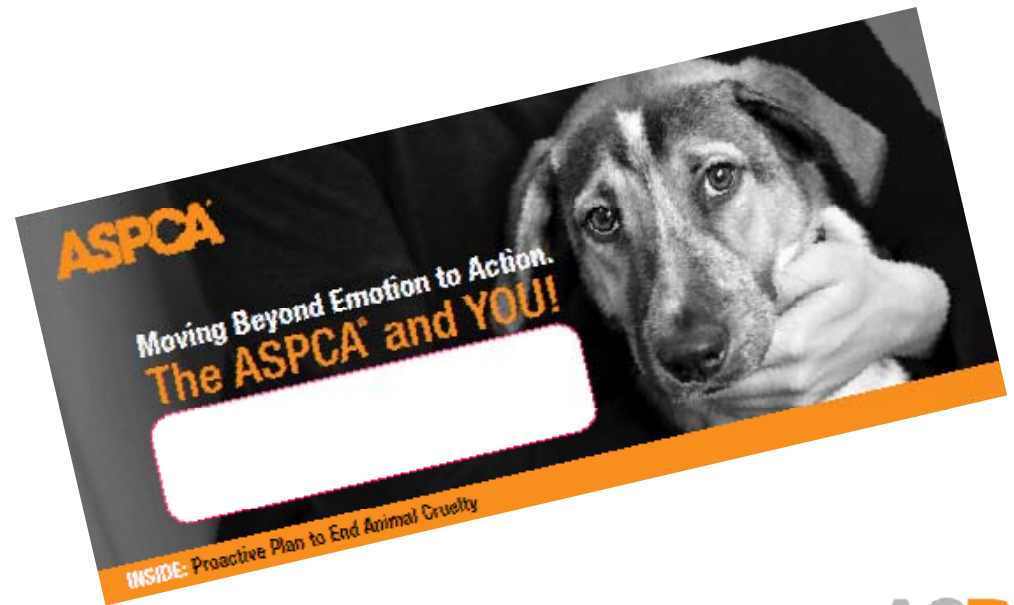


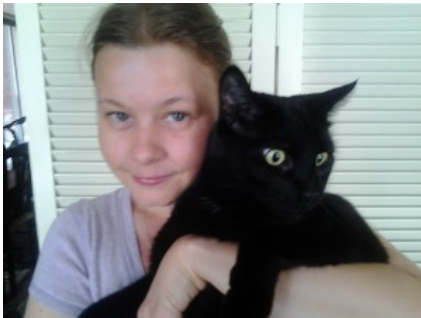
# The Basics of Engaging Donors through Direct Mail



