



# Mal Warwick's Newsletter

SUCCESSFUL DIRECT MAIL, TELEPHONE & ONLINE FUNDRAISING™

## SPOTLIGHT ON SUCCESS

### Online insight

**T**HE TRENDS in online giving—as well as its advantages and disadvantages—have certainly become a popular subject among direct marketing fundraisers far and wide. We're all constantly reading and hearing about giving patterns on the Internet, along with how best to maximize these donations.

Now, thanks to the work of [Donordigital](#). (San Francisco CA) and [Target Analysis Group](#) (Cambridge MA), we know quite a bit more about how online giving stacks up with respect to other giving programs—most specifically, direct mail.

The recently released report, entitled “2006 donorCentrics™ Internet Giving Benchmarking Analysis” and authored by Helen Flannery and Rob Harris, compares patterns by looking at real charitable giving data over a number of years for 12 preeminent U.S. nonprofit organizations, along with demographic measures on their donors.

These 12 leading groups are: [Alzheimer's Association](#), [Amnesty International USA](#), [CARE](#), [Covenant House](#), [Defenders of Wildlife](#), [Earthjustice](#), [Humane Society of the United States](#), [Mercy Corps](#), [National Multiple Sclerosis Society](#), [National Parks Conservation Association](#), [Union of Concerned Scientists](#), and [U.S. Fund for UNICEF](#).

Here are some of the key findings from this breakthrough study:

#### THE INTERNET AS AN ACQUISITION SOURCE

Online giving mainly serves as a source for acquiring new donors. For each of the 12 participating organizations, a median 56% of all Internet gifts made in 2006 were first-time contributions. For non-online gifts, however, only 31% were from new donors.

At the same time, consider the implications of this statement: “Traditional direct mail donors already on the file do not tend to start giving online. In fact, the longer a donor has been giving to an organization, the less likely they are to start. For 11 of 12 organizations,

fewer than 5% of the donors acquired before 2001 gave online in 2006.”

#### DIFFERENT DEMOGRAPHICS

Donors who give online are generally spread out evenly across all age groups. Other donors, on the other hand, are concentrated in the older, 65+ group. Specifically, the study found that a median 47% were over 65 compared to just 13% of online donors. At the other extreme, a median 21% of online donors were 39 or younger versus 6% for other supporters.

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SUCCESSFUL DIRECT MAIL,  
TELEPHONE & ONLINE  
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In terms of income, the differences—though not as significant as that for age—are once again most notable at the extremes, where online donors have higher incomes. A median 40% have incomes over \$100,000 compared to 28% of other donors. At the low end, \$25,000 or less, the numbers flip to 7% and 15% respectively.

## ONLINE DONORS GIVE MORE MONEY

For 2006, the median average gift online came in at \$57 as opposed to a \$33 average gift from all other sources. At the same time, the median revenue per online donor in 2006 was \$114 versus \$82 per non-online donor. Indeed, for 10 of the 12 participants, revenue per online donor was more than twice that of the other supporters.

## BUT THEY'RE LESS LOYAL

The median retention rate in 2006 for new donors who gave online in 2005 was a median 26.5% compared to 30.4% for new donors who gave via other channels. However, for multi-year donors, the retention rates were basically the same for both online and non-online groups.

## HIGHER LONG-TERM VALUE

Even though new online donors have a lower retention rate, their larger gifts—both initially and thereafter—corresponded to a higher Long-Term Value than mail-acquired donors: a

finding consistent for all 12 organizations.

Measured over a three-year period, the median Long-Term Value for donors acquired online in 2004 was \$125. For direct mail-acquired donors, this number was half as much, at \$62.

## WITH A CAVEAT

When the size of that first-time gift is held constant, it turns out that direct mail-acquired donors actually had a higher Long-Term Value.

See the accompanying chart for details. This leads the authors to conclude that the higher giving of online-acquired donors may, over time, “mask issues with cultivation and renewal.”

