



LAUTMAN
MASKA
NEILL
& COMPANY

**Direct Mail Tests that are Making
Big Differences Now!**

Lynn Mehaffy, CFRE, Vice President
Amy Sukol, CFRE, Vice President

What We are Going to Discuss Today:

- How to Design a Test
- How to Pick a Winner
- Tests that are Making a Difference!
- Questions

If You are Going to Test ... Do it Right!

- Determine what you are trying to achieve.
- Only test one thing at a time.
- Split your data proportionally and randomly.
- Test enough quantity to provide readable, replicable results.

How Do I Pick a Winner?

- Set a goal for the test i.e. have a hypothesis
- Look at test results in relation to the desired goal
 - Did you increase your response rate?
 - Did you increase your average gift?
 - Did you lower your costs?
 - Did you decrease your cost to acquire a donor?
- Was the test result statistically significant?
- Do no harm!

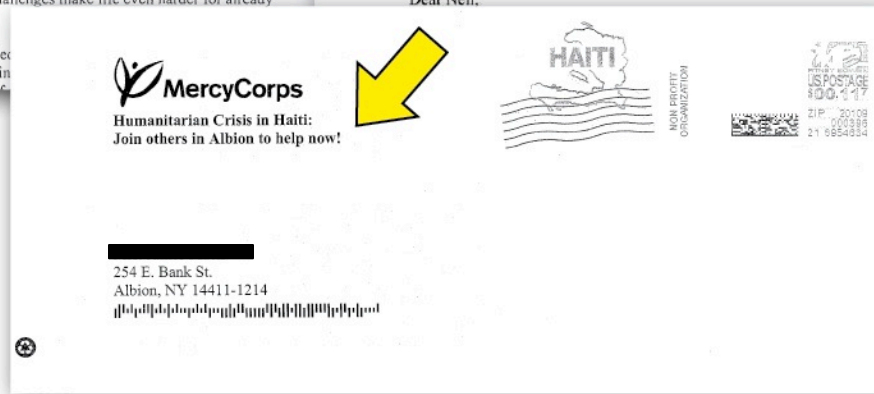
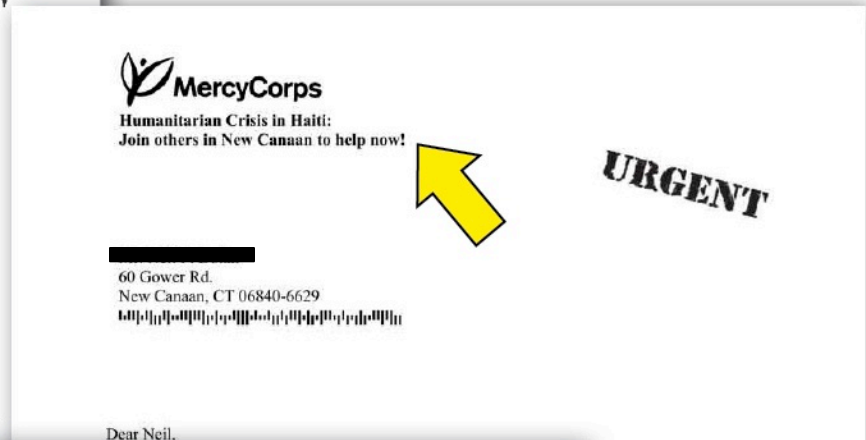
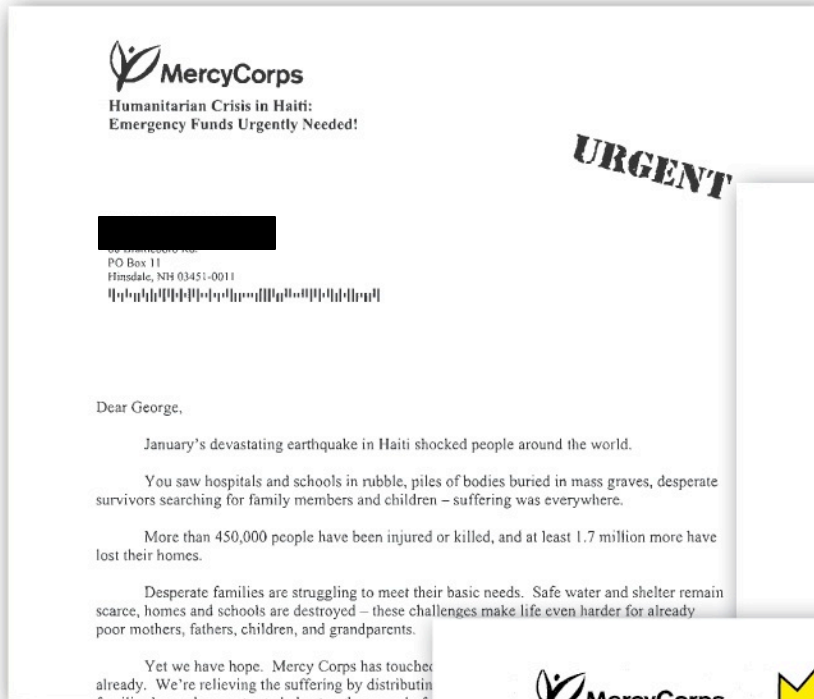
What Tests are Winning: 4 Overall Trends

