



## Bonding with disaster donors

BY MANAGING EDITOR DEBORAH BLOCK AND PAUL KARPS

**N**OWADAYS, it seems as though there's a growing number of emergency situations around the world—natural and man-made crises alike. So one of the greatest challenges for nonprofits working in these areas is to convert one-time, impulse givers to long-term, committed donors.

This challenge has been particularly daunting for [Doctors Without Borders/Médecins Sans Frontières](#) (New York NY). This 1999 Nobel Peace Prize winner delivers medical aid and health care in over 70 countries affected by war, disease, and disaster.

After the deadly South Asian tsunami in December 2004, the group acquired over 130,000 new donors, almost all within a two-week period. A key goal, therefore, was to get these emergency donors to give a second gift . . . and cement their relationship with the organization.

In fact, one MSF appeal—created in partnership with direct mail agency [L.W. Robbins Associates](#) (Holliston MA)—was so successful in this regard that it won the 2006 Package of the Year Award by the [Direct Marketing Fund-raisers Association](#).

The mailing, which dropped on July 29, 2005 (normally a slow period), was one of 10 appeals sent that year to the donorbase. According to Alyssa Herman, Director of Development at MSF, "I like to look at our 10 mailings as sort of a continuum. So if someone were to save all 10 mailings, they'd get a pretty full picture of all the types of projects that we do."

To convert tsunami donors into long-term donors, says Herman, "we thought it would be good to talk about our work in the tsunami, but to take them past that. Because we weren't looking for tsunami-restricted funds."

### FOCUS ON MENTAL HEALTH

As a result, Herman and her team developed a package focusing on mental health and the group's psychological programs: to help affected people cope with trauma and regain their sense of self-control. This is a key element in

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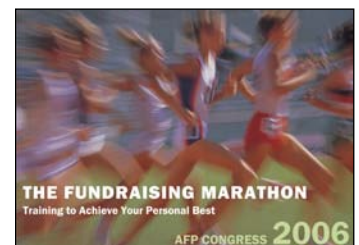
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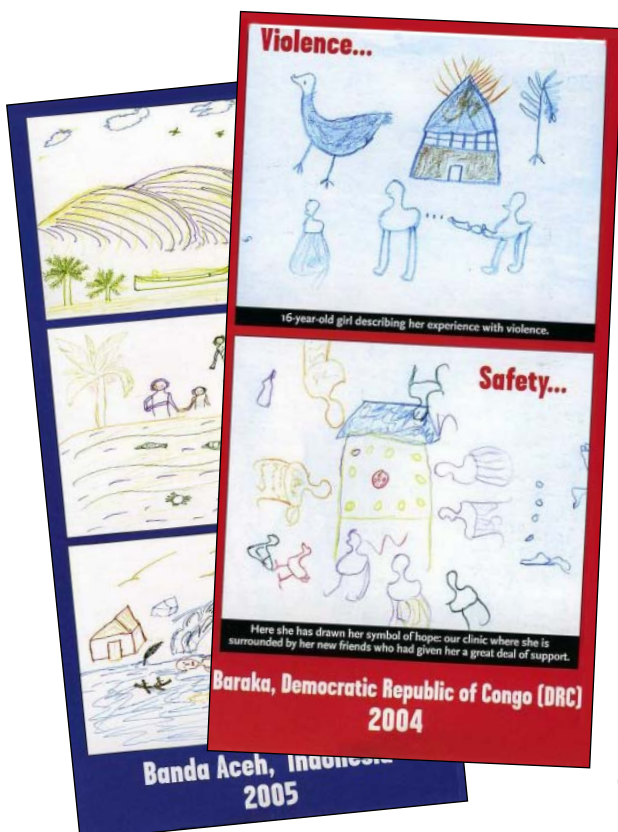
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## Canadian Fundraising Congress

Join Mal Warwick and an international cast of top speakers in Toronto, Ontario, Nov. 13 to 17. AFP Congress 2006 will take place in the Metro Toronto Convention Centre. It's what many believe is the continent's best fundraising conference. For more information, [click here](#).



