

Growth!

- 54% new donor acquisition increased by 54% in *year one*
- Brought back more than 10% of lapsed donors in *months*

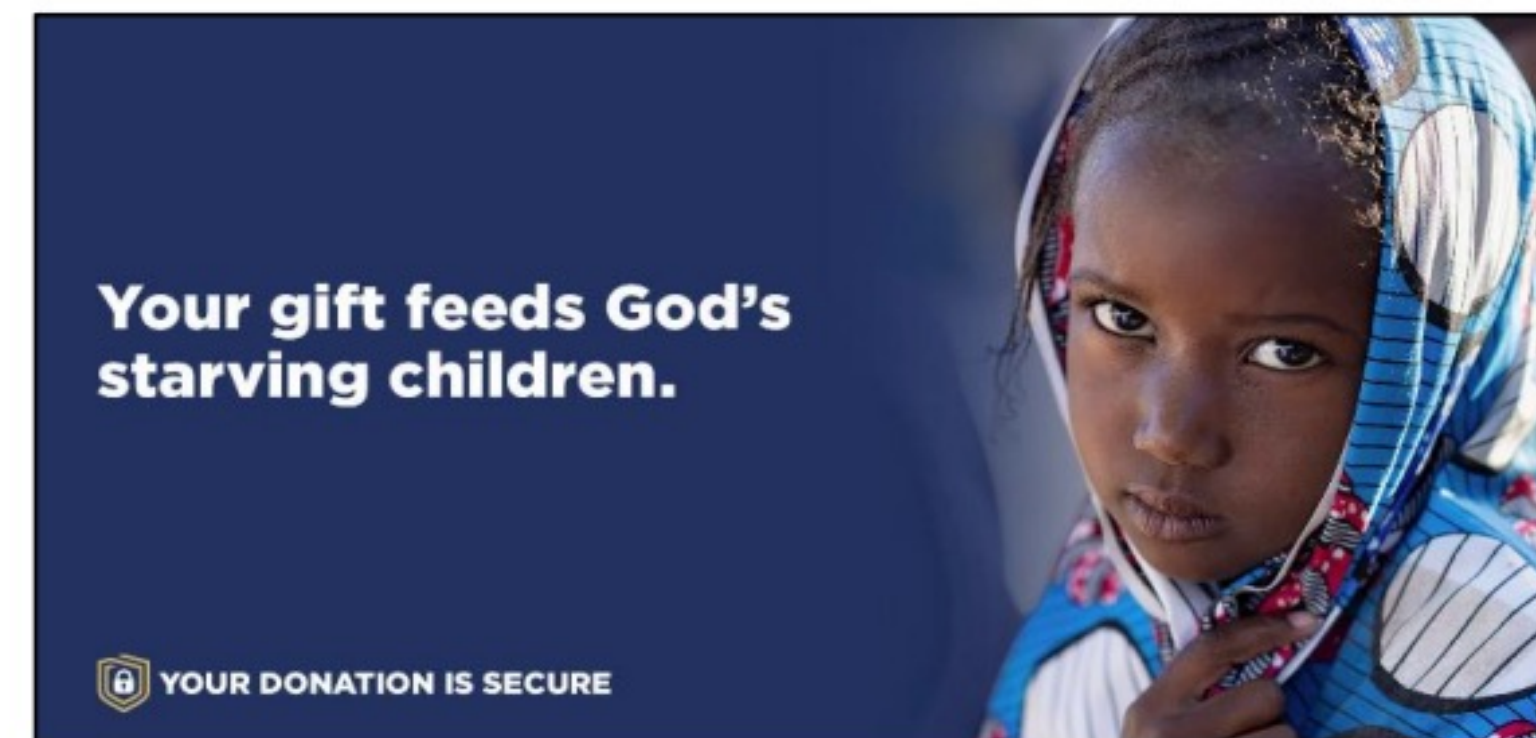


#3 Omnichannel approach always.



#3 Example

February Hunger Challenge Results



#4 Welcome new ideas



Your loving gift will reach families in crisis around the world

You'll shield God's children who are suffering from cold, hunger and violence.

GIVE NOW

Ukraine war: tales of endurance and hardship ...
— *New York Times*

#4 Example

Nonprofit Org.
U.S. Postage
PAID
Lufkin
Texas 75901

RELIEF
3072 LWR.ORG/SAVEFAMILIES24

Families in crisis need your help

URGENT MATCHING GIFT CHECK ENCLOSED FOR:

*Ukrainians are now
fighting a war against
darkness and cold, too*
— New York Times

Scan with
your phone's camera
to give now.