- Make your donors feel special.
- Give your donors a chance to be a part of something.
- Make the most of your package elements.
- The offer is more important than ever!

Adding “Supporter Since” Language: Response Rate Up / Average Gift Up!

Segment	% Response	Average Gift
Control	6.63%	\$26.35
Test - "Supporter Since . . . "	7.09%	\$28.94

Reference the Donor's City!



Personalized Region Test: Response Rate Up/Average Gift Up!

Segment	% Response	Average Gift
Control Teaser	0.87%	\$39.26
Test - City included in teaser	1.03%	\$41.60

Give Them the Royal Treatment!



2010 Year-End Contribution Form

From: [Redacted]
30 W 13th St
New York, NY 10011

To: Dan O'Neill
Mercy Corps
45 SW Akeney St
Portland, OR 97204

261896
0001/A1210F-AS12

Yes, I am proud to support Mercy Corps and change lives around the world, and want to continue helping those who need it most. My year-end gift is enclosed for:

**Please consider giving \$1,500 or more for your year-end gift. It would be a big help!*

Your gift to Mercy Corps is tax deductible to the full extent allowed by law. To make your gift by credit card, please see the reverse.
To make your gift by credit card, please see the reverse.

7204 • 888.842.0842 • www.mercy Corps.org



 **MercyCorps** 45 SW Akeney Street
Portland, OR 97204

Jane Q. Sample
1234 Main Street
Apartment 345
Cityname, ST 23456

Hi \$ Treatment to Over \$100 Donors: Response Rate Up/Average Gift Up!

Segment	% Response	Average Gift
Control Package	5.12%	\$170.15
Test - Hi\$ Package to \$100 Donors	6.09%	\$185.66

Invest in the Relationship - Cultivation Pays Off!

- Welcome Packets
- Timely acknowledgements that relate to the gift
- Thank you calls
- Cultivation Post Cards
- Memos from the President
- Invitations to insider events
- E-newsletters



2009 CONTRIBUTION FORM

Yes! I want to support AFS-USA and invest in a new generation of global leaders. I enclose:

\$35 \$70 \$100 \$250 \$500 Other \$ _____

Please return this form with your gift (made payable to AFS-USA) in the envelope provided. Gifts are 100% tax deductible.

To make your gift by credit card, please check here and complete the information on the back

So we can periodically keep you informed of our work, please provide us your e-mail address:

_____ (We do not release email addresses to third parties.)

Thank you for your support!

