



Mal Warwick's Newsletter

SUCCESSFUL DIRECT MAIL, TELEPHONE & ONLINE FUNDRAISING™

AND THE WINNER IS . . .

Dialogue!

BY MAL WARWICK, EDITOR

WE'RE TAUGHT that successful fundraising rests on mutually satisfying relationships between a nonprofit and its donors—relationships built through dialogue. But how many of us practice what so many experts preach?

Some of the most brilliant fundraising in the world these days comes from the Australian agency Pareto Fundraising. The package [illustrated here](#) is a superb example of

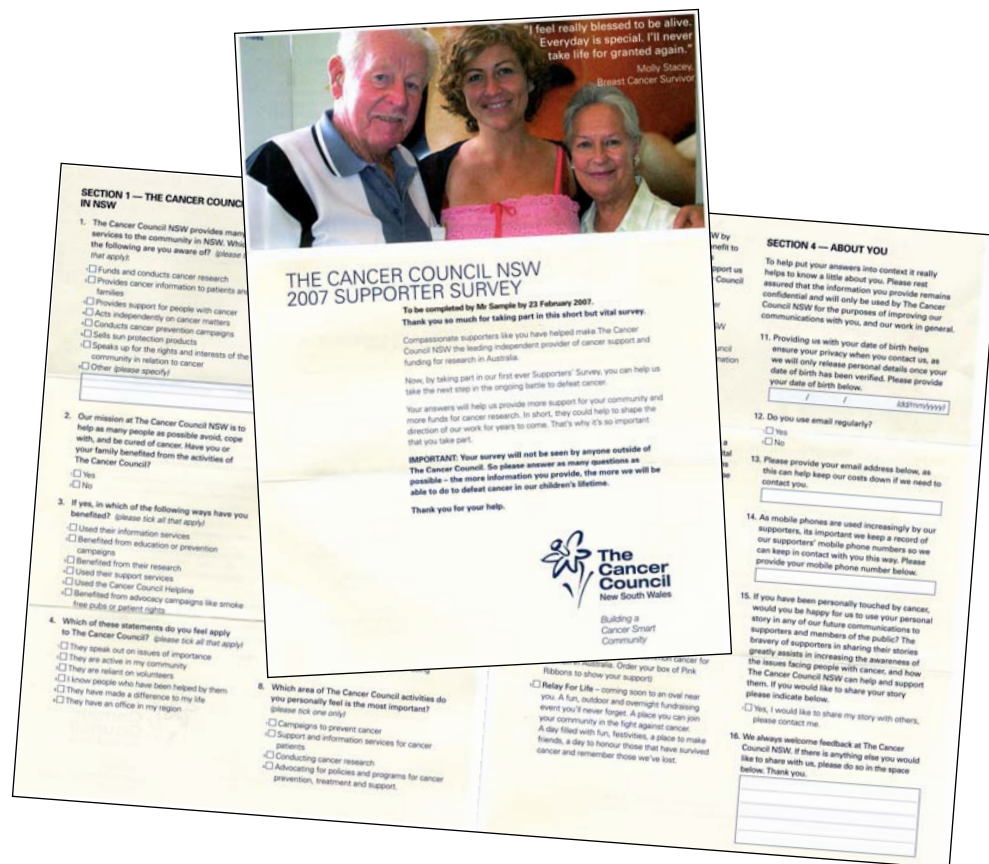
the care, sensitivity, and thorough-going commitment to dialogue that characterizes Pareto's work—and helps explain how the agency routinely draws double-digit responses from its mailings.

[This mailing](#) represents an early stage in the development of a dialogue between [The Cancer Council New South Wales](#) (Kings Cross NSW) and its donors. Its centerpiece is a

Continued on next page

INSIDE . . .

- LIST USAGE . . . 3
- WHERE'S MAL? . . . 3
- BREVITY . . . 4
- PARALLELS . . . 5
- OVERLOAD! . . . 6
- HOPE! . . . 7
- AFFECTION! . . . 8



Join Mal Warwick and dozens of other top fundraising and marketing speakers at the exciting new Bridge Conference, July 8-10, in Washington DC. [Click here](#) for more information.