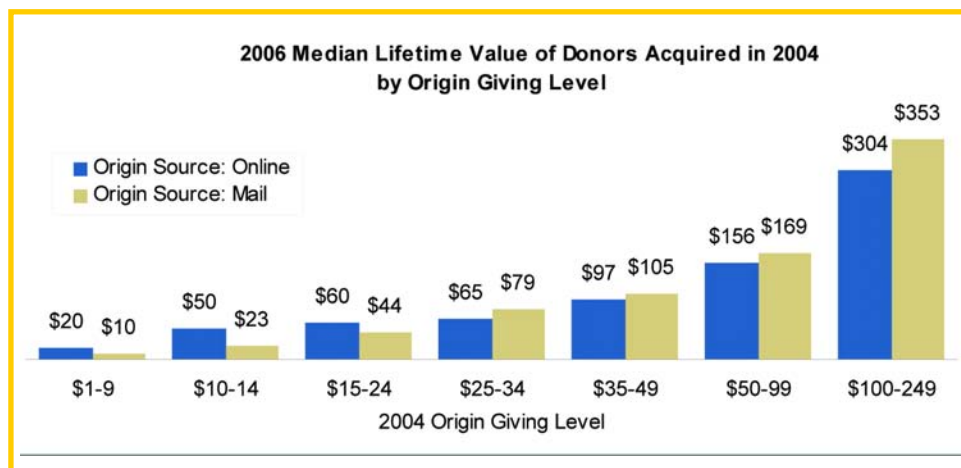
## CHANNEL MIGRATION

According to the report, “The longer a direct mail donor has been giving to an organization, the less likely they are to start giving online. Direct mail donors do not renew online, and lapsed direct mail donors do not reactivate online.”

And yet, the opposite doesn't hold true for online donors. Instead, significant numbers tend to migrate to direct mail as they continue to support the nonprofit. For online donors acquired in 2005, a median 46% gave by mail in 2006. While only 2% of mail-acquired donors in 2005 gave online the following year.

To read the summary report itself, [click here.](#)

“... significant numbers tend to migrate to direct mail as they continue to support the nonprofit.”



# Learning from political campaigns

BY TOM BELFORD

**W**ITH THE 2008 presidential campaign underway, candidates like McCain, Clinton, Romney, Obama, and Edwards are already dueling for the “best Internet campaign” honors.

Nonprofits should follow the political Internet campaigns closely. There's a lot to learn here on someone else's dime. Here's why:

First, political campaigns' use of the online medium is all about zero-sum, cutthroat marketing . . . moving the hearts and minds (mostly hearts) of individual people and engaging those individuals in an ongoing, motivating conversation (leading to volunteering, proselytizing, donating, and, of course, voting). No luxury here of “long-term” brand building or laying the groundwork for a multi-year (decades) crusade for human rights or poverty reduction or global security.

These are roughly two-year-long, winner-take-all marketing campaigns with a beginning, middle, and end. Individual behavior (i.e., donating, voting) must be influenced or not in that time frame, then game's over. Watch how that affects online engagement tactics . . . the last thing a political campaign wants is passive viewing. That should be true of nonprofits as well.

Second, most of the political online campaigns will, in fact, be multi-media. And the smarter campaigns will adroitly blend traditional one-way campaign media—television, radio, direct mail, and telemarketing—with the engagement tools offered by the online medium (including mobile media).

Obviously not all campaigns will be smart at how they go about this. Still, there are lots of lessons to be learned here about message consistency, media planning, cross-platform coordination, and multi-purposing of creative work.

Third, political campaigns are all about targeting, and no medium offers sharper or more dynamic targeting opportunities than the Internet. Increasingly shrewd online methods will be used by campaigns to identify and then reach with precision messaging the various

constituencies who are most favorably disposed to their candidate.

And the messages will be high-impact, more and more using video and live/archived online events. Again, a lot for nonprofit marketers to watch and absorb.

Fourth, no candidate, even the relatively ancient John McCain, wants to be seen as out of touch with younger voters. And these folks, of course, are the most avid and savvy online users. Hence every campaign will have a sweatshop of smart young Internet techies who will try anything and everything to use “old” tools (e.g., cell phones) in new ways and penetrate “social networking” realms (MySpace, etc.) to make sure their candidate is suitably hip and plugged in.

