



*"Thorough preparation  
makes its own luck."*

- Joe Poyer

A Direct Solution

Fall 2010

Greetings!

After enjoying a summer with lots of sunshine and visitors coming to our area, it's hard to believe it's fall already! Students have gone back to school, we've bought colorful school supplies, we're stowing the summer camping gear and swim trunks, and starting to put the garden to bed. Fall is one of the year's turning points in the annual cycle of life.

For many nonprofits, this is also the start of their new fiscal year. Annual budgets are developed, numbers are crunched, ideas tossed around, and hard decisions are made. How much revenue to project? How will new donors be acquired? Should we hold any events and how much staff time can we devote to these? Do we have the support needed to make it all happen?

As you and your board are pondering these questions and developing your fundraising strategy for the year (whether it starts July, September or January 1st), **direct mail** should be right at the top of the list!

While social media continues to grow as a means of fundraising, and is - no doubt - a useful and wallet-friendly method, it *does not replace* the tried and true method of **direct mail**. A carefully planned, strategically targeted, well written and presented direct mail campaign can reap the rewards you are looking for.

[A Direct Solution](#) can help you with this. We have expertise in planning, writing, choosing your organization's best market, and then delivering your message. We can help you develop an easy to use plan to follow up on those donors as well!

Cost effective? Yes! Look at the staff time you would have used versus using [A Direct Solution](#). Savings? Sure! Let us show you how. Give us a call at (508) 776-1224 or send us an [email](#). We look forward to hearing from you!

Erica Waasdorp, President

P.S.: Believe me, in this busy world, direct mail still really works. The proof is in the numbers and I'm happy to share some of those when we talk!

What have we been up to?

## From A Happy Client

*...Thank you very much for the time you gave to us and the good information that you shared...*

*We appreciate your time, energy and creative juices. Looking forward to seeing you again soon.*

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## Clean Addresses

...another way to save

You have carefully considered your audience, your paper, the size of the envelope and how many inserts to enclose.

These choices will allow you to control your costs.

## A Direct Solution - Out and About

### [Bridge Conference](#) in Washington DC (AFP and Direct Marketing Association of Washington):

Erica Waasdorp helped organize the **Featured Speakers Track** and attended this three day conference in July.



### Philanthropy Day on Cape Cod:

[A Direct Solution](#) will be participating in two panels during this annual event:

### "Fundraising Basics Part 1" and "Tips and Tricks for Direct Mail and E-Mail Marketing for the Shop of any Size..."

Find out more about Philanthropy Day by clicking [here](#).

## Benchmarks

### Indicators of Success

A campaign's **Return on Investment (ROI)** is a key indicator of the success or failure of your direct mail campaign.

.... In general

- Special Events Cost 50% **ROI** 50%  
*It costs 50¢ per \$1 raised*
- Planned Giving Cost 25% **ROI** 75%  
*It costs 25¢ per \$1 raised*
- Direct Mail (Prior Donors) Cost 20% **ROI** 80%  
*It costs 20¢ per \$1 raised*
- Foundations / Corporations Cost 20% **ROI** 80%  
*It costs 20¢ per \$1 raised*
- Major Gifts - Face 2 Face Cost 5-10% **ROI** 90-95%  
*It costs 5-10¢ per \$1 raised*

Source: [James Greenfield](#), *Fund Raising: Evaluating and Managing the Fund Development Process*

What else can make a difference?

Making sure that your addresses are clean and sorted in the best possible way...avoid duplicate and invalid addresses - they costs you money!

That's where [A Direct Solution](#) can help!

## Philanthropy Day on Cape Cod

Sponsored by the [Planned Giving Council of Cape Cod \(PGCCC\)](#), *Philanthropy Day on Cape Cod* will take place on Wednesday, November 10th at the [Resort and Conference Center](#) in Hyannis.

Find out more about Philanthropy Day and the Roundtables and Sessions by clicking [here](#).

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

## Quick Links

[A Direct Solution](#)

[Planned Giving Council of Cape Cod](#)

[Association of Fundraising Professionals](#)



## Direct Mail in a Digital World

### Is it still worth it?

In a recent article published on the [Association of Fundraising Professionals \(AFP\)](#) website, author **Jonathon Grapsas** of [Pareto Fundraising](#) wrote about the **5 key ways** in which direct mail is still relevant in today's world:

- 1) **Still a large chunk of the pie:** *In the United States, direct mail consistently remains one of the most important and successful types of fundraising as shown by AFP's State of Fundraising Survey through the years.*
  
- 2) **Deliver long-term valuable monthly donors:** *Monthly gifts (credit card/automatic deduction) continue to play a growing role in income delivered to nonprofits.*
  
- 3) **Getting closer to Your donors:** *Direct Mail is still the most effective way to get people, on a large scale, to open themselves up and tell you lots about themselves and their motivations.*
  
- 4) **Working with other channels:** *Some of the best digital campaigns have been driven by lessons learned off-line.*
  
- 5) **Fueling bequests:** *The value of the mail within your bequest programs should be taken into account when weighing up the respective role of various media.*

You can read the whole article by clicking [here](#).

## 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***  
*Erica Waasdorp - President*  
*P.O. Box 757*  
*Marstons Mills, MA 02648*

*TEL 508.428.4753*  
*FAX 270.633.1744*  
*info@adirectsolution.com*  
*www.adirectsolution.com*

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