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MASKA  
NEILL  
& COMPANY**

**What's working in Direct Response  
Fundraising - Acquisitions**

*Tiffany Neill*

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### What do we mean by "working"?

- Acquisition response rates between 0.50% - 2.00% depending on region, and package
- Average gifts vary widely - \$8.00 - \$40.00
- New Donor retention 22% - 40%
- "Working" is at the top of the range in both!
- Know your audience – market and region

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**URGENT**

**MercyCorps**  
Humanitarian Crisis in Darfur:  
Emergency Funds Urgently Needed!

Ms. Jane Q. Sample  
1234 Any Street  
Washington, DC 20036

Dear Jane,

The United Nations has called Darfur the world's worst humanitarian crisis. The scope of suffering and loss of life in impoverished areas has been killed and at least 2.7 million driven from their homes. And earlier this year, this catastrophe became even more dire as the Sudanese government abruptly expelled Mercy Corps from the region.

**MercyCorps** Join with Mercy Corps to help provide a better future for children the world over!

**\$20**  
Provides clean, drinking water for 5 children living in Uganda.

**\$50**  
Provides complete vaccinations for 12 kids in Guatemala.

**\$100**  
Provides complete vaccinations for 12 kids in Guatemala.

Send returns to with your special contribution today. You can help more children than ever.

**MercyCorps**  
Humanitarian Crisis in Darfur:  
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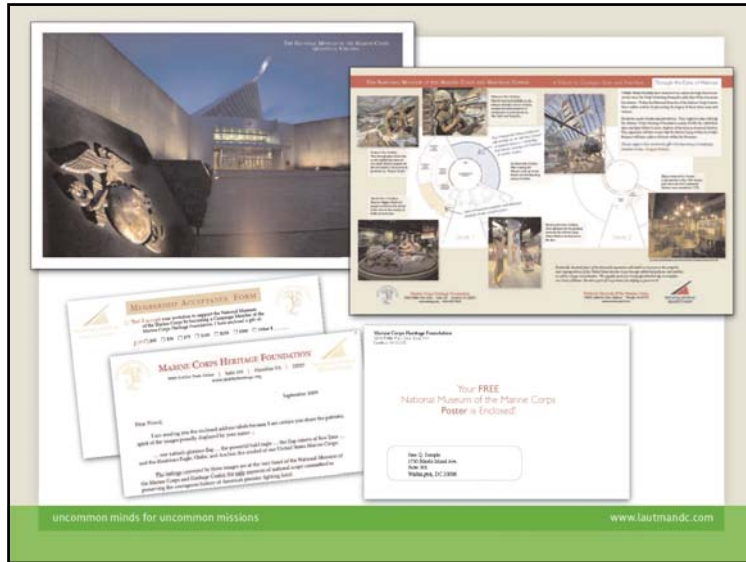
Ms. Jane Q. Sample  
Lautman Maska Neill & Company  
1730 Rhode Island Avenue NW  
Washington, DC 20036

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### Why does this work?

- Uses emotions of emergency need, but links to overall mission
- More than 30% of donors make a 2<sup>nd</sup> gift instead of 13% of pure emergency donors
- Photos and stories
- Impact of gift illustrated

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### Why does this work?

- Very closely affiliated market who LOVE keepsakes from the Museum
- Extremely high dollar gift on acquisition
- Colorful, but not flashy
- High perceived value of insert

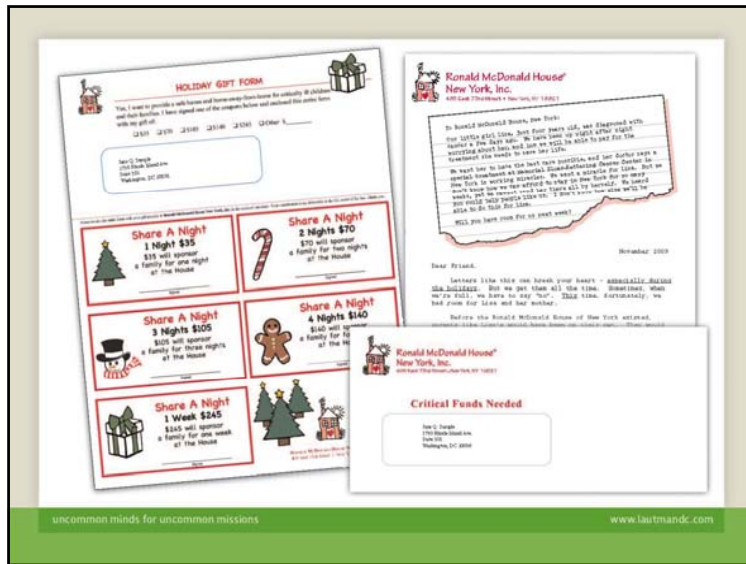
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### Why does this work?

