



Mal Warwick's Newsletter

SUCCESSFUL DIRECT MAIL, TELEPHONE & ONLINE FUNDRAISING™

SPOTLIGHT ON SUCCESS

Beware of address labels!

BY JEFF BROOKS

DOES EVERYONE hate address-label fundraising mailings? Well, apparently not *quite* everyone—but it's getting close.

The labels cost so little to produce and distribute that even a small response more than covers the costs. And the nonprofits say their real goal is to establish loyal, steady supporters, not one-time donors.

But do they? Rule of thumb: Address labels (and similar up-front, low-end premiums) are an easy way to boost response in acquisition mailings. But they push down average gift, sometimes catastrophically. And donors acquired with labels tend to have much lower gift frequency and retention rates.

My mother-in-law might be a typical address-label donor. When she gets some in the mail, she keeps them. But it gnaws away at her conscience, so she eventually sends a small gift—typically \$5 or less. There's no connection at all to the cause. She often doesn't even read enough of the package

to know what the cause is. (I've told her she shouldn't feel guilty about receiving and using them, that each sheet of labels costs a few cents to produce and that more than 98% of the people who get them don't send gifts; these are not persuasive arguments.)

“... donors acquired with labels tend to have much lower gift frequency and retention rates.”

There are some notable exceptions to the pattern, where premiums bring in high average gifts and involved donors. The [Lance Armstrong Foundation](#) is one I know of.

On the whole, though, you're far better off resisting the temptation to use address labels. They are a drug. They'll quickly addict you to their high-response highs. And kill you with their low-value donors.

Relevant, cause-oriented mailings that actually win donors' hearts and minds are a lot harder to produce. But they're worth it.

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Join Mal and more than 50 other top-flight fundraising trainers and consultants at the International Fundraising Congress (IFC), what Mal terms “the world's best fundraising conference.” You'll be in the company of talented and dedicated fundraisers from more than 55 countries in an intimate setting that encourages networking. The sessions are challenging—and the parties are fun! This year's 27th IFC will be held 23-26 October 2007 at the NH Leeuwenhorst Hotel near Amsterdam in Holland. Don't wait. Book now. The IFC is on its way to selling out soon. To register or just to obtain more information, [click here](#).



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Mal Warwick, *Editor*

Deborah Block, *Managing Editor*

Marianne Wyss, *Art Director*

Kieu Thi Tran, *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.

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Hands On



Learning from the big guys

BY BENJAMIN BORNE

I HAVE A secret—a secret I only want to share with smaller nonprofit organizations. So keep it to yourselves. We don't want the big guys to know we're on to them.

The secret is that nonprofits of all sizes can conduct their fundraising programs in the very same way that the biggest and most successful organizations in the world do. To be clear, we're talking about the way you conduct your program; raising the kind of money that the larger organizations do is something that I can't promise. But, taking cues from how they operate will translate to increased success for your organization. So, think of a large nonprofit that you respect and whose fundraising program you would like to emulate: [American Cancer Society](#), [American Diabetes Association](#)—or how about the [Red Cross](#)?

Got one in mind? Here is how your organization can raise funds in the same way.

PLAN CONTINUOUSLY

A nonprofit organization will be fundraising as long as it is in existence. It is for just this reason that large nonprofits think, strategize, and plan all aspects of their fundraising activities with a “big picture” view. Fundraising is seen as an investment, with almost equal focus on the future as there is on the present. All areas of the organization play specific roles in the fundraising plan. From the board down to the volunteer corps, the more departments that think and function in synergy, the more successful the fundraising program will be.

Here's how you can do it:

- Make sure everyone involved in your organization understands the roles they play in fundraising. Your board needs to understand that fundraising is an investment. Program staff should be alert for compelling examples of the work they're doing that might be featured in a specific appeal. Development folks then have the ammunition to provide engaging information to develop a budget and an effective campaign.
- Set and analyze your fundraising goals annually, not campaign-to-campaign.

- Never consider acquisition efforts and renewal efforts as mutually exclusive. Acquisition campaigns bring on new donors, whereas donor/renewal campaigns are money raisers. Always budget for some losses within an acquisition program.

UTILIZE ALL AVAILABLE RESOURCES

Nonprofits of all sizes have fundraising resources at their disposal. The key is to use them for all they're worth. Focus on the biggest resource you have, your donorfile. If, for example, [Special Olympics](#)' fundraising strategy was to mail every donor name on its file or call every name on its telemarketing list each time it conducted a campaign, I can assure you that their annual revenues would not be what they are now. Managing and maximizing donor effectiveness can mean the difference in thousands (even millions) of dollars each year for these organizations. The same is true for you.