# Mal Warwick's Newsletter

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TELEPHONE & ONLINE  
FUNDRAISING™

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MSF's integrated and comprehensive approach to medical care.

The idea was to build upon past success by using as a model a mental health package that mailed during the Bosnia/Kosovo crisis of 1999-2000—when MSF saw a similar surge in its donorbase. “We thought it could be hard for people,” explains Herman. “It’s different than the other work we do that’s easier to illustrate. So we wanted to bring people into the process that we use to treat people.”

How was this done back then? By including full-color postcards showing drawings by children, which is part of the therapeutic process.

## PACKAGE COMPONENTS

The DMFA award winner—which mailed in a plain, two-color, #10 outer with a window and no teaser—also used two four-color postcards as its centerpiece. Each measuring 4 x 7-1/2”, one card focused on MSF’s post-tsunami work in Indonesia and the other on treating the violence in the Democratic Republic of Congo.

A non-personalized two-page letter, printed two-color on one 8-1/2 x 11” sheet, deals mainly with MSF’s post-tsunami efforts and is signed by the group’s mental health coordinator in Banda Aceh, Indonesia—though “floods in Haiti and other emergencies around the world” are used to keep the Ask general. The P.S. mentions the postcards: “We find that patients can often express in art what they can’t say in words.”

An 8-1/2 x 11” two-sided insert—printed in black only—includes photos, drawings, and copy on mental health programs in Nigeria and Haiti, as well as Indonesia. In that way, it broadens the mental health theme.

Because MSF invariably asks for general funds, the two-panel, 8-1/2 x 7” reply slip, also printed in black only, features generic copy on the top panel and on the bottom right—a reply template that’s typically used in appeals. The bottom left quadrant is reserved for a

package-specific message. This time, it’s a handwritten note from an MSF psychologist in Nigeria.

The final component is a postage-paid Business Reply Envelope printed in black.

## IT'S ALL IN THE NUMBERS

The mailing was sent to a whopping total of 700,000 donors who had previously given between \$1 and \$500, producing a response rate of 4% and a rather hefty average gift of \$93. (Though, Herman notes, MSF’s acquisition program itself generates a high average gift hovering around \$60.) The numbers are, therefore, quite impressive: 28,000 gifts for a gross income of just over \$2.6 million.

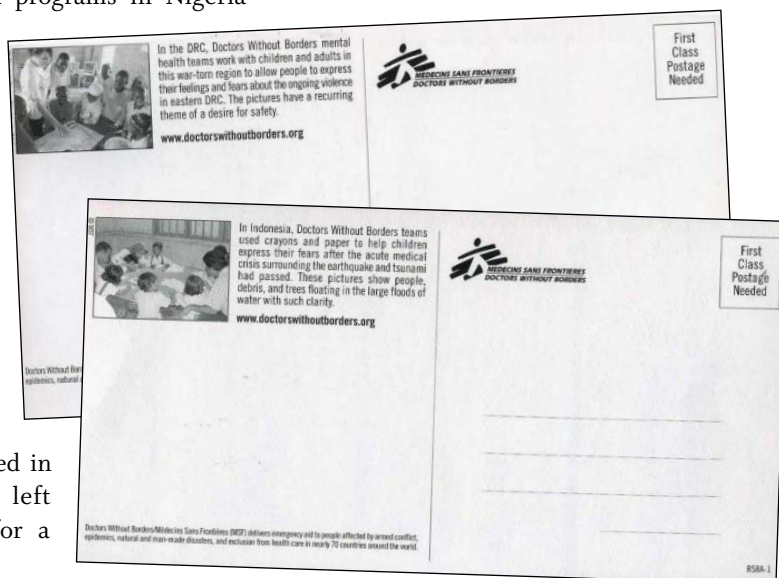
Perhaps even more impressive is that the strategy of printing in two-color and one-color—except for the postcards—kept the overall cost down to \$373.70 per thousand. The bottom line? The cost to raise a dollar was a mere \$0.10 . . . and net revenue was a huge \$2.34 million.