- Letter provides credibility and depth of mission – insert provides stories
- Gift strongly tied to need (\$26 will field a deminer)
- Strong response rate and average gift in difficult market

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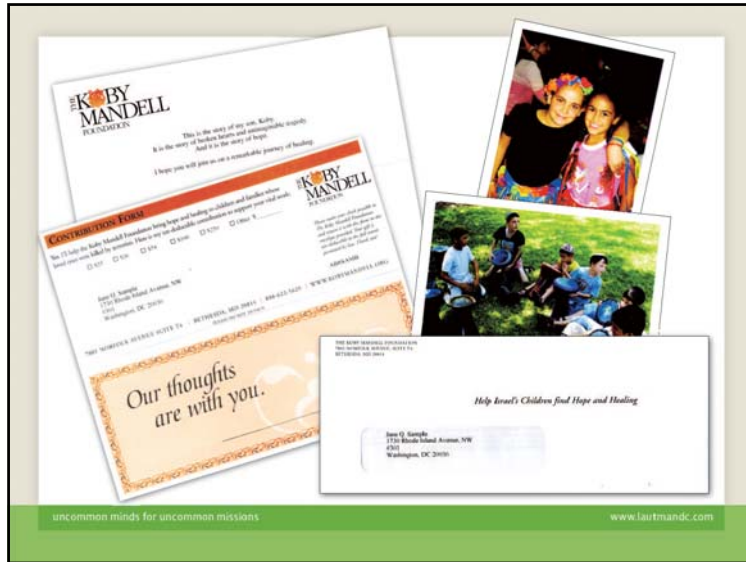
### Why does this work?

- Very high average gift on acquisition – and 43% new donor retention in 12 months
- Gift strongly tied to mission
- Community organization



### Why does this work?

- "Stuff" important in environmental market
- Colorful, impactful piece
- Very high response rate



### Why does this work?

- Very emotional story becomes more than one story with photos
- Interactive element on reply form
- High response rate in crowded market, very high average gift



### Why does this work?

- Petitions plus decal = higher response rate
- Difficult mission in crowded market
- Shows donors impact of the gift

# One Gift is Never Enough...

Cultivation key!

## Acquisition only works if donors stay

- Welcome strategy
- 2<sup>nd</sup> gift strategy
- Conversion



## Why does this work?

- 4 weeks after 1<sup>st</sup> gift, donors asked to complete a survey
- 2<sup>nd</sup> gifts come quickly
- 1<sup>st</sup> year retention improves 20%



### Why does this work?

- Tells donors more than a fundraising letter can
- Doesn't ask for money
- But... it raised money!


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### Why does this work?

- Gets donors "behind the scenes"
- Introduces them to more people in the organization
- And... raises money!


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Fundraising communications

## What's working in Direct Response Fundraising - Donor Development.

Joe Manes  
Senior Vice President


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### How are we getting donors to give again...and again...and again?

- Annual Membership Renewals
- Special Appeals
- Monthly Giving Programs

Success = Retaining 22% to 40% of New Donors and 50% to 80%+ of Existing Donors.



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YOUR 2010 MEMBERSHIP CARD ENCLOSED

**2010 MEMBERSHIP RENEWAL CONFIRMATION**

Animal Legal Defense Fund

Mr. and Mrs. Stephen Brininger

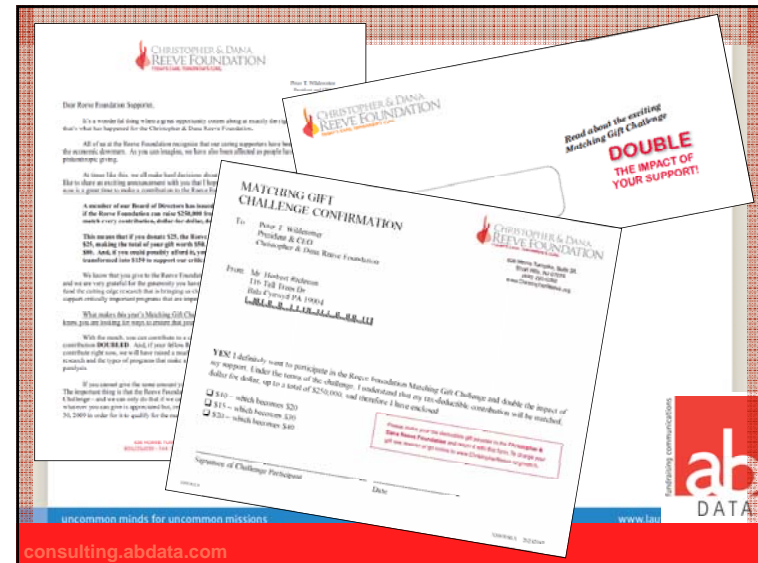
120 East Coast Avenue • Coast, CA 94015 • 329-760-2333 • www.aldf.org

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## Why do renewals work?