One Whitehall Street, 2nd Floor | New York, NY 10004-2109 | www.afsusa.org | 1-800-AFS-INFO

AFS-USA

- ▶ Sends more than 1,500 students to more than 40 countries each year
- ▶ Awards nearly \$2 million in financial aid and scholarships annually
- ▶ Places more than 2,800 students from abroad with U.S. families
- ▶ Accomplishes our mission with the help of approximately 5,000 AFS volunteers in the U.S. and 36,000 volunteers around the world

One Whitehall Street, 2nd Floor | New York, NY 10004-2109 | www.afsusa.org | 1-800-AFS-INFO



2009 supporter

Exchanging students throughout the world for over 60 years.

Programs USA



Give your Donors a Chance to Be Part of Something

It's Time to Renew!



♻️ Printed on recycled paper

Supporter Card for Non-Member Orgs: Response Rate Up!

Segment	% Response	Average Gift
Control Package	7.32%	\$65.07
Test - Supporter Card Package	8.49%	\$63.73



Carry your AFS supporter card proudly as a reminder of the real difference you are making in lives around the world.

Please return this form with your gift payable to AFS-USA in the envelope provided. To make your gift by credit card, please complete the information on the back. *Gifts are 100% tax deductible.*

Exchanging students throughout the world for over 60 years.



Michael G. Psiropoulos
3615 Raccoon Ridge Rd SW
Cedar Rapids, IA 52404-3112



2011 RENEWAL FORM

One Whitehall Street, 2nd Floor | New York, NY 10004-2109 | www.afsusa.org | 1.212.479.1158



YES! I want to continue supporting intercultural understanding and global awareness. I have enclosed my 2011 renewal contribution of:

\$10 \$15 \$20 Other \$ _____

Mike, your support makes our programs to Denmark possible. Please renew your commitment today!

3615 Raccoon Ridge Rd SW
Cedar Rapids, IA 52404-3112

So we can keep you informed of our work, please provide us your e-mail address: _____

(We do not release email addresses to third parties.)

261777 H11A1RC

Thank you for your support.

Donors Want to Do More than Give

JOIN PCRM TODAY!

Yes, I want to join PCRM to help save more innocent animals and support all of your other urgent, lifesaving work. I'm rushing a special gift of:


\$10 \$20 \$35 \$50 \$100 Other \$ _____

Please make your check payable to PCRM and return it with this form in the envelope enclosed. For credit card gifts, please see reverse. Your contribution is tax-deductible as allowed by law. Thank you!

Please send me campaign updates and the PCRM Online monthly e-newsletter. My e-mail address is: _____

Physicians Committee for Responsible Medicine
5100 WISCONSIN AVE., N.W., STE. 400
WASHINGTON, DC 20016-4131
WWW.PCRM.ORG • 202-686-2210

Let Them Live!



JOIN PCRM TODAY!

Yes, I want to join PCRM to help save more innocent animals and support all of your other urgent, lifesaving work. I'm rushing a special gift of:

\$10 \$20 \$35 \$50 \$100 Other \$ _____

Please make your check payable to PCRM and return it with this form in the envelope enclosed. For credit card gifts, please see reverse. Your contribution is tax-deductible as allowed by law. Ask, don't forget to sign the attached petition! Thank you!

Please send me campaign updates and the PCRM Online monthly e-newsletter. My e-mail address is: _____

2780 NE 120th Street
Anthony, FL 32617-2715

(Please sign and return the petition below with your contribution. Do not detach.)

07-49817
C109TAGAG

Survey

Thank you for completing this brief survey. Your contribution is a gift possible. Thank you!

PCRM should continue to play a leading role in promoting congressional and public awareness of cruelty to animals.

NO MAYBE

Thank you for helping PCRM spare animals like dogs, cats, and pigs from pain and suffering at the hands of pharmaceutical companies, universities and government agencies!

NO MAYBE

Responsible Medicine
WWW.PCRM.ORG • 202-686-2210

With a single stroke of its pen, the FDA could save millions of animals. Tell the FDA you oppose animal testing!

