



DIRECT MAIL: The Energizer Bunny of Your Fundraising Strategy

Remember the pink bunny with the cool shades from the iconic Energizer battery commercials? The slogan was, “The Energizer bunny... it keeps going and going and going...”

Like the Energizer bunny, direct mail has also stood the test of time and keeps going and going... continuing to generate income for nonprofits, proving to be a relevant and profitable fundraising channel for organizations.

Not only is direct mail still going, it remains a top performer among the growing number of nonprofit solicitation channels.

Still going... and Leading the Way

Here are four great reasons why your ministry should continue to invest in your direct mail strategy:

→ **Direct mail provides one of the highest response rates among solicitation channels.** A common misconception is that direct mail is outdated and not as effective as newer, more modern digital fundraising channels. But, data shows otherwise.

Recent studies show that direct mail has a response rate of 5.1%, significantly higher when compared to 2.2% response rate of email. In addition, direct mail generates eight or nine times more money than email each year.

Why does direct mail generate such a high response rate? Direct mail provides exceptional data that enables you to target and personalize your message to the donor, track their response, effectively measure results and test. Direct mail also offers something email can't: a tangible experience for your donor.



→ **Direct mail is the most cost-effective way to acquire new donors.** Many clients ask about direct mail vs. online donor acquisition effectiveness. While our data shows promising results from online acquisition proving it should have a place in your acquisition strategy, direct mail remains the most cost-effective channel to grow your donor file.

On average, nonprofit direct mail acquisition yields a 1% response rate, and in a study among several of our clients across the nation of various sizes, direct mail accounted for 84% of donor acquisition.

When calculating the ROI of direct mail acquisition, the lifetime value of your newly-acquired donors offsets the mailing costs, making direct mail a cost-effective acquisition channel. Acquisition is a long-term investment – don't forget to consider the potential for legacy gifts in your donor lifetime value!

Select quality mailing lists, craft a clear and compelling message and make the right “ask” to ensure you get the most bang for your buck out of your direct mail acquisition.

→ **All generations read and respond to direct mail.** All generations agree that direct mail is the most acceptable way to be asked to give. According to USPS data, Millennials enjoy receiving mail even more than non-Millennials!

In fact, according to a Pew Report, 77% of Gen Xers and 63% of Millennials purchased products after receiving a direct mail piece. Not only are the younger generations excited about receiving mail, they are reading and responding to it, too!

The older generations (Greatest Generation and Boomers) are our most prolific readers and responders of direct mail at around 70%. When your most generous giving populations prefer to give to direct mail, it's imperative that direct mail remains a significant part of your marketing mix!

Millennials and Gen Xers represent a smaller piece of the giving pie, so while they are important to cultivate, they shouldn't drive your direct mail strategy.

→ **Direct mail increases your online giving.** Each year, BDI conducts an online match-back analysis to determine how much online revenue is being driven by a direct mail appeal. We tracked online gifts during the same period of time a donor received a direct mail piece and calculated the match-back lift.

Each year, the results show that a considerable amount of online revenue is influenced by contact through direct mail. Across multiple appeals and organizations of different sizes, results showed an average match-back lift between 6-16% for the entire year.

Donors encounter marketing impressions across multiple channels, all of which contribute to motivating donor behavior. But, data clearly shows that receiving a personalized piece of mail leads to donors giving online.

Charging Ahead

Like the Energizer Bunny, direct mail is fully charged and still going.

Keep sharing your message through direct mail, making it the foundation of your multichannel stewardship strategy. Incorporate the power of digital marketing to drive your message home and lift direct mail response.



This strategy sheet is provided to you by Brewer Direct's Academy and can be located in the Library. If you'd like to discuss the ideas found here or want to know more about the Academy, contact Shellie Speer, Senior VP, Academy at sspeer@brewerdirect.com or (719) 210-6207.

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RELEASING GENEROSITY