



"We make a living by what we get, we
make a life by what we give."

Sir Winston Churchill
British politician (1874 - 1965)

A Direct Solution

Fall 2009

Dear erica,

Happy Holidays!

December is historically the last month of the year for fundraisers to send out an appeal - and typically the busiest, both at the office and at home.

As a fundraiser, you're most likely planning donor thank you events, sending receipts and donor upgrade letters. You're probably making thank you calls, and at the same time preparing for your own Holiday Season (complete with all the trimmings!).

It's easy to get overloaded, and I've seen many nonprofits hesitate with their appeals. A Direct Solution is ready to work with you. We'll work within your budget to put together an annual plan encompassing all of your fundraising efforts, or work with you on just that one direct mailing!

Just remember, *if you don't ask, you're not going to receive*, so make sure that you at least connect with your donors and wish them Happy Holidays. A recent survey showed that even in these less favorable economic times, most people are still planning to make year-end donations, so make sure it's to your organization.

Best Wishes for a Happy Holiday and a great 2010!

Erica Waasdorp, President

p.s. - [A Direct Solution](#) can also help with your grant writing, public relations, your annual report or support with your events. Contact [me](#) for a free one-hour consultation.

From Happy Clients

"This is great! I was able to reach out to more donors than before and I did not have to stuff one envelope! And the donations are pouring in!"

"You played a big part, getting me to focus on getting those direct mail pieces out, and making the whole package more professional. Thanks!"

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Does Direct Mail Still Work?

A national research study organized by the USPS and conducted by InnoMedia polled 1,500 households to see how and what people think of and do with direct mail.

What have we been up to?

A Direct Solution - Out and About

October took Erica Waasdorp to be a session leader at the [International Fundraising Conference \(IFC\)](#) in Noordwijk, the Netherlands.

It's a fabulous, all-inclusive conference, with a chance to connect with some 900 other fundraisers, from dozens of countries all over the world. Together with a Canadian colleague, we've submitted a proposal to speak at next year's IFC conference.

[Philanthropy Day on Cape Cod](#) is always the best time to connect with Cape Cod nonprofits and development professionals.

A Direct Solution was once again involved on the planning committee of Philanthropy Day on Cape Cod and this year presented in two different sessions about annual giving and about what to do with your data.

The presentations can be downloaded [here](#) at the Philanthropy Day website, or [A Direct Solution](#).

We're currently on the planning committee of the [Bridge Conference](#) in Washington, DC in July, 2010.

Prospect Appeals

Grow Your Donor Database!

Every organization experiences "donor attrition" - donors move or pass away, their financial picture or interests change.

A good prospect mailing can replenish and increase your donor database.

It can be hard to believe, but there are potential donors out there ready to support your organization and its mission - with the right ask!

Prospect appeals are a great way to reach hundreds, if not thousands, of potential donors - people who have a passion for your cause!

It's as simple as 1-2-3-4! Four simple components - a well written letter, an appealing outer envelope, a reply envelope and reply form are all you need. Add to the mix the rental of the right mailing list and you can add donors who will continue to give and support you.

[A Direct Solution](#) can help you to create these components, develop your message, and take care of the legwork associated with putting the package together and having it mailed - all you have to do is proof and approve the package - we'll do the rest.



Here are their findings:

***77%** of consumers sort through their mail immediately.

***67%** of the respondents felt that mail is more personal than the Internet

***56%** said receiving mail is a real pleasure

Consumers, on average, spend more than 30 minutes reading their mail.

Most respondents mentioned that they use the mail catalogs to go shopping online, which makes that direct mail and the Internet **complement** each other, rather than compete.

[Click here for the complete article...](#)

Quick Links

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[International Fundraising Conference \(IFC\)](#)

[Bridge Conference](#)

Why A Direct Solution?

Direct Mail is still 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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