Mal Warwick's Newsletter

SUCCESSFUL DIRECT MAIL, TELEPHONE & ONLINE FUNDRAISING™

Number 91 ■ June 2007

Mal Warwick, *Editor*

Deborah Block, *Managing Editor*

Marianne Wyss, *Art Director*

Erin Ehsani, *Production Manager*

CONTRIBUTING EDITORS:

Nick Allen, Donordigital
Ken Burnett, Cascaid Consulting
Harvey McKinnon, Harvey McKinnon Associates
Jerold Panas, Panas, Linzy & Partners
Steve Thomas, Stephen Thomas
Joe White, Share Group, Inc.

PUBLISHER:

Strathmoor Press, Inc.

TO SUBSCRIBE FREE,
[CLICK HERE.](#)

Mal Warwick's Newsletter: Successful Direct Mail, Telephone & Online Fundraising™ (ISSN 1067-9316) is published 12 times per year by Strathmoor Press, Inc., 2550 Ninth Street, Suite 1040, Berkeley CA 94710-2516, phone (510) 843-8888, fax (510) 843-0142, e-mail info@strathmoor.com.

Copyright © 2007 by Strathmoor Press, Inc. All rights reserved.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is distributed with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If legal or other expert assistance is required, the services of a competent professional should be sought. (From a declaration of principles jointly adopted by a committee of the American Bar Association and a committee of publishers.)

Continued from page 1

“2007 Supporter Survey.” Unlike most other “surveys” employed in direct mail fundraising, this one is genuine: Not only are the questions obviously sincere and serious, but all answers are later tallied and the information appended to individual records on the donorfile. Subsequent appeals will then be personalized with multiple-variable copy that takes individuals’ answers to the survey questions into account.

The contents of this thoughtful, well-written package include:

■ A light grey window carrier printed in blue only, bearing a postal indicia—and without a teaser;

■ A three-page (two-sheet) letter on A4 letterhead printed in black with blue and yellow highlights on page 1;

■ A four-page (two-sheet) A4 booklet-style survey, personalized on page 4 and printed in full color on one side;

■ A postage-paid, white reply envelope printed black only.

“Not only are the questions obviously sincere and serious, but all answers are later tallied and the information appended to individual records on the donorfile.”

Congratulations and Successful Direct Mail, Telephone & Online Fundraising Award Certificates to The Cancer Council New South Wales, P.O. Box 572, Kings Cross NSW 1340, Australia and to Pareto Fundraising, 133 Dowling Street, Woolloomooloo NSW 2011,

phone +61 2-9380-8414, fax +61 2-9380-8419, Web www.paretofundraising.com.



Screening list usage requests

BY SUZIE MCGUIRE

IF YOU make your donor or membership list available for exchange or rental by other fundraisers, here are eight do's and don'ts to consider when you receive requests to use it.

1. Insist on reviewing the mailing package

The onus is on the mailer to give you a fair representation of what will be mailed to your donors. When you receive a sample it should include the outer envelope, letter, reply device, and any other enclosures). Get all the components, since sometimes teasers, photos, or inserts are controversial and may pose problems.

2. Be wary of first-time users

Make sure the organization is legitimate, that it understands the "rules" of usage, and that it's financially sound. Request prepayment in advance, a full sample mailing piece representative of all packages being mailed, a copy of the organization's 501(c)(3) letter, and a list rental agreement that spells out the rules of usage. Also, make sure the list is being shipped or e-mailed to a legitimate service bureau and not to the organization itself.

3. Investigate complaints

If you receive a complaint from a donor on your list who's receiving mailings from other organizations, determine whether she's getting mail from a specific organization or from many. If she's concerned about a particular organization, alert the organization's list broker so the donor can be put on a suppression file for that particular organization when it conducts a merge/purge.

If your donor has an issue with getting direct mail in general, immediately take her off your exchange and/or rental file. And remember to offer an opt-out clause in all your own mailings to donors.