## LESSONS LEARNED

From Herman’s perspective, this package “shows we don’t have to be afraid of trying different themes.” Plus, “it’s good to show different components of your mission,” which can then appeal to various donor segments.

The other lesson is to “build on past successes.” And “try to find ways to draw emergency donors into your other work.”

To see this entire package, [click here.](#)





## Two tips for using premiums

BY PETER SCHOEWE

**T**HE TEMPTATION to use premiums in acquisition mailings is strong for one reason alone—by including such items as labels, notepads, or greeting cards in your mailing, you can double or even triple your response rate.

But there's a downside to premiums. The value of the donor you acquire will decrease as your response rate goes up. You can see an indication of this by looking at average gift, which can decline from 30-50% by adding a front-end premium to a package.

I'll explore the pros and cons of adding premiums to an acquisition program in a later issue of *Mal Warwick's Newsletter*. This month, I want to share two tips for getting the most out of up-front premiums in your mailings.

### GIVE HER WHAT SHE WANTS

My first rule of thumb with premiums is to give the donor what she wants—rather than what you think she should use. I've discovered that response rates, as a rule, go down when you put your logo on address labels or mail out greeting cards with heartwarming images that illustrate your mission.

Instead, the premiums that result in the greatest response boost are those that contain engaging art, bright designs, and—if you can afford it—foil stamping. The more your premium looks like a product your donor will see in a catalog or in a store, the more likely she'll be to respond with a gift.

One exception to this rule can be found on the back of greeting cards. In multiple tests, I've discovered that donors are more likely to respond to a greeting card package if the back is printed with a statement indicating the card represents a gift to a charitable organization.

### THE PREMIUM ISN'T THE OFFER

And this leads to my second tip. Never confuse the premium with your offer. Unless you're willing to compete with some very large organizations, your mailing can't be primarily about selling cards or address labels to donors. If you try that, you'll end up with a large file of individuals who have no connection to your organization—and you may never recoup the investment you made to acquire them.

Instead, the premium should be integrated into a package that offers an urgent and compelling reason for the donor to take the time to send a gift—other than receiving a gift from you and feeling guilty about it.

That's why I believe the copy used in premium acquisition packages is critical. When I tested a hard-hitting crisis letter against a feel-good, premium-focused letter, I not only got a better

upfront result with the crisis letter—I discovered that the individuals who responded to the urgent need went on to become much more valuable long-term donors.

So, in a sense, premiums won't let you off the hook. Even their almost magical boost in upfront response rates can't overcome a poor case for giving. But if you let prospective donors know in strong and emotional terms how much you need their support, the addition of a well-designed and engaging premium may have a multiplicative effect in inspiring them to commit to your cause.



This set of labels from the [Paralyzed Veterans of America](#) is a good example of using a design that appeals to your audience. To see this entire package, [click here](#).



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## Where's Mal?

**November 13-15, 2006**

**Toronto, Canada**

Association of Fundraising Professionals Canadian Fundraising Congress Workshop (Bachelor's Track): *Direct Response Fundraising 101* Workshop (Master's Track): *The Hands-On Guide to Raising \$1,000 Gifts by Mail*  
Site: Metro Toronto Convention Centre

[More info](#)

**December 13-14, 2006**

**Lima, Peru**

Segundo Congreso Andino de Recaudación de Fondos Sponsored by Solidar and Resource Alliance  
Plenaria: *Ya comienza su trabajo Taller: Desarrollando el mensaje para ganar más apoyo para su causa*

Plenaria clausura: *Ahora comienza el trajazo verdadero: Poniendo en la práctica lo que ha aprendido en el congreso*  
Sitio: Universidad Católica  
[Más información:](#)

**March 26-28, 2007**

**Dallas TX**

Association of Fundraising Professionals International Conference on Fundraising Workshop with Bernard Ross: *10 Things We Wish We'd Known When We Started in Fundraising* Workshop: *Seven New Challenges in Direct Mail Fundraising* Workshop (Master's Track): *Problem-Solving for the Seasoned Practitioner*  
Site: Dallas Convention Center

[More info](#)



## Asking?

Sometimes you can raise more money through activism than you can with a fundraising appeal.

