

Using Direct Mail for Donor Cultivation and Stewardship

Have you done away with direct mail appeals all together? Should you?

Even with the growth of online communications and giving, direct mail is still a critical tool for engaging constituents, whether they are active, lapsed, or potential donors.

Reasons for using direct mail features:

- Direct mail can be used to communicate with donors for whom you don't have an email address.
- Major donors are often better suited to direct mail outreach rather than the 'mass market' approach of email blasts.
- Certain donor populations prefer offline communications and donation process. Baby Boomers and Gen X still tend to respond more to snail mail appeals.
- With the proliferation of email communications, thank you notes and attractive newsletters are sometimes welcome surprises, even for millennials.

Benefits of using the direct mail features in your database:

- Preparing all direct mail pieces in the system provide an effective, streamlined approach to all communications.
- Direct mail can be tracked for each contact so that future database users will have one central location for all communication records and content.

PROCESS

- I. From recommended filters, note the number of contacts without an email address and filters further to review the giving history of those without email. [Client Offline Work]
- II. Coach + Client determine best next step for appeal engagement. Who should receive a direct mail appeal? All donors or only those without email? Those with specific giving history or level? This might be influenced by Client capacity, budget, previous practice. [Session]
- III. Coach + Client discuss how to capture email addresses. Together discuss possible solutions: postcard campaign, phone outreach, etc. [Session]
- IV. Client creates the basic template by adding organization logo, address, and other elements used in communications. [Client Offline Work] *If they do not know how, coach uses session time to walk them through process.* [Session]
- V. Coach can draft (or edit) content for one of the following direct mail campaigns
 - a. Appeal for those with no email address
 - b. Appeal for LYBUNTS
 - c. Segmented Thank You templates: mid-range donors, major donors, and first time donors. [Coach Offline DeskTime Work]