Physicians Committee for Responsible Medicine
5100 WISCONSIN AVE., N.W., STE. 400
WASHINGTON, DC 20016-4131
WWW.PCRM.ORG • 202-686-2210

PETITION
ENCLOSED


for your signature

SURVEY
ENCLOSED

Engagement Device Test: Response Rate Up!

Segments	% Response	Average Gift
Control Package (with petition)	1.10%	\$16.19
Test – Survey Reply	0.82%	\$16.72
Test - No Engagement Device	0.59%	\$21.29

Make the Most of Your Package Elements



Enclosed is my honor/memory gift.
Suggested contribution is \$36 or more.

IN HONOR OF *OR* IN MEMORY OF

NAME (PLEASE PRINT CLEARLY) _____

RELATIONSHIP TO DONOR _____

SEND NOTIFICATION TO:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

SPECIAL MESSAGE FOR CARD _____

MONTHLY DONOR ENROLLMENT

The Mitzvah Circle consists of DOROT friends who have chosen to make regular monthly gifts of \$9 or more to ensure that we have a steady dependable source of income that we can rely on to help elders in need. **I would like to make a monthly contribution to support DOROT. Please enroll me in the Mitzvah Circle with a monthly gift of \$ _____.**

Please charge the amount written above to my:

VISA MASTERCARD AMEX

CARD NUMBER _____ EXP DATE _____

NAME ON CARD _____

I authorize DOROT to charge my debit or credit card each month for the amount stated above until I notify DOROT of any changes and they have had a reasonable time to act on it. A record of each payment in my monthly bank or credit card statement will serve as my receipt and DOROT will provide me with a statement of my annual gifts.

Enclosed is my honor/memory gift.
Suggested contribution is \$36 or more.

IN HONOR OF *OR* IN MEMORY OF

NAME (PLEASE PRINT CLEARLY) _____

RELATIONSHIP TO DONOR _____

SEND NOTIFICATION TO:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

SPECIAL MESSAGE FOR CARD _____

Please charge my contribution of \$ _____ to my:

VISA MASTERCARD AMEX

CARD NUMBER _____ EXP DATE _____

NAME ON CARD _____

SIGNATURE _____

I am interested in making a Planned Gift. Please send me information.

I will send you a Matching Gifts form from my and/or my spouse's employer.

Please keep me updated on DOROT's work. My e-mail address is: _____
(DOROT does not share your e-mail information with any other organization.)

Secondary Monthly Donor Ask: No Difference in Revenue!

Segment	% Response	Average Gift
Control	9.64%	\$55.89
Test – Sustainer option	9.91%	\$53.02

Reply Coupon in the Newsletter

As Floodwaters Recede, Mercy Corps Rushes Aid to Honduran Farmers

When a natural disaster strikes any country, it is a tragedy — but when that country is one of the poorest in the Western Hemisphere, the damage is especially challenging to remedy.



Mercy Corps has helped 1,300 farmers replant thousands of acres of vital cropland ruined by torrential rains and flooding.

Mercy Corps' in-country presence enabled us to respond quickly and decisively to the damage caused by torrential rains that ripped through Honduras this past October.

We immediately distributed food packages, essential household items and hygiene kits. We also supplied medicine to 130 health clinics.

After the hurricane, we distributed corn and bean seeds to more than 1,300 families — enough to plant 2,300 acres that were wiped out by the storm. Today, as this report went to press, we are pleased to see farmers reap a good harvest.

The United Nations reports that more than 300,000 people suffered losses. Soil erosion, deforestation and damage to storage and irrigation facilities have put farmers out of work, impacting families and entire communities. This is why Mercy Corps' work includes the repair of 70 community water systems.

With the support of our friends, Mercy Corps will continue — as we have since 1982 — to alleviate poverty and suffering in Honduras by giving 400 communities the means to thrive.



Mercy Corps works in more than 35 countries. These are the locations you can read about in this newsletter. Thank you for supporting all of our work around the world.

