

SAWA 2017 Management Conference



Direct Mail/Major Gift Tug of War

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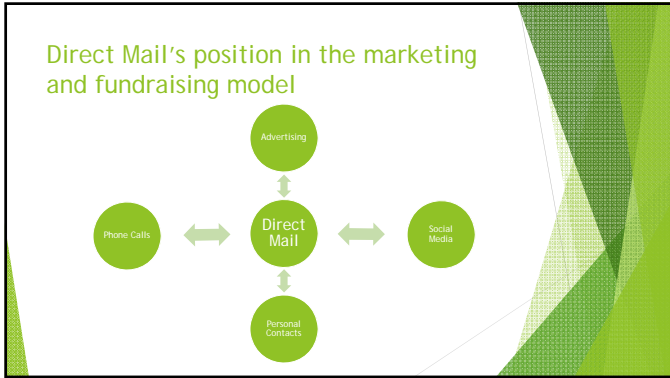


Dana Hines, President and CEO Membership Consultants

Direct Mail and Major Gifts Tug of War

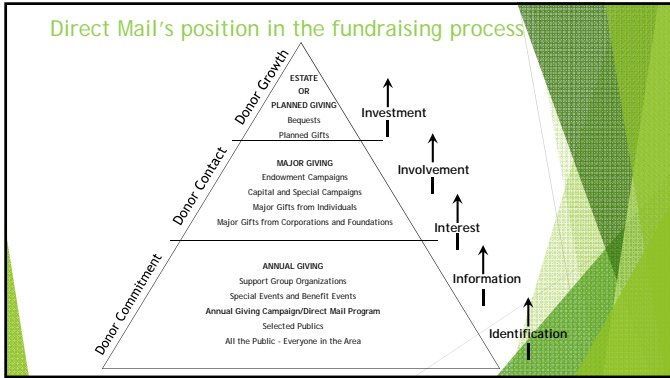
- ▶ Direct Mail still lives and works!
 - ▶ Acquisition
 - ▶ Renewals
 - ▶ Year end campaigns
 - ▶ Thank you's
 - ▶ Newsletters
 - ▶ Upgrades





- ### Why direct mail still works?
- ▶ People still love paper
 - ▶ Comprehension is better with paper vs a computer screen
 - ▶ More time spent with mail
 - ▶ Story telling is possible
 - ▶ Cute pictures are possible
 - ▶ Demographics are in our favor
 - ▶ Very targeted
 - ▶ Can develop long term relationships with letters and appeal
 - ▶ People enjoy it!

- ### Direct Mail builds our files
- ▶ Best method of acquisition of donors
 - ▶ Cost effective way of renewing donors
 - ▶ Allows for the creation of databases of donors with transaction histories
 - ▶ Allows for analysis, model building, predictive analytics
 - ▶ Direct mail is a feeder for Major Gift Work - not a tug or war at all!
 - ▶ Direct mail is the haystack - Major Gift finds the needles!
- 





At the center

The Middle Donor

- ▶ "Too good" for DM and "Not good enough" for exclusive major donor relationship.
- ▶ *Dance with the one that brung ya!*
- ▶ Hybrid program provides the bridge
- ▶ Why?
 - ▶ 1% of donors = 20% of revenue.
 - ▶ Prime major giving feeder.

Identifying Middle Donors

- ▶ All organizations will vary:
 - ▶ Staffing level
 - ▶ Giving history
 - ▶ Cumulative vs. single gift
 - ▶ Utilizing wealth screening and other qualifying overlay data
 - ▶ Donor preferences/requests
- ▶ Downward migration from Major Donors

Don't stop talking to Middle Donors ... or asking!

- ▶ 8-10 appeals per year
- ▶ 2-3 cultivations
- ▶ 1 renewal (at least)
- ▶ E-communications and solicitations
- ▶ Personal emails, phone calls



Personalize, personalize, personalize

- ▶ Direct mail to communicate the need and make the ask
 - ▶ Higher touch techniques and production values, if possible
- ▶ Personal Concierge or Liaison
 - ▶ Include your business card
 - ▶ Make communication natural and easy
 - ▶ Build in exclusivity
- ▶ Online
 - ▶ All regular emails
 - ▶ Additional personal emails

Changing Lives By Saving Lives

pawsitive impact 2016

26,875 HOURS VOLUNTEERED 2016

My Gift to Help the Animals

Impact Report

Student Conservation Association President's Report

thank you

Thank You For Helping Us Reach Our Goal

Dear Carl,

Thank you so much for the funding we received for your and your group's support of our 2016 SCA. We are able to help support critical conservation projects in the coming year - the funding to clear and reforest about 2,000 acres of land.

In 2012, SCA members help make a positive impact on the world around them. Thanks to the support of donors like you, 2,000 acres of land were reforested.

- Help us breaking 20,000 acres of forest (through the work of every 10 Alameda Redwood Park)
- Help us reach 1,000 acres of forest (the length of a marathon) in the Great Camp in the Great Smoky Mountains)
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Outcomes

- ▶ More upgrades
- ▶ More revenue
- ▶ More time to focus on truly Major Donors




A central diagram with "Data Collection" in the middle. Surrounding it are various icons: Social Media Sites, Broadcast Media, Web Ads, Print Ads, Your Website, Post Cards/etc, Telemarketing/Interviews, Direct Mail, Email, Videos, Articles, and Blogs.

Shelly Stuart CFRE, CAWA
I Love Direct Marketing!



An illustration of two teams pulling on a rope in a tug-of-war competition, with a large dollar sign on the rope.

Why the Tug of War?
Because everyone has goals to meet
So what's the plan?



An illustration of a gold mine with a cart full of gold and a pipeline with a hand holding a stack of money.

You have a Gold Mine and a pipeline
Direct marketing is where most of our major
donors **COME FROM IN THE FIRST PLACE.**

Why exclude donors from direct marketing in the first place?

- The donor asks to be removed from direct mail and/or email appeals—suggest reducing the frequency.
- Major gifts officer has developed a substitute communications and solicitation strategy.
- The donor passes away



How to Decide and Who Decides?



Get Key Team Members Involved

- Team Leader - Director of Development
- Major Gifts Team
- Annual Giving/Direct Marketing Team
 - Direct Mail
 - Online Giving
 - Data Base Manager
 - Sponsorship



Make it a Team Effort



Is it really all or nothing?



- Consider reducing (but not stopping) all DM appeals for donors who have been transferred to a major gifts officer.
- Don't assume donors wants all this to stop.
- Utilize mid-level DM strategies.
- Remember to continue non-ask communications.