We split a client's list into four even segments, and sent an e-mail to one segment, inviting them to sign a petition on a core issue. Another segment received a very similar e-mail, but these readers were invited to contribute to a full-page ad in a major newspaper on the same issue.

The petition appeal produced 500 signatures, and the appeal only about 10 gifts. We noticed, using WebTrends reports, that only 92 recipients of the appeal e-mail clicked the link. Again, about 10% of them followed through to make a donation.

So, we sent e-mails to the last two groups. One received the same fundraising e-mail, as a control. The other group received the identical petition e-mail, but after they signed the petition, they were brought to a "thank-you" page that contained the appeal for the newspaper ad. Since 500 of them saw this appeal, compared to fewer than 100 who clicked through from the fundraising e-mail, we collected about 25 gifts this way—two and a half times more gifts than we did through the appeal.

The moral of this story? Test, and look at all your relevant statistics to spot the trends that matter.

—Reprinted with permission from *e-Fund News*, published by npadvisors.com

# Breaking news online

BY RACHEL ALLISON

**I** WAS ON vacation in Texas, sitting in a college cafeteria waiting for my sister to get out of class, happy to be visiting my family . . . and then I saw on TV that Sandra Day O'Connor had just announced her retirement from the Supreme Court. I thought I would faint.

As an online fundraising and advocacy consultant, two of the nonprofit organizations I worked with had a great deal at stake in a Supreme Court retirement. These organizations' members would be looking to them for a response, and online donations and activity are never higher than the same day news breaks. There would be no second chance to take advantage of an opportunity like this.

All this, and I was five states away from my office in San Francisco. Thanks a lot, Sandra!

So how, with just spotty cell phone access to my clients and a weak wireless connection, was our online team able to launch messages within hours of the announcement and bring in record donations? Simple. My clients and I had worked out emergency procedures in advance. We simply implemented a plan based on the following five principles:

### HAVE YOUR PLAN IN PLACE.

As I found out that summer day, you could be anywhere the moment news breaks. Decide what the elements of your online response will be beforehand (messages, Web site updates, etc.), and designate someone to approve and launch each component of your campaign. Make sure to collect emergency contact information for each person involved, and have a back-up in place in case that person is unavailable.

### HAVE YOUR MESSAGES READY.

The first component of your online response should be a message to your list that launches quickly and makes it easy for the reader to make a donation (unless the nature of the news makes this inappropriate). The best way to get this message out as fast as possible is to have it written beforehand. Even without a

crystal ball, you can anticipate the most likely messages you'll need to write. Once the news hits, you can drop in the pertinent details and hit launch.

### IS YOUR WEB SITE UPDATED?

If your cause is in the news, a certain number of people won't even need your e-mail message as a reminder . . . they'll come to your Web site of their own volition. You need to make it as easy as possible for them to stay there. Have press releases and news-specific donation pages prominently displayed on your site as soon as possible after news breaks.

### DON'T FORGET ONLINE ADVERTISING.

Engaging your list when news hits is a first step, but don't forget this is also the best time to get new people onto your list. Identify the blogs, online publications, and Web sites where your cause would get the most attention, and get estimates for the cost of placing banners, text ads, and sponsored e-mails on those properties. In some cases, placements may be donated, but you'll probably have to pay for most of them.

### AFTER THE NEWS HITS, IT'S STILL NOT OVER!

Your immediate response is the most important, but make sure you don't drop the ball once your first e-mail is out the door. As the story develops, keep your list updated and engaged with messaging that reinforces the ways this news is relevant to your ongoing work, and offer more ways they can stay involved.