ADVERTISING UNIT

Your special check like this one can **DOUBLE today
and help lift up our neighbors who are suffering.**

Pay to the Order of: Lutheran World Relief \$ 25.00

The Sum of: Twenty Five and 00/100 Dollars Every gift doubles!

From: [Mr. & Mrs. John D. Sample]
[Moore, CDR Division]
[4200 Parliament Place, 3rd Floor]
[Lanham, MD 20706-1852]

[XXXXXXXXXXXXXXXXXXXX]

(DONOR ID) [FULL MAIL CODE]

THIS SIMULATED CHECK IS NON-NEGOTIABLE

MATCH MY GIFT to lift up children and families who are suffering

☐ YES, I want my love to be God's shield to protect families in crisis.
☐ To provide the world's most vulnerable people with safe shelter, warm food and hope for the future, please DOUBLE my enclosed donation of:

☐ \$25 ➡ \$50 ☐ \$50 ➡ \$100
☐ \$100 ➡ \$200 My best gift of \$ _____ **DOUBLES!**

[Mr. & Mrs. John D. Sample]
[Moore, CDR Division]
[4200 Parliament Place, 3rd Floor]
[Lanham, MD 20706-1852]

Thank you for giving by March 8.

Please make checks payable to **Lutheran World Relief**.
To donate using your credit card, please complete other side.

ACCI is a nonprofit 501(c)(3) organization. All contributions are tax deductible as allowed by law. Thankyou.

(DONOR ID) [FULL MAIL CODE]

Signature _____


Print your name and address below:

_____ (print or stamp)

Bank Account (below)
I authorize you to deduct this amount
on or about the _____ day of each month until further notice.
This may change, however, every day. Thank you!
We're going wild!
Account # _____
SWER [AMEX]
Exp. Date _____ CIV. (fill in if not used)
Phone Number _____
Email _____ (please print name and email address)


Thank you for partnering with Lutheran World Relief to let God's work on earth. In some places it cost more than the world.
(All rates occasionally have no trading fees with other participating regions). If you need your information to remain private,
let us know by contacting us at tollfree.org or 1.800.887.1012. We respect your privacy.

LUTHERAN WORLD RELIEF

 **LUTHERAN
WORLD RELIEF**

*Your gift of \$25 by March 8 will
DOUBLE to \$50 to provide Ukrainian
children with safe shelter from
the devastating violence.*

*As Ukraine's fathers fight,
mothers go it alone with
their children*
—The Washington Post



Dear Friend,

It's been nearly two years since Russia invaded Ukraine. *"Life has been divided into before and after the 24th of February (2022),"* says Ukrainian mother of three, Kristina. Families have been torn apart as they've been forced to flee their homes.

Millions of Ukrainian men are still fighting for their country. *Fighting for home.*

You've seen the harrowing headlines about the war. But as the years pass and the war rages on, the suffering it's causing is being replaced by other front page news. Yet our neighbors in Ukraine continue to suffer.

I'm asking you, today, not to forget them. While others try to put the war out of mind, I'm praying you'll share your love and your blessings with families in crisis today.

Today, you can make a big impact. Thanks to a generous and URGENT \$25,000 Matching Grant, any check you send (*like the one above*) or any online gift you make by March 8 will DOUBLE.

That means:

- Your gift of \$25 becomes \$50 to help provide warm meals and clean water.
- Your gift of \$50 doubles to \$100 to shelter mothers and children from violence.
- A generous gift of \$100 multiplies 2X to become a lifesaving \$200.

For more than 75 years, caring and generous people like you have been working with Lutheran World Relief to lift up God's children who are suffering. I invite you to join our

please keep sending →

700 LIGHT STREET, BALTIMORE, MD 21230 | 800.637.6372 | lwr.org/savefam19s24

Page 3

Alone under siege: how older women are being left behind in Ukraine

—The Guardian



Tamara Demuria, our Chief Humanitarian Officer, is on the front lines in Ukraine, delivering your love and support to women, children and seniors.

She asked me to relay this firsthand report from her last trip to caring new friends, like you: "Ukrainian seniors kept approaching me, looking for food. They were canying around plastic bags containing empty jars in hopes of filling them with any scraps of nourishment they could find." It's heartbreaking.

Yet, despite their struggle, they find comfort knowing there are people who care and will send support. People like you! But there is still so much work to do.



Tamara comforted a Ukrainian woman during a recent visit — assuring her that we will be there for the long haul.