Your nonprofit might not be targeting under-35 year olds today, but sooner than you think you will need to worry about how to reach these folks to advance your mission. Watch the candidates as they try, and see how they fail or succeed.

Fifth, all the political candidates will try to use the new media (as a catalyst) to influence, even manipulate, the old media (which is still where the vast majority of voters hang out). That's part of the reason for this season's *de rigueur* campaign launches via YouTube . . . a way to ensure the mainstream media pick up a very polished and packaged image of the candidate. If you're the communications or PR person in your nonprofit, watch this fascinating interplay between new and old media unfold over the next two years.

Of course, as the campaign season unfolds, candidates will inevitably become more guarded and scripted, which is too bad for the democratic process. But still, if you're looking for lessons in ruthless guerilla warfare, this is the phenomenon to watch.

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*With direct mail fundraising pioneer Roger Craver, veteran nonprofit marketer Tom Belford contributes regularly to the daily blog [The Agitator](#). This article is reprinted with permission from a recent posting. Subscriptions are free. Try it out!*

## Where's Mal?

**March 8, 2007 – San Jose, CA**

AFP Silicon Valley Chapter  
Luncheon presentation: “*The Power of Networking*”  
Site: YMCA/United Way Building  
[More info](#)

**March 20-21, 2007 – Bangkok, Thailand**

UNICEF South Asia  
Staff training  
Site: Nai Lert Park Bangkok Hotel  
[More info](#)

**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](#)

**April 26-29, 2007 –**

**Kennebunkport ME**

Social Venture Network Membership Conference  
Organizer: *Nonprofit Track*  
Workshop: *Developing a Message to Win More Supporters for Your Cause*  
Site: The Nonantum Resort  
[More info](#)

**May 23-25, 2007 –**

**Mexico City, Mexico**

Association of Fundraising Professionals  
Tercer Congreso Hemisférico de Fundraising  
Taller: *Captando Más Dinero con el Poder del Mercadeo de Boca a Boca*  
Taller: *Creando un Mensaje Poderoso para su Organización*  
Site: Sheraton Centro Histórico Hotel, Ciudad de México  
[Más información](#)



## \$93 billion!

In case you're wondering, gifts to churches have increased at a faster pace than those to secular charities—to the tune of \$93.2 billion in 2005. This is according to *SmartMoney* and recounted in *The Chronicle of Philanthropy*. However, with success comes challenges. *SmartMoney* also reports that many church pastors have little training in financial matters—concentrating as they do on less worldly, more spiritual concerns. The result, of course, is a surge in the number of full-time, church-based financial professionals.

# Do e-mail silences matter?

BY KAREN MATHESON & EVE FOX

**A**RE YOU ONE of the many e-mail fundraisers, organizers, advocates, or marketers who view their online statistics with a sigh? Do you fantasize about sky-high open, click-through, and response rates... a list with zero unsubscribes? Nonprofit professionals are increasingly faced with underperforming online programs.

Among the possible explanations for why your e-mail list members are “just not that into you,” one has some actual data to support it: inconsistency of communications.

Could it be true that failing to communicate consistently with your list members might cause them to not respond to your organization's e-mails, we looked closely at the effect that gaps in e-mail communications have on list members' responsiveness.

### WHAT WE FOUND

To conduct this study, we gathered data from four national nonprofit groups—[Susan G. Komen for the Cure](#) (formerly Susan G. Komen Breast Cancer Foundation), [International Planned Parenthood Federation/Western Hemisphere Region](#), [American Rights at Work](#), and [The Wilderness Society](#).

We looked solely at e-mail advocacy messaging in order to identify one consistent response mechanism (such as filling out an online petition) that we could then compare across months and organizations.

Three of the four organizations experienced declines of at least 1% in click-through and response rates after gaps of one or more months in their e-mail advocacy messaging. The other organization had only a one-month gap in its messaging, and its click-through and response rates fell only slightly (less than 1%) the next month.