# Your Presenters

## **Jacque Schultz**

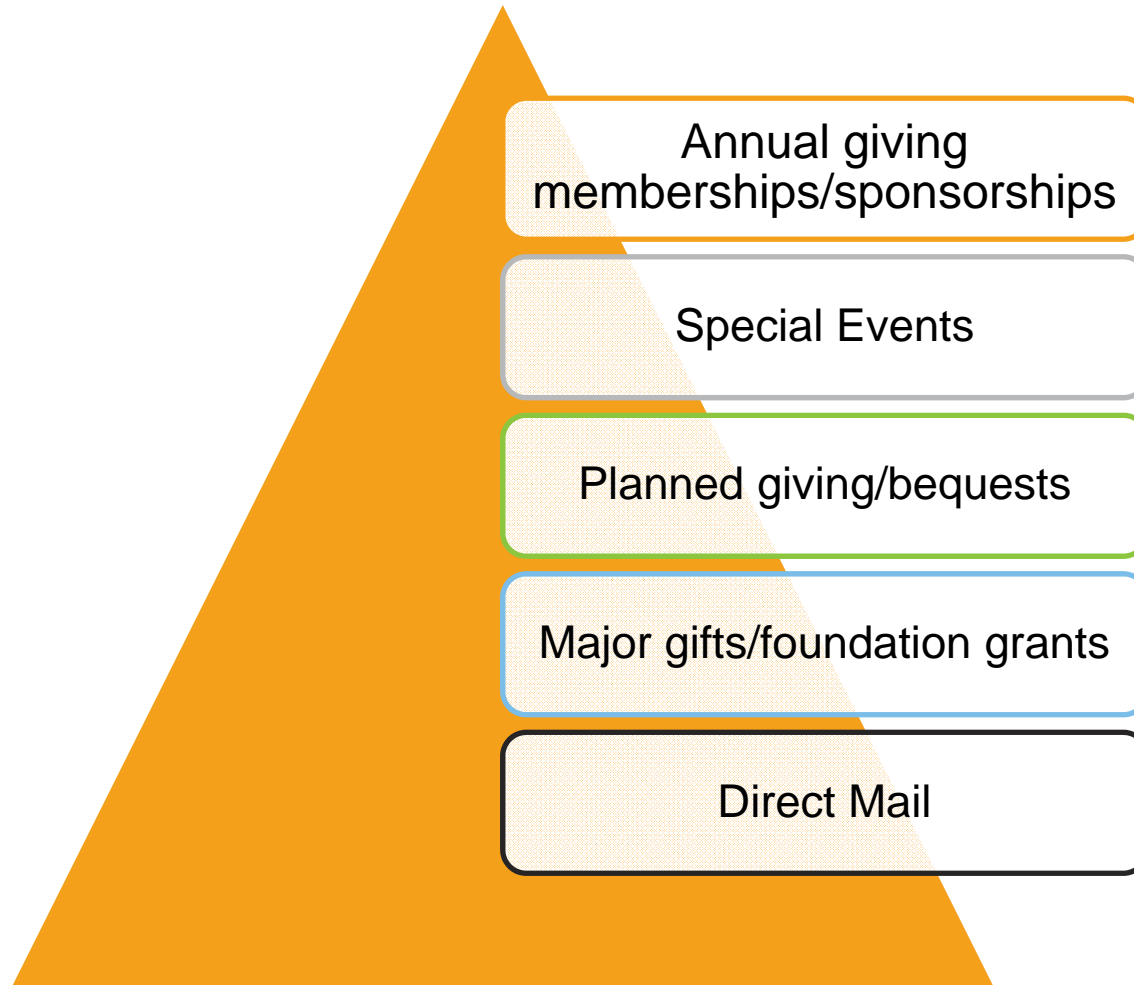
Senior Director, ASPCA Equine Fund  
ASPCA



## **Heidi Miller**

Senior Director, Fundraising Strategies  
ASPCA

# Elements of a Good Development Plan



# Direct Mail

- Acquire new donors
- Renew & upgrade existing donors
- Focus on specific target groups



# Direct Mail Definitions

**A form of direct marketing widely used by nonprofits to recruit or “acquire” new donors, as well as to inform, cultivate, re-solicit & upgrade the level of their donations.**

**The science of creating, producing & mailing the right appeal to the right list at the right time and measuring the results.**

# Four Necessary Tools for Success

## 1. Mailing List

How are you building your list?

Answer in the chat box.



# Four Necessary Tools for Success

## 2. Donor Database Software

- ✓ Consolidate donor information
- ✓ Target communications
- ✓ Generate reporting
- ✓ *Manage relationships*

Resources:

[www.idealware.org](http://www.idealware.org)

[www.techsoup.org](http://www.techsoup.org)