Mikylna Valentyna, a 77-year-old Ukrainian grandmother, felt alone and abandoned until

Mikylna was able to find housing centers that Lutheran with local partners. Your gift grandmothers, like her, in U

With help from caring friends, World Relief has helped more be forced to flee heavy fighting of safer shelter in these facilities

And with your support, members and seniors with as

I pray you're able to of our URGENT Matching Grant providing twice the lifesaving

Because as the headlines pain being felt by our Ukrain

Page 4

I know in my heart that you feel the heartbeat

Together, with you by our side, we will stay in Ukraine and care we can — long after the news credits have left us. We stay until every neighbor can feel loved and safe.



Yet, we can only aid to our struggling support today.

That's why I'm heart to send your amazingly generous dollar for dollar. Your essential supplies to with the very least so many regions of

The criterion are suffering the most. Please give what you can.

I look forward to welcoming you to the Lutheran you for helping God's children who are suffering. You



LUTHERAN
WORLD RELIEF

**Your gift by
March 8
DOUBLES to
save families
in crisis.**


GIVE TODAY



Page 4

I know in my heart that you feel the heartache behind the headlines as I do.

Together, with you by our side, we will stay in Ukraine, delivering all the supplies and care we can — long after the news crews have left. That's what Lutheran World Relief does. We stay until every neighbor can feel loved and supported.




Yet, we can only continue sending lifesaving aid to our struggling neighbors with your generous support today.

That's why I'm praying you'll find it in your heart to send your love and a gift of \$25, \$50 or an amazingly generous \$100 while it will be matched dollar for dollar. You will bring relief, comfort and essential supplies to Ukrainians and your neighbors with the very least who are fighting for their lives in so many regions of the world.

I look forward to welcoming you to the Lutheran World Relief family! God bless you for helping God's children who are suffering. Your love will lift them up and ease their burdens. Thank you.

