

50

DIRECT MAIL
& EMAIL

HACKS

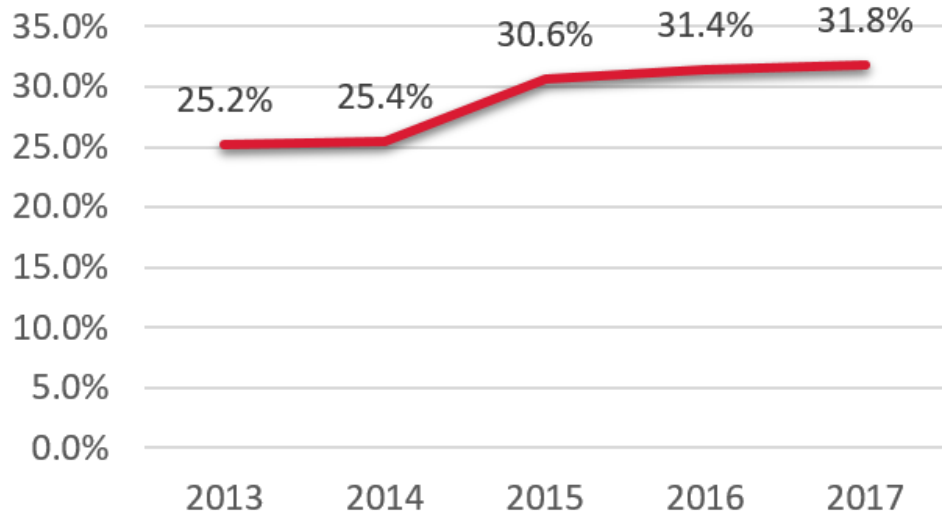


TO IMPROVE ANNUAL GIVING

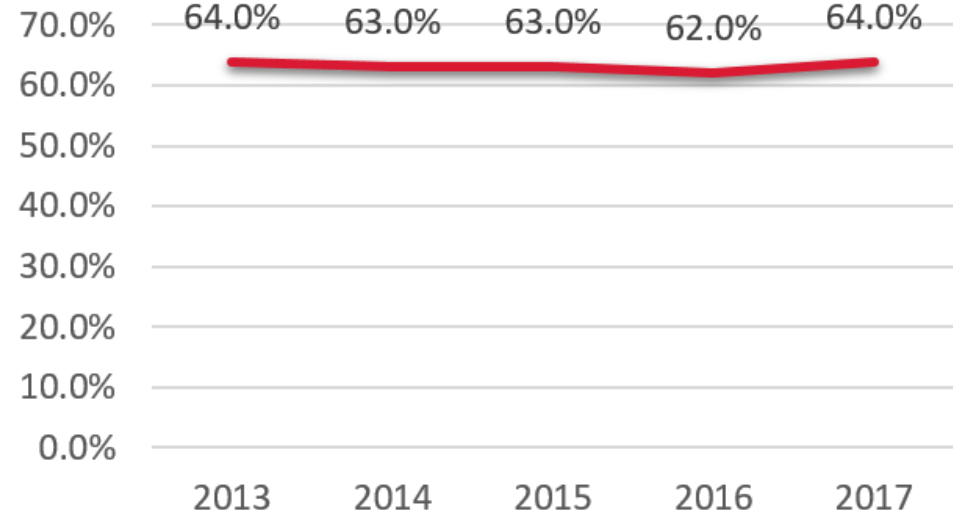
1

Measure new donor retention & repeat donor retention

New Donor Retention



Donor Retention



2

Measure how many second and third gifts you receive

10%

of donors will **give twice**

5%

of donors will **give three or more times**

3

Measure how far back you should solicit lapsed donors

| Last Gift Year | Number of Last Gifts | Number of Gifts | Gift Amount | Response Rate |
|--------------------|----------------------|-----------------|------------------|---------------|
| 1998 | 2 | | | |
| 1999 | 123 | 1 | \$100 | 0.81% |
| 2000 | 104 | | | |
| 2001 | 145 | 4 | \$521 | 2.76% |
| 2002 | 121 | 1 | \$250 | 0.83% |
| 2003 | 88 | | | |
| 2004 | 64 | | | |
| 2005 | 59 | | | |
| 2006 | 57 | | | |
| 2007 | 67 | 2 | \$200 | 2.99% |
| 2008 | 58 | 4 | \$1,584 | 6.90% |
| 2009 | 69 | 6 | \$900 | 8.70% |
| 2010 | 62 | 4 | \$400 | 6.45% |
| 2011 | 69 | 4 | \$1,525 | 5.80% |
| 2012 | 79 | 5 | \$360 | 6.33% |
| 2013 | 77 | 8 | \$1,500 | 10.39% |
| 2014 | 93 | 13 | \$2,050 | 13.98% |
| 2015 | 106 | 24 | \$4,530 | 22.64% |
| 2016 | 491 | 297 | \$94,479 | 60.49% |
| 2017 | 304 | 102 | \$16,020 | 33.55% |
| Grand Total | 2,238 | 560 | \$134,919 | 25.02% |

4

Include more solicitations in your annual plan

| Mailing - Current and Lapsed Donors | Number Mailed | Number of Last Gifts | Number of Gifts | Gift Amount |
|-------------------------------------|---------------|----------------------|-----------------|------------------|
| End of Year 2017 | 1,146 | 1,146 | 449 | \$ 118,939 |
| Spring 2018 | 1,289 | 1,289 | 236 | \$ 54,463 |
| Grand Total | 2,435 | 2,435 | 685 | \$173,402 |

| Campaign | Number Mailed | Count of Gifts | Response Rate | Revenue |
|-------------------------------|----------------|----------------|---------------|-------------------|
| Late Winter Appeal | 7,219 | 345 | 5.0% | \$32,425 |
| Spring Newsletter | 36,728 | 73 | 0.2% | \$9,395 |
| Spring Renewal | 6,969 | 98 | 1.4% | \$7,833 |
| Fall Appeal | 8,501 | 734 | 8.6% | \$70,131 |
| Fall Newsletter | 24,275 | 212 | 0.9% | \$23,023 |
| Holiday Card, no reply device | 22,263 | 4 | 0.0% | \$625 |
| End of Year Appeal | 5,654 | 737 | 13.0% | \$101,646 |
