

Direct Mail: Still Wildly Effective After All These Years

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About Me

- Plan and implement marketing and fundraising campaigns
- Serve nonprofits on pro bono teams
- Favorite hobby: learning from podcasts

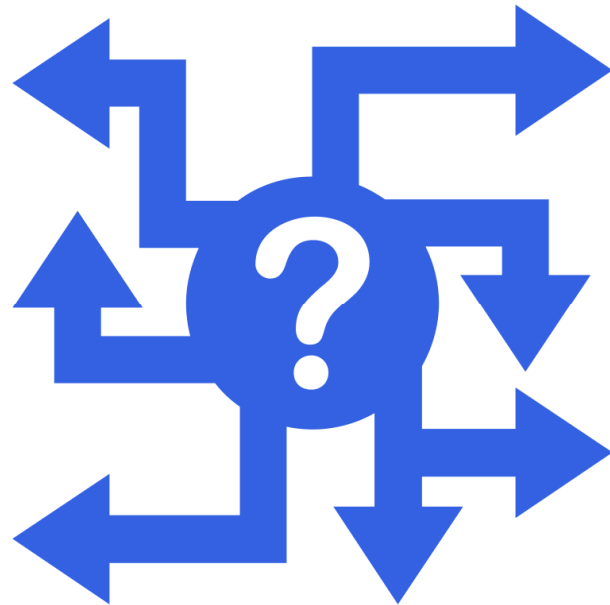


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In these uncertain times...



Direct Mail to the Rescue!

Donor Solicitation



[address line 1]
[address line 2]
[city], [ST] [ZIP]

November 29, 2022

Dear [Salutation],

They say "it takes a village". At the Alliance, we say "it takes a community". It takes every single one of us to make healthy, drug-free communities possible. Everyone has a role to play and your support in the past has been critical to our work in fighting substance misuse disorder through prevention education, wellness programs and grief and recovery support. We are so grateful for you!


With the help of our incredible community has been another amazing year at the Alliance. We have:



- Trained and delivered OVER 7,000 Save Lives trainings
- Delivered our prevention programs to over 10,000 high school students
- Held weekly support groups five days a week for people who need our community to be right
- Worked in EVERY SINGLE COMMUNITY in Oakland County with our Coalitions; our partners in healthcare, law enforcement, and so many more collaborators

We are proud of our work, and we are proud of you. This year, we are honoring the special final gift you have created for our community. We have created four Alliance Giving Communities and we want all of Oakland County to celebrate you and the impact you have had on our work. This year, we will be sharing your critical involvement and celebrating you whenever we can, beginning with our 2023 pins which will arrive in your boxes with your gift receipts.

Please take a moment to renew, or even upgrade, your past support and join one of our Giving Communities, if you haven't already. Your commitment, and you have an impact on the work we do here every single day!

With gratitude for all you do for the Alliance,


Julie Brenner, CPC
President and Chief Executive Officer



Thank you for being a part of our work in the community! Your past gift of \$25.00 was critical to our work! Please consider supporting our 2023 work with a financial gift today.


Anna Rea, 543 Greenwood St, Birmingham, MI 48009-1341

____ \$10 ____ \$15 ____ \$25 ____ Other _____


Please make your check payable to **The Alliance**. For credit card gifts, please fill in information below. To donate online, please go to www.achcmi.org/gift.

Name on card: _____ City/State/Zip: _____
Card Number: _____ Expiration Date: _____ CVV: _____

Y2022 *Please insert this slip into the provided envelope.*



5505 Corporate Drive, Suite 301
Troy, MI 48095



Join the Alliance Community!

Invitation

REGISTER NOW FOR THE EVENT!

Funds raised benefit the Alliance's substance abuse prevention, mental and physical wellness, harm reduction and recovery support programs.


SHATTER THE STIGMA 5K EVENT
Harm Reduction

Saturday, June 3rd
Start Time 9:00am
Clawson City Park

Register Here Today
achcmi.org/shatter-the-stigma

For Information Call:
(248) 221-7101



5505 Corporate Dr, Suite 301
Troy, MI 48098

REGISTER NOW FOR THE EVENT!