4. Be prepared to say "no"

Decline usage to another organization:

- If the sample includes offensive images or language
- If the organization refuses to make its own list available on a reciprocal basis
- If the organization hasn't paid for a prior

order in a timely fashion

- If the exchange records are out of balance. (Say no if the exchange balance is greater than three times the usable universe. If you haven't yet used the list, don't extend the exchange past one test usage.)

- If the organization has views counter to your own group

- If an organization mentions your nonprofit in any way in its mailing

5. Don't block out mail dates

Some list owners block out particular mail dates, but I don't recommend it. You lose valuable exchange opportunities and rental revenue. You also may alienate organizations whose lists you'll want to mail.

6. Consider whether the organization is "competitive"

Some list owners block particular premiums if they themselves are mailing the same sort of premium at the same time (such as calendars or holiday cards).

But deciding whether a group's mailing is competitive can be tricky. Donors to competitive organizations are probably some of your best prospects, so I see little benefit in keeping them from using your list.

7. Make decisions speedily

Behind most clearance requests are anxious mailers who need your names. And if they can't get them, they'll turn to another list owner. Strive to answer list requests within 48 hours.

8. Keep your list clean!

A responsible list owner regularly updates its list. Larger files (100,000+) should be updated monthly, small- to mid-size lists (5,000+) every 3-6 months. A newly updated list will boost requests for its use—and increase revenue.



Suzie McGuire is a Consultant at Mal Warwick Associates Inc., 2550 Ninth Street, Suite 103, Berkeley CA 94710-2516, phone (510) 843-8888 ext. 250, fax (510) 843-0142, Web www.malwarwick.com, e-mail suzie@malwarwick.com.

Where's Mal?

June 6-8, 2007 – New Orleans LA
AFP New Orleans Conference

Pre-conference Master Class:

Problem-Solving for Advanced Practitioners

Keynote: *Rising to the Challenge*

Workshop: *How to Write Successful Fundraising Letters*

Workshop: *Direct Mail Fundraising 101*

[More info](#)

June 28, 2007 – Webinar Resource Alliance / Forum for Fundraising

Surviving the Minefield of Direct Mail Fundraising

[More info](#)

July 9-10, 2007 – Washington DC
AFP/DMAW "Bridge to Integrated Fundraising" Conference

Workshop with Tony Elischer, Kay Sprinkel Grace, and Norma Galafassi:

Windows on the World: Inspiration and Brilliance from Across the Globe,

Workshop: *Putting the Power of Word-of-Mouth to Work to Raise More Money for Your Organization*

Workshop: *The Copy Clinic*
Master Class: *Problem-Solving for Advanced Fundraising Practitioners*

Site: Washington Hilton Hotel

[More info](#)

September 24-25, 2007 – Kansas City KS

Philanthropy Midwest Conference

Workshop: *How Special Events Can Help You Raise More Money*

Workshop: *Seven New Challenges in Direct Mail Fundraising*

[More info](#)

October 23-26, 2007 – Noordwijkerhout, The Netherlands
27th International Fundraising Congress

Master Class on essentials of direct mail fundraising, mini-course on socially responsible business, workshop on direct mail

Site: NH Leeuwenhorst Hotel

[More info](#)





The direct mail - major gift parallel

BY MARIA JORDAN

HAVING COME from a background of planning and implementing annual funds and direct mail campaigns, the world of major gift fundraising seemed to me like a different world where only fundraising gurus dare to tread. Not until my recent work at an independent school did I come to realize the very real parallel between direct mail and major gift fundraising. Indulge me as I share with you this “light bulb” moment!

In direct mail, one of the key components to success is identifying our most likely prospects: those with the greatest interest, ability, and impetus to give. What have their giving patterns shown us? What has our exposure to them been? And what do we know about them? The difference being in direct mail we address these components as segments, in major gift fundraising we address these elements as they relate to specific individuals.

Next we need to identify what their interests are. Do they give to a specific application of our work? Do they give to our annual fund because they love our mission or do they have a specific area of interest? The same applies to a major gift prospect. Identifying what you will ask for is also important in a major gift Ask. If you approach your prospect with an Ask to Project A, and they really care about Project B, you may end up with no gift or a smaller gift than you had hoped for. For this reason, in both cases personalization is important, as cookie cutter Asks will greatly reduce your success rate.