An e-mail silence of two to three months resulted in lower click-through and response rates to the next advocacy message. The gap in communications caused click-through rates to

drop an average of 3.80%, while response rates dropped an average of 3.03%. A one-month gap in advocacy messaging resulted in an average drop of 1.41% in click-through rates and a 1.06% drop in response rates to the first advocacy message after the gap.

Please keep in mind that this is a small data set with only seven gaps between the four organizations over a 12-month period. However, it does appear that the response rate to subsequent advocacy messages dropped proportionately to the length of the gap in e-mail advocacy messaging.

### STAY IN TOUCH!

Your organization's relationship with its e-mail list members is not all that different from a normal offline relationship. Real people need to hear from you consistently in order to stay connected and remain interested in what you have to say.

That's why it's crucial to commit to sending at least one list-wide e-mail advocacy message (or its equivalent) per month. Many organizations develop a comprehensive, shared messaging calendar to ensure they're communicating regularly with their e-mail list members. Without such a calendar (and the cross-departmental team to manage it), it's all too easy to let a month or two pass without sending an e-mail alert to the list. You'll find a generic example of a comprehensive e-mail communications schedule below.

### STUDY METHODOLOGY

We looked at the organizations' messaging history from November 2005 through October 2006, charting the number of messages sent to most of their list and the number of messages sent to smaller list segments. We counted the number of messages per month that were sent to over 75% of each organization's list, as well as the number of messages per month sent to less than 75% of their list.

We focused primarily on the number of e-mail advocacy messages sent, because these

*Continued on page 5*

### Response to Advocacy Messages

	After 1 Month Gap	After 2-3 Month Gap
Click-Through Rate (Avg.)	- 1.41%	- 3.80%
Response Rate (Avg.)	- 1.06%	- 3.03%



Continued from page 4

messages generate click-through and response rates that are consistent over time and across organizations. We define e-mail advocacy messages as messages that ask users to fill out an online form, such as an online petition or letter to a member of Congress.

In addition, we recorded a count of all messages sent, whether they were fundraising, informational updates, or advocacy Asks of a different kind (untrackable messages like event invites, phone calling) per month.

Unfortunately, the many variables—including varied geographical and interest area segmentation for fundraising appeals,

advocacy alerts, offline event notices, and e-newsletters—made it impossible to illustrate the data in aggregate. Below is a sample of the data collected for each of the organizations. Please note that the table below does not contain real data from the study—this is sample data only.



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## Habits?

According to a study by Vertis Communications and reported in *AccuTips*, 85% of women ages 25-44 read direct marketing pieces sent by mail. A far smaller percentage of women in the same age group (53%) who can access e-mail read online marketing appeals. Another interesting finding from the Vertis survey: The number of adults who are comfortable with providing their credit card numbers online has increased from 32% in 2003 to 42% in 2007.

### Client X

Month	# Total Messages		Action Alert Statistics			
	>75% List	<75% List	Whole List	Open	Click	Response
November	1	11	0	24.40%	8.23%	8.01%
December	1	0	1	22.10%	10.12%	8.00%
January	0	3	0	21.45%	8.99%	7.99%
February	1	7	0			
March	0	13	0			
April	1	13	1	20.25%	6.75%	5.99%
May	2	7	1	22.12%	8.24%	5.00%
June	1	8	1	21.52%	7.29%	6.05%
July	0	4	0			
August	1	4	0			
September	0	6	0			
October	3	8	2	22.00%	5.75%	4.99%

## Sample e-mail communications calendar

A comprehensive, cross-departmental e-mail communications schedule enables you to keep track of who on your e-mail list is receiving what and when. A cross-departmental calendar will also allow you to avoid bombarding your list members with too many e-mail communications too close together and prevent you from sending an inappropriate flow of messages (for example, sending 10 fundraising appeals in a row with nothing else in between).

What's more, planning out your e-mail communications several months to a year in advance will help ensure that you send out regular e-newsletters and fundraising appeals. A good schedule enables you to build in adequate time to gather content, review, adjust, approve, set up, and test it prior to sending each message out.