- “Membership” conveys a sense of “belonging”
- Copy implies an ongoing commitment to cause/charity
- Build organizational loyalty
- Renewals serve as a reminder. They help develop annual giving patterns.



## Why does this work?

- Emotional story explains how donations to research have real-life impact
- Matching Gift Challenge helps people feel like they get a bigger “bang” for their charitable dollar.
- “Deadline” provides a sense of urgency

So the BIG question on everyone’s mind:

## Is Direct Mail Dead?

“The reports of my death are greatly exaggerated”  
Mark Twain



## Facts About Online Fundraising

- According to a *Chronicle of Philanthropy* survey, online fundraising accounts for about 2% of the \$306 billion raised by nonprofit organizations.
- Same survey reported that online gifts grew by a median of 28 % from 2007 to 2008 – a slower growth rate than the previous two years.

*So...nonprofits raise \$2 online for every \$100 they raise through other means and that amount is increasing by around 60¢ each year.*



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## The New York Times

March 18, 2009

### Study Shows First-Time Online Donors Often Do Not Return

By STEPHANIE STROM

People who go online to donate to charity for the first time often do not return to the Internet to make later gifts, according to a new study examining the experience of 24 nonprofit groups.

The findings suggest that while the Internet can be a valuable fund-raising tool for charities, particularly in soliciting gifts after disasters like Hurricane Katrina, it is not a replacement for direct mail or other forms of fund-raising.

Of those who did make additional gifts after an initial online donation in 2006, according to 12 organizations offering data in January, 37 percent never gave another gift via the Internet, while 18 percent gave electronically in one year and through other channels in another.

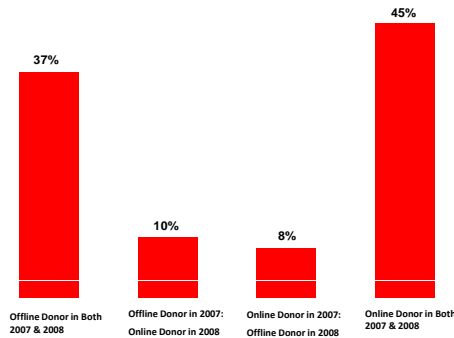


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## Channel Migration of Donors Acquired Online In 2006 Who Gave All Three Years 2006-2008



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## Case Study: Save Darfur Coalition

- 1 Million people had signed an online petition
- Challenge: Convert “activists” into donors.



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## Case Study: Save Darfur Coalition

In 2 years: (continued)

- 35,000 had been converted into donors via direct mail.
- 23,000 had been converted into donors via email communications
- Additional Gifts: Online donors respond as well to mail appeals as they do to email appeals.



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## A Case Study to be Written:



- Doctors Without Borders received nearly 250,000 donations online after the earthquake in Haiti.
- Challenge: Turn these “Emergency Donors” into committed, long-term donors.
- The strategy is to employ BOTH direct mail and email – as well as telemarketing.

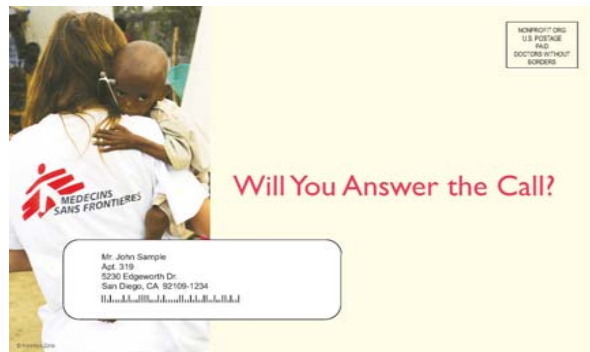


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We're using an Envelope with a powerful image



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A full color brochure



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A letter acknowledging their gift and talking about doctors, nurses and others who "answer the Call"

A response form asking them to "answer the call."

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## Why we hope this will work!

- References their contribution to the relief effort in Haiti
- Explains what Doctors Without Borders did in Haiti
- Provides an overview of the organization's work around the world
- Connects the donor to the medical teams who respond in an emergency as well as the people who need their help.

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## Finally – getting it delivered.

With postal hygiene tools, there's no reason for a dirty list

- Coding and Accuracy Support System (CASS) verifies an address is part of a valid range of addresses.
- Delivery Point Validation (DVP) ensures the address you have is a valid address.
- NCOALink (National Change of Address) provides mailers both 18 and 48 "movers" files.
- Merge/Purge is the process of de-duping lists to ensure you only send one piece per person.

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