



Boosting Impact: Matching Direct Mail to Online Donations

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My Background

- First job out of college was with a data processing firm in the direct mail industry – I was hooked!
- Over 25+ years in direct marketing with nonprofits
- Have worked on both sides of the fence – on the agency side and on the client side
- Experience with regional, national and international direct mail campaigns



Direct Mail Stats

- 74% of marketers **said direct mail delivered the best ROI** of the channels their company uses
- Marketers lack confidence in tracking and attributing results potentially due to a lack of software and technology - **only 34% are able to determine the ROI** of their direct mail efforts
- Nearly half of marketers **measure conversion using tactics like consumer activity** within a period of time
- Marketers that **automate direct mail agree it delivers the best response rate** of all channels their company uses
- **Companies are increasing direct mail spend**, potentially due to a rise in competition for consumer attention, inflation and increasing costs— **58% of marketers have more marketing budget allocated** to direct mail

Direct Mail Impact

Direct mail is the 'touch' point that consumers *actually* touch



85% of 18-34 years olds and 88% of 35-49 year olds found direct mail useful



Direct mail is durable - **67% of people who get a mailer from a retail brand hold onto it for at least one to two days, 46% save it for a week, and 17% save it for up to two weeks.**





Direct Mail – Old School vs New School

- **Old School**

- 'Only' true direct marketing channel
- Bottom of the marketing funnel
- Rarely integrated with top and mid funnel
- Limited personalization
- Limited list targeting/segmentation

- **New School**

- 'Many' direct marketing channels
- Moved to mid funnel position
- Larger brand awareness function
- Integration with other marketing campaigns
- Highly personalized

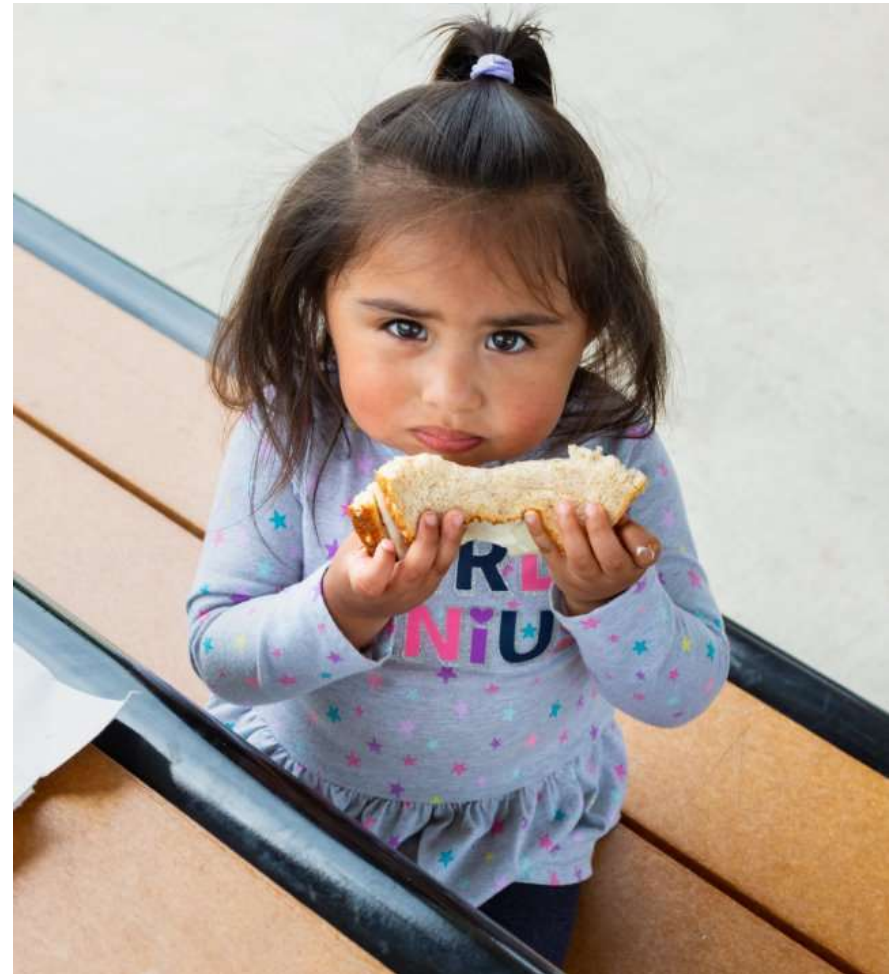
Commercial DM vs Nonprofit DM

- a. Almost 85-90% of nonprofit fundraising comes from direct mail
- b. Use data/story telling to get a recipient to part with his/her money **without an actual product**
- c. Limited marketing budgets
- d. Third party regulators
- e. Like commercial mailers, nonprofits utilize other channels to support/supplement direct mail
 - Paid search/display
 - Co-targeting/re-targeting
 - Email
 - Social media
 - Telemarketing
 - CTV/DRTV
 - SMS/texting
 - Face to face