Email Send Date	Email Topic	Audience	Info Direction Due	Draft Copy Due	Final Copy Approved	Test Message Due	Test Message Approved
<b>January</b>							
Tuesday, 1/9	Petition targeting President Bush	Full List	Tues, 1/2/07	Thurs, 1/4/07	Fri, 1/5/07	Mon, 1/8/2007	Mon, 1/8/2007
Tuesday, 1/9	Core activist version of petition	Core activists	Tues, 1/2/07	Thurs, 1/4/07	Fri, 1/5/07	Mon, 1/8/2007	Mon, 1/8/2007
Tuesday, 1/16	Congressional action - funding	Full List	Mon, 1/8/07	Wed, 1/10/07	Thurs, 1/11/07	Fri, 1/12/07	Mon, 1/15/07
Tuesday, 1/16	Core activist version of Congressional action - funding	Core activists	Mon, 1/8/07	Wed, 1/10/07	Thurs, 1/11/07	Fri, 1/12/07	Mon, 1/15/07
Thursday 1/18	Enewsletter	Full List	Thurs, 1/11/07	Mon, 1/15/07	Tues, 1/16/07	Wed, 1/17/07	Wed, 1/17/07
Thursday 1/23	Fundraising appeal 1 of 2	Full List	Wed, 1/17/07	Fri, 1/19/07	Mon, 1/20/07	Tues, 1/21/07	Wed, 1/22/07
Thursday 1/25	Event invitation to FL members	FL members	Wed, 1/17/07	Fri, 1/19/07	Mon, 1/22/07	Tues, 1/23/07	Wed, 1/24/07
<b>February</b>							
Thursday, 2/1	Fundraising appeal 2 of 2	Full list minus previous donors	Wed, 1/24/07	Thurs, 1/25/07	Mon, 1/26/07	Tues, 1/27/07	Wed, 1/28/07
Wednesday, 2/7	Update on Congressional action with tell a friend request	All who took the action	Tues, 1/27/07	Thurs, 2/2/07	Fri, 2/3/07	Mon, 2/5/07	Tues, 2/6/07
Wednesday, 2/7	Resend of Congressional action	Non-action takers	Tues, 1/27/07	Thurs, 2/2/07	Fri, 2/3/07	Mon, 2/5/07	Tues, 2/6/07
Monday, 2/12	Update on results of fundraising campaign	Donors	Fri, 2/3/07	Tues, 2/6/07	Wed, 2/7/07	Thurs, 2/8/07	Fri, 2/9/07
Thursday, 2/22	Enewsletter	Full List	Wed, 2/15/07	Thurs, 2/16/07	Mon, 2/19/07	Tues, 2/20/07	Wed, 2/21/07
<b>March</b>							
Tuesday, 3/6	Event invitation to CA members	CA members	Mon, 2/26/07	Wed, 2/28/07	Thurs, 3/1/07	Fri, 3/2/07	Mon, 3/5/07
Wednesday, 3/14	Corporate action	Full List	Wed, 3/8/07	Thurs, 3/9/07	Fri, 3/10/07	Mon, 3/12/07	Tues, 3/13/07
Wednesday, 3/14	Core activist version of corporate action	Core activists	Wed, 3/8/07	Thurs, 3/9/07	Fri, 3/10/07	Mon, 3/12/07	Tues, 3/13/07
Thursday, 3/29	Enewsletter	Full List	Wed, 3/21/07	Fri, 3/23/07	Mon, 3/26/07	Tues, 3/27/07	Wed, 3/28/07





## Retirement

Will Baby Boomers have the resources to donate once they reach their retirement years? Good news ahead! As reported in *The Chronicle of Philanthropy*, a survey by Fidelity Charitable Gift Fund finds that donors actually underestimate the amount they'll be able to give after retirement. While 43% of all working respondents and 47% of working Baby Boomers think they'll have to decrease their charitable giving at retirement, only 20% of retired people over 60 actually did so. In fact, 32% were able to contribute more than previously.

## No snoozing here

**Y**OU'VE PROBABLY SEEN those planned giving packages some nonprofits mail that make you want to lie down and take a snooze. Full of technical mumbo-jumbo and copy-heavy brochures, they seem to have been written by committee or—even worse—a lawyer or CPA!