It's also very important to determine the best person to ask for the gift. In direct mail, the signatory has a significant impact on our results. Is it someone the prospect respects, trusts, and believes? One of the benefits of the face-to-face major gift Ask is that you can have two “signatories” make the Ask. This helps in

two ways: First it makes the prospect feel important as two representatives took the time to make the visit. And second, it allows for one solicitor to provide any technical or program information and the other to make the ask on a peer-to-peer level. In both cases, it's important that whoever makes the Ask (the signatory in direct mail or the solicitor in major gift fundraising) must first have made her or his own contribution to the cause to be most effective.

“Identifying what you will ask for is also important in a major gift ask.”

More times than not we send direct mail to our prospects' homes. This gives them the opportunity to spend time with our appeal in the comfort of their own home at a time they choose to read and respond. Most major gift Asks also take place in the comfort of

the prospects home. Again, the request takes place where they feel most comfortable and most in control and at a time which they've agreed to give you for the purpose of discussing the request.

Finally, both methods require a specific and meticulous plan for stewardship. In neither case can we grab the cash and run, for we're not in the “cash-grab” business. We're striving to build relationships, with individuals committed to helping others and making our world better than when we inherited it. If we fail at stewardship, all our efforts of research, preparation, and solicitation, were for naught.

Although the placement on the giving pyramid of direct mail and major gift Asks are very different, the steps are quite parallel. One of the biggest differences may just be the euphoria you feel once you have secured a six-figure gift. Best of luck!



Independent fundraising consultant Maria Jordan, CFRE may be contacted at 331-684 Warden Avenue, Toronto ON M1L 4W4, phone 416-302-1173, e-mail maria_jordan@rogers.com.

Conferences!

I've said many times before that the [International Fundraising Congress](#), held annually each October in The Netherlands by the London-based [Resource Alliance](#), is the world's best fundraising conference. If you're an experienced fundraiser and can afford to attend, I'm certain you'll find every penny well spent.

If your travels are limited to North America, I strongly suggest you consider the [Bridge to Integrated Marketing and Fundraising Conference](#). This is the second year that the *Direct Marketing Association of Washington* and the Washington DC Chapter of the *Association of Fundraising Professionals* have teamed up to present what's already the continent's (and probably the world's) second biggest fundraising conference.

This year's Bridge Conference will feature many of the most skilled and authoritative presenters in Canada and the U.S. — as well as a group of the leading speakers from the International Fundraising Congress, including Tony Elischer, Bernard Ross, Kay Sprinkel Grace, Norma Galafassi, and (blush) yours truly in a special track created expressly for North Americans. Check it out!

—M.W.





Tips & Timesavers

Are your organization's fundraising letters flat and dull? Here's one way to enliven your text, increase the organization's credibility with donors or prospects, and ultimately boost revenue: include juicy facts.

What's a "juicy fact?" Consider these examples:

"Our work in Sierra Leone resulted in the enrollment of thousands more young girls in school." That's a simple fact. "Our creative new initiative to pay parents to send their children to school resulted in the enrollment of 10,000 young girls in just one province of Sierra Leone." That's a juicy fact.

"An operation by one of our surgeon's saved little Juan Pablo's life." (Simple fact.) "Our senior surgeon, Dr. Henriquez, extracted the tumor from Juan Pablo's lung, saving his life." (Juicy fact.)

"Did you know that cancer is the second leading cause of death in the United States, claiming more than half a million lives each year?" (Simple facts.) "Did you know that 1,500 people die of cancer in the United States every day?" (Juicy fact.)

Try it. Send your own Tip or Timesaver by e-mail to mal@malwarwick.com.

Overload!

CHECK OUT the choices available on the response device of this appeal from the [University of Michigan College of Literature, Science, and the Arts](#) (Ann Arbor MI). Can you deduce why I might feel the College's "Development, Marketing & Communications Department" has gone overboard? Good grief! If I were inclined to send the College some money—I'm not—it could take me all week to decide how to designate the gift!

