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*"Fundraising is not an event;
it is a process."*

Edgar D. Powell

www.adirectsolution.com

Fall 2011

Dear Friend,

The ups and downs of the economy have many individuals looking at their monthly budgets and retirement plans and wondering - will I have enough to retire? Should I start cutting back now and setting aside more for the future?

These concerns directly impact nonprofits - donations drop and long-time supporters reduce their annual giving as the ups and downs of the stock market hit their investments. Net revenues for organizations drop as development staff work even harder to acquire and retain donors.

But nonprofits are not helpless here! A strong monthly giving program can do the following:

- provide long-term stable and predictable income
- appeal to all generations
- increase retention of your current donors

According to the [Pew Charitable Trusts](#), organizations with mature monthly giving programs survive economic downturns far better than those without.

Monthly giving programs provide sustainability (predictable cash flow), cost efficiencies (savings in printing and postage) and long-term financial planning benefits to the organization.

They can allow organizations to identify a very special group of donors who are committed to your organization - your "close circle of friends".

Why have many nonprofits stayed away from monthly giving programs? Here are a few reasons,

- *It didn't work* - It may not work right away - you need to get the proposition right and use the right media.
- *Donations are too small* - They may be lower average donations, but not over a year's time or several years' time!
- *Donors won't release bank/credit card information* - This is now an insignificant number of people.
- *Our donors are too old* - Maybe fewer older people will sign up, but it's still worth it!
- *Our organization does not have the capability to receive electronic monthly donations* - there are a variety of inexpensive options available- many specifically created for nonprofit organizations!

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

Fill out our free ["Fundraising Program Audit Form - Monthly Giving"](#) and mail, fax

From A Happy Client:

"... You have spent time helping us with the Philanthropy component of our strategic plan ... without you we would not be as ready ...!"

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Obsessing over the wrong numbers?

The only number in fundraising that matters is **net revenue**.

You would think that board members would encourage their charities to raise as much net revenue as possible.

But plenty of them don't. They instead obsess over fundraising costs, and pressure their fundraising staff to cut fundraising costs wherever possible.

This is foolish and short-sighted.

It's the equivalent of cutting your office energy costs in half by not heating in winter and not air conditioning in summer. And losing all your employees.

Does this apply to your organization?

or email it to us.

We'll analyze your program and help you to strengthen it, or work with you to create a successful monthly giving program!

Erica Waasdorp, President A Direct Solution

ps - We offer a free one-hour consultation for new clients!

What are we up to?

A Direct Solution - Out and About

Upcoming Trips and Events:

[National Catholic Development Conference](#)
September 2011

[Philanthropy Day on Cape Cod](#)
November 2011

[DMA Nonprofit Federation](#) Washington DC
March 2012

Erica is on the planning committee for this two-day conference and will organize the speakers for one of the sessions on monthly giving.



What Influences People to Give?

Six Important Reasons

What influences people to give their first gift to a charity?

What influences them to give a second gift?

The 1st gift decision is influenced by:

1. Evidence that the organization does what it claims.
2. How do you do it?
3. What have you done so far?

The 2nd gift decision influenced by:

1. They explained the specific mission of the organization to me.
2. They made me feel my gift really made a difference.
3. They gave me information about exactly what my gift helped accomplish.

How well are you writing appeals, thank you letters, and cultivation communications that address those six statements? How well are you doing it across ALL channels and mediums?

Approximately 75% of respondents said these 6 areas of information are very important to them. Trustworthiness is also important.

Once again, regardless of who you're prospecting or appealing to . . . regardless of their age (from 18 to 70+) . . . regardless of other demographics . . . address those six factors with clarity, examples, stories, emotion, and with donor-centric copy.

If you want to keep the donors you have as well as acquire more donors, then give them what THEY want in the way they want it. You'll get the gifts.

Karen Zapp, [Zapp Nonprofit Leader](#). Click [here](#) to read the entire article

Read the entire article [here](#).