But there are a few compelling planned giving-related appeals out there, including this really smart example from the [International Rescue Committee](#) (New York NY). The IRC took a subject—the charitable gift annuity—that could be a creative nightmare and actually turned it into an engrossing read.

Letter copy is signed by Janet Harris, the group's Vice President, Development. As Harris writes, "Sangita Gupta, the IRC's Director of Planned Giving, asked me if I wouldn't mind sharing a personal story about my family with some of our most loyal and steadfast supporters. I said absolutely."

She tells how her mother's family, including her great aunt, were refugees to the U.S. from Austria. She then goes on to discuss the plight of many of today's refugees.

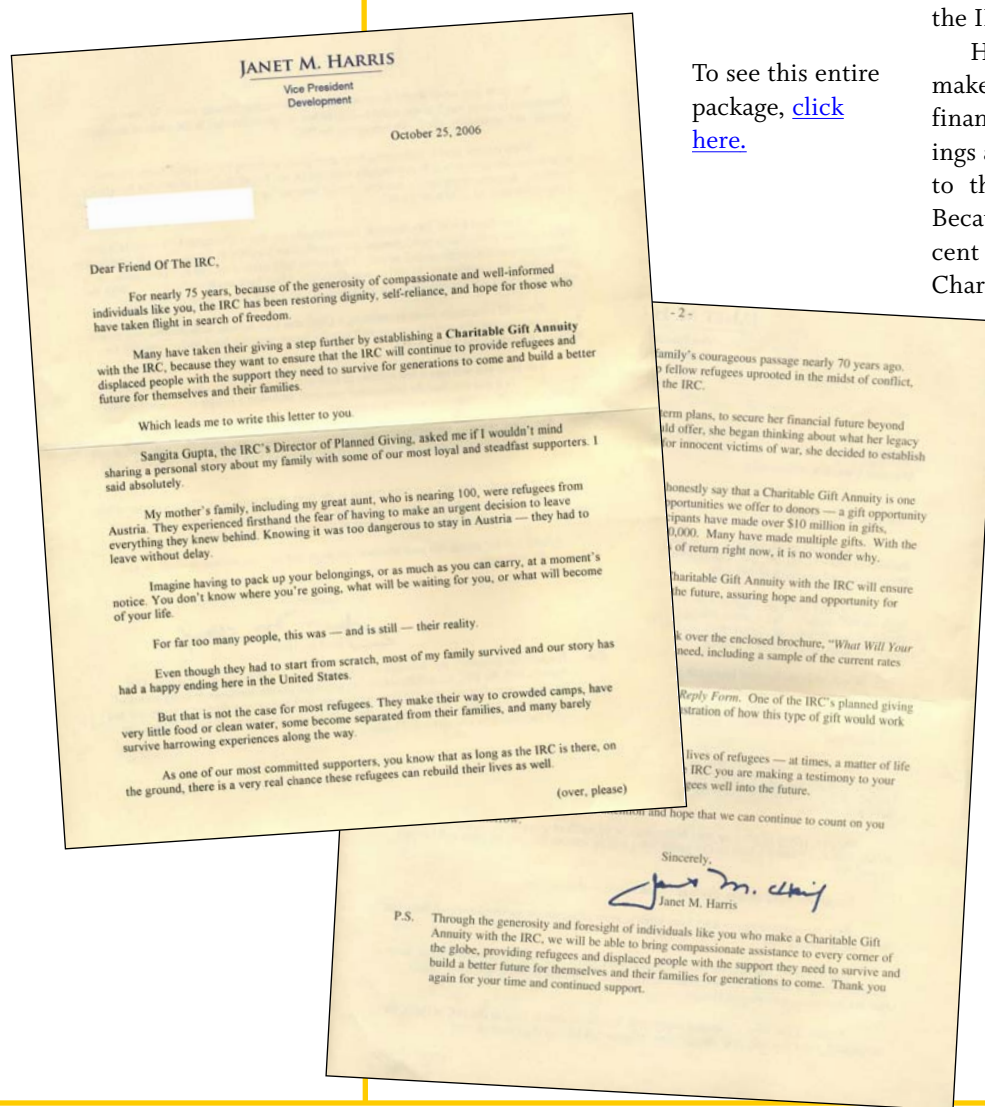
But the personal tie-in doesn't stop there. Harris says her great aunt has never forgotten her experience some 70 years ago—and to help her "fellow refugees," she's been supporting the IRC.