# Four Necessary Tools for Success

## 3. System for recognizing donors





# Four Necessary Tools for Success

## 4. Human(e) interest collection



# Do Your Research and Be Prepared

- ✓ Know Your Landscape
- ✓ Increased Interest
- ✓ Online Readiness

# Your Current Landscape

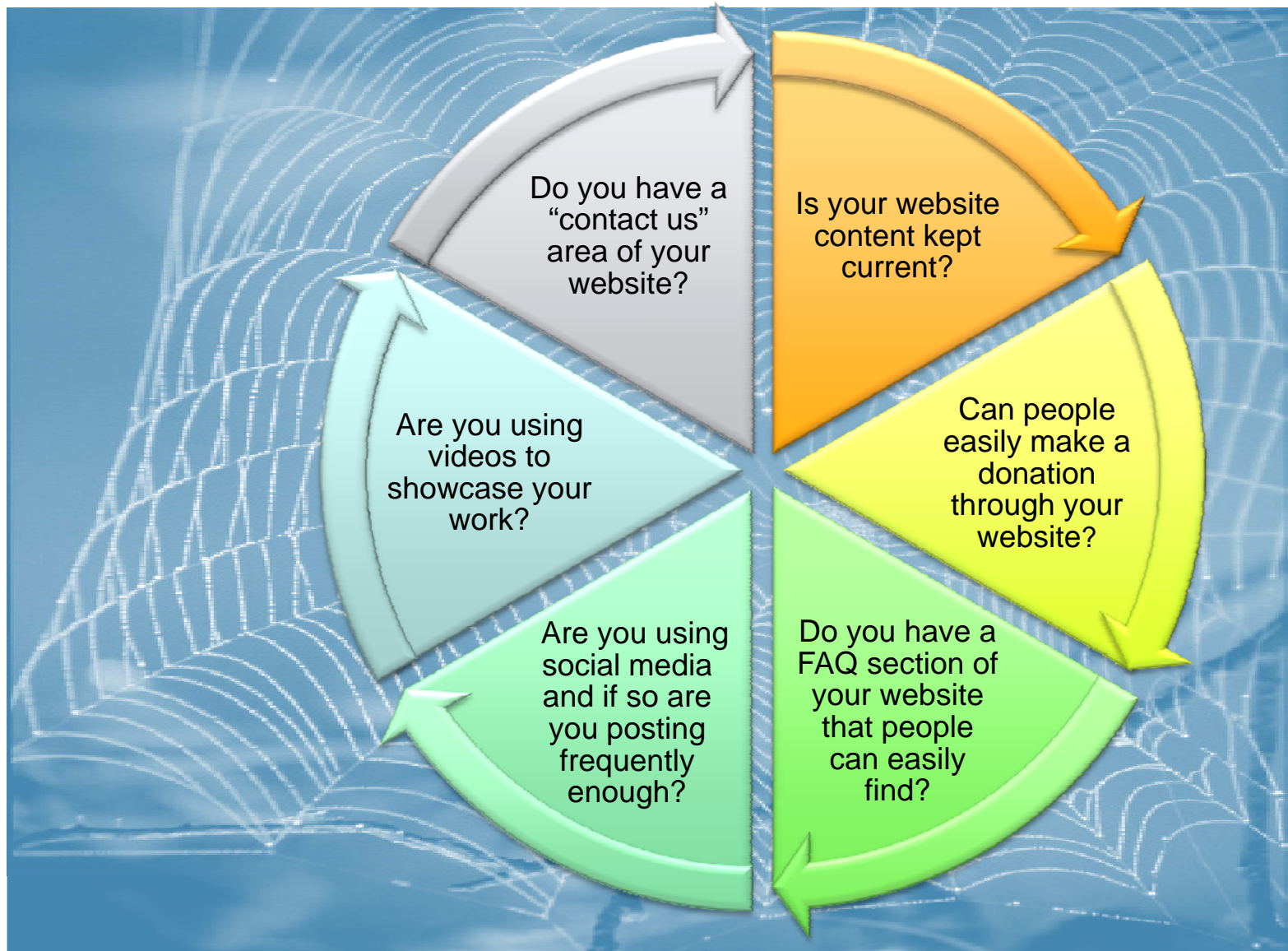




# Are you Prepared for Increased Interest in Your Organization?



# Do you Have a Strong Online Presence?



# Direct Mail is Both an Art and a Science

- ✓ Messaging and design
- ✓ Targeting the right audience
- ✓ Asking for the right amount
- ✓ Tracking and analyzing results
- ✓ Testing

