

Raising \$1,000 Gifts by Mail

A presentation by Mal Warwick
AFP Greater Cincinnati
One-Day Fundraising Conference
September 22, 2005

Copyright © 2005 by Mal Warwick

Our agenda today

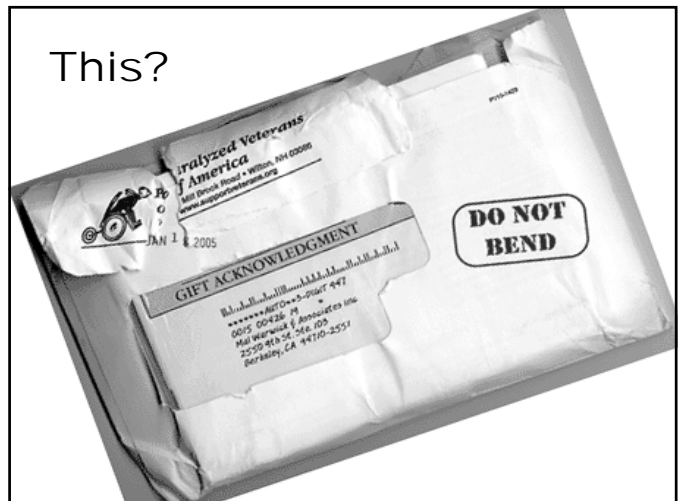
- (1) What does direct mail mean to you?
- (2) Five things direct mail can do for you
- (3) Raising \$1,000 gifts by mail
- (4) Putting high-dollar mail in its place
- (5) Making this all work

AFP Greater Cincinnati 09-05

(1) What does “direct mail” mean to you?

AFP Greater Cincinnati 09-05

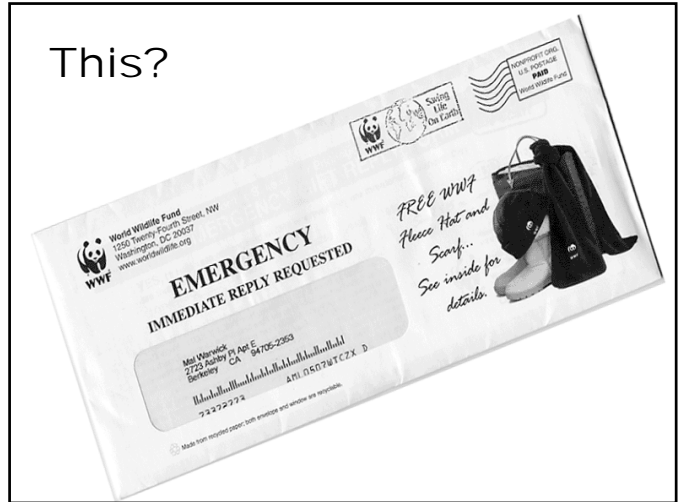
This?



This?



This?



This?

Response rate	0.5% - 5%
Average gift	\$20 - \$75
First-year renewal	25% - 35%
Donor lifetime	2 - 4 years

AFP Greater Cincinnati 09-05

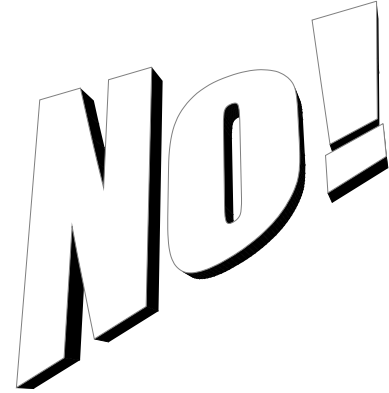
What do you call this?

- "Junk mail?"
- "Annoying?"
- "Obnoxious?"

AFP Greater Cincinnati 09-05

Must direct mail
be like this?

AFP Greater Cincinnati 09-05

The word "NO!" is rendered in a large, bold, 3D block font. The letters are white with black outlines and shadows, giving them a three-dimensional appearance as if they are floating or standing on a surface. The exclamation point is also in the same style.

AFP Greater Cincinnati 09-05

(2) Five things direct
mail can do for you

AFP Greater Cincinnati 09-05

Direct mail can serve any
strategy you choose

Growth	Recruit new donors
Involvement	Deepen relationships
Visibility	Raise your public profile
Efficiency	Increase income
Stability	Diversify your funding base

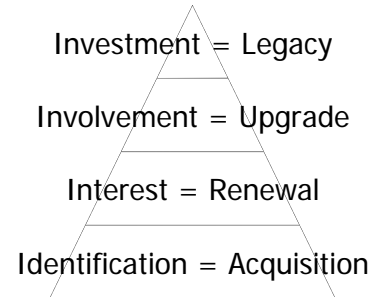
AFP Greater Cincinnati 09-05

Put another way . . .