Harris continues, "When it came time to make some long-term plans, to secure her financial future beyond what retirement savings and Social Security could offer, she began to think about what her legacy would be. Because of her strong desire to care for innocent victims of war, she decided to establish a Charitable Gift Annuity with the IRC."

From there, Harris brings in a personal perspective once again. She explains how this annuity is "one of the most rewarding and popular gift opportunities we offer to donors—a gift opportunity I have recommended to my mother as well."

Interestingly, letter copy doesn't really get into the nuts and bolts of how the IRC's annuity program works. Instead, it sticks to the emotionally charged, big-picture perspective—while directing the donor to a colorful insert entitled "What Will Your Legacy Be."

Yet this isn't one of those generic planned giving brochures nonprofits often buy from an outside vendor and stick into a package. Rather, it focuses specifically on creating a charitable gift annuity through the IRC—which serves to add yet another layer of personality to this thoughtful appeal.



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





# Choosing a list manager

BY SUZIE MCGUIRE

**D**ON'T CONFUSE a list manager with a list broker. The latter helps you select appropriate prospect lists for your acquisition program; you'll need a broker whenever you go into the market to recruit new donors or members. You'll need a list manager only if your organization has a list of at least 20,000 donors and, ideally, if it's available on both a rental and exchange basis.

The broker receives a portion of the fee you pay to use each list—paid out of the list owner's revenue. The manager is an industry insider who offers your mailing list on the open market and facilitates its use by other organizations. The manager receives a standard commission that's taken out of your list revenue.

## LIST INCOME

A good list manager achieves that delicate balance between realizing as much rental revenue as possible without losing valuable exchange opportunities. A rule of thumb for list income is to expect one dollar of net revenue for every name on the market per year. This amount will vary depending upon the popularity of your list, its performance, and ease in securing usage.

## LIST PERFORMANCE AUDIT

At a minimum, your list manager should annually report to you on who has used your list; what income you've received for each use; how many names you owe in exchange and how many are owed to you, by organization; and which new mailers have tested your list. For a larger file, your list manager may recommend an audit every quarter or every six months.

The audit should also provide a variance report showing year-to-date measurements of large users. If there are large discrepancies in usage, your manager should contact brokers representing those mailers to investigate the decline.

## MARKETING YOUR LIST

Your list manager should provide an annual marketing plan. The plan should detail all the

ways the file will be advertised, whether it be via e-mail, fax, mail, space ads, or newsletter promotions. Most list managers also promote your file in the SRDS (Standard Rates and Data Service), the industry's comprehensive directory of the tens of thousands of lists on the open market.

Your list manager should periodically review your data card—the statistical “picture” of your file circulated to list brokers—and review possible refinements and selling points.

## “RULES OF USE”

Speak clearly with your list manager about the “rules of use.” For example, you may always allow mailers to use your file if you owe them names. Or you may decline all offers that your organization deems “controversial.” You should consider reviewing mailing samples for all first-time users or controversial mailers. Put these rules in writing to minimize misunderstanding.

Your list should be regularly updated by adding new names to the file and cleaning those names already on the file. The list manager should send reminders about this process and recommend an appropriate update schedule.

When considering a switch in list management, you should make sure you see the firm's roster of clients. There will be more opportunities for cross-selling if the firm has similar clients. Consider, too, your list manager's experience and expertise within the industry. There are many list managers with specific areas of expertise who can offer valuable recommendations.

Finally, consider whether you want your list manager and list broker to be within the same firm, which is commonly the case.



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## Migration!