| Total | 111,609 | 2,203 | | \$ 245,078 |

8 Use a creative brief



FIVE MAPLES
Development Communications

CREATIVE BRIEF

Client: _____ **Project:** _____ **Date:** _____

Client Background / Notes:

Campaign / Message Integration:

Appeal Type (indicate one or more):

Story based Mission based Testimonial based Project based Challenge based

Key Messaging & Donor Value Proposition:

Specifically,

(1) *What is the problem or opportunity specific to this appeal?*

(2) *How will the donor's contribution help the organization solve the problem or meet the opportunity with a specific call to action?*

(3) *Why should the recipient respond now?*

9 Appeal to the emotions via narrative

Unexpected financial challenges can permanently derail a writer's work. When serious needs arise, *DGF Emergency Grants* help restore a sense of hope and normalcy. Just ask Rachel Jendrzewski—

“ At age 35, **I was diagnosed with Stage 2b breast cancer.** When my doctor said I needed five months of chemotherapy in addition to surgery and radiation, I was stunned. I had no idea how I would stay afloat financially. **I turned to DGF.** ”

Use the problem-solution method of writing

PROBLEM

Dear Mr. Donor,

Family farms are part of the fabric of the Monadnock Region's communities and have been for centuries. Yet too many towns have lost their farms – losing a part of their identity in the process.

Now we have an opportunity to **protect one of Greenfield's historic farms**, and we're asking for your help.

SOLUTION

The Monadnock Conservancy has agreed to help protect this farm because *we want your children and mine* to be able to hike, ski, and cut Christmas trees in this special place forever, just as we can today.

Together we can make this happen.

12

Ask three times, ask for a specific amount right now,
not just for “support”

1

I'm writing to ask for your help in....Will you send a generous gift of \$100 today to....

2

....your gift will be doubled. Please take a moment and send a gift right now.

3

Thank you for giving generously to make this new program a reality

4

P.S. Please take advantage of the dollar for dollar match. Your gift will be put to work immediately....

14

Credit the donor, *not your organization*

Because of you...

Thanks to you....