Hope in War-torn Congo

(continued from page 3)

It is difficult to know the exact number of homes, livelihoods and lives lost in Congo's civil war, the deadliest conflict since World War II. What we do know is that one million people are displaced, living in communities and camps. Tragically, these people live in great uncertainty, not knowing if — or when — peace will return.

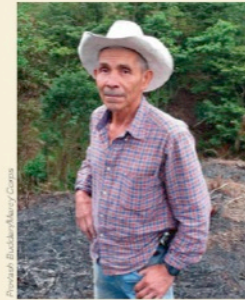
Mercy Corps' Country Director in Congo, Luke King, reports:

"The population here had already reached its coping capacity before recent events — and now people are in dire need of support. We expect a steep increase in malnutrition and other diseases. In fact, I have never seen circumstances so dire. Nevertheless, we'll continue to make strong efforts to respond to the needs of the population."

Our work here has never been more important — and your support today can help make a critical difference in the lives of displaced families in Congo and around the world.

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MercyReport

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Executive Editor: Dan O'Neill
Editor: Julie Hombach
Assistant Editor: Devan Washwell
Writers: Roger Buiks, Bjo Guloff and Dan Sadowsky

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International Headquarters:
3015 SW First Avenue
Portland, OR 97201
Phone: 503.796.4800
Toll-free: 800.292.3333, ext. 250
Email: info@mercycorps.org
Website: www.mercycorps.org

Here's My Special Contribution to Mercy Corps!

Yes, I am proud of Mercy Corps' efforts to assist people in need around the world, and I want to do even more to help. Please use my enclosed donation where it is most urgently needed:

\$25 \$50 \$75 \$100 \$500 Other \$ _____

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL ADDRESS _____

Thank you! Please detach this form and return it with your gift in the enclosed envelope. If you have any questions, contact us at 800-292-3333, ext. 250 or www.mercycorps.org.

MercyReport

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International Headquarters:
3015 SW First Avenue
Portland, OR 97201
Phone: 503.796.4800
Toll-free: 800.292.3333, ext. 250
Email: info@mercycorps.org
Website: www.mercycorps.org

Reply Coupon on Newsletter: Larger Response and Gift!

Segment	% Response	Average Gift
Control – no coupon	2.14%	\$65.58
Test – includes coupon	2.37%	\$68.21

Be Careful What You Ask For ...

CREDIT CARD CHARGE FORM

Please charge my credit card in the amount of \$ _____

American Express VISA MasterCard Discover

Card Number: _____

Signature: _____

Name: _____
PLEASE PRINT NAME AS IT APPEARS ON CARD

Phone Number: (_____) _____

Yes, I'd like to receive updates about MCHF news and events.
My email address is: _____

Please send me more information about how I can make MCHF a beneficiary in my will.

Please send me your "Ways to Give" brochure, which provides information on planned gifts.

CREDIT CARD CHARGE FORM

Please charge my credit card in the amount of \$ _____

American Express VISA MasterCard Discover CCV code*: _____

Card Number: _____ Expires: _____ / _____
MM YY

Signature: _____

Name: _____
PLEASE PRINT NAME AS IT APPEARS ON CARD

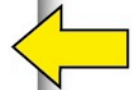
Phone Number: (_____) _____

* For Visa, Mastercard, and Discover, the three-digit security number is printed on or near the signature panel on the back of the card after the card's account number. For American Express, the four-digit security number is printed on the front of the card above the account number.

Yes, I'd like to receive updates about MCHF news and events.
My email address is: _____

Please send me more information about how I can make MCHF a beneficiary in my will.

Please send me your "Ways to Give" brochure, which provides information on planned gifts.



Adding Request for CVV Code: Response Rate Down!

Segments	% Response	Average Gift
Control Reply	6.52%	\$38.20
Test - Credit Card Security Card on Reply	5.70%	\$40.74

Ask Amounts are More Important Than Ever!