Yours always in Christ,

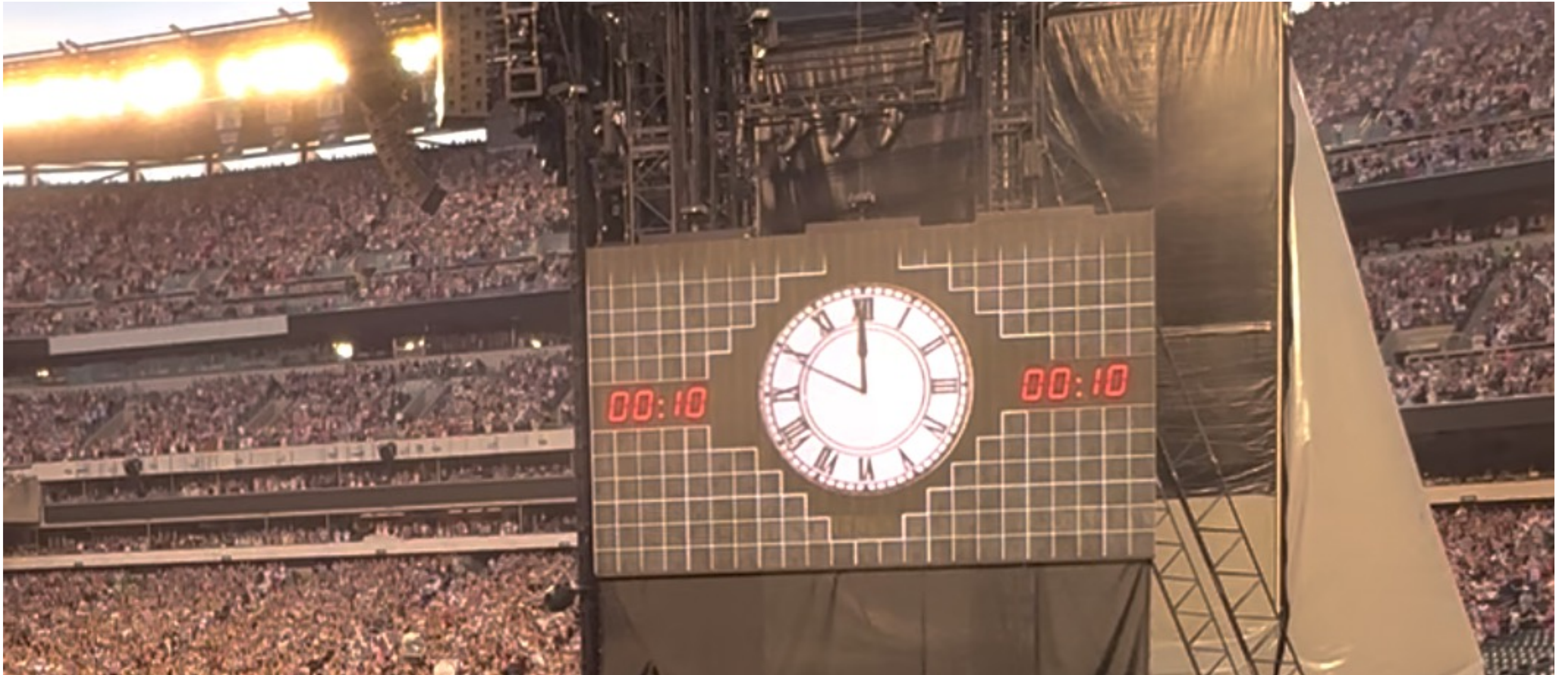


Ambassador Daniel Speckhard
President and CEO

P.S. Our neighbors in Ukraine have been tormented by the war in their homeland for nearly two years. They can't miss this URGENT Matching Grant and the opportunity to lend your support, especially as the headlines fade. Your gift today will MULTIPLY 2X and will provide essential supplies and comfort to our most vulnerable neighbors in Ukraine and around the globe. God bless you.

Together, we will persevere, until your love reaches every neighbor.

#5 Trust the process



Oct WOG Campaign: Ad Performance

Ad 1



Lutheran World Relief

Sponsored · 

SOS

EMERGENCY RESPONSE NEEDED.
Families caught in horrific situations urgently need lifesaving food and care. You can help.

URGENT:
Children in emergencies need food, water and safe shelter

lwr.org

RUSH EMERGENCY A...

Not affiliated with Meta

Donate now



188

4 comments

40 shares

 Like

 Comment

 Share

Ad 2



Lutheran World Relief

Sponsored · 

Children caught in horrific situations URGENTLY need you. Rush food, water, safe shelter and other lifesaving essentials now.

Help give children in crisis a safe place to sleep.



lwr.org

RUSH EMERGENCY A...

Not affiliated with Meta

Donate now



196

1 comment

27 shares

 Like

 Comment

 Share

Ad 3



Lutheran World Relief

Sponsored · 

Families in emergencies urgently need food, water and safe shelter. Rush lifesaving aid to save children in crisis right now.

You can reach children and families trying to survive the world's worst tragedies.

PROVIDE SAFE

Donate now



60

2 comments

4 shares

 Like

 Comment

 Share



Deadly flooding forced Nafy David and her children to flee their home.



Deadly earthquakes reduced the Güzels' home to rubble.



Alina and family are hungry And scared as bombs fall.

Giving Tuesday: Ad Performance

Ad 1

 **Lutheran World Relief**   

24-HOUR FLASH MATCH All gifts DOUBLE to save lives. Today only. One day to fight hunger. Your day to save a child's life.



GIVING TUESDAY
Your gift **DOUBLES** to **SAVE LIVES!**

Gregg Brekke for LWR

lwr.org

Have your gift matche...

Not affiliated with Meta

Donate now

   6

Like

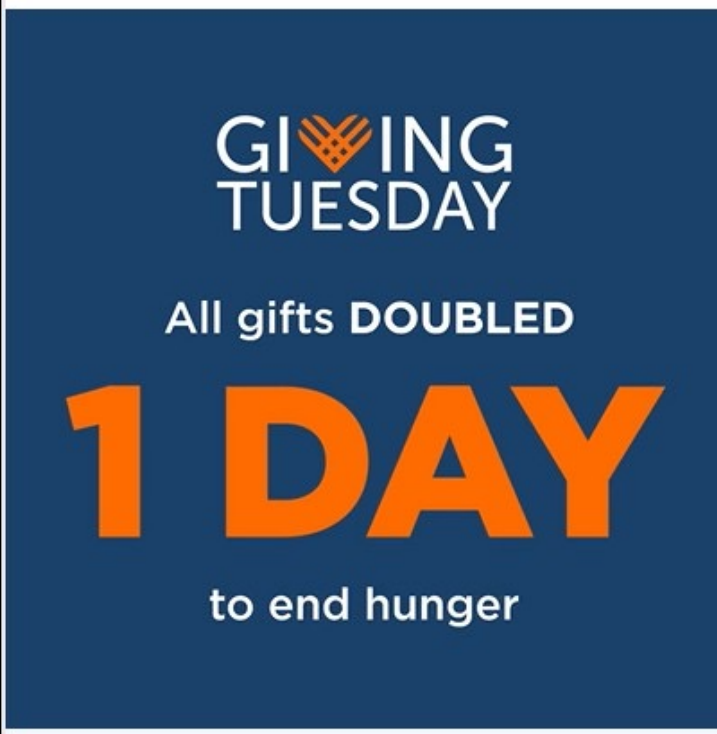
Comment

Share

Ad 2

 **Lutheran World Relief**   

FLASH MATCH! For 24 hours only, your gift is MATCHED to provide double the lifesaving food to fight hunger and save lives.



