



LAUTMAN  
MASKA  
NEILL  
& COMPANY

Direct Mail Tests that are Making Big  
Differences Now!

Tiffany Neill

Amy Sukol

Lautman Maska Neill & Company



uncommon minds for uncommon missions

[www.lautmandc.com](http://www.lautmandc.com)

# 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

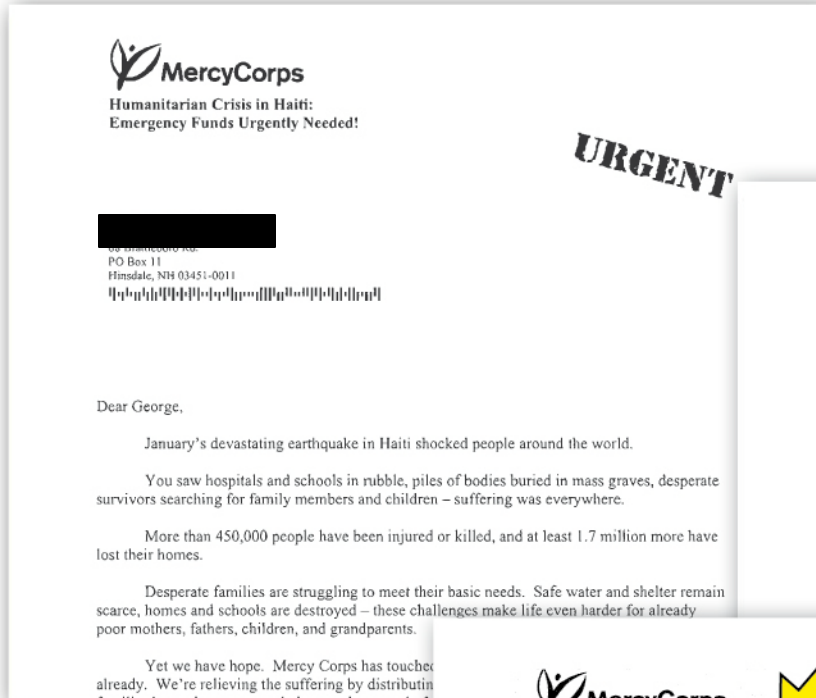
- Make your donors feel special.
- Give your donors a chance to be a part of something.
- Make the most of your package elements.
- The offer is more important than ever!



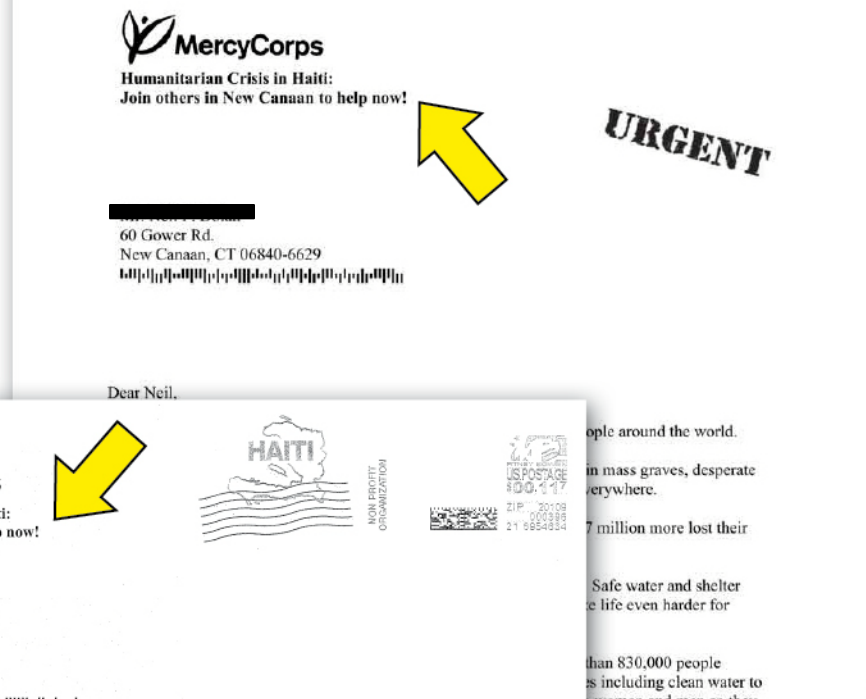
## Adding "Supporter Since" Language: Response Rate Up / Average Gift Up!

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

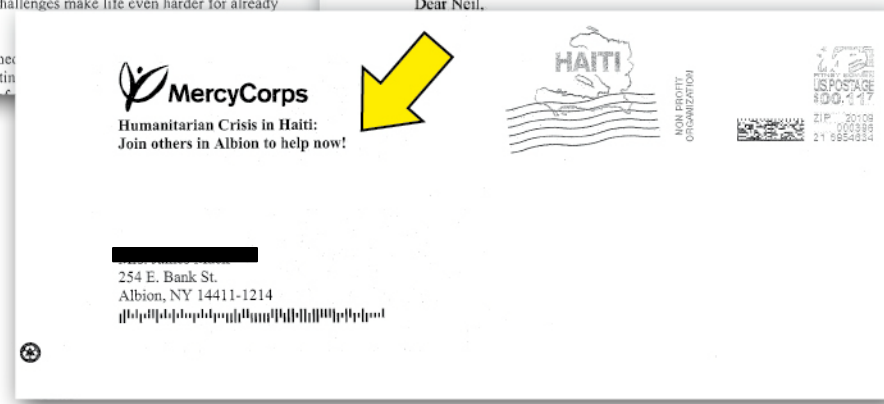
# Reference the Donor's City!