Because of your gift...

But without you.....

Give now because without you....

“ I didn’t want to give up doing what I love because of vision loss. Thanks to you, I don’t have to.”

15

Use these five words

I


You

Give

Thank You

+ the donor's first name

Show a photo of the problem, *not the solution*



Springfield Adoption Center
& Community Spay/Neuter Clinic
171 Union Street
Springfield, MA 01105
413-781-4000

Leverett Adoption Center
163 Montague Road
Leverett, MA 01054
413-548-9898

Dear «Salutation»,

Home is not a place. It's so much more—

Home is being *loved unconditionally, taken care of, nurtured and nourished*. Home is *connection, belonging—and for the animals Dakin Humane Society cares for, a new beginning*.

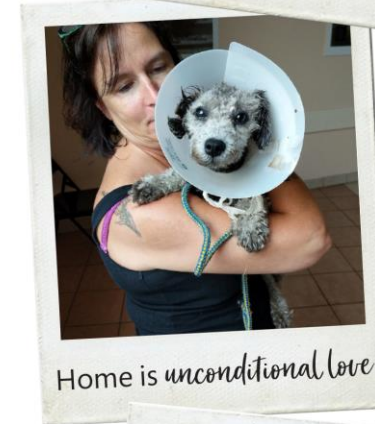
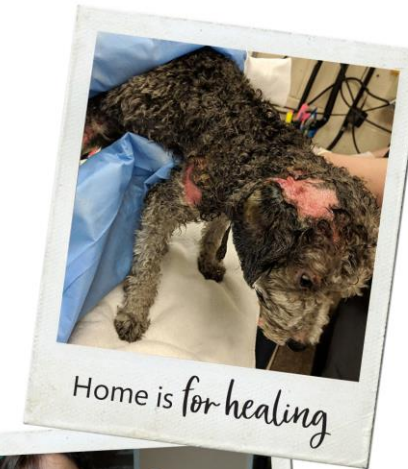
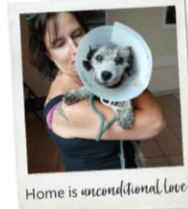
Ruth Ann is a great example. She came to us with life-threatening skin issues and burns. She had large, open wounds. The burns on her head and ears were so severe she couldn't close her eyes. She was in a great deal of pain. We were very concerned she would not survive.

The level of care many of the animals who come to us need—like Ruth Ann—would be prohibitive were it not for your compassion and generosity. Having a low stress, familiar and loving environment in which to heal can make all the difference. Think of it—when you're sick, when you're hurt, you want to be home. Loved, cared for, and comforted.

Your gift of <ASK_2> or more today will ensure Dakin can continue meeting the special needs of animals, investing the time necessary to care for them, help them heal, and prepare them to be united with animal-loving people.

Your support allows Dakin to give extra love and attention when animals need us most. It's caring people like you who buy us the time we need to heal their wounds and prepare them for adoption. *Ruth Ann has a home. You can ensure other animals like her find homes, too.*

(over please)



Always put a caption on photos

the
Iris
network
Vision with no limits.

DPresort 060

“Help with my vision loss came in the form of understanding, education, and solutions—

Dear «Salutation»,

Eyesight is one of those things that you don't really think about until you love loses it.

I suffer from dry macular degeneration, a condition in the retina that lies deep inside the eye and affects the center of your field of vision.

Believe me when I say, vision loss can be devastating.

Letters and numbers appear scrambled up close. I can't read, dial a phone number, or see what's in front of me clearly. While my doctors are monitoring the progression of my vision loss and they instruct me to take vitamins for eye health, they can't offer a long-term solution.

That's why for many people like me, vision loss can seem like the end of the road—if you can't see anything, that's it.

I'm asking for your help—your generosity to The Iris Network helps fund services that put the right training and technology into the hands of people who are instantly changed by opportunities for independence. Your gift renews hope for a fulfilling life after vision loss.

My entire life changed in just two visits to The Iris Network. During my eye exam with their ophthalmologist, I was introduced to so many different types of technology and devices to help people with visual impairment. From equipment to make every-day tasks like reading or writing checks easier, to computer programs that allow people with blindness to continue to work. All I could say was “Wow!”