In the end, you can never anticipate everything. But by starting with the tips above, you'll be able to minimize confusion and maximize the opportunities that breaking news can bring.



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# Your core mail universe (Part 2)

BY SUZIE MCGUIRE

**L**ast month ([click here](#)) Suzie introduced the first three of eight tips on how you can maximize the potential of your top lists.

## 4. SELECTION OPPORTUNITIES

Evaluate your best lists. Are you leaving any stones unturned? For example, you may be taking six-month names and neglecting to go back to 7-12-month names. In some tests I've seen these older names actually work better than more recent ones. This may be due in part to heavy usage of the most recent names by other mailers. Some brokers will negotiate two-for-one lapsed-name trade arrangements where you can trade one active name for two lapsed ones.

If you see a particular list flagging, verify that the list has been updated, that the mailer is consistently in the mail adding new names, and that you're taking the best possible selections from the list. The list manager can suggest refined selection recommendations.

## 5. COST EFFICIENCIES

For rental lists, look at the cost per thousand on an output basis. Weigh net cost and performance in deciding to keep or hold a core list. Some mailers may choose or rest a core list on the basis of whether or not they can get the list on exchange or obtain a special net-name arrangement.

## 6. EXPLORING NEW TESTS TO DETERMINE FUTURE GROWTH

You can use your core lists to determine ways to enter into new list markets. For example, you can test gender or geography on your core lists. If this lifts response, you may use gender or geography on tests or retests to lift response. Some mailers code merge output by gender or geography to see how these factors affect response as a whole.

## 7. CHRONIC NON-RESPONDERS

If you mail six times or more a year, you may

consider having your merge-purge facility mark chronic non-responders to your mailings. You would need to send your response data so the merge-purge house can match, record for record, people and the number of times they've received a mailing and failed to respond. The jury is still out on whether or not it's efficient to hold these names from future mailings. Some organizations use this strategy as a way to send alternative packages or offer a "last chance to respond" to these donors. And chronic non-responders on your core lists may work differently than on other lists. You don't want to omit a chunk of potentially responsive people from your mailings. You'll have to use your own judgment about the point at which someone is unlikely to respond.

## 8. MODELING HOUSE NAMES

You may consider modeling event, lapsed, or other housefile names to pull out donors most likely to respond. Some folks have been able to breathe life into deeply lapsed names in this way.

Please don't overlook the importance of reading response and refining selections on your core continuation lists. Not only are they important in terms of bringing in new donors, but they can also give you many clues as to the condition of your acquisition program.

So, don't constantly spin your wheels in a futile search for those magical "new" lists that will breathe new life into your donor acquisition efforts. Instead, review and follow these eight steps toward getting more value out of your existing core mail universe. You'll see the results in enhanced response and higher net revenue.



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## Blank?

Defying conventional wisdom that response from donors is higher when the outer envelope includes the mailer's logo and address, the international child sponsorship agency [ChildFund Australia](#) (Surry Hills, New South Wales) mails appeals to its donors in non-branded (blank) carrier envelopes. Its intention is not to be devious, but simply to maximize the number of envelopes being opened—and it works! In the time that ChildFund has been using this type of envelope, the results have shown continuous improvement.

If these so-called "stealth" envelopes were a turn-off to donors, ChildFund would expect a drop in responses and an increase in donor complaints. Yet the agency has never had a complaint from a supporter about the use of an unmarked envelope, and its revenues from appeals continue to grow.

For one organization, at least, non-branded envelopes are a tried and tested method that helps deliver more revenue and greater donor loyalty.

—David Pettigrew, ChildFund Australia, e-mail [dpettigrew@childfund.org.au](mailto:dpettigrew@childfund.org.au). Adapted with permission from the *Canadian Fundraiser eNews*, September 30, 2006.