Since last August, Dalton Fuqua at [Craver, Mathews, Smith & Company](http://Craver, Mathews, Smith & Company) (Arlington VA) has been systematically monitoring the online communications streams of 50 nonprofits a broad range including advocacy groups of all persuasions, educational institutions, and health/medical organizations.

He's been looking for interesting practices, patterns, innovations, trends, etc.

I've had a peek at his findings and was struck by one in particular.

Of the 50 organizations with which he registered online, using a *nom de plume*, only four experimented with contacting him in the mail.

So why is that a big deal?

Because the evidence is mounting that online prospects (including those who have signed up online for a non-donating purpose . . . e.g., petition signing and e-newsletters) are quite responsive to direct mail appeals. Personally, I've seen e-petition names significantly outperform historically best-performing direct mail rental lists.

*Target Analysis Group* makes this important “migration” point in its recent Internet Giving Benchmarking Analysis, which is discussed in this month's *Spotlight on Success* on page 1: “... a substantial portion of online donors migrate steadily to direct mail in lieu of online giving as they continue to renew and support the organization.”

Across their study group (12 organizations), a median of 46% of online-acquired donors gave via direct mail in their renewal year.

—Excerpted with permission from *The Agitator*

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# Hidden real estate

BY DEBORAH BLOCK AND PAUL KARPS

**F**OR MOST New Yorkers, every square foot of space in their cramped abodes is considered treasured real estate. That's also the case here in the pricey San Francisco Bay Area, where we live.

The same can be said for a direct mail fundraising package. After all, only so much can be stuffed into an envelope—especially when you're dealing with a typically tight non-profit budget. And realistically, there's usually limited space available on each component.

Sometimes, then, don't you wish you had just a little more room to add some extra information about your group, its mission, or that all-important offer?

If so, here's some "hidden real estate" you might consider filling: not with coats, umbrellas, and dishes, but with copy that will help you make your case. Or for copy that would otherwise occupy valuable space elsewhere in your package—space that you'd just as soon use for a different purpose.

### THE CARRIER

Turn over most outer envelopes on fundraising packages and you'll find . . . nothing. Other than an occasional return address, most of these babies are just crying out for attention. (Think about how you open a typical envelope, and you'll realize the importance of this space.)

Depending on your group's mission, you could add a backend premium offer, an enticing tagline, some photos, a mention of that fabulous free gift you've enclosed—even some inspiring mission-type language.

### REPLY ENVELOPE

Have you ever added a short teaser to the front of your reply envelope? If not, you might try something like "New Membership Enclosed" or "Please rush to meet the December 31 deadline."

Meanwhile, can you think of a less exciting spot than the back of the reply envelope? So how about filling it with that painful legal registration information that's often necessary, but is read by almost no one.

You can also use this spot to include a checklist reiterating one final time the things you're asking the recipient to do: sign the petition, make the check payable to XYZ, include the reply form, etc.

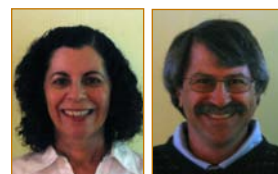
You might even add copy on or inside the reply envelope's back flap. Since this is the very last place a donor visits before she mails her gift, how about using this opportunity for one last thank you . . . just to "seal" the deal?

### BACK OF THE REPLY FORM

Again, reply form backs are often left blank—and for no good reason. Ironically, some of the copy crowded onto the front of the reply, making it less readable, could be moved to the back. Like the credit card option and, if appropriate, a long list of tangible benefits. What's more, a health-related group might offer health tips, while a museum might list upcoming exhibitions and events. This can also be the perfect place to plug your group's fiscal accountability information.

### ADDING A BOTTOM REPLY PANEL

Okay, this isn't technically an existing part of a package—but there are many excellent uses for including a bottom panel of a reply form. Consider photos and/or quotations from those who benefit from your organization's good work. Or how about one or more testimonials from credible authorities? You can even add a tear-off bookmark with helpful tips or information, a schedule of upcoming events, or relevant Web sites or phone numbers. Anything the recipient keeps, will, in the process, keep your group alive in her mind. And, hopefully, her wallet, as well!



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