(over, please)



From discovering the perfect equipment for me, to the financial aid to help pay for it—this is how your gift to The Iris Network changed my vision.

202-774-6273 • 189 Park Avenue, Portland ME 04102 • www.theiris.org

5708

W
WORCESTER ACADEMY
ACHIEVE THE HONORABLE

September 28, 2018

Dear James and Dina,

You and I have an abiding love for the Hilltop in common. You have been significantly impacted by Worcester Academy. The history and belief in the motto *Achieve the Honorable* unites us.

I was on the Hilltop, graduating with the class of '81. My wife, Danielle '11, John '14, and Nicole '19, who's on campus now too.

Something else you and I share in common—we both recognize our world today needs people of honor. Our world needs more people who embrace the core values of Honor, Respect, Community, Personal Growth and Challenge.

That's what we do at Worcester Academy. It's right there in the school's mission statement: *Worcester Academy exists to instill in its students the desire to learn throughout life, to engage passionately with the world around them, and to be honorable persons of strong and resourceful character.*

As a nonprofit institution, the Academy depends on the robust support of our friends. Delivering a superior education in today's world is our mission, and we continue its vital mission.

You've given to the school in the past. You recognize that every gift, present and future—benefits from the generosity of those who support the school allow Worcester Academy to—

- Keep tuition costs competitive
- Hire and retain the best faculty
- Attract students from around the world
- Maintain the diverse community Worcester Academy is known for
- Preserve our beautiful and historical hilltop campus
- Keep our technologies state-of-the-art
- Provide a wider variety of opportunities for our students

I'm writing to ask: *Would you send in a gift of \$50 or more today?*

(over, please)



Your gift today will help ensure the next generation of Worcester Academy students are prepared to Achieve the Honorable.

81 PROVIDENCE STREET, WORCESTER, MASSACHUSETTS 01604 | WORCESTERACADEMY.ORG

24

Place a photo of the signer next to the signature

25

Put a handwritten, digitized P.S. on your appeal

eager to understand the world of the Bible; the only magazine presenting the latest discoveries and controversies in archaeology with breathtaking photography and informative maps and diagrams.

I cannot overstate it: Your becoming an *Inner Circle* member will make a tremendous difference. Will you join us?

I know this is a big request. And if this is beyond your comfort level, I will understand. But if this is something you can see yourself doing, I would be most grateful.

I look forward to hearing from you.

Sincerely,



Hershel Shanks

Hershel Shanks
Founder and Editor

*P.S. Support BAR and be part
of these essential programs and
scholarships. Please reach for
your checkbook today and
send us a gift!
Many thanks.
Hershel*

Use a checklist

CONTENT

- Is the letter from one person to another?
- Creates a bond; uses “you” and “I”?
- Appeals to emotions via narrative?
- Uses a story instead of facts about organization?

DESIGN

- Looks like a letter, not a memo/marketing brochure?
- Scanned signature is high quality; blue if possible?
- Photos, if any, are of people (making eye contact, if possible) and have captions?

DESIGN

- Uses a serif typeface?
- Letter body is in black only?

THE BETTER LETTER CHECKLIST

CONTENT

- Is it clear what problem the organization is addressing and how a gift will help solve that problem?
- Is the letter from one person to another? Not from a committee?
- Engaging? Personal, even chatty style?
- Creates a bond; uses “you” and “I”?
- Appeals to emotions via narrative?
- Uses a story instead of facts about organization?
- Uses a limited vocabulary, short sentences, and paragraphs?
- Have extra adjectives or adverbs, verbal crutches, circumlocutions been edited out?
- Uses active voice not passive voice?
- Includes a call for giving in the body of the letter and in the P. S.?
- Asks for a specific amount, not just for “support”?
- Asks multiple times (hard and soft)?
- Focuses on how the gift will deliver the mission, not how much the organization needs the money?
- Includes “thank you”?
- Starts with a personalized salutation?
- May include the donor’s name in a critical sentence in the body text?
- Reminds the donor of the benefits of giving?
- Describes an opportunity for the donor to achieve personal desires by giving to the organization?
- Are the claims in the letter believable and the narrative authentic?
- Is it clear why readers need to respond right now?
- Does the opening paragraph of the letter engage the reader’s attention?

