



How to Write a Stunning Meals On Wheels Direct Mail package, Piece by Piece

Presenter: Mazarine Treyz, Author
The Wild Woman's Guide to Fundraising

About the presenter



Author of The Wild Woman's Guide to Fundraising, called one of the top 10 nonprofit books of 2010 by Beth Kanter, author of The Networked Nonprofit.

Raised direct mail income 100% in one year for an all-volunteer tiny nonprofit through direct mail in 2011. Raised over \$53,000 for small domestic violence nonprofit in direct mail over 1 year.

What You'll Learn Today

What makes a good header on your appeal letter, with lots of real life examples

What pictures are best in your appeal letter?

How to get more people on your mailing list

What makes a good story for your letter?



And more.

What helps create urgency in your letter?

What enclosures help lend authority to your nonprofit?

What should your envelope look like (with lots of successful examples)?

What makes a good PS, (with even more real life examples!)

BONUS: How can you solicit matching gifts?

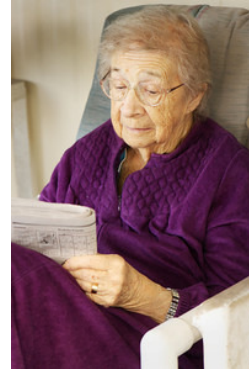


Why Is Direct Mail So Important?

US Donors give online 10% of the time.

US Donors give offline 11% of the time (not through direct mail) AND

US Donors give 79% of the time through direct mail.



What makes a good header?



Examples from WRVS and Oxfam

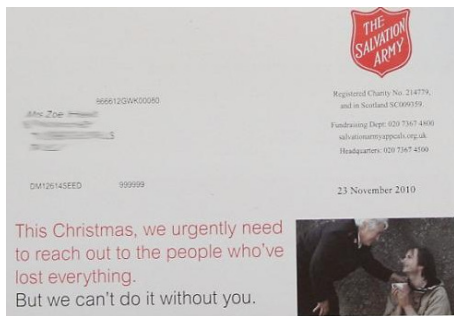


What makes a good header?



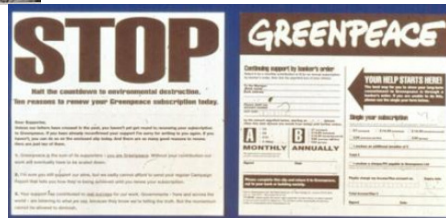
Example: Jewish Care

What makes a good header?



Top example: Salvation Army holiday grand control

Bottom Example: Greenpeace



Header Must Know and Must Do

Must Know

- Headers or Headlines give urgency to your letter.
- They should be clear and relate to your picture.
- They should introduce your story, or an interesting fact, and communicate the drama of your cause.

Must Do

- Try doing a split test with and without a headline for your next appeal.
- Make sure your headline is no longer than 3 lines.
- Use a trusted font, like Poynter Text.

What pictures are best?

← Glasses
Remember to put these on in the morning

"Although my husband is still with me, I feel like a woman on my own."

With people living longer, our dementia services are needed more than ever before. Please give what you can this Rosh Hashanah.

Anita and John were in their early sixties when John was diagnosed with dementia. They were at the age when they were looking forward to doing more together. They'd planned to travel. Now, John's dementia has changed everything.

John was a removal man by trade. He knew something was wrong when he started to forget where he was driving to. He has had to stop working as his care needs have increased. Anita has had to give up work too. This has hit their finances hard.

Worse still was how alone Anita felt. She missed colleagues and felt distanced from friends as they found it difficult to understand John's illness. Most of all she missed John, she says, "I remember going to the cinema and thinking that the person next to me was more like someone I'd just met on the bus than my husband."

Anita knows there are hard times ahead. However, life has become more bearable with the help of Jewish Care. John is a very active member of his day centre, giving him a new sense of purpose.

Anita has joined the carers' support group. She finds talking to people in similar situations very comforting, she says. "The carers' group helps me to cope and the day centre helps John. With support from Jewish Care, we're now getting by."

Please complete the enclosed form, give us a call on 020 8456 5223 or visit www.jewishcare.org

*Some of the names in these stories have been changed for privacy.
Shalom Young House, 223 Golders Green Road, London NW11 9QJ
www.jewishcare.org
Charity no. 90208

This is Lewis
After 89 years as a practising Jew he has forgotten what Rosh Hashanah is.

JEWISH CARE

Jewish Care uses big pictures of seniors, post-it notes, and big pictures of items in their lives.

What pictures are best?

"My father wasn't safe in his own home, but nobody believed us. It was like one of those films where nobody finds out the truth until the end."



Geoff and Ruth knew Geoff's father, Lewis, had dementia long before he was diagnosed. He'd forget he'd ordered taxis and a whole fleet would be lined up outside his door and he'd phone Geoff in the middle of the night asking why it was dark. But because Lewis managed to perform well in assessments, doctors felt he was still in good health.

Geoff and Ruth were concerned for Lewis' safety. He often fell, making him even more confused. Eventually he was diagnosed with Alzheimer's but was still deemed fit to live on his own.

Geoff and Ruth had visit after visit from social workers but got nowhere. They were constantly frantic with worry and the stress of it all was making Geoff ill.

By the time Jewish Care got involved, they were absolutely desperate. "We couldn't believe how much Jewish Care did so quickly," said Geoff. "They took over the case and did in weeks what nobody else had been able to achieve in years."



Lewis is now at Rubens House, one of Jewish Care's care homes, and has just celebrated his 93rd birthday. It was a jolly affair with a huge cake, music and dancing. Geoff says, "There were times when we never thought our situation would get any better but now my dad is safe and happy, I'm so grateful to Jewish Care."



"The change in my mum's personality is so sad to see."



Lena has always been a very determined lady. Her strong will carried her through a hard labour camp during