- Look at direct mail as a box full of tools
- Tools that can be used to pursue any strategy
- Tools that will work at any stage of the fundraising process

AFP Greater Cincinnati 09-05

The 4 Phases of Fundraising



AFP Greater Cincinnati 09-05

Picking the right tools

- Enhance quality . . . or cut costs?
- Expand a mailing . . . or target tightly?
- Offer choices . . . or ask for one big gift?
- Use premiums and visual emphasis . . . or mimic business and personal letters?

AFP Greater Cincinnati 09-05

Chairman Mal's First & Last Law of Fundraising

It depends!

AFP Greater Cincinnati 09-05

With so much flexibility,
why not raise \$1,000
gifts by mail?

AFP Greater Cincinnati 09-05

How much is \$1,000?

\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25

AFP Greater Cincinnati 09-05

What's a major gift
for your organization?

- \$1,000,000?
- \$250,000?
- \$25,000?
- \$5,000?
- \$1,000?

AFP Greater Cincinnati 09-05

(3) Raising \$1,000 (or
even bigger) gifts by mail

AFP Greater Cincinnati 09-05

An enhanced form of membership

- High-value giving societies
- To upgrade annual donors
- Nurture strong relationships
- Create benefits and cachet
- Distinctive, prestigious names
- Tier of societies, \$1,000 to \$10,000+

AFP Greater Cincinnati 09-05

High-value mail is different

- List is small and very selective
- Offer is tailored to generous donors
- Package is unique and compelling
- Follow-up is quick and intensive . . .
- . . . and follow-through is essential!

AFP Greater Cincinnati 09-05

Another view of the fundraising process

- 1) First gift – impulse
- 2) Habitual giving – involvement
- 3) Thoughtful giving – high-value
- 4) Endowment gifts – high-touch
- 5) Legacy giving – the ultimate gift

AFP Greater Cincinnati 09-05

Build high-dollar relationships

- Bridge between low-value donors and major gifts
- Warm, speedy thank-yous critical
- Cultivation mailings
- Special access or other benefits
- Annual renewal series
- Reduced frequency of appeals

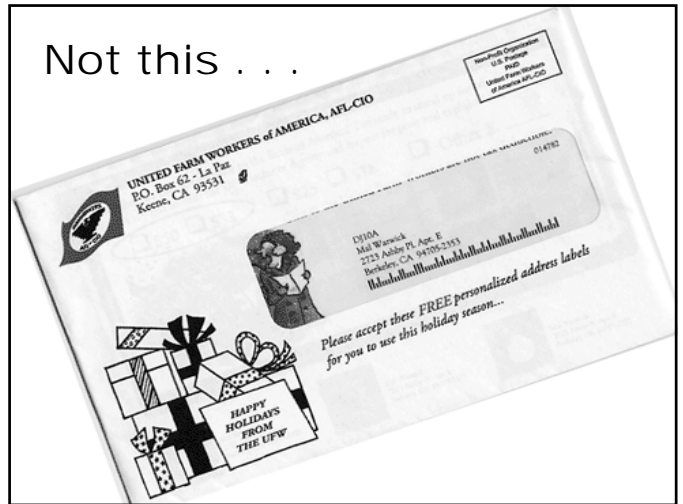
AFP Greater Cincinnati 09-05

Typical High-\$ results

Response rate	2.0% - 15%
Average gift	\$150 - \$750
First-year renewal	40% - 60%
Donor lifetime	5+ years

AFP Greater Cincinnati 09-05

Not this . . .



Or this . . .



But this . . .

AFP Greater Cincinnati 09-05

Union of Concerned
Scientists

Henry Kendall Society

AFP Greater Cincinnati 09-05

First Class Mail
First Class Mail

Riet Gottfried, Ph.D.

Henry W. Kendall Society
UNION OF CONCERNED SCIENTISTS
TWO BRATTLE SQUARE
CAMBRIDGE, MA 02238-9105

MR. JOHN DOE
123 ANY STREET
ANY TOWN, MS 00000

Henry W. Kendall Society
UNION OF CONCERNED SCIENTISTS
TWO BRATTLE SQUARE
CAMBRIDGE, MA 02238-9105

Riet Gottfried
Chairman of the Board

July 18, 1999

Mr. John Doe
123 Any Street
Any Town, MS 00000

Dear Mr. Doe,

By now, you have probably heard the tragic news. Henry Kendall died not long ago while diving in Florida.

Henry Kendall was my closest friend. He was also the most remarkable human being I have ever known.

As a generous donor to the Union of Concerned Scientists, you are probably familiar with Henry's work whether or not you know him personally. Henry led our organization for a quarter of a century (1972-1995).