GIVING TUESDAY
All gifts **DOUBLED**
1 DAY
to end hunger

lwr.org

Your gift DOUBLES...

Not affiliated with Meta

Donate now

   51

3 comments

8 shares

Like

Comment

Share

Ad 3

 **Lutheran World Relief**   

FLASH MATCH! For 24 hours only, your gift is MATCHED to provide double the lifesaving food to fight hunger and save lives.



GIVING TUESDAY
One day to fight hunger.
Your day to save a child's life.
TODAY ONLY:
YOUR GIFT MATCHED!

lwr.org

Your gift DOUBLES...

Not affiliated with Meta

Donate now

   14

1 share

Like

Comment

Share

Ad 4

 **Lutheran World Relief**   

FLASH MATCH! For 24 hours only, your gift is MATCHED to provide double the lifesaving food to fight hunger and save lives.



GIVING TUESDAY
Giving Hope.
24-HOUR FLASH MATCH!
Your gift **DOUBLES** to save a child's life.

lwr.org

Your gift DOUBLES...

Not affiliated with Meta

Donate now

   10

1 share





Like


Comment

Share

End of Year Match: Ad Performance

Ad 1 - Control

 **Lutheran World Relief**   

Sponsored · 

The clock is ticking! Make a year-end gift to help children in dire need right now. All gifts MATCHED through December 31!

DEADLINE

00

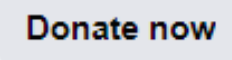
00

07




HOURSMINUTESSECONDS

MATCH MY GIFT


lwr.org


Your gift doubles today! 


Not affiliated with Meta





 33


 Like

 Comment

 Share

Ad 1 - Test

 **Lutheran World Relief**   

Sponsored · 

The clock is ticking! Make a year-end gift to help children in dire need right now. All gifts MATCHED through December 31!

DEADLINE

00

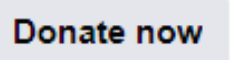
00

08




HOURSMINUTESSECONDS

MATCH MY GIFT

lwr.org


Your gift doubles today! 


Not affiliated with Meta


  

 72





2 comments 6 shares


 Like

 Comment


 Share

Ad 2

 **Lutheran World Relief**   


Sponsored · 

Final chance to double your impact for children in dire need. Your year-end gift X2. All gifts MATCHED through December 31!





Give a suffering child hope for the new year.

lwr.org


Your gift doubles today! 


Not affiliated with Meta


  

 163

16 shares





 Like


 Comment

 Share


Spring Gifts of Love Social

Ad 1

**Lutheran World Relief** 

Sponsored · 




Give a family in need a goat this Easter, and you'll transform their lives — forever. Give a Gift of Love today.







A GOAT IS THE G.O.A.T.
(Greatest Gift of All Time)


[lwr.org](#)
Give a goat and chan...
Not affiliated with Meta

[Donate now](#)

 Like  Comment  Share

Ad 2

**Lutheran World Relief** 




Sponsored · 

Chicks growing into hens = years of nourishing eggs. This Easter Gift of Love gives hungry children healthy starts in life.





Make this Easter EGGstraordinary!


[lwr.org](#)
A Hen & Chicks = Egg...
Not affiliated with Meta

[Donate now](#)