## Tips & Timesavers

To entice my board down into the nitty-gritty world of fundraising, I ask every board member to fill out a questionnaire at the beginning of each year. I ask for basic contact information and to answer such questions as “Why did you choose to join the board of this organization?” and “What skills and expertise do you bring to this organization?” There are also detailed questions pertaining to memberships in service clubs, previous board experiences, and business connections.

It’s amazing the kinds of connections board members have that they never mention! I had one board member whose previous “board experience” included serving on the boards of two major funders! At the time, I couldn’t get those funders to return my calls—but one phone call from my board member, and my phone rang. (And, yes, we received first-time funding).

Thank you—and a free book—for this tip to Ellen Green, Director of Fund Development, Camp He Ho Ha, e-mail [ellen@camphehoha.com](mailto:ellen@camphehoha.com).

Send your own Tip or Timesaver by e-mail to [mal@malwarwick.com](mailto:mal@malwarwick.com), or mail to *Mal Warwick’s Newsletter*, 2550 Ninth Street, Suite 103, Berkeley CA 94710-2516. In return, we’ll send you a free copy of *Mal Warwick’s Testing, Testing, 1, 2, 3: Raise More Money with Direct Mail Tests* (Jossey-Bass, 2003), an indispensable tool for direct mail fundraising (one that explains what you can and can’t test!).

# Does sex matter in fundraising?

BY TRACY LEA

“**B**LONDES Have More Funds” began a headline in *The Chronicle of Philanthropy* not long ago. In the story, Holly Hall reported the results of a study of the impact of solicitors’ attractiveness on door-to-door fundraising results, conducted by a team of five economists at [East Carolina University](http://www.ecampus.com) (Greenville NC).

“Women whose beauty was ranked highest” by a panel of 150 undergraduates, Hall wrote, “received more donations than other women and more than any of the men, raising more than double the amount of any of the other solicitors.”

Does this finding suggest that something similar might take place in fundraising *by phone*? Might there be gender differences in telefundraising results depending on the gender of the solicitor—or of the prospect?

Well, my colleagues at [Share Group](http://www.sharegroup.com) (Somerville MA) decided to find out. We enrolled six nonprofit organizations, including a national advocacy group, a national environmental membership organization, a regional environmental membership organization, PBS, a major hospital, and a museum. We teamed up with our friends at [Mindset direct](http://www.mindsetdirect.com), [Integral](http://www.integral.com), and [CPC Associates](http://www.cpcassociates.com) to obtain and analyze the data.

### “SHOW ME YOU KNOW ME”

Our previous experience—and yours, too, no doubt—made it clear that we couldn’t construct our test in a vacuum. Donors, especially Boomers, tend to demand individualized messages based on factors other than their giving: their interests, connections with the organizations they support, and family circumstances.

Against this backdrop, then, we attempted to determine whether the gender differences often noted in direct mail campaigns would hold true on the phone—and to learn whether the gender of the solicitor might also have an impact.

Direct mail practitioners who have analyzed gender differences in response have

often noted a steeper response curve for men and that women prefer a single dollar amount and/or a “family membership” option with appropriate benefits highlighted. Other factors, such as graphics, copy, offer, and premiums, have typically shown no consistent pattern of differences in impact by gender.

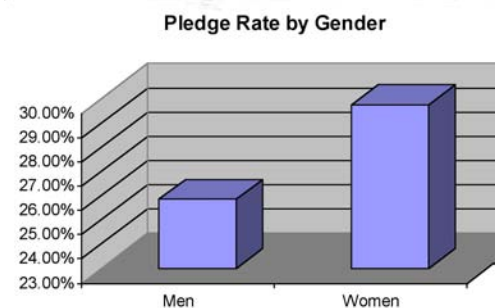
So it was gratifying when we discovered very clear patterns in analyzing our data. Working with multiple campaigns from all six clients included in the study, with volume high enough for statistical validity, we uncovered *findings consistent across all clients*.