Here's how you can do it:

- Segment your file with an inexpensive file audit. Then strategize to get the most out of each group of donors. This will mean communicating with some groups more often and some groups less often (or even not communicating with some of them at all anymore).
- Rent and exchange your file. It is a misconception that allowing your donorfile to be used by other organizations will anger your donors.
- If done properly, sharing your file will provide another source of income and will surely make available good lists that you might not otherwise have access to.
- Communicate with your major donors in a different and more personal way. Call them, send handwritten letters, thank them, invite them to events, and let them in on early news and announcements.
- Have volunteers make telemarketing calls, utilize inexpensive e-mail blast software, or if your e-mail file is small, send individual e-mails.

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NEVER STOP LEARNING

One thing is for sure, the big nonprofits don't have their fundraising programs on cruise control. Testing, changing, and improving is a way of life for these behemoths. Just about every decision made when conducting a campaign will be measured or analyzed to provide valuable information for future efforts. Testing, of course, doesn't come without cost. However, there are ways to test that minimize expense and still provide valuable information.

Here's how you can do it:

- For direct mail campaigns, use variable laser copy to test lots of things: a different P.S., different gift Ask amounts, key words within a letter, more religious tone vs. less religious, etc.
- Test sending e-mails before a mailing, then after a mailing.
- In telemarketing, test by varying the script and by testing voice tones to convey different levels of urgency.
- Include at least one or two test lists with every acquisition campaign. The cost is nominal when compared to the overall investment.
- Finding a new productive list for any fundraising medium is extremely valuable.
- Build the idea of investment into every single fundraising campaign. Commit to learn something from each and every mailing, telemarketing campaign, or event. This way the cost to learn is spread evenly throughout the program, not just focused on one or two large acquisition initiatives that don't yield a net gain in revenue.
- Analyze results. Analyze results. Analyze results. It is that important.

MANAGE METICULOUSLY

Saving money, working efficiently, and finding new ways to raise money effectively are everyday goals for all nonprofits.

Here's how you can do it:

- For direct mail, look for gang-run opportunities. Large mailers are constantly producing proven, effective mail pieces and getting economies of scale that yield low per-piece costs. Enlist your agency to design a mail piece that can be produced with one of these larger production runs. You'll likely get an upscale mail piece at a low price. (There may be plate

and/or set-up charges, but not enough to offset your savings.)

- Gang-runs don't just apply to mail production. List orders can be grouped as well. For some nonprofits, especially regional fundraisers, obtaining acquisition lists is a major challenge. Names are sparse and costs are high. These issues can be averted by being included with a larger organization's list order. Your agency or list broker can work with you to make sure you're getting lists that will work, not just lists that someone else is mailing.

- Postage can be a source for saving money. At the very least, in a small nonprofit, you should use the Standard Mail Nonprofit rate for the vast majority of your mailings. (Major donors who get first-class stamps can be an exception.) However, there are ways to reduce the cost of postage further. Make sure your mailings are being pre-sorted with current software. Many mail vendors will enlist a commingling service. Commingling involves combining and sorting multiple mailings to achieve even deeper postage discounts using the leverage of hundreds of thousands (even millions) of mail pieces.

- Save money on materials. Stick with two colors on print components. Consider printing for more than one mailing at a time. Slit and nest your letter and reply slip instead of matching. Get economies of scale or contract pricing.

At the risk of spoiling Oprah's favorite book, *The Secret* suggests that to obtain anything in life, all it takes is visualizing exactly what you want. I'm not suggesting that fundraising like the larger organizations is a matter of visualizing. However, changing your mind-set is part of the process. Sure, your budgets are beyond tight, and deadlines loom, so take it in steps. There is a reason these large organizations fundraise the way they do: It works.

But, remember, keep it to yourselves.



Benjamin Borne is Vice President/Account Director, Newport Creative Communications, phone (781) 934-1430, fax (781) 934-7240, Web www.newportcreative.com, e-mail bborne@newportcreative.com. This article first appeared in the May 2007 issue of *Fundraising Success*

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Where's Mal?