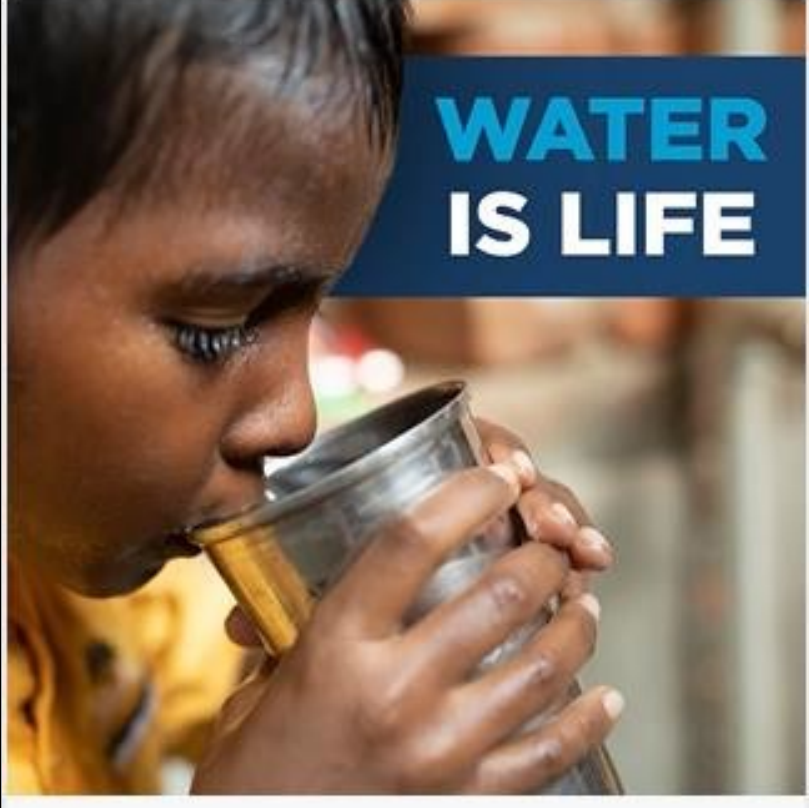
 Like  Comment  Share

Ad 3

**Lutheran World Relief** 

Sponsored · 




Save a child's life! Give the gift of lifesaving water on World Water Day. Quench a child's thirst with clean water to drink.







WATER IS LIFE


[lwr.org](#)
Clean water saves lives!
Not affiliated with Meta

[Donate now](#)

 Like  Comment  Share

Ad 4

**Lutheran World Relief** 




Sponsored · 




Water is the most critical item families need when disaster strikes. Give lifesaving water now to save lives. 🙏

“I was thirsty and you gave me something to drink.”
— Matthew 25:35 (NRSV)

[lwr.org](#)
WATER IS LIFE. Give t...
Not affiliated with Meta

[Donate now](#)

   16

 Like  Comment  Share

#6 Honor the stories.



#6 Example



#7 Evaluate your work.

Or, as Taylor would say, be ...

FEARLESS.



Christmas Match: Ad Performance

Ad 1

 **Lutheran World Relief**   

Sponsored · 

LIMITED-TIME MATCH! Today, your gift will be DOUBLED to rush lifesaving food and hope to a child in need this Christmas.



ALL CHRISTMAS GIFTS
MATCHED TO SEND:

2X THE FOOD
2X THE HOPE
2X THE LOVE

lwr.org
LIMITED-TIME MATCH
Not affiliated with Meta

[Donate now](#)

  4

1 share

 Like  Comment  Share

Ad 2

 **Lutheran World Relief**   

Sponsored · 

Every gift this Christmas MATCHED for a limited time. Every \$1 becomes \$2 to end a child's suffering. Hurry! Match ends soon!



**YOUR GIFT +
MATCH GIFT
= 2X THE
LIFESAVING IMPACT**

lwr.org
LIMITED-TIME MATCH
Not affiliated with Meta





[Donate now](#)


  23

1 comment 3 shares


 Like  Comment  Share

Ad 3

 **Lutheran World Relief**   

Sponsored · 




DOUBLE the difference you make for a child this Christmas when your gift is MATCHED! \$1 becomes \$2 to feed hungry children now.






Merry. Merry.
**One caring act this
Christmas can help two.**

lwr.org
LIMITED-TIME MATCH
Not affiliated with Meta

[Donate now](#)

   7

 Like  Comment  Share

LOOK AT THESE FACES!



A young girl with a joyful expression is the central focus, wearing a vibrant red knit beanie and a grey sweater with colorful geometric patterns. She holds a large, bright orange balloon. To her right, another child in a white knit hat is partially visible. The background shows a dirt road in a village with several people walking away, a dark car parked, and simple houses under an overcast sky.

BREAK TIME!

#8 Ask your audience.

Show them you know them.



#8 Example



#9 Understand the CTA.



#9 Example

Once upon a time, LWR had a lot of ideas.

We gave all of them to CDR.

We ended up in the Land of Million Taglines.

#10 Define your goals.



#11 Include tried-and-true tactics.