SHATTER THE STIGMA 5K EVENT
Wellness
Harm Reduction

Saturday June 3, 2023
Start Time 9:00am
Clawson City Park
935 N. Custer Ave.
Clawson, MI 48017

Register Here Today
achcmi.org/shatter-the-stigma

Funds raised benefit the Alliance's substance abuse prevention, mental and physical wellness, harm reduction and recovery support programs.

Announcement

WE ARE MOVING!

OUR NEW ADDRESS
5505 Corporate Drive, Suite 301
Troy, MI 48098
(248) 221-7101

We are moving to a more centralized and accessible location in Oakland County to better serve the communities and 21 prevention coalitions we support.

AS OF OCTOBER 1, 2020



achcmi.org



ALLIANCE OF COALITIONS
for Healthy Communities

WE ARE MOVING!

OUR NEW ADDRESS
5505 Corporate Dr.
Suite 301
Troy, MI 48098

AS OF OCTOBER 1, 2020



Newsletter

Non-Profit NEWSLETTER

Nullam quis massa sit amet nibh viverra malesuada. Nunc sem lacus, accumsan quis, faucibus non, congue vel, arcu.

Aliquam Quam Ilisis am Auctor.


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Ut lobortis faucibus urna, id molestie turpis viverra et. Nunc luctus sed dui id mollis. Sed et venenatis odio. Ut lobortis faucibus urna, id molestie.

TrekYouthOrganization.com

July 2021

Why Direct Mail?

- Trust
- Less Competition
- Tangibility
- Shelf Life
- No Device Needed!



Versatility!

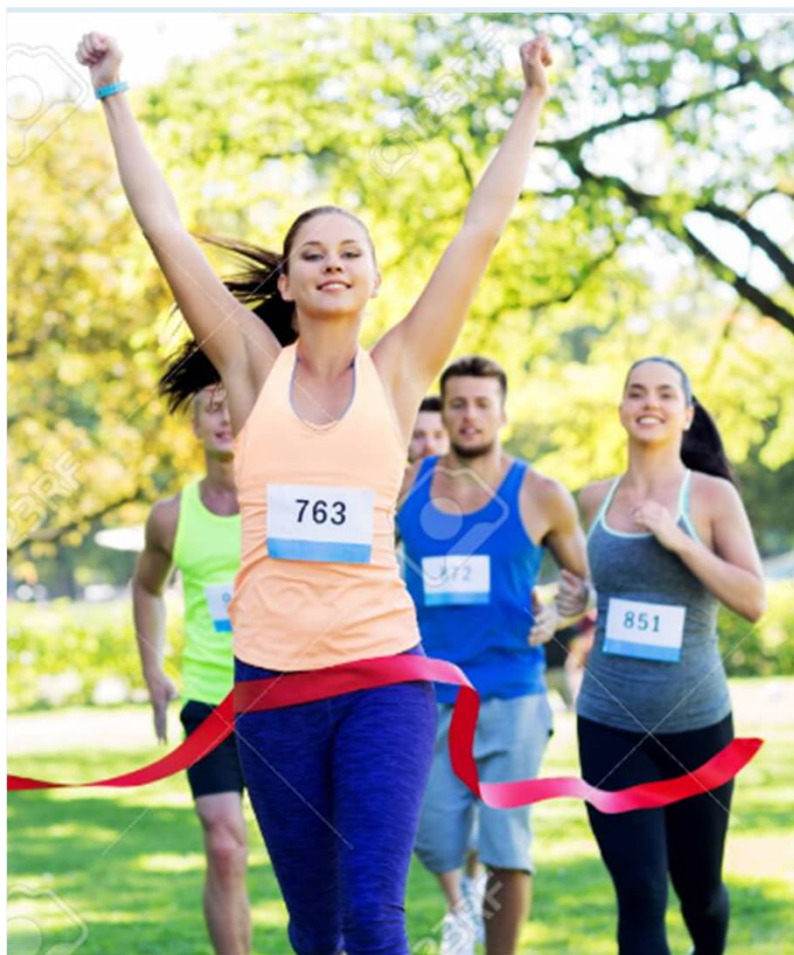
- Target audiences: donors, prospects, volunteers, clients/alumni
- Raise awareness
- Acquire new engagers
- Cultivate engagers
- From handwritten notes to mass mailings