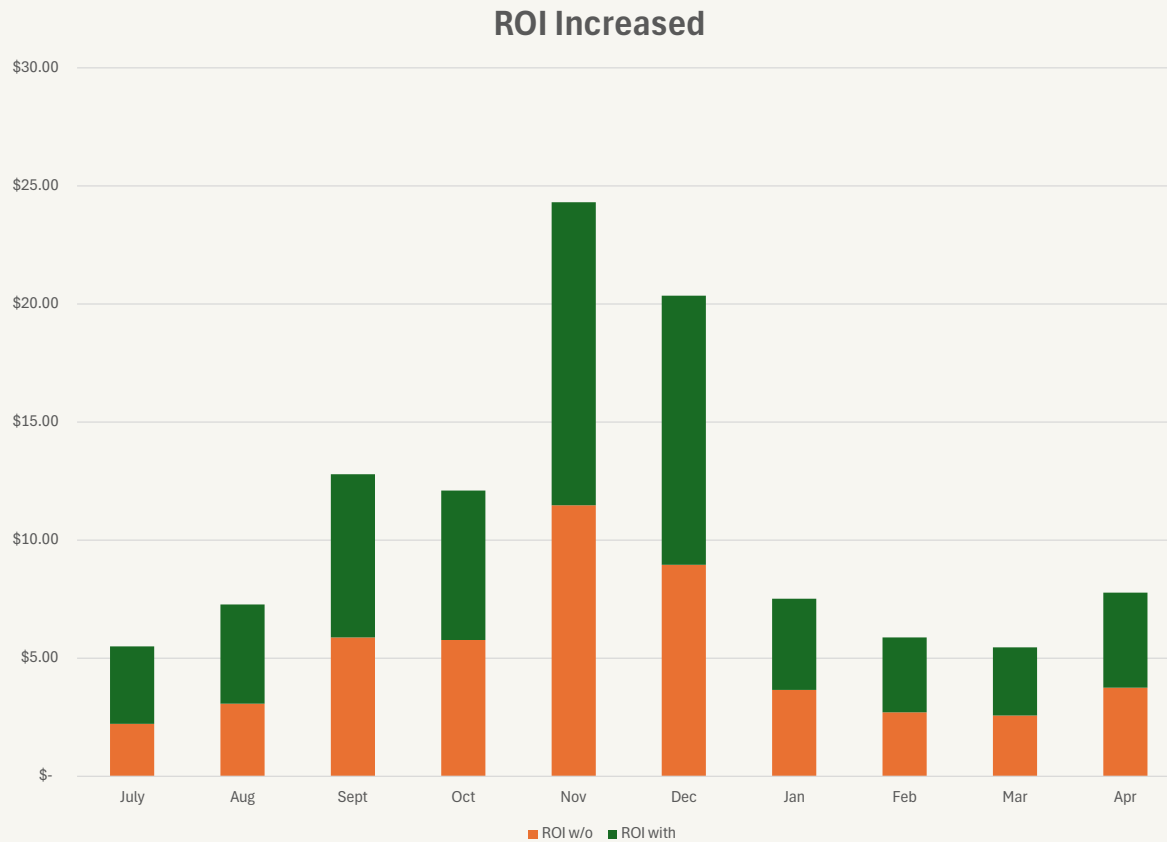
One constant – the need to measure and manage direct mail spend is increasing for commercial and nonprofit organizations

Attributing Online Revenue to Direct Mail

- ❖ Match Back Donor Appeal Recipients to Online Gifts
- ❖ Use CRM unique donor ID
- ❖ No other touch point with the donor (direct mail, telemarketing or email)
- ❖ Only online gifts to the food bank's main donation page
- ❖ Timeline – gifts made within 3-6 weeks after direct mail package hit homes



What We Learned!



- On average almost 20% additional revenue
- ROI increased almost 20%
- An additional 1,087 gifts were identified
- 11% increase in conversions
- Average gift increased 7%
- 5% of online revenue to main donation page is driven by direct mail appeals

Next Steps

- Analysis at appeal segment levels – deeper penetration in donor file
- Match back acquisition direct mail campaigns to online revenue
- Review direct mail pieces – add options for easier online giving
- Review other giving channels for attribution – DAFs, white mail, stocks, wire transfers

Questions?

Thank you!