CENTER FOR JEWISH HISTORY
A DECADE OF CULTURE, SCHOLARSHIP, AND IDEAS

CONTRIBUTION FORM
15 WEST 16TH STREET, NEW YORK, NY 10011 • T 212.294.8346 • F 212.294.8302 • www.cjh.org

Yes! I want to support the Center for Jewish History and help preserve our precious Jewish heritage today and for future generations. I enclose:

\$36 \$50 \$72 Other \$ _____

Ms. Regina Ort
365 W 28th St Apt 11C
New York, NY 10001-7909

I would like to charge my gift (please see reverse).

Please detach and return in the envelope provided. Make your check payable to the Center for Jewish History.

CENTER FOR JEWISH HISTORY
A DECADE OF CULTURE, SCHOLARSHIP, AND IDEAS

CONTRIBUTION FORM
15 WEST 16TH STREET, NEW YORK, NY 10011 • T 212.294.8346 • F 212.294.8302 • www.cjh.org

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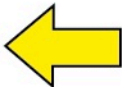
\$72 \$50 \$36 Other \$ _____

305 W 28th St Apt 5B
New York, NY 10001-7923

6303
R01111CLT

I would like to charge my gift (please see reverse).

Please detach and return in the envelope provided. Make your check payable to the Center for Jewish History. Your gift is tax-deductible to the fullest extent of the law.



Reverse Ask String: Larger Response and Gift!

Segments	% Response	Average Gift
Control ascending ask string	8.48%	\$51.95
Test - descending ask string	9.28%	\$62.73

“Just \$5 More” Can Make a Difference!

GMHC
FIGHT AIDS. LOVE LIFE.

2011 RENEWAL REMINDER

To charge your contribution by credit card or to request more information, please see other side. Please return this form with your check payable to GMHC in the envelope provided.

Your contribution is tax-deductible to the full extent of the law.

Thank you for caring.

AB311A2
11185790

GMHC • 119 West 24 Street, New York, NY 10011-1913 • 212.367.1000 • gmhc.org

RENEWAL FORM

Yes, I want to renew my support of GMHC and ensure that thousands of men, women and families living with HIV and AIDS will have access to their vital services every day. I'm enclosing a renewal gift of:

\$15 \$23 \$30 Other \$ _____

GMHC
FIGHT AIDS. LOVE LIFE.

2011 RENEWAL REMINDER

To charge your contribution by credit card or to request more information, please see other side. Please return this form with your check payable to GMHC in the envelope provided.

Your contribution is tax-deductible to the full extent of the law.

Thank you for caring.

AC311C3
11191276

GMHC • 119 West 24 Street, New York, NY 10011-1913 • 212.367.1000 • gmhc.org

RENEWAL FORM


Yes, I want to renew my support of GMHC and ensure that thousands of men, women and families living with HIV and AIDS will have access to their vital services every day. I'm enclosing a renewal gift of:

\$25 \$40 \$50 Other \$ _____

\$30 \$45 \$55

Adding \$5 to your gift will provide one more hot nutritious meal to someone living with HIV/AIDS.

Mr. [REDACTED]
23 Ice Pond Dr.
Florence, MA 01062-9500



Adding \$5 to Each of the Ask Amounts: Higher Gift with No Negative Impact on Response!

Segments	% Response	Average Gift
Control ask string	4.89%	\$42.80
Test - Additional \$5 Ask String	4.99%	\$48.21

Another take on this!
Adding \$5 to the lowest ask amount: Same result!

Segments	% Response	Average Gift
Control ascending ask string	1.41%	\$53.43
Test - \$5 increase to lowest ask amount	1.44%	\$56.21

Other Testing Ideas ...

- Outer envelopes: to tease or not to tease – keep asking the question!
- Font size: sometimes size does matter.
- Premiums and freemiums: does it pay to give it away?
- Member versus supporter
- Personalization: how much is too much?

Thank you!

Lynn Mehaffy, CFRE, Vice President
lmehaffy@lautmandc.com

Amy Sukol, CFRE, Vice President
asukol@lautmandc.com

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1730 Rhode Island Avenue, NW, Suite 301
Washington, DC 20036
202 296-9660