DESIGN

- Looks like a letter, not like a memo/marketing brochure?
- Photos or graphic elements are correctly placed: top right or middle left?
- Scanned signature is high quality; blue if possible?
- One signature, not several?
- Photos, if any, are of people (making eye contact, if possible) and have captions?
- Uses spot or full color in one or more non-text elements (photo, logo, captions, etc.)?
- Are important phrases in underline, italics, or bold?
- Do underlined, italicized, bolded phrases lead the reader through the appeal?
- Uses two pages (front and back) if needed to tell the story without crowding?
- No more than seven lines per paragraph?

TYPOGRAPHY

- Uses a serif typeface?
- Letter body is in black only?
- No reverse type?
- Any color behind the text is limited to 10 percent tint?
- Headlines, if any, are in upper and lower case, not ALL CAPS?
- Text is flush left or justified?



31

Use a variable ask string

**Yes, I want to renew my support and help meet
The Mellon Foundation Challenge grant.**

My previous gift was \$250 in December of 2015.

ENCLOSED IS MY GIFT OF

\$500 \$300 \$250 Other \$ _____

USE LAST
GIFT TO
KEY ASK
STRINGS

Recommended Ask String Table

| Last Gift Amount | | Ask String | | |
|------------------|------------|------------|-------|-------|
| From | To | Ask1 | Ask2 | Ask3 |
| \$0.00 | — \$0.99 | \$100 | \$50 | \$25 |
| \$1.00 | — \$10.00 | \$50 | \$25 | \$10 |
| \$10.01 | — \$15.00 | \$50 | \$25 | \$15 |
| \$15.01 | — \$20.00 | \$50 | \$25 | \$20 |
| \$20.01 | — \$25.00 | \$100 | \$50 | \$25 |
| \$25.01 | — \$30.00 | \$100 | \$50 | \$30 |
| \$30.01 | — \$35.00 | \$100 | \$50 | \$35 |
| \$35.01 | — \$40.00 | \$100 | \$50 | \$40 |
| \$40.01 | — \$50.00 | \$150 | \$100 | \$50 |
| \$50.01 | — \$60.00 | \$150 | \$100 | \$60 |
| \$60.01 | — \$75.00 | \$150 | \$100 | \$75 |
| \$75.01 | — \$100.00 | \$150 | \$125 | \$100 |
| \$100.01 | — \$125.00 | \$200 | \$150 | \$125 |
| \$125.01 | — \$150.00 | \$250 | \$200 | \$150 |
| \$150.01 | — \$175.00 | \$250 | \$200 | \$175 |
| \$175.01 | — \$200.00 | \$500 | \$250 | \$200 |
| \$200.01 | — \$250.00 | \$500 | \$300 | \$250 |
| \$250.01 | — \$300.00 | \$500 | \$400 | \$300 |



Show the donor their giving history

RECENT GIFTS TO THE NORWICH FUND:

FY2019



FY2016



FY2018



FY2015



FY2017



FY2014

The data above was compiled on August 3, 2018

Norwich University's fiscal year is June 1 - May 31

If your gift and this letter have crossed paths, thank you!

Use this planned giving language

Leave a legacy

One sentence in your will can make a lifetime of difference. To leave a gift in your will, simply share this sentence with your attorney or financial planner:

“I bequeath \$_____ or _____% of my estate to [Org Name] at [Address]”.

- o I/we have included [Org] in my/our will.
- o I/we would like to learn more about special giving options to [Org].

36 Use the back of the reply card to deliver the donor benefit....

in the lives of real people



**Student and Vermont
Law School Trustee**

Ensuring institutional success through representation, organizational and fiduciary management.



**Student and Founder of
SPEAK Vermont Prison
Debate Initiative**

Providing public speaking and debate training programs to inmates at Vermont correctional facilities.



**Student and Creator of
Cell Phone Legal
Applications**

Reconstructing the law through technological applications to increase access to justice.

Your philanthropy enables an education that changes lives. Your support enables students to build careers out of passion, and to make their mark in the world.