Robert Deutsch/USA Today; Charles Sykes/AP; Owen Sweeney/AP; Dilip Vishwanat/Getty Images; Brian Rasic/WireImages; Jeff Kravitz/FilmMagic

NVD23 November Christmas Match Appeal

Control Paragraph	Test Paragraph
<p>Your Love Goes the Distance</p> <p>Christmas 2023 Matching Gift Challenge</p> <p>Dear [xxxxxxxxxxxxxxxx Salutation xxxxxxxxxxxxxxxx],</p> <p>Imagine it's almost Christmas Day in the Castrovirreyna province of Peru, high up in the Andes mountains, where you live. You're just one rainstorm away from the only road in your village disappearing <i>again</i> — cutting you off from the world.</p> <p>There is no magic in the air this Christmas. Just an empty belly and a lonely night.</p> <p>This is what the holidays can feel like for families, like Deysi's (age 18), who live in some of the world's hardest-to-reach villages. They feel forgotten as they struggle and starve — barely surviving only on the potatoes they can grow.</p> <p>Deysi and her family pray for caring people, like you, who believe that wherever you are born, whatever the circumstances, every person in the world is a child of God who is worthy of love ... no matter how far.</p> <p>Just in time for Christmas, a group of caring donors who want to help our most vulnerable neighbors, has challenged you to send a gift by December 25. <u>When you do, your donation will be matched dollar for dollar up to \$100,000!</u> So:</p> <p>Your gift of \${Ask1} becomes \${2Ask1} to provide diverse, nutrient-rich food.</p> <p>Your \${Ask2} gift doubles to \${2Ask2} for farming tools and equipment.</p> <p>And a most generous \${Ask3} gift multiplies 2X to a lifesaving \${2Ask3}.</p> <p>Deysi and her family felt forsaken and isolated until your love found a way to reach their lost village and delivered farming tools, fast-growing seeds, agriculture</p> <p><i>please keep reading →</i></p> <p>700 LIGHT STREET, BALTIMORE, MD 21230 800 597 5972 LWR.ORG/CHRISTMASMATCH23</p>	<p>Your Love Goes the Distance</p> <p>Christmas 2023 Matching Gift Challenge</p> <p>Dear [xxxxxxxxxxxxxxxx Salutation xxxxxxxxxxxxxxxx],</p> <p>Imagine it's almost Christmas Day in the Castrovirreyna province of Peru, high up in the Andes mountains, where you live. You're just one rainstorm away from the only road in your village disappearing <i>again</i> — cutting you off from the world.</p> <p>There is no magic in the air this Christmas. Just an empty belly and a lonely night.</p> <p>This is what the holidays can feel like for families, like Deysi's (age 18), who live in some of the world's hardest-to-reach villages. They feel forgotten as they struggle and starve — barely surviving only on the potatoes they can grow.</p> <p>Deysi and her family pray for caring people, like you, who believe that wherever you are born, whatever the circumstances, every person in the world is a child of God who is worthy of love ... no matter how far.</p> <p>Just in time for Christmas, a group of caring donors who want to help our most vulnerable neighbors, has challenged you to send a gift by December 25. <u>When you do, your donation will be matched dollar for dollar up to \$100,000!</u> So:</p> <p>Your gift of \${Ask1} becomes \${2Ask1} to provide diverse, nutrient-rich food.</p> <p>Your \${Ask2} gift doubles to \${2Ask2} for farming tools and equipment.</p> <p>And a most generous \${Ask3} gift multiplies 2X to a lifesaving \${2Ask3}.</p> <p>Deysi and her family felt forsaken and isolated until your love found a way to reach their lost village and delivered farming tools, fast-growing seeds, agriculture</p> <p><i>please keep reading →</i></p> <p>700 LIGHT STREET, BALTIMORE, MD 21230 800 597 5972 LWR.ORG/CHRISTMASMATCH23</p>


JULY EMAIL CAMPAIGN



LUTHERAN
WORLD RELIEF

DONATE

"When she is hungry, she will come to me and say, 'I have a stomachache.'"



Grandma's heart breaks — there's nothing she can do.
But YOU can.

GIVE NOW

Dear Friend,

8-year-old Oumou is always tired. And her little body aches with pain. The constant hunger is taking its toll.

"She cannot play any more like she wants to," her grandmother, Aminata, shares. "Words cannot express how bad I feel. I cannot help her."

HELP FEED A HUNGRY,
HURTING CHILD NOW


Aminata spends long hours grinding a mineral to make a veneer for cooking pots. But the work is seasonal, so for much of the year, Aminata and Oumou only eat once a day.