### SIGNIFICANT GENDER DIFFERENCES

To begin with, the donorfiles of the six clients in our study demonstrated a wide range of gender distribution, from a low of less than 40% female to a high of nearly 70% female. Yet this wide variation had no impact on the results we observed.

Our principal findings were as follows:

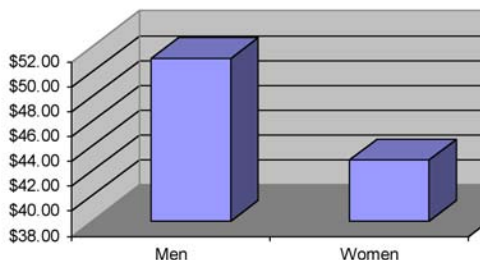
1. Contact rates didn’t seem to be driven by gender. However, once contacted, women were consistently more likely to pledge than men were. In other words, men apparently found it easier to say no than women.
2. Though female prospects consistently showed a higher pledge rate, male prospects pledged larger dollar amounts.



Male callers secured higher pledge rates from both male and female prospects, but female callers obtained higher average gifts from both male and female donors.

*Continued on page 7*

Average Pledge by Gender



The most lucrative combination of caller and prospect, measured by the value per contact, proved to be a male caller with a male prospect. The comparative values were as shown below.

Caller	Prospect	Value/contact
Male	Male	\$13.58
Male	Female	\$13.02
Female	Male	\$12.95
Female	Female	\$12.79

We looked at renewals and special appeals as well as lapsed member or donor reactivation campaigns. There were no useful patterns in the campaign-by-campaign data, although special appeals tended to have the highest average pledge amounts and renewals tended to have the highest pledge rates. But there were no discernable differences correlating with the gender of the caller or the prospect. Nor was there any statistically valid gender difference in the method of payment used.

If you're eager to adjust your message by gender, here are a few suggestions of "female" themes to consider:

- Women are extremely time-pressed, especially when reached at home. The script should stress from the outset that you'll only take a minute of her time.
- Add more friendly "you"-focused statements right from the start, such as "I know you care about endangered species . . ."
- Change the order of information. Talk first about the animals that are threatened. Your goal should be to be more emotional, to talk less about the process.
- Use references to children and/or future generations.

You might also consider the following potential "male" themes:

- Position the problem as a "battle" of the good guys versus the bad guys right from the start.
- Talk about the strategies and tools you'll use in the fight.
- Allow the donor to feel he's "in the fight" and help him see that "we can win."
- Use references to other well-known supporters or allies, even the CEO.



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## Bad!

According to Ken Magill, writing in *Direct*, "the folks at Goodmail have come out with a study concerning e-mail graphics that indicates the situation is even more dire than most think. "In a recent survey that drew 226 respondents," Magill reports, "58.5% said that when they receive e-mails with blocked images or links, they delete them, and 19.8% ignore them."

Another recent survey, conducted by [Epsilon Interactive](http://EpsilonInteractive.com), revealed that almost two thirds of e-mail users have received e-mail with images turned off.

Goodmail's survey also found that "84.1% of respondents said they would like their e-mail box providers to mark messages that they have confirmed are actually from the purported senders.

"Also," Magill continues, "e-mail deliverability remains a problem. Two thirds of respondents said they sometimes do not get e-mails they expected . . . About half of those who said they sometimes don't get anticipated e-mails said they never find them; half said they find them in their junk mail folders.

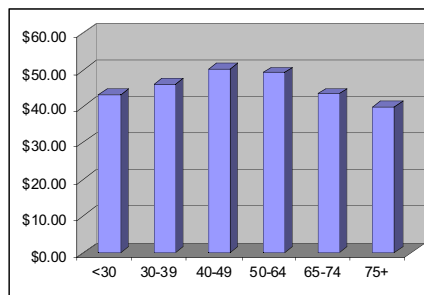
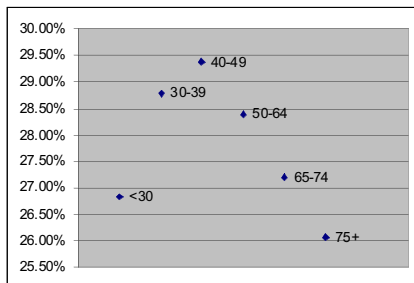
"About a third of the respondents overall said they get all their e-mail."