August 18, 2007 – Berkeley CA Craigslit Foundation Nonprofit Boot Camp

Workshop: *Crafting a Message to Win More Supporters for Your Cause*
Site: University of California at Berkeley
[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](#)

September 27, 2007 – Winnipeg MB AFP Winnipeg One-Day Workshop

Direct Mail Fundraising for Advanced Practitioners
[More info](#)

October 2-3, 2007 – Palm Springs CA PBS Development Conference

Workshop: *The Copy Clinic*
Workshop: *Seven New Challenges in Direct Mail*
Site: Desert Springs Conference Hotel, Palm Desert CA
[More info](#)

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

Master Class: *Everything You Need to Know About Direct Marketing (But Would Take You Years to Learn on Your Own)*
Mini-course: *How CSR Can Mean More Money for Your Organization*
Site: NH Leeuwenhorst Hotel
[More info](#)

Online!

A survey by *The Chronicle of Philanthropy* finds that electronic donations to the nation's biggest charities continue to rise. The publication reports that online gifts to 187 nonprofits increased 37% from 2005 to 2006, jumping from \$880.7 million to \$1.2 billion. Eighty-five groups saw online giving soar more than 50%, while gifts at 34 nonprofits more than doubled. Overall, online contributions to the 187 organizations rose by a median of 45% last year.

You need a lift!

BY IVAN LEVISON

“READ THIS only if you have decided not to take advantage of this incredible offer!”

You've probably seen this line, or one just like it, a thousand times before.

It's always on the cover of a small, folded slip of paper that's an inevitable part of your junk mail.

Except this little piece of paper definitely isn't junk.

It works. It lifts response. In fact that's why, in the copywriting business, it's known as a "lift letter." (You may also see it referred to as a "publisher's letter" or a "second letter.")

Yes. Lift letters can add a substantial boost to many direct mail packages, and they should not be disdained or overlooked when you're trying to sell something by mail—or persuade a donor or prospect to send a gift.

Bob Stone, one of the direct response industry's pioneers, and a man who has been collecting response data for decades, has stated that "such a letter boosts response 10% or more."

Wouldn't it be silly to walk away from a fact like that without at least doing some testing?

O.K. I grant you that by now the line I quoted at the top of this page is nothing more than a tired, worn out cliché. As copywriters we should always be looking for ways to cut through the clutter—not settle for bland and mindless formulas.

Still, just because you or I hate a specific line, it doesn't mean we have to reject a whole technique that can help us sell a product.

Nope. I'm a true believer. I've seen for myself that lift letters can lift profits—which is what successful marketing communications is all about!

Enough said. Here are some proven tips and techniques you can put to use today:

1. Keep it small.

You don't want your lift letter to fight with other parts of the package. Therefore, stick with modest dimensions. 5 x 7" or 7 x 7" folded

once works well. Or try 8 x 5-1/2" folded into thirds.

2. Fold your lift letter.

Why? Because a headline on the cover by itself builds interest. And because the act of opening the letter creates a subtle form of involvement with your mailing.

3. Stick to one point.

Because you're dealing with a small space, don't try to write another *War and Peace*. Say one thing, but say it well and forcefully. Maybe you should hammer away at your guarantee. Or tell a "time is running out" story.

Whatever you do, be sure to keep it simple!

4. Keep it personal.

Remember: A lift letter is a real one on one communication—a final word from one human being to another. So keep it personal and human. That may mean using handwriting on the cover or "lightening up" on the tone of the copy. A lift letter is not the place to overwhelm the reader. It's the place to entice, cajole, entreat, and sometimes even do a little creative begging!

5. Have it signed by an "authority."

Often it works well to have the lift letter signed by someone with a higher status than the person who signed the major selling letter in the package. For example, if the main letter is signed by the Program Director, the lift letter can come from the Executive Director.

6. Don't forget the P.S.

As I've said before, postscripts get read like crazy, so consider including one in your lift letter. Note: The P.S. can be handwritten for a personal touch.

“Read this only if you have decided not to take advantage of this incredible offer!”



ivan@levison.com

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Direct Mail Lists on a Shoestring

BY ELLIS M.M. ROBINSON

YOU don't necessarily have to spend hundreds of dollars just to rent lists of people to mail to. In this article, I'll suggest some cost-effective ways you can ease into direct mail by using lists you already have or can get access to easily (and cheaply).

1. BEGIN WITH THOSE WHO KNOW YOU

There are four types of people you already know who are most likely to respond to a direct mail appeal: lapsed members or donors, buyers, in-house contacts, and people who know your people.