**Through story and photos, you can make a strong case for support and move people to give.**

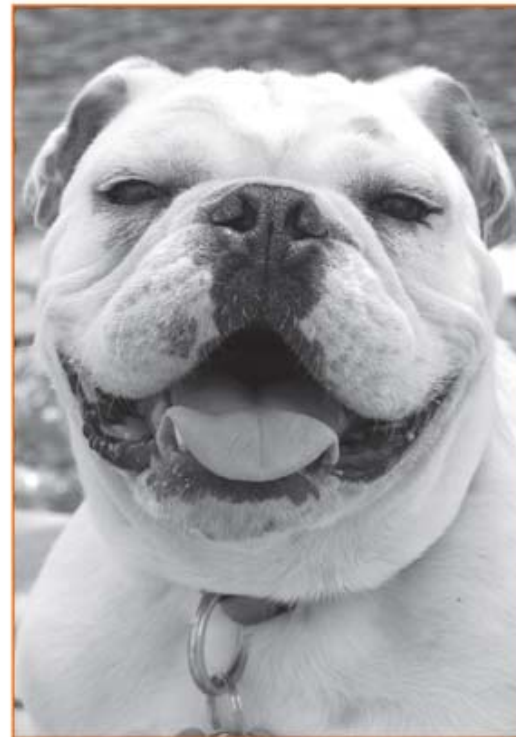




# TOGETHER, WE CAN STOP CRUELTY TO ANIMALS LIKE SPIKE



*Spike shortly after he arrived at the ASPCA.*



*Spike is now thriving in his new home thanks to the help of the ASPCA.*





THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®  
424 E. 92ND ST. NEW YORK, NY 10128 TEL: 800-628-0028  
WWW.ASPCA.ORG

His body was limp. His legs and hips were battered and broken. His eyes were damaged. Spike had been severely beaten by his owner and left to suffer.



*Spike shortly after he arrived at the ASPCA.*

Dear Friend,

“You wouldn’t treat a dog that way.”

No, you and I wouldn’t. But too many people would—and do. Spike’s story is sadly not unique or unlike the multitudes of others the ASPCA® Humane Law Enforcement Team witnesses day in and day out.

By the time a neighbor called us about Spike, the dog was in unspeakable physical condition.

Empowered by law to investigate cases of cruelty and seize abused animals, our ASPCA Humane Law Enforcement Agents entered the house. Spike was too weak to bark or even stand up. His body was battered, one of his legs obviously broken.



THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®  
424 E. 92ND ST. NEW YORK, NY 10128 TEL: 800-628-0028  
WWW.ASPCA.ORG

His body was limp. His legs and hips were battered and broken. His eyes were damaged. Spike had been severely beaten by his owner and left to suffer.



*Spike shortly after he arrived at the ASPCA.*

Dear Friend,

“You wouldn’t treat a dog that way.”

No, you and I wouldn’t. But too many people would—and do. Spike’s story is sadly not unique or unlike the multitudes of others the ASPCA® Humane Law Enforcement Team witnesses day in and day out.

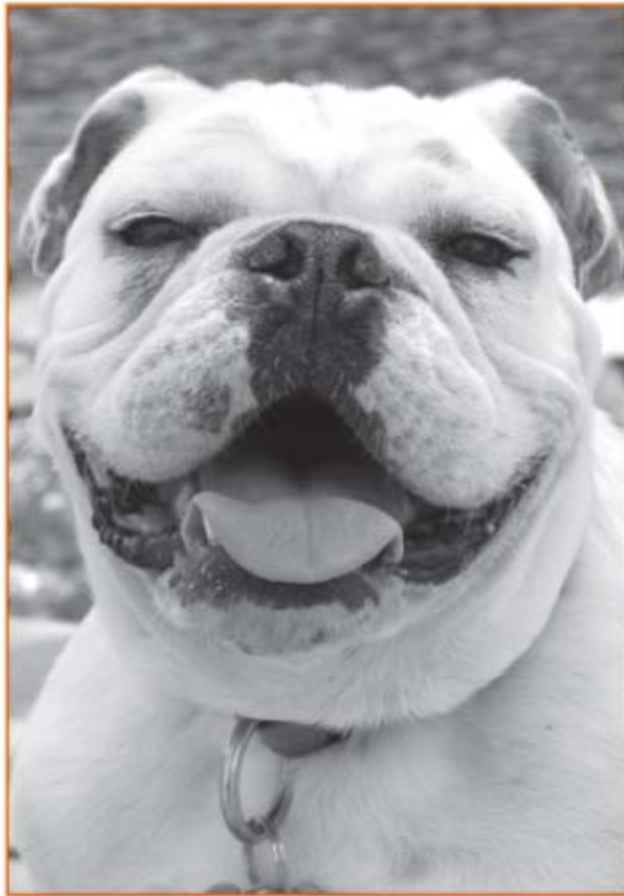
By the time a neighbor called us about Spike, the dog was in unspeakable physical condition.

