



*"Fundraising is the gentle art of teaching
the joy of giving."*

Hank Rosso

www.adirectsolution.com

November 2011

Dear Erica,

First off, I hope that you and yours will have a wonderful Thanksgiving. And for all nonprofits, good luck in this all too busy season of giving.

Now's the last opportunity for donors to make donations in 2011, important if they itemize their taxes. Timing is everything!

With your holiday appeal, you can also wish your donors happy holidays and thank them for their support during the year. An acquisition mailing done at this time can attract new donors!

Despite the economy, people are still giving. During the recent Philanthropy Day on Cape Cod (see below for more on this event), the results of a survey by the Planned Giving Council noted that for almost all nonprofit organizations on Cape Cod, donations have increased, or stayed the same! That means that donors still realize the importance of supporting local nonprofits.

However, it's up to the nonprofits to nurture donors - to make them sustaining donors - *those who give on a regular basis*. With today's technology, this is not a difficult thing to do, and the rewards can be great!

Think of it this way - \$50 a year, or \$10 a month for \$120 a year? It seems clear, yet according to [Target Analytics](#), most organizations only have less than 10% of their donors giving monthly!

So - don't put it off! Include an opportunity for your donors to make monthly gifts via credit card or bank transfer.

I'd like to share with you an article that I wrote for the [Direct Marketing Association of Washington](#). It contains some words of wisdom from my colleague (and famous copywriter) Jerry Huntsinger, who recognized back in the 1960's that your sustainers are already giving, but you need to bring them along! You can read my article [here](#).

Small changes one step at a time, but it's important to start the walk.

Happy Thanksgiving!

Erica Waasdorp, President, [A Direct Solution](#)

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

A tribute to Clare O'Hara

Philanthropy on Cape Cod will never be the same as I'm very sad to announce the passing of Clare O'Hara at a way too young age.

I was fortunate to work with her on numerous Philanthropy Day planning committees, and she and I worked together on direct mail at various organizations. Clare kept interested in philanthropy activities till the very end.

Our thoughts and prayers are with her family at this difficult time.

Clare, we know you'll be watching Philanthropy on Cape Cod from above... *we'll miss you!*

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Lapsed donors? Bring them back!

Many organizations struggle with defining and reaching out to engage their "lapsed" donors.

I thought this recent article by **Pamela Barden** in [Fundraising Success Magazine](#) outlined a simple way to put together a lapsed-donor renewal program:

"Let's face it - it costs a lot of money to acquire a new donor. So, it hurts (it ought to hurt a lot) when we lose one.

Most donors don't set out to lapse. In fact,

What are we up to?

A Direct Solution - Out and About

Where I've Been:

[Philanthropy Day on Cape Cod](#)

I recently attended [Philanthropy Day on Cape Cod](#), sponsored by the [Planned Giving Council of Cape Cod](#).

This year the event grew to a full day with a plenary session, informative workshops and, of course, the awards honoring outstanding Philanthropist, Volunteer, Business/Organization and Youth/Youth Organization of the Year.

In preparation for this year's event, the **Planned Giving Council** undertook a detailed survey of Cape Cod and Islands nonprofit organizations.

"**State of Nonprofits-2011**", presented by **Mindy Todd**, [WCAI](#), contained survey results that were rather surprising! You can see the presentation (as well as [Cape Cod Chamber of Commerce](#) Executive Director **Wendy Northcross's "State of the Cape"**) by clicking [here](#).

Upcoming Trips and Events:

[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 Is the Question that you need to answer?

Meeting your donors' needs

Money is tight, and donors expect their contributions to be used wisely. Your organization can make this easy for them by answering their question: "*How will my donation change the world?*"

There are thousands, if not millions, of organizations that donors can support. As we learned recently during the Plenary Session at [Philanthropy Day on Cape Cod](#), there are 700-900 right here on the Cape and Islands. Many of them seem to provide the same, or similar, services, so how does a donor choose?

Make sure that your appeal is clear about what their donation will do. Will it feed one family? Help an individual pay for one month of rent? Help a senior with healthcare expenses?

Helping your donor to visualize exactly what he is supporting is key!

Read more on this topic in this recent [article](#) by Alan Sharpe, CFRE, [Sharpe Tips](#).

Something to consider.

Client Spotlight:

National Education for Assistance Dog Services **NEADS: Dogs for the Deaf and Disabled**

[NEADS](#) is a nonprofit organization founded in 1976 to provide canine assistance

many don't know they have even lapsed. Some stopped giving because their income changed, they have new interests or you unintentionally irked them. But others will give again (and again) if you help them remember what made them support you in the first place.

A lapsed-donor renewal program doesn't have to be complicated or expensive. If you have the budget, predictive modeling can help you identify which of your lapsed donors are most likely to give again. But even without that tool, you can still reactivate a respectable percentage of your former supporters and be cost-effective about it."

Read the entire article [here](#).

Charting your Organization's impact

[Charting Impact](#) is a recently developed website that allows nonprofits to generate a report charting the impact of their services by answering these **5 important questions**:

1. What is your organization aiming to accomplish?
2. What are your strategies for making this happen?
3. What are your organization's capabilities for doing this?
4. How will your organization know if you are making progress?
5. What have and haven't you accomplished so far?

These are great questions for any organization! Thoughtful answers can be used in your direct mailings, meetings with potential donors, and on your website.

Charting Impact is a joint effort of the [BBB Wise Giving Alliance](#), [GuideStar USA](#) and [Independent Sector](#).

Quick Links

[A Direct Solution](#)

[NEADS](#)

[Planned Giving Council of Cape Cod](#)

[Association of Fundraising Professionals](#)



for people who are deaf or have a disability. They have trained over 1,300 assistance dog teams, supporting individuals with a variety of services: combat veterans, children and adults with physical disabilities, people who are deaf or have a hearing loss, dogs for classroom, therapy and ministry and children with autism.

NEADS is the only program of its kind in New England. Assistance dogs include both animal shelter rescues and puppies that are donated or sold to them by breeders.

A Direct Solution recently worked with NEADS to send out their first prospecting appeal in a very long time. We found relevant lists and their donations are still coming in strong!

Do you need professional help with a direct mailing? Is this a missing piece of your organization's development plan? [A Direct Solution](#) will help you to write the letter, coordinate the response piece, determine the best mailing list, and handle all of the logistics. Call 508-428-4753 or [email](#) today for a free consultation!

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

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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