■ *Lapsed members or donors*

Lapsed members are people who have joined your organization or donated to it in the past. You have asked them to renew but they still have not rejoined. People on this list are usually your very best prospects. Not only do they know who you are, but they have already given money to your group at least once. Your goal now is to convince them to take that same action again.

Depending on how robust your efforts to renew these lapsed members are (including how many renewal mailings, calls, or other reminders you send them), you can expect a 2-8 % return from this list. If your list of lapsed donors has more than 1,000 names on it and if it reaches back more than a couple of years, consider segmenting the list by length of time since the donor's last gift, or start by testing just the most recently lapsed names.

■ *Buyers*

Buyers are people who have spent money with your organization but not made a philanthropic contribution. They may have paid to attend a seminar or bought a book or T-shirt. They have already made the decision that your group is worth their money.

There are two things to think about with this group of people. First, if you find a number of people buying things but not joining, consider creating a two-tiered pricing struc-

ture for your saleable items, one price for members, and a slightly higher price for non-members.

Second, if people are buying tickets to attend an event such as a luncheon, auction, or conference where the fee is significant, consider recognizing those participants as members even without a separate membership contribution. In most cases, at least part of the registration fee can be considered a contribution to your organization. By being included among your membership, these attendees will get newsletters and other services that will encourage them to keep supporting you.

■ *In-house contacts*

In-house contacts include those folks who found you because of their interest in your cause. They may have responded to an op-ed or article in the newspaper, called after a radio interview, signed up on your Web site, attended an event or lecture, or written or called to ask for more information about what you do or the cause you work for. But they haven't yet given you money.

Depending on how they found you and how long ago they contacted you, some of these prospects will be more inclined to respond to a direct mail appeal than others. Again, if your list of these people is larger than 1,000 names, consider segmenting it by the source of the name and how recent the contact.

■ *People who know your people*

People who know your people include friends, families, colleagues, and vendors of your staff, board, and key volunteers. These people are likely to be familiar with your organization through a trusted contact, either you or someone you work with. That's the best endorsement a group can get. (You may already be tapping many of these contacts for major gifts. However, there are usually more names on the list than your team can reliably contact one-on-one. Here's where you can put these names to work.)

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Politicians

Charities beware: Not only do you have to compete with each other and commercial direct marketers for space in that crammed mailbox—you're about to get squeezed by political candidates, too. The research firm PQ Media, as reported in *DM News*, predicts that direct mail spending in the 2008 election will run from \$800 million to \$1 billion. That compares with \$648 million in the 2004 election.

With predictions of a huge increase in political direct mail dollars, however, it's noteworthy that a study by the *Women's Campaign Forum Foundation*—and reported in *The Chronicle of Philanthropy*—finds that only 22% of women who donate to nonprofits regularly plan to give to political causes in the near future.

So, maybe all that competition isn't so significant after all?

Teasers?

So, tell me – how many times have you actually tested a teaser on an outer envelope against a carrier with no teaser? Five, 10, 20 times?

My guess is, not that often. If at all.

Yet, chances are, you reflexively place a teaser on just about every fundraising package. If not every single one.

You're certainly not alone in that practice. Nearly all of us do it. The appeals crowding our mailboxes prove the point.

But why?

At last count, [Mal Warwick Associates](#) had tested teaser vs. no teaser 25 times. Here's what we found:

- Using a teaser yielded a statistically significant higher response: two times (8%)
- Using no teaser yielded a statistically significant higher response: four times (16%)
- There was no statistically significant difference: 19 times (76%)

By “statistically significant,” I refer to a confidence level of 90% or higher. If we use the more widely accepted benchmark of 95%, then all but four of the tests demonstrated no statistically meaningful difference. In other words, by that measure, 86% of the tests showed no real disparity in results—and only one out of 25 produced a significant advantage for the teaser.

So, how do you like them odds?

—M.W.

Continued from page 5

People on this list will probably respond best to a communication coming directly from their personal contact, with a hand-addressed envelope or a return address showing the person they know. At least make sure the personal contact is included on the letterhead (the board or staff list) so the recipient can see the direct affiliation.

2. PEOPLE WHO CARE ABOUT YOUR CAUSE

People who care about your cause are the next best audience for direct mail. These types of people include members of allied organizations, people who have participated in events related to your cause, people who have contributed to campaigns on issues similar to yours, and users and customers of businesses whose activities relate to your cause.

