



The gardener's work is never at end; it begins with the year, and continues to the next: he prepares the ground, and then he sows it; after that he plants, and then he gathers the fruits....

- John Evelyn, *Kalendarium Hortense*, 1706

A Direct Solution

Spring 2010

Greetings!

I've just returned from a trip to "down under" - Australia - visiting my sister, where summer is turning to fall while our winter is turning to spring. And now that Spring is officially here, come thoughts of spring cleaning and gardening!

While spring cleaning in your organization might not include shaking out rugs, bringing the sparkle back to your windows or tossing out the accumulation of a winter spent indoors, it should include taking a fresh look at your donor list and your direct mail plans for the year.

What has happened to your donor base? How many donors do you have who gave in the last 12 months? Do you need to add some new growth? What happened to the average gift of your donors? Has it stayed the same, gone down or is it going up?

Are you still trying to engage donors who clearly do not have a passion for your cause? Maybe they gave once a few years ago in response to the appeal from someone they know, or to support a special event they liked. Weed them out!

Focus on the supporters who are clearly paying attention to you, reading your e-newsletters, and donating on a regular basis. Give them a call, send them a handwritten note, make them feel important! As with your garden, it's this careful cultivation that will benefit you with loyal and long lasting donors.

With spring we also welcome back our seasonal residents! Learn about and take advantage of the many "tools" available to locate and cultivate these potential donors.

[A Direct Solution](#) is here to help you - we can work with you on your "spring cleaning", help you to identify those donors who deserve your energy, and craft an appeal to the seasonal homeowner that will engage and entice them to donate to you - and to continue to do so. Just give us a call at (508) 776-1224 or send an [email](#).

Erica Waasdorp, President

P.S.: One of the common phrases in Australia is 'no worries'. We hope that's how

From A Happy Client

...What you have personally done is immeasurable. You have brought us to the forefront of nonprofits on Cape Cod and in the news. With much appreciation.

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Direct Mail Appeals

...still an effective fundraising tool

Despite the down economy, many [A Direct Solution](#) clients are doing similar or better with their direct mail than last year.

The earthquake in Haiti has had some impact on giving to local organizations, but that is a normal response to an extraordinary event. The same was seen

you'll feel when using A Direct Solution!

What have we been up to?

A Direct Solution - Out and About

The Cape Cod and Islands Chapter of the American Red Cross recently held their **8th Annual Heroes Breakfast**, highlighting 57 individuals and groups whose courage, compassion, and unselfish character have exemplified the Red Cross mission.

It was an inspiring opportunity to recognize the members of our own Cape Cod & Islands communities who, through their job or just being in the right place at the right time, become a hero to someone in need.

[A Direct Solution](#) was proud to be a major organizer and sponsor of this event as it truly exemplifies why Cape Cod is such a great community to live. A Direct Solution provided event planning coordination and PR for the event, with a well-designed and marketing strategy, including carefully written and strategically distributed press releases.

I just finished their online CPR and AED class, which was great fun and I could do it at my leisure. Consider taking a class or find out more about getting ready for floods, storms. It's all right here, at your finger tips.

For more information on how you can take a class or become involved in Red Cross activities here on Cape Cod and the Islands, click on on [Cape Cod and Islands Chapter of the American Red Cross](#) for more information.

Seasonal Philanthropy

Engaging our 2nd Homeowners

It's just starting, but we are beginning to see the re-emergence of the 2nd, or seasonal, homeowner, as evidenced by the increasing number of out of state license plates seen on Route 6 and our local roads.

I recently attended a lecture organized by Professionals in Development, a program of the [Planned Giving Council of Cape Cod](#), by **Dave Chase** of [Chase Solutions](#), a local firm specializing in prospect research. Dave led a fascinating discussion on the art of locating and cultivating seasonal homeowners. He noted a few key factors - they tend to be older and more affluent, are very social, and tend to give to the same types of organizations they support at their primary home. Cultivation tools can include special events, targeted appeals, and involvement.