## What about age difference?

We couldn't resist the temptation to test for age differences as well as gender. No surprise: Clear patterns emerged.

For one, the pledge rate and average pledge proved to be highest for the 40-49 year age group.

The average pledge amount dropped off as the age of the donors rose.



However, the pledge rate for donors 75 years old or older was highest in renewal campaigns—nearly equal to that of the 65-74 year age group. (If you're 75 or 80, and you've been giving to a nonprofit for many years, the likelihood you'll continue your support is understandably great.)

—T.L.

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# When the money doesn't come in

BY DEBORAH BLOCK AND PAUL KARPS

**L**IKE ANY creative endeavor, the ups and downs of writing direct mail fundraising copy can be a roller coaster of emotion. But it gets particularly tricky when you do your job by crafting a warm, cohesive, and compelling package . . . only to learn that the money just doesn't come in as expected.

That's when the finger-pointing can begin. And when the writing can become an easy target in the blame game of an underperforming package. But the reality is there is *always* a variety of individual and interconnected factors that come into play.

Yes, copy is critical. And yes, it can interest, entertain, and motivate people to send money. But we're the first to admit it: There's a lot more that goes into the success—or in this case, the failure—of a direct mail package!

So here's a checklist of reasons why a package might not do as well as intended—wordsmithing and copy notwithstanding.

### FIND THE RIGHT AUDIENCE

You've heard the old adage that in real estate, it's "location, location, location." Well, in direct mail, it's "list, list, list." The general rule of thumb is that 60% of a package's success is premised on getting the mailing into the hands of the right people. In acquisition, that means finding those lists that will be particularly responsive to your message. In a housefile mailing, proper segmentation of your donor-base can be equally important.

### FIND THE RIGHT TIME

An election is coming up and the mail's flooded with political pieces. Maybe there's a major holiday on the horizon. Or the unexpected occurs, like a hurricane, terrorist attack, or other national or international emergency. Oops! If you've just dropped your latest mailing—especially an acquisition package—and your audience's attention is significantly diverted elsewhere, results can be pretty dismal. Sometimes, it's a matter of checking the calendar. In other instances, it just boils down to bad luck, pure and simple.

### FIND THE RIGHT TOPIC

What you write about—its relevance to those receiving your mailing and how it resonates with your audience—is another key element to success. But more often than not, the writer is taking creative direction from someone up the food chain: especially when it comes to the topic. So it's a classic case of don't blame the messenger if the message is off base.

### FIND THE RIGHT OFFER

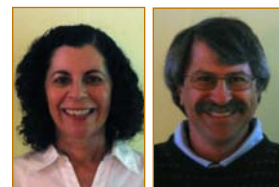
In the case of membership organizations with lots of tangible benefits, making the offer as attractive as possible will undoubtedly have a major bearing on results. For other nonprofits, it's the gift string that can make or break a package. That's why testing Ask amounts in acquisition—and personalizing Ask amounts based on a donor's previous giving—is so critical.

### FIND THE RIGHT ENVELOPE

It takes a recipient between 7 - 10 seconds to decide whether to open an envelope . . . or toss it. So the last thing you want to do is shoot yourself in the foot with an ineffective outer. The look, size, and even feel of an envelope is key to getting it opened—along with any teaser copy you may, or may not, decide to use.

### FIND THE RIGHT COMPONENTS

What's included in that envelope counts, too. For instance, a generic brochure or insert can bog down an appeal's message—and response rate. So can a reply device that's confusing or doesn't fit handily into the reply envelope. Meanwhile, mangle the recipient's name, and you might very well lose a gift. And the amount of personalization—if any—may also play a role.



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