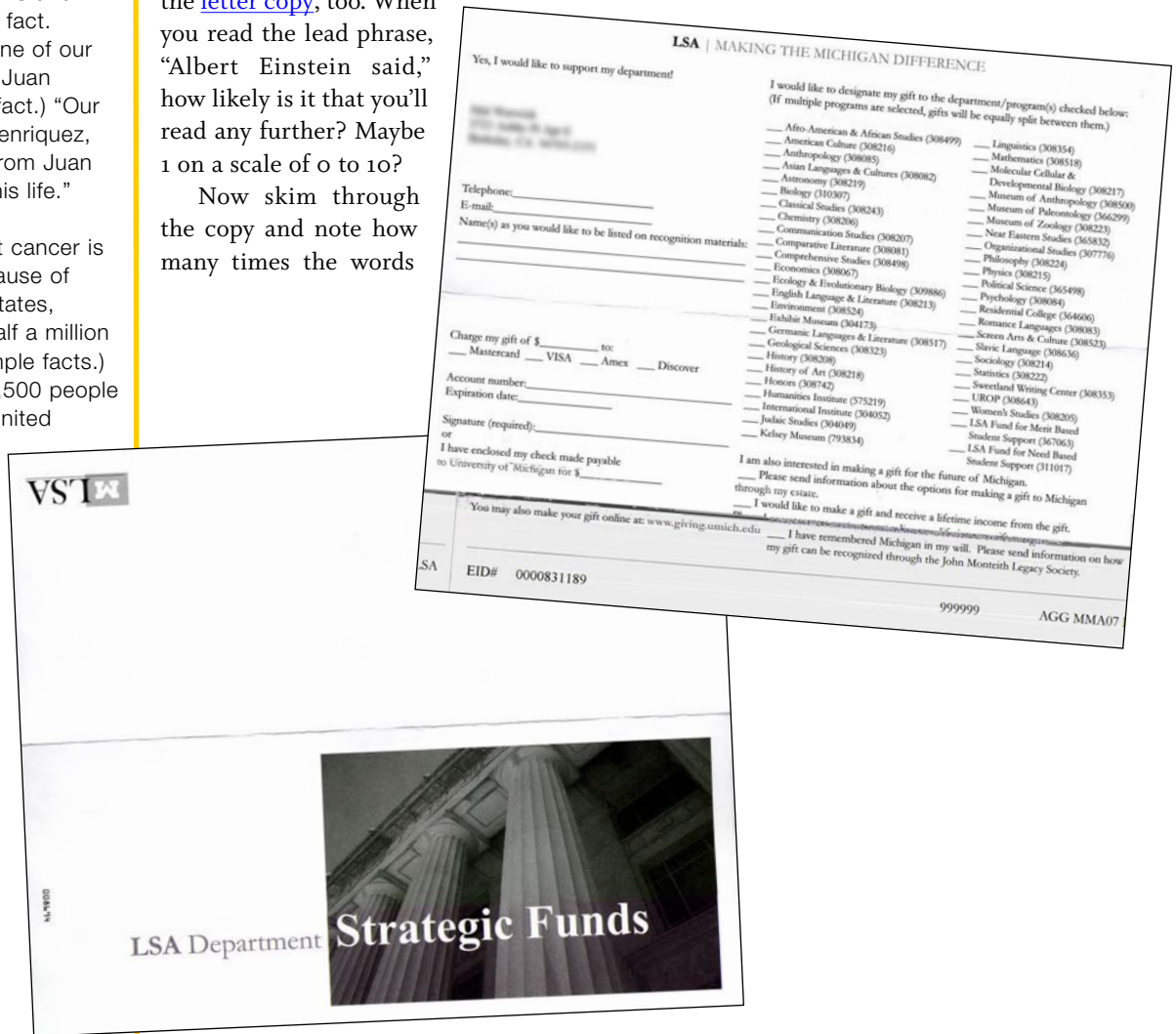
Unfortunately, it's not just the overkill on donor choice that weakens this appeal. Check the [letter copy](#), too. When you read the lead phrase, "Albert Einstein said," how likely is it that you'll read any further? Maybe 1 on a scale of 0 to 10?