I am writing you now because I want to share with you some personal thoughts about Henry's life, and to inform you about the way we have decided to honor Henry—by advancing the cause he held dear.

Henry was a scientist of the highest order, but he was far more than that—a scientist who used his exceptional gifts to express his humanity.

To all of us who loved Henry and valued his leadership at UCS, his passing remains a terrible loss. But I sometimes think that perhaps it was fitting for this man to go out as he did, active and passionate to the last. Henry was 72 when he died, but he was still living his life to the fullest.

Henry's greatest regret would have been his unfulfilled agenda on behalf of the world's environment. There was so much more he wanted to do!

So now it is up to all of us—you, me, and everyone at UCS—to continue Henry's endeavor.

To that end, the board has elected to establish the Henry W. Kendall Society. As one of the Union of Concerned Scientists' core supporters, you have earned an honored place as a **Founding Member of the Society**.

Page 2

The Kendall Society is dedicated to ensuring that UCS will have the resources necessary to continue pursuing Henry Kendall's vision of a healthier environment and a safer world.

The Kendall Society will enable UCS to explore emerging issues . . . to meet unexpected threats . . . and to rise to the challenge of unanticipated opportunities. In a world of relentless scientific and technological change, the Kendall Society will keep UCS strong.

As I assume Henry's position of leadership at the Union of Concerned Scientists and think about my lacking friend, I know this is the way he would have wanted us to remember him.

I am pleased that you can be part of this far-sighted effort.

You have qualified as a Founding Member of the Henry W. Kendall Society by virtue of your gift of \$2,500.00, which we received in September, 1998.

Continuing membership in the Kendall Society requires an annual gift of \$1000 or more, but your Founding Membership is good throughout 1999. Nonetheless, I am hoping that you'll consider giving a special, additional gift in this time.

I hope you was understand that I am asking you to take this unusual step because of the immeasurable value of our goal. To honor Henry's most deeply held belief—that the limits of science must be used to safeguard life on our planet, not to destroy it.

I know you share that belief. And I am confident you would have been deeply inspired by Henry's passionate commitment to that idea had you known Henry as well as I.

I know Henry Kendall all my adult life.

We were graduate school roommates at MIT. We studied together for nearly 50 years. He was the best man at my wedding. And we collaborated professionally as physicists. I had the greatest admiration for Henry's experimental work on sub-atomic particles, which led to the discovery of the quark and the Nobel Prize he shared with two colleagues in 1990.

And it was Henry, more than anyone else, who set the course for UCS. He took the fledgling organization I and a handful of other MIT colleagues had founded in 1969 to protect the nuclear arms race—and turned it into the moral conscience and voice of the world's scientific community.

Henry Kendall put the Union of Concerned Scientists on the map. And over the 25 years he led UCS, he expanded its vision to reach his own.

Henry had one of the most refined intellects I have ever known. For most physicists, pursuing physics is enough. But it was not enough for Henry. His interests were very wide, but

they focused on the important. **Little problems didn't interest Henry.** What caught his interest were the big ones.

- ... nuclear proliferation
- ... global warming and climate change
- ... the ongoing threat posed by mankind to other forms of life on our planet
- ... and the moral responsibility that scientists and citizens have to ensure that scientific discoveries are wisely used.

In the days and weeks after Henry's death, a number of scientists who knew him contacted me, offering to get more involved. Henry would have been pleased by that. He was a role model for us all. And he is still.

Because he knew the stakes were so high, Henry firmly believed we must all get involved.

The stakes have never been higher. As we enter into the new century, the demands on our environment will mount inexorably. The Union of Concerned Scientists will face these new challenges with confidence—because it will be standing on a firmer foundation thanks to the Henry W. Kendall Society. And I am very pleased that you are joining us as a Founding Member.

Like the remarkable man we honor, the Society will focus on the future—and on the big issues. You will derive great satisfaction from knowing that you are taking an active role in facing some of our planet's most critical, life-and-death issues.

Also, as one of the Kendall Society's Founding Members, you will be invited to participate in high level conferences and regional briefings. These, across UCS staff members and prominent scientists will identify the pivotal issues and explore new strategies to address them. And the resources marshaled by the Henry W. Kendall Society will equip UCS to succeed.

Some might question my use of the word *succeed* as naively optimistic when it comes to the global environment. But we have several outstanding successes in the past.

We did so the arms race.

We did so with Star Wars.

The world is a safer place because of our efforts. And I know that Henry was firmly convinced that success was possible—no matter the alternative is untenable.

My old friend was a realist. He knew the world is threatened. But he was also an optimist.

one who passionately believed that we can overcome the threat.