Alan Sharpe, CFRE,
www.raisersharpe.com

Multichannel Fundraising - Is it working for you?

Does your organization acquire new donors online? Through direct mail? Both?

Then you are utilizing multichannel fundraising! But - are you doing it well?

A recent benchmark study by [Blackbaud](#) notes that new donors often make their first gift online, then don't come back, or transition to direct mail.

It's important to remember that using these tools without an integrated approach can leave one method lacking while careful care is given to the other.

Read Blackbaud's study, the [2011 donorCentrics Internet and Multichannel Giving Benchmarking Report](#) to learn more - then take a fresh look at your online and direct mail integration!

Quick Links

[A Direct Solution](#)

[Alan Sharpe, CFRE](#)

[Association of Fundraising Professionals](#)

[Blackbaud](#)

[Cape and Islands United Way](#)

[Cape Cod and Islands Chapter, American Red Cross](#)

[Midnight Mail](#)

[Pew Charitable Trusts](#)

[Planned Giving Council of Cape Cod](#)

[Prolist](#)

[Sunderland Printing](#)

[Zapp Nonprofit Leader](#)

Hurricane Irene and your

Client Spotlight:

Cape Cod and Islands American Red Cross 10th Annual Heroes Breakfast

The [Cape Cod and Islands Chapter of the American Red Cross](#) is preparing for its **10th Annual Heroes Breakfast**. This year's event will be held on March 30th, 2012 at the Resort and Conference Center at Hyannis at the West End Rotary.

This year, the Red Cross is joining forces with the [Cape and Islands United Way](#) to further grow this opportunity to highlight our many local heroes.

The **Heroes Breakfast** is truly a wonderful opportunity to thank colleagues, friends and neighbors on Cape Cod and the Islands for their heroic and special acts. These individuals and groups exemplify the spirit of the Red Cross and the United Way and their missions: to provide much needed services to the residents of Cape Cod, Nantucket, and Martha's Vineyard.

In March 2011 the **Heroes Breakfast** honored 24 groups and individuals, had over 550 people in attendance and the event was sold out weeks beforehand.

Do you know of someone you think is a hero? Submit them by using this [form](#), deadline is December 28, 2011.

Do you have an upcoming event and need help putting it together? [A Direct Solution](#) will help you to organize your volunteers, solicit sponsors, and coordinate logistics so that you have a worry-free event!

Meet Some of A Direct Solutions' Partners!

When **A Direct Solution** works with a client, it is with the support of partnerships that have been tested and re-tested - ensuring that each and every campaign is of the highest quality and presents our clients in the best light.

Here are some of our partners:

[Midnight Mail](#) is a full service print and direct mail production facility utilizing cutting-edge production technologies and equipment.

[ProList](#) helps clients to reach their customers through a variety of direct media: from direct mail to email to broadcast FAX.

[Sunderland Printing](#) understands the importance of making every client shine in every printed piece they produce.

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](#).

About Us

local American Red Cross

As you're reading this, right after hurricane Irene, you should feel very proud that thousands of American Red Cross volunteers were at the ready, managing shelters for those who had to evacuate.

The local Chapter of the American Red Cross works in close cooperation with local police and fire departments, emergency managers and local and off-Cape medical facilities. It is also a major partner in the [Barnstable County Regional Sheltering Plan](#), a network of law enforcement, fire service, health care, public health, public works, EMS and military and other affiliated agencies. This network ensures that in the case of a natural or other disaster, relief efforts are coordinated, communication is unbroken, and the community is served.

On Cape Cod and Islands, there are some 600 volunteers who give of their time to make sure that you and our neighbors are safe and have shelter when needed, with small local disasters or larger events like hurricanes, earthquakes, tornadoes.

If you are interested in learning more about the local Chapter of the American Red Cross and how you can get involved, contact them at (508) 775-1540 or by going to their website: www.capecodandislandsredcross.org.



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