■ *Members of allied organizations*

People who belong to organizations similar to yours are a great source of prospective members or donors. They have already identified themselves as interested in a cause very similar to yours, and they have demonstrated through those gifts that they understand that it takes money to make the change they want to see. The more closely a group's issues overlap with yours, the more likely their members are to respond to your invitation.

Usually, such groups exchange lists of members or donors. That means that in order for you to have access to another group's list, you have to be willing to let them prospect to your list as well.

Some groups refuse to exchange their names on the assumption that they might lose members to the other group. This is an unlikely outcome, since most people donate to more than one nonprofit in areas that interest them. Furthermore, it is very difficult to expand your membership affordably if you don't exchange lists with other groups. When you do, pay attention to the following guidelines for exchanging lists:

- Don't give away your big donors' names. (You define big.)

- Only exchange for names of actual donors (not in-house contacts), preferably at their home addresses, and ideally donors recruited by mail. (Donors who were recruited by a telephone or door-to-door canvass will not respond as well to your mail appeal.)

- Review and approve a sample of what the other group will mail to your list.

- Protect your maildates. For example, make sure the other group is not mailing to your list during the two or three weeks before or after the date you send a special appeal to your members.

- Only exchange names and addresses. Do not include e-mail addresses or phone numbers.

- Don't include the names and addresses of any donors who have asked that their names not be exchanged. (This is an option you should give all your donors when they join.)

■ *Participants*

People who have participated in related events or sports might be another source of names. For example, riders in the local bike-a-thon might be supportive of a

group working to build trails.

■ *Campaign contributors*

Lists of campaign contributors can be an effective source of names if the candidate or ballot issue is clearly aligned with your issue. Lists related to more local campaigns (town council) usually work better than those related to larger issues or elections (U.S. Representative). Also, local candidates or ballot issue campaigns are more likely to let you use their list than are state or national candidates. If the campaign wants to exchange lists, find out about restrictions on letting candidates use your list.

■ *Users and customers*

People who use or buy the services of groups or businesses related to what you do may also be responsive to your Ask. A river protection group, for example, should be very appealing to paddling permit holders or clients of rafting guides or outfitters. Lodgers at a resort might be interested in joining a group that provides affordable housing to community workers.

“...most people donate to more than one nonprofit in areas that interest them.”

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3. NEIGHBORS

Is there a geographic focus to your services or programs? Perhaps your community center is well known to people living in the immediate area or you want to invite more people nearby to visit your charter school. If everyone living in a neighborhood should be interested in what you are doing, consider doing what's called a saturation mailing.

Begin by identifying the area by five-digit zip code or carrier route. Call your local post office and ask them how many households are in the zip code. Then put together a basic direct mail package, address it to "Resident" or "Neighbor" with the city, state, and zip code, and deliver the letters to the local post office. (Ask your post office manager for the formatting and packaging details they prefer.) The letter carrier will then drop one off to every address in the zip code.

A saturation mailing can save you considerable money on a per-piece basis: The envelopes are preprinted, and there are no costs to buy or rent lists or to merge and purge them with a data processing program. Also, the postage for this type of mailing is the lowest available. (As with all direct mail of more than 200 pieces, you will need a bulk mailing permit if you want to take advantage of postal discounts.) Because such a mailing goes to every home and business, be sure your appeal is universal enough to truly be of interest to almost everyone in the neighborhood.

A saturation approach can be very effective if you are essentially the only group like yours in your small town or community. It also is a good way to reach seasonal or part-time residents. Although your letter will not be forwarded, it will be delivered to every household receiving mail at the time.

A caveat on this approach: Be realistic about how interested this geographic audience may actually be in your cause. No matter how comparatively inexpensive, any geographically focused mailing can be a costly

proposition if the issue is not one that appeals to a broad cross-section of locals. On the other hand, if your issue is of great local appeal, geographically focused mail provides the additional benefit of getting your message directly into the hands of the folks who may be most concerned about what you are working on. They may not respond the first time, but the added visibility adds to your credibility and community support. This is especially true if there has been (or could be) a disinformation campaign leveled against your group!

■ *Voter registration rolls*

Lists of people registered to vote may be another source for targeting prospects by neighborhood (assuming this is legal in your state). In most states, the county's supervisor of elections decides how and if registration data are available. Nowadays, the information is usually available electronically. For a few dollars, you may be able to get the names and addresses of registered voters in your community. Be sure to ask what types of information are available. Sometimes you can get age, gender, party registration, even phone numbers—all of which may be useful information for segmenting the list and fine-tuning your audience.