**URGENT**



**URGENT**

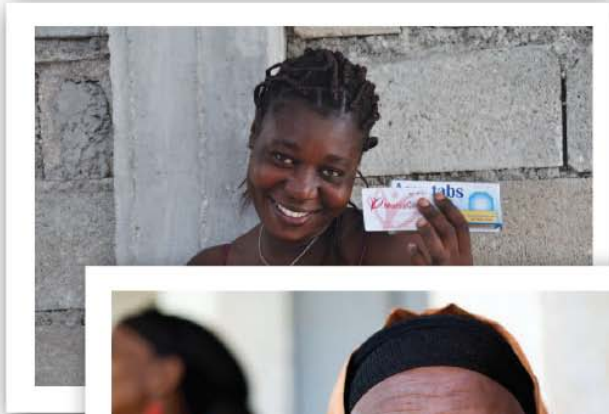




## Personalized Region Test: Response Rate Up/Average Gift Up!

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

# Give Them the Royal Treatment!



**2010 Year-End Contribution Form**

From: **Dr. Kassen Kenog**  
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.mercycorps.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	<b>6.09%</b>	<b>\$185.66</b>

# 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](http://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](http://www.afsusa.org) | 1-800-AFS-INFO



2009  
*supporter*

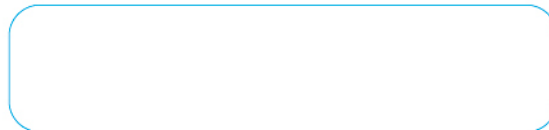
Exchanging students throughout the world for over 60 years.

Programs USA

Give your Donors a Chance to Be Part of Something



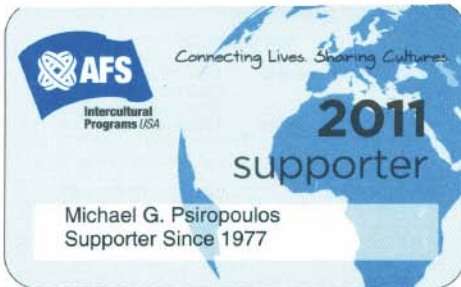
It's Time to Renew!



♻️ 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	<b>8.49%</b>	\$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](http://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

● Recycled paper

**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. And, 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: \_\_\_\_\_

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

● Recycled paper

**Let Them Live!**



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

07-49817  
C109TAGAG

**To: Margaret A. Hamburg, M.D.**  
**Commissioner**  
**Food and Drug Administration**

**RE: ANIMAL TESTING**

As a concerned American, I am deeply troubled by the FDA's failure to change its animal testing policy. This is a matter of extreme urgency because every day thousands of animals are experimented on or killed to create and test drugs that will not help human beings. I strongly support PCRM's urgent, groundbreaking work to convince you to stop animal testing and start promoting more effective nonanimal alternatives now widely used in other parts of the world. Please do not delay your decision any longer!

Sincerely,

\_\_\_\_\_  
Anthony, FL

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

● Recycled paper

**PETITION ENCLOSED**  
for your signature

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

**SURVEY ENCLOSED**

**Let Them Live!**



Jennifer Jalbert  
8 Summer Street  
Hampton, MA 01027-1485  
[Barcode]

Contribution. Do not detach.) C109A04BC

**Survey**

Responses by completing this brief survey. Your gift possible. Thank you!

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

NO  MAYBE

Thank PCRM to help 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**  
31 • WWW.PCRM.ORG • 202-686-2210



## Engagement Device Test: Response Rate Up!

Segments	% Response	Average Gift
Control Package (with petition)	<b>1.10%</b>	\$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.)*

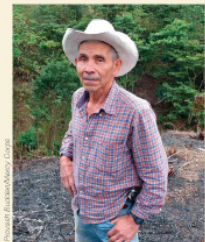
## Secondary Monthly Donor Ask: No Difference in Revenue!

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.



*Photo: Rick Baker/Mercy Corps*  
**Mercy Corps has helped 1,300 farmers replant thousands of acres of vital cropland ruined by torrential rains and flooding.**

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' 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

## 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.**



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.

## MercyReport

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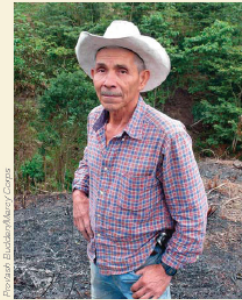
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International Headquarters:  
 3015 SW First Avenue  
 Portland, OR 97201  
 Phone: 503.796.4800  
 Toll-free: 800.292.3355, ext. 250  
 Email: info@mercycorps.org  
 Website: www.mercycorps.org

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**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.**

## 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 800-292-3355, ext. 250 or www.mercycorps.org.*

## MercyReport

Mercy Report is published four times per year by Mercy Corps. © 2009 Mercy Corps. All rights reserved.

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 Phone: 503.796.4800  
 Toll-free: 800.292.3355, 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	<b>2.37%</b>	<b>\$68.21</b>



## 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	<b>5.70%</b>	\$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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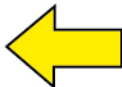
\$72     \$50     \$36     Other \$ \_\_\_\_\_

[REDACTED]  
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	<b>9.28%</b>	<b>\$62.73</b>

# “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**

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**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.*

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%	<b>\$48.21</b>

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%	<b>\$56.21</b>

## 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!

Tiffany Neill, CFRE, Partner  
tneill@lautmandc.com

Amy Sukol, CFRE, Account Supervisor  
asukol@lautmandc.com

Lautman Maska Neill & Company  
1730 Rhode Island Avenue, NW, Suite 301  
Washington, DC 20036  
202 296-9660