Now skim through the copy and note how many times the words

"need" and "support" are used, or at least implied.

Where are the donor benefits? Are they limited to "showing your gratitude" to the Chemistry Department? And where on earth did they dig up the Chemistry Department, anyway? To the best of my recollection, I took a chemistry course my very first semester at Michigan, and never another one. I graduated with a degree in history!

What gives? Not I!
—M.W.





Hope!

CONTRAST [this package](#) with the elaborate survey package featured as this issue's "Winner" on page 1. Both are appeals about cancer from their respective countries' leading cancer-research organization. However, in terms of format and approach, they could hardly be much different.

Here, the [Canadian Cancer Society](#) (Toronto ON) seeks monthly donors of \$5, \$10,

\$25, or more in its Annual Appeal. Note the brevity of the letter—a mere 114 words including the salutation and signature!—and the no-nonsense pairing of fear and hope. These elemental emotions may be all it takes to awaken the conscience and generosity of the Canadian public. Note, too, the "Single Gift Donation" form that's relegated to the back of the letter and response device.

—M.W.

Competition!

Ever feel like there's more and more competition for that direct mail fundraising dollar? If so, here's a statistic that confirms your worst fears: According to *Fundraising Success*, the Internal Revenue Service char-
ters nearly 2,500 new charities each and every month!

Canadian Cancer Society Annual Appeal

Yes, I want to help in the fight against cancer with a monthly donation of: \$5 \$10 \$25 Other \$ _____

I authorize the Canadian Cancer Society to withdraw the above amount on the first of every month from my chequing account. I have enclosed a cheque marked "VOID".

OR I authorize the Canadian Cancer Society to debit the above amount on the first of every month from my credit card. VISA MasterCard American Express

07-LAPP1-A560-SPV 00686554 263 641 003 7189

Card No. _____
Expiry _____
Signature _____
Date _____

xxHI(R)

OR I prefer to make a single gift. (Please see reverse.)

Canadian Cancer Society Société canadienne du cancer
1639 Yonge Street Toronto, Ontario M4T 2W6
www.cancer.ca 1 888 939-3333

Dear _____,

"It's cancer". Two words we fear. It could be a loved one, a friend, or even - you!

Today, cancer is still the second leading cause of death in Canada. And that is why I need your help.

The Canadian Cancer Society will use your donation to speed research, promote education and help people cope with cancer in their lives. For there's hope. We're making great progress in research, treatment and prevention, but we can't do it without you.

Please help make cancer history. Thank you.

Peter Goodhand
Peter Goodhand
Chief Executive Officer, Canadian Cancer Society, Ontario Division

P.S. _____, attached is your donation form. Please use it to make your gift today.

Single Gift Donation

I will support the fight against cancer with a gift of:
 \$50 \$100 Other \$ _____

I have enclosed my cheque made payable to the Canadian Cancer Society.
To charge my: VISA MasterCard American Express

Expiry _____
Telephone (_____) _____

Issued for donations of \$10 or more, unless otherwise requested.
No. 11882 9803 RR0006

Depends on individual generosity to support the fight against cancer. Currently, the Society does not exchange its lists with other organizations, however it may do so in the future. If you would prefer that your name is not made available, please check this box Thank you.

Canadians will be diagnosed with cancer in his or her lifetime.

The Canadian Cancer Society is working to change these odds.

The Canadian Cancer Society, Ontario Division contributed over 30 million dollars to research. But this was not enough. The Society was able to fund less than 70% of the research grant applications deemed to have scientific merit.

The Canadian Cancer Society needs your help to advance research efforts that will lead to cancer cures and prevention!

To make a donation by phone or to speak with a cancer information specialist, please call us toll-free at 1 888 939-3333.

We respect your privacy. To obtain information about our privacy practices, please e-mail privacy@ontario.cancer.ca or call 1 800 268-8874 ext. 2257.