■ *Property owners*

The names of property owners may also be available electronically from your county assessor's office. More and more of this information is available online or on CD by request. Check with your county tax collector.

Neighbors' lists are most effective when your group is highly visible in a concentrated geographic area. Two of the greatest indicators of the success of a direct mail campaign are, first, that the prospects are known to be people who donate money, and second, that the prospects are known to be people who respond to direct mail appeals. You don't know if either of these criteria apply to this "neighbors" category, so proceed with caution. Start small and test, test, test.

■ *Rental lists*

Once you have exhausted these free possibilities, you may want to venture into the realm of

"... any geographically focused mailing can be a costly proposition if the issue is not one that appeals to a broad cross-section of locals."

Grumbling

How do people really feel about cells phones, Internet-connected computers, and other devices spawned by the technological revolution? As recounted in *Direct*, a *Pew Internet & American Life Project* study shows that only 31% of American adults report achieving "lots of productivity and satisfaction" when they use Internet-connected technology. Another 20% use such equipment "grudgingly" and almost 50% "could care less."



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rental lists. Tens of thousands of such lists are available. ([Click here](#) for an easy peek at some of the options.) Not surprisingly, some are much better than others.

The place to start is with closely allied groups that have a similar "culture" to your group. For example, an environmental group can choose from lists as diverse as [Friends of the Earth](#), [Greenpeace](#), [Natural Resources Defense Council](#), and [The Nature Conservancy](#). If you are a land trust, a list of those who support The Nature Conservancy is probably a good match. If you are an advocacy group, people who have given to such groups as Friends of the Earth, Greenpeace, or NRDC will probably be more responsive.

Focus list rentals on donor lists, recruited by direct mail, with home addresses. If you are wildly successful with these lists and still need options, consider also testing publication lists (magazine subscribers) or even catalog buyers. By this time, you will probably have a relationship with a list broker. Ask him or her to recommend lists to you. Most are very knowledgeable and eager to share information on what has worked for groups like yours.

These list sources should give you a range of options for beginning your direct mail prospecting campaign. Test a few, then expand, depending on the urgency of your issue and your tolerance for risk. The good news is that if a list works once, chances are it will work again. You can productively re-mail to a list (yes, including many of the same people) as often as quarterly. But keep in mind that lists you've exchanged or gotten from other sources are almost always approved for one-time-only use. Be sure to get permission (and an up-to-date list) from any list owner whose list you want to use again based on your previous success with it.

USING A LETTERSHOP

How many evenings have you spent stuffing envelopes for a group mailing? This process may be effective and even fun for mailings of 2,000 names or fewer. However, to keep your

sanity and your volunteers happy, I suggest using a lettershop (or mailshop) for mailings of 2,000 or more pieces. Such a service will insert your letter and other documents into the carrier envelope, affix the address, prepare all the pieces for bulk mailing, and deliver them to the post office.

Usually, your printer will deliver materials directly to your lettershop, saving you a trip. The charge for lettershop services is almost always much less than the hassle of lining up volunteers and spending hours manually preparing a mailing. Plus, by putting machines to work doing the inserting, you can often get your mailing out faster—and free up your volunteers for writing letters to the editor, coordinating outreach, or doing other actions that can only be done personally.

AVOIDING MULTIPLES AND MEMBERS

To minimize complaints about multiple mailings, ask your data processing service to use a household merge/purge. This helps make sure you are only mailing one piece to any given address at the same time. (If one of your lists includes Angel Lopez and another includes Rosa Lopez, both at the same address, a household merge/purge will make sure only one of these is mailed.) Be sure to provide the data processor with a suppressor file of your active members to eliminate from the mailing, as well.

GO FOR IT!

Direct mail remains an effective, efficient method for getting your message out to a targeted audience and convincing them to invest in your work. With some creative research and exchanges, you can build your membership and donations at a price you can afford.

"The good news is that if a list works once, chances are it will work again."



Ellis M.M. Robinson is President of The Buttonwood Partnership, a consulting firm specializing in strategic fundraising, communications, and organizing. You can reach Ellis at EllisRob@aol.com. This Special Report was adapted from an article in **Grassroots Fundraising** and was reprinted with permission.