Empowered by law to investigate cases of cruelty and seize abused animals, our ASPCA Humane Law Enforcement Agents entered the house. Spike was too weak to bark or even stand up. His body was battered, one of his legs obviously broken.

The Agents knelt down and spoke gently to Spike. They didn't want to frighten him so they moved very slowly. Once next to him they could see Spike's situation was dire and that he needed immediate medical attention.

Spike was rushed to the ASPCA Bergh Memorial Animal Hospital, where he was examined by expert veterinarians who immediately discovered the severity of the abuse he had suffered through his short life. Spike was virtually blind in one eye and had sustained a broken leg and a fractured hip. Several of his teeth were broken and both of his ears were injured.

While he went through rehabilitation for his injuries, our certified behaviorists spent time showering Spike with the love, affection and socialization skills that he had lived without for so long. After months of treatment and physical therapy, Spike was adopted by one of our ASPCA team members, who spotted the small, handsome pup while visiting the hospital—and fell in love.



*Spike is now thriving in his new home thanks to the help of the ASPCA.*

Since the ASPCA's founding as America's first animal welfare organization in 1866, ending cruelty has been our primary goal. In fact, the ASPCA got started because our founder, Henry Bergh, took action when he saw a cruel driver savagely beating a cart horse.

Perhaps Mr. Bergh hoped then that, within his lifetime, cruelty towards animals would cease. But 146 years later, cruelty to animals is still happening...and the scope of the problem is almost overwhelming.

Social scientists have many theories about why people abuse animals; about the parallels between animal abuse and child abuse; about how our society glorifies and condones violence of many kinds.

Those theories are important, but the task facing us right now is much more urgent: We must save every animal we possibly can from this unforgivable behavior.

# The Ask

I am writing to you today because I believe you are one of the rare people whose concern for animals goes beyond emotion and gut reaction—that you are willing to help solve the problem most people prefer to ignore.

And frankly, the ASPCA urgently needs your help to push back the tide of violence against animals. The task is too large—and too important—for the ASPCA to handle without emergency assistance from dedicated friends like you.

That is why I'm asking you to become a member of the ASPCA today—with your tax-deductible contribution of \$25 or more if you can possibly manage it.

# The P.S.

P.S. Today, Spike is back to his handsome, happy self. With your financial support, the ASPCA can reach out to animals like Spike and so many others. Their only hope is caring people like you. Please rush your gift to stop cruelty to animals today.



# Good Idea

Make Pet Adoption Your First Option\* and urge all those you know to do the same.