Friend, rising food prices have pushed God's most vulnerable to the brink.

Your love can be the helping hand a hardworking family needs. [Your gift today](#) provides nourishing food, essentials, training, resources and more to help families make ends meet.

Little ones, like Oumou, need the help of people with generous hearts, like you. [Please help now.](#)


In Christ,





Ambassador
Daniel Speckhard
President and CEO


P.S. Rising food prices are keeping families from being able to feed their children. [Your loving gift](#) can be the blessing families need right now. God bless you for helping.



LUTHERAN
WORLD RELIEF

DONATE

"When she is hungry, she will come to me and say, 'I have a stomachache.'"



Grandma's heart breaks — there's nothing she can do.
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HURTING CHILD NOW


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Daniel Speckhard
President and CEO

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LUTHERAN
WORLD RELIEF

#12 Embrace the discomfort.

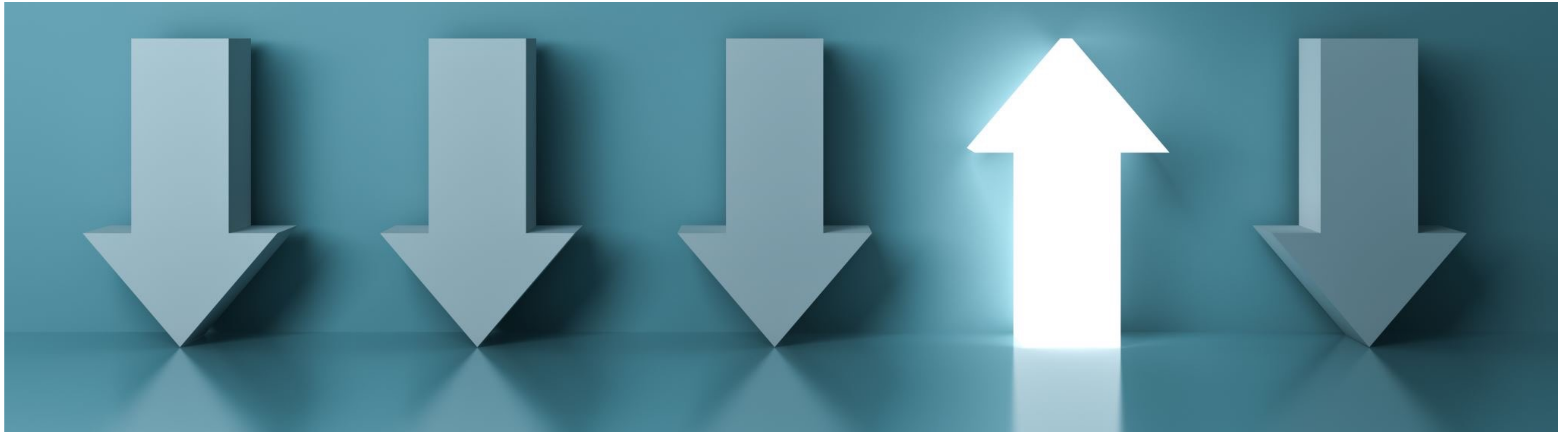


#13 Name the feelings.

What do you want donors to feel?



#14 Challenge your assumptions.



You think you know what will work...

But sometimes you're wrong.

OE Christmas Test

LOVE THY NEIGHBOR Christmas 2020 Matching Gift Challenge

[Mrs. Jane Sample]
[CDR Fundraising Group]
[PO Box 828]
[Lanham, MD 20706]



Please respond by December 25



Christmas 2021 Matching Gift Challenge

[Mrs. Jane Sample]
[CDR Fundraising Group]
[4200 Parliament Place, 3rd Floor]
[Lanham, MD 20706]
[Barcode]



Christmas 2021 Matching Gift Challenge

[Mrs. Jane Sample]
[CDR Fundraising Group]
[4200 Parliament Place, 3rd Floor]
[Lanham, MD 20706]
[Barcode]



Christmas Card Appeal Test



#15 Edit, edit, edit.

Don't
waste
words
on
details.

Bonus!



Q & A

May 22, 2024

THANK YOU!

And thanks to our sources:

- Heath, C., & Heath, D. (2008). Made to Stick. Arrow Books.
- Institute for Sustainable Philanthropy
- Philanthropy & Fundraising North America
- Moore/CDR division
- Lutheran World Relief
- Taylor Swift
- Lin-Manuel Miranda