So I urge you to consider sending an additional gift to help launch the Henry W. Kendall Society. Whether or not that is possible at this time, I ask you to fill out and return the enclosed Membership Application Confirmation. You have already earned your Founding Membership.

The Kendall Society will be a living memorial to Henry, the kind of memorial he would have valued. But more importantly, it will enable the Union of Concerned Scientists to fulfill his unfulfilled agenda. Your contributions will be an investment in the future, which will pay big dividends in a healthier and more secure world.

Henry is gone, but the threat to the global environment he challenged us to face is still with us. I look forward to hearing from you.

Sincerely,

Kurt Gottfried
Kurt Gottfried
Chairman of the Board

P.S. Beyond being a Nobel prize-winning physician, Henry Kendall was also a world-class mountaineer, deep-sea diver, and nature photographer. As a token of my appreciation for your excellent support for UCS, I am sending you one of Henry's superb mountain photographs, suitable for framing. For a complete listing of the other opportunities open to you as a Founding Member of the Society, please read the enclosed brochure.



In recognition of your generous support, the Union of Concerned Scientists invites you to take an honored place in the Henry W. Kendall Society as a Founding Member.

The Henry W. Kendall Society—a living memorial to a life of extraordinary vision, leadership, and achievement.

Henry W. Kendall, a guiding spirit of the Union of Concerned Scientists, died active and passionate to his last. At the age of 72, this Nobel Laureate who had already accomplished so much, died while engaged in an underwater photography project in Florida—pursuing just one of the many passions of his life. He taught those of us who had the pleasure of knowing and working with him that the only real tragedy in life is not trying hard enough.

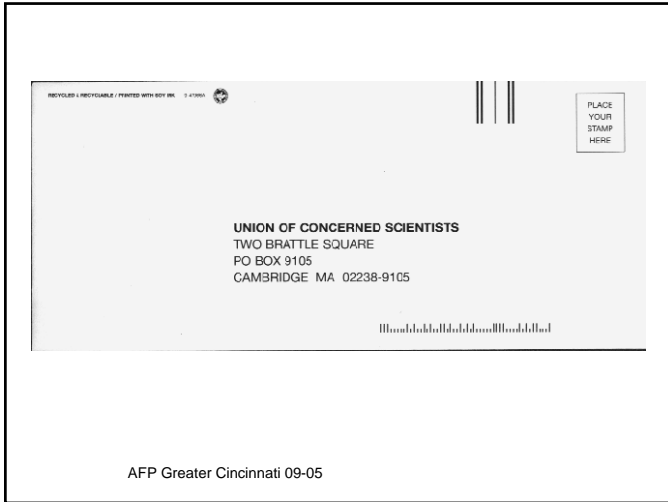
As a Founding Member of the Henry W. Kendall Society, you will enable UCS to carry on the legacy of a man who dedicated his life to finding lasting solutions to global problems.

Through the partnership we have forged between scientists and concerned citizens, the Union of Concerned Scientists serves for a future that is free from the threats of global warming and nuclear war, and a planet that supports a rich abundance of life.

Your annual gift of \$1000 or more as a Founding Member of the Henry W. Kendall Society will enable UCS to honor Henry W. Kendall's most deeply held belief... that the fruits of science must be used to safeguard life on our planet, and its destiny on.



Henry Kendall dedicated his life to some of the most challenging issues of our time.



- ### Features of UCS package
- High production values
 - 3-way personalization
 - Upscale appeal copy
 - Brochure focused on the offer
 - Single-level Ask
- AFP Greater Cincinnati 09-05

(4) Putting high-dollar mail in its place

AFP Greater Cincinnati 09-05

- ### High-dollar mail in context
- Use with thoughtful donors
 - Bridge between annual fundraising and major gifts
 - To build and cultivate a pool of major gift prospects
 - To enable major gift fundraisers to concentrate on top prospects
- AFP Greater Cincinnati 09-05

(5) Making all this work

AFP Greater Cincinnati 09-05

Making all this work

- A donor-centered approach
- Focus on benefits, not needs
- Listen to and heed donor preferences
- Deliver results information
- Review the communications stream
- Show appreciation, not “recognition”

AFP Greater Cincinnati 09-05

Straw poll

How long does it take
you to mail thank-yous?

AFP Greater Cincinnati 09-05

**Ask not what your donors
can do for you. Ask what
you can do for your donors.**

AFP Greater Cincinnati 09-05

Enough, already!

- For more information, contact:
- Mal Warwick & Associates, Inc.
- 2550 Ninth Street, Suite 103
- Berkeley, CA 94710-2551
- Phone +1 (510) 843-8888
- Email info@malwarwick.com
- Web www.malwarwick.com

AFP Greater Cincinnati 09-05