Follow the ASPCA on Facebook® at [facebook.com/ASPCA](https://facebook.com/ASPCA) and on Twitter® at [twitter.com/ASPCA](https://twitter.com/ASPCA)



twitter 

# Carriers





# Inserts

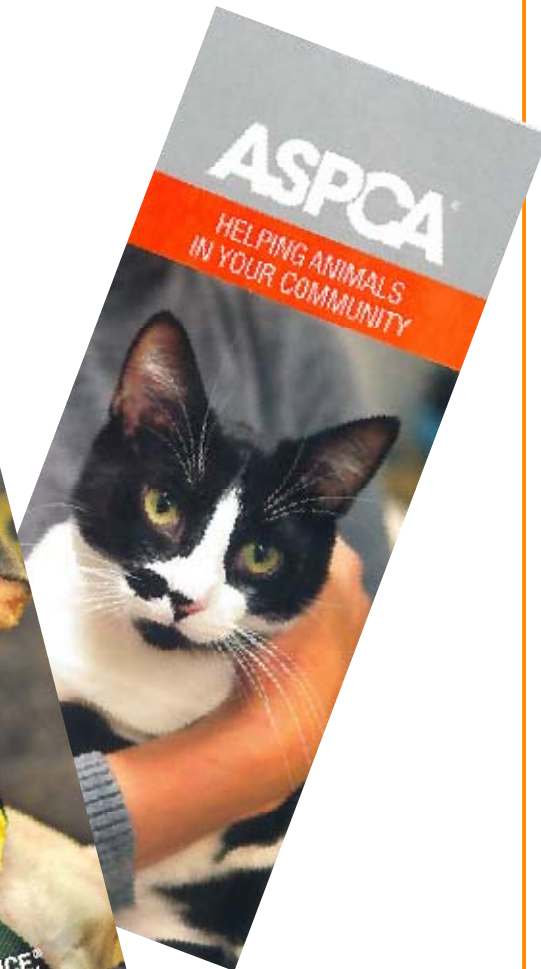
**ASPCA**

**IMPORTANT NOTICE: PLEASE HELP MY PETS**

I have pets in my home waiting for me. If for any reason I am unable to return home to care for my pets, please notify the following:

NAME _____	TELEPHONE _____
NAME _____	TELEPHONE _____

**ASPCA.ORG**



*P.S. Your gift today will allow us to continue rescuing and protecting animals across the country. Please place the enclosed ASPCA decal in a prominent place. Let others know that you are on the front lines in the fight against animal cruelty!*

# Reply Device

☐ **YES**, I know how vitally important it is to help the ASPCA continue its far-reaching efforts to end animal abuse. To help save animals' lives, I am enclosing a special donation of:

☐ \$HPC ☐ \$HPCx1.5 ☐ \$HPCx2 ☐ Other \$ \_\_\_\_\_

To make your gift go to work faster, log onto [www.helpaspca.org](http://www.helpaspca.org)



XXXXXXXXXX-X-XXXXXXXXXXXXXX

HSE

DIRECTRESPONSE\_SAL  
COMPANY  
ADDRESS1  
ADDRESS2  
ADDRESS3  
CITY, STATE ZIP



424 East 92nd Street, New York, NY 10128  
Tel: 800-628-0028 [aspca.org](http://aspca.org)

Please return this form and your contribution today in the envelope provided.  
Make your check payable to "ASPCA." Your contribution is tax-deductible as provided by law.  
See reverse to charge your contribution and for important information.

## Pledge to End Animal Cruelty

I support the ASPCA in its steadfast commitment to end animal cruelty.

I will do all that is possible to help the animals in my community live happy, healthy lives. To that end, I pledge to:

- ✓ Report animal cruelty.
- ✓ Foster kindness and respect toward animals in young children.
- ✓ Become an active member of the ASPCA Advocacy Brigade by adding my email address below.
- ✓ Encourage all those I know to Make Pet Adoption Your First Option®.
- ✓ Support my local animal rescue organization or shelter.

Respectfully,

Signature

Email address (Advocacy Brigade) (c4)



*If you work for a company that matches its employees' gifts, please obtain a matching gift form from your human resources office and enclose it with your contribution.*

**I wish to give by credit card:**



Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Phone # \_\_\_\_\_

**I am the Proud Pet Parent of:**



**Please include me in:**

☐ the electronic version of *ASPCA Action*, the ASPCA's quarterly member magazine (C6)

☐ the ASPCA News Alert, a free weekly email newsletter (C3)

☐ the ASPCA Advocacy Brigade, free email updates regarding action I can take to help pass new laws protecting animals (C4)

My email address is: \_\_\_\_\_

**Please send me information about:**

☐ making a monthly contribution to the ASPCA by becoming an ASPCA Guardian — one of the most effective ways to save animals' lives. (GDINFO)

☐ including the ASPCA in my will. (WLHSE) ☐ I have already included the ASPCA in my will. (J1)

A financial report is available from the New York State Office of the Attorney General by writing the Charities Bureau, 120 Broadway, New York, NY 10271.