Subscribe!

It doesn't cost a nickel to subscribe to **Mal Warwick's Newsletter: Successful Direct Mail, Telephone & Online Fundraising**. At a cost of just the few seconds it takes to enter your e-mail address below, you'll receive 12 idea-packed issues, one every month.

For a FREE subscription to this newsletter, [click here](#).

To do a friend a favor by sending a free issue of **Mal Warwick's Newsletter**, [click here](#).

Affection!

FROM THE LEAD to the close, and consistently throughout, this excellent high-dollar [renewal letter](#) from the [Global Fund for Women](#) (San Francisco CA) shows the genuine affection that its President, Kavita Ramdas, holds for the donors who make her work possible.

The Global Fund's unique high-dollar program, Inspiration Partners, doesn't require any minimum annual gift amount. This reflects the deeply held philosophy of the organization that hierarchies, especially those based on ability to give, run counter to its values. What's more, they fail to recognize the heroic efforts of its partners in 160 countries around the world to contribute resources to the best of their own ability.

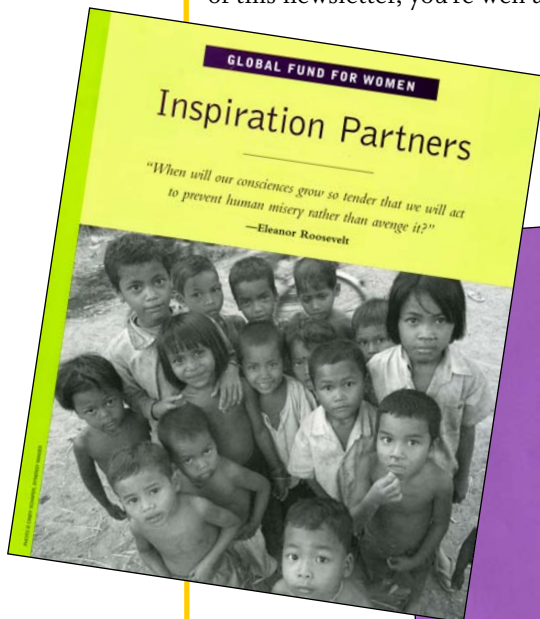
[Please note the gift amount cited on the response device in this sample doesn't match that in the body of the letter. This reflects a mismatch between the two elements in the sample package only and not in letters actually mailed to donors.]

Take a look at the [brochure](#) enclosed with this letter. If you're a regular reader of this newsletter, you're well aware that

I'm no fan of brochures in direct mail fundraising. More often than not, they depress rather than boost response. This elegant little brochure is an example of the exception to the rule: It's totally focused on the Ask in the letter. There's ample information about the beneficiaries of Global Fund's work—but it's all presented in the context of the benefits that come to Inspiration Partners because of their generous contributions.

Normally, I refrain from featuring packages created by my own agency in this newsletter. This one is an exception. I couldn't resist!

—M.W.



REPLY MEMORANDUM

TO: Kavita N. Ramdas
President and CEO
Global Fund for Women

FROM: [Redacted]

06ADDOEC 0

Global Fund for Women

YES, I'll continue my commitment as an Inspiration Partner. I'll keep standing as a leading ally beside courageous women all over the world who work against steep odds for justice, equality and peace.

I wish to make another gift at this time. I enclose:
 \$100 to match my most recent contribution \$ _____

I've enclosed a check payable to the Global Fund for Women.

I prefer to use my credit card. Please charge my: Visa MasterCard Amex

Card number _____ Exp. Date ____/____/____
 Signature _____ Phone number (____) _____

Please list my/our name/names as follows: _____

I prefer that this gift remain anonymous.

I'd like to make this gift in honor of: in memory of: _____

Please send a card acknowledging this gift to:
 Name _____
 Address _____ Zip Code _____

Your gift to the Global Fund for Women is tax-deductible to the fullest extent of the law. Thank you very much.
 Global Fund for Women 1375 Sutter Street, Suite 400 San Francisco, CA 94109 www.globalfundforwomen.org