A firm like [Chase Solutions](#) can do the research for your organization, or you can do it yourself. Research includes screening your current database, researching property sales and assessors records, airplane and boat registration. All this is public information!

with the outpouring of support for victims of Katrina in 2005 and the tsunami in 2004.

In general, direct mail is still a tried and true method for reaching donors of all levels and stages of giving. Just stay the course on your direct mail, it is still one of the best investments around.

Five Good Reasons for a Prompt Response

Here are five important things that happen when you follow-up with your donors promptly:

- Donors know that their gifts have been safely received
- Donors know that you value them
- You reassure donors that their gifts will be used for the purpose specified in the request
- You open an ongoing communication channel with them
- You build a deeper bond with your donors

Special Thanks to the *Designers Direct Forum*, April, 2010.

Infuse Social Media & Community into your Non-profit!

Sponsored by the [Planned Giving Council of Cape Cod](#) (PGCCC), "[Geek Girls](#)"

Leslie Fishlock of [Genevate](#) and **Paula Hersey** of [Penguin Digital Design](#) will be sharing their expertise on the uses of *Twitter*, *Facebook*, *LinkedIn*, *blogging*, *Geo-Location* and *Analytics*.

If you have been thinking that Social

The next step is to identify how to engage those people. Contact [A Direct Solution](#) and we'll work with you to plan an event or write a letter that will introduce your organization, highlight your programs, and tell your story.

Because these 2nd Homeowners do want to be engaged and they do care about your organization!

Writing a Compelling Appeal Letter

What's the Story?

Many of us freeze-up when asked to write a fundraising letter - we tend to focus on our organization's statistics and accomplishments, and not the story and the people impacted by our programs.

For example, perhaps your organization has built a house with 3 bedrooms and 2 baths. The *real* story is the one about the people now living in that home.

What was their journey to get to this house, how has it impacted their lives? What do they have to say about the change in their lives? After reading the letter, can we see in our mind's eye the smiles on their faces?

While donors want to support a successful organization, they are really supporting the people that the organization serves. By supporting your successes, donors are supporting your organization, its mission and its programs.

Now, isn't that what it's really all about?

If you need help finding and telling your story, [A Direct Solution](#) can work with you to find your stories and tell them in a compelling way to generate results!

Media might be the answer for your company or organization's Marketing Strategy and want to dive in but don't know where to start, or you've been using it for a while and find yourself saying, "*I setup my accounts, now what?*", this session is for you!

Learn more about these applications, results, time management issues and challenges, helping you to choose a strategy that works best for you.

When: April 28, 2010, 11:45 - 2:00 pm

Where: Hyannis Golf Course

Cost: Free to PGCCC members, \$35.00 for non-members. Luncheon included!

RSVP by 4/26/10 by calling 508-280-1822 or clicking [here](#).

Quick Links

- [A Direct Solution](#)

[Cape Cod & Islands Chapter of the American Red Cross](#)

[Chase Solutions](#)

[Planned Giving Council of Cape Cod](#)

[Genevate](#)

[Penguin Digital Design](#)

[Geek Girl Camp](#)

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[Click here for our Facebook Page](#)

Why A Direct Solution?

Direct Mail continues to be one of the most cost-effective ways to raise money.

In the current economy, where else can you double, triple, quadruple or quintuple your investment? Especially now, it's crucial to reach out to your donors and give them a chance to give. Getting your appeals out on time and in a regular manner are crucial to your bottom line. Direct Mail is an essential tool in continuing to bring in new donors and upgrading existing donors to higher giving levels.

Yes, hiring a consultant will cost some money. But it will cost a lot more if you're not able to get your appeal out the door. Consider the time you save outsourcing your direct mailings! Time you can spend cultivating that potential new \$10,000 donor. Time you need to organize the next event.

Contact [A Direct Solution](#) for direct mail fundraising support, as well as grant writing, public affairs and event support. Read more by visiting our website: [A Direct Solution](#).

We look forward to your call at (508) 776-1224. There is no obligation.

Direct Marketing & Fundraising

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