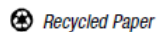
**Help spread the word and educate those around you.  
If you see or hear about animal neglect or cruelty, report it.**

Your first-class stamp is another contribution to save the lives of animals in need.



AD5XXRAE  
HSE

**ASPCA**  
GIFT PROCESSING CENTER  
PO Box 96929  
Washington D.C. 20090-6929



PLEASE  
PLACE  
STAMP

# Return Envelope



I have enclosed:

- ☐ Check made payable to "ASPCA"
- ☐ Reply Form (I have made any necessary name and address changes directly on this form)

# Targeting the Right Audience



Animal Welfare

Wildlife  
Conservation



Magazines &  
Catalogues

Humanitarian ie:  
Animal Assisted  
Therapy

# Ask Amount

I have enclosed a brief summary of some of our efforts that details the difference we are making, together. Once you've had a chance to read it, I hope you will be moved to act once again and make a generous gift of <\$HPC>, <\$HPC x 1.5> or <\$HPC x 2.0> to the ASPCA today.



- HPC (Highest Previous Contribution)
- MRC (Most Recent Contribution)



# Tracking and Analyzing Results

**Set yourself up for clean tracking:**

## **Source Code**

- Reply devices
- Return envelopes

## **Seed List**

- Include zip ranges mailed

## **What was the response?**

4 weeks after the date you received your first donation, take a look at your results

- $\text{Response Rate} = \# \text{ of responses} / \# \text{ of people mailed}$
- $\text{Average Gift} = \text{total dollars raised} / \# \text{ of donors who made those gifts}$









# To Agency or Not to Agency

## Benefits

- Help develop a strategy for your mail program
- Handle lists, copywriting, creative, print production and getting the mail out the door
- Analyze mail performance and make recommendations

## Considerations

- Financial investment
- Not all agencies have animal welfare mailing experience
- Agencies generally do not do one-off mailings

# Payment Arrangement

According to the **Association of Fundraising Professionals'** “Code of Ethical Principles and Standards”, it is not ethical for a service provider to accept payment based on a percentage of donations raised.

You can research companies that are members of AFP at [www.afpnet.org](http://www.afpnet.org)

# Questions?



# Thank you for Your Time!

Jacque Schultz  
Senior Director, ASPCA Equine Fund  
Community Initiatives, ASPCA  
[Jacque.schultz@aspca.org](mailto:Jacque.schultz@aspca.org)

Heidi Miller  
Senior Director, Fundraising Strategies  
Community Initiatives, ASPCA  
[Heidi.miller@aspca.org](mailto:Heidi.miller@aspca.org)

# Resources

- Idealware [www.idealware.org](http://www.idealware.org)
- TechSoup [www.techsoup.org](http://www.techsoup.org)
- Association of Fundraising Professionals [www.afpnet.org](http://www.afpnet.org)
- Direct Marketing Fundraisers Association [www.dmfa.org](http://www.dmfa.org)
- YouTube Nonprofit Program [youtube.com/nonprofits](http://youtube.com/nonprofits)
- ASPCApro Fundraising Resources  
[www.aspcapro.org/fundraising.php](http://www.aspcapro.org/fundraising.php)
- Building a Better Website (webinar recording)  
<http://info.aspcapro.org/acton/formfd/3485/002f:d-0001>

# Upcoming ASPCApro Webinars

[aspcapro.org/webinars](http://aspcapro.org/webinars)

Ingredients for a Successful Grant Application  
June 6

Funding Your Spay/Neuter Program  
August 20