Superior Performance

- 90%+ of direct mail gets opened vs. 20-30% for email
- 73% of consumers prefer being contacted via direct mail
- Donors are 3X more likely to give online in response to a direct mail appeal vs. an email
- Average response rate for direct mail is ~3.35%, vs. email's 0.1%. (33x)

Source: <https://www.bcgconnect.com/direct-mail-statistics/>



Direct Mail vs. Email:

Impact vs. ROI

Use Case: Soliciting active donors

Metric	#10 Mailer	Email
Quantity	5,000	5,000
Cost/Unit	\$1.000	\$0.020
Total Cost	\$5,000	\$100
Resp Rate	4.000%	0.300%
# of Donations	200	15
Avg Donation	\$100	\$100
Donation \$	\$20,000	\$1,500
ROI	4.0	15.0

Cost per unit, response rate, and average donation are for illustrative purposes only



Keys To Success

- Clear objective
- Right audience/message
- Compelling story and call to action
- Testing
- Frequency

“Reach tells, frequency sells”



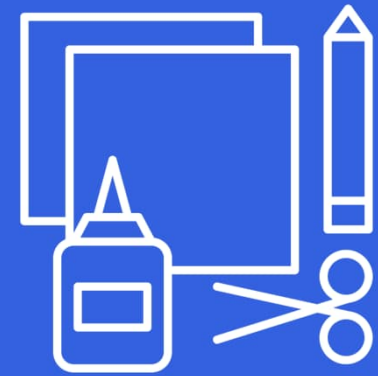
(Good) Data Is Crucial

- Data elements
- Data enrichment
- Segmentation
- Contact management/CRM system: donors, prospects, volunteers, clients/alumni



Approach to Content

- Focus on recipient, not organization
- Campaign purpose
- Testimonials
- Gratitude
- Compelling images



Design For Success

- Easy-to-read typeface
- Avoid overcrowding (*less is more*)
- Accommodate skimmers
- Clear calls to action
- Multiple methods of response



An Example



- **Organization:** Daycare/pre-K Learning Center
- **Mission:** Provide an enriching, full-day preschool program to children from low-income families that will help them develop the foundational academic and social skills needed for future success
- **Campaign purpose:** To enroll more students
- **Target audience:** Single parents with young children living within 5 miles of center
- **Medium:** Jumbo postcard

Full-Day Pre-K!

Hours of Operation 7 am - 5:30 pm



Preschool Boosts Kindergarten Readiness

- Provides children readiness in math, literacy, and social skills
- Low teacher-to-student ratio
- Teachers have decades of experience
- Fully licensed

Serving Low-Income
Families Since 1976

www.coalpitlearningcenter.org



Mailed through USPS Every Door Direct Mail (EDDM). Dimensions: 6" x 11"

SCHOLARSHIPS AVAILABLE!

- Tuition as low as \$125/week
- Preschool/daycare center for children ages 3-5
- Hours of operation: Mon-Fri, 7 am to 5:30 pm

CONTACT US!

(804) 270-7502 (Maria)
CoalpitLLC@gmail.com
www.coalpitlearningcenter.org
5101 Francistown Rd.
Glen Allen, VA 23060

Coal Pit

Learning Center

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

LOCAL
POSTAL CUSTOMER

Increased enrollment from 15 to 18 students. Yay!

Getting Started

- USPS nonprofit mailer registration
- Constituent data file
- Social media presence
- Online forms: donations, volunteer scheduling, email signup
- Phone line for responses



Need help?

Things to look for:

- ☐ Strategic, wholistic approach
- ☐ Data and list management
- ☐ Design and copywriting
- ☐ Printing and logistics
- ☐ No long-term contracts

We check all the boxes!



Takeaways

- ✓ Direct mail is an effective – and often underutilized - way to promote your cause.
- ✓ It's highly visible, tangible and has long shelf life.
- ✓ Direct mail is great for raising awareness, generating engagement, and raising funds
- ✓ I am here to help!



Thank You!

Initial Consultation is Free!

Phil Goodhart

PMG Marketing Solutions

phil@pmgmktsolutions.com

(203) 543-5039