#COUNTMEIN

Reinforce direct mail with email & visa versa

| NOVEMBER 2018 | | | | | | |
|---------------|-----|----------------------|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | DROP DATE | 28 | 29 | 30 | 1 |

| DECEMBER 2018 | | | | | | |
|---------------|----------------------|---------------------|----------------------|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| 2 | 3 | EMAIL #1 | 5 | 6 | 7 | 8 |
| 9 | 10 | EMAIL #2 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | EOY EMAIL | 27 | 28 | 29 |
| 30 | EOY EMAIL | 1 | 2 | 3 | 4 | 5 |

Don't let your envelope be mistaken for junk mail or advertising

Robert W. Brewster MD
Grace Cottage
FAMILY HEALTH
& HOSPITAL
P.O. Box 1, Townshend VT, 05353

 NEW HAMPSHIRE
LAKES
14 Horseshoe Pond Lane
Concord, NH 03301-5028



What's at stake?

Write a better thank you letter

Thank you so much for your recent gift of \$100.00. Our school—a laboratory for creative thinking and hands-on learning—is sustained and strengthened because of you and your generous support.

You make possible:

- programs for people to learn to make what they want to see in the world;
- start-ups of sustainability-focused businesses; and
- inspired creativity, whether it's in a handcrafted chair, a welcoming home, a resilient community, a new career, or a transformed life.

We thank you, and most of all, **our students thank you**, for how their work and their lives have changed.

"I feel incredibly lucky to do this work, kick-started by my time at Yestermorrow."

- Matt Wolpe, co-owner of Just Fine Design/Build, Oakland, CA.

"...it is at Yestermorrow that I first began to articulate the curiosities that are still motivating me today."

- Max Piana, Rutgers University doctoral student in urban restoration ecology.

Make thank you phone calls

Phone script for thank you calls

“Hello, [donor’s name]? This is [your name] with [your organization]. I’m NOT calling to ask for anything. We received your gift – I’m just calling to personally say thank you. I hope now is an okay time to talk. Do you have a few minutes? [Pause]

It’s important for me and all of us here to let you know that your gift makes a difference in helping further our work. We... [Mention a few examples of impact: 2-3 value propositions related to what donations make possible.] [Pause]

We are deeply appreciative of your decision to support [your organization]. [Pause]

I don’t want to take up too much of your time. Thank you for taking my call ... and for supporting our work! Have a wonderful [day/evening/weekend.]”

Send a donor impact newsletter *with a reply envelope*

“ ***Meaningful information on their gifts at work is key to donors’ repeat and increased giving. Fundraising under-performance, therefore, is actually a failure to communicate.***

–Penelope Burk in *Donor Centric Fundraising*

“ ***In my experience, the most overlooked and underutilized vehicle for conveying stories and the vitality of your organization’s mission is the simple four-page newsletter.***

–Roger Craver in *Retention Fundraising*

Send an impact postcard using stories & infographics

Thank you!

YOUR GIFT IN 2017 SUPPORTED:

-  **2,531** adult lives impacted
- 108** children
- 9,961** hours spent transforming lives

YOUR GIVING, BY THE NUMBERS:

-  **\$1,162,816**
given by 2,359 donors like you
-  **237** donors made a first time gift
-  **more than half** of the clients you help live below poverty level
-  **27 YEARS**
longest consecutive giving by a donor



FUTURE IN SIGHT
Future In Sight | NH Association for the Blind
25 Walker Street, Concord, NH 03301



FUTURE IN SIGHT | Your support transforms lives!



Josey has been blind since birth. Just like so many other visually impaired teens, Josey has faced many obstacles. Today, Josey is an honor roll, college-bound 10th grader. She recently went on a school trip to Disney World. Josey is a self-taught musician who loves to play her ukulele and compose songs. Thanks to Future in Sight, Josey now holds the keys to a successful and fulfilling life inside—and outside—of the classroom.



Joan has been independent her entire life. And she was determined to continue that despite her deteriorating vision. Joan quickly realized that she couldn't do it on her own. With help from Future In Sight's vision rehabilitation specialists and monthly peer support groups, she built the confidence she thought she lost. Joan learned that even with blindness she can adapt and continue living independently.

Last year, **3,255** gifts were made to Future in Sight!
Thank you for helping make a difference!



For more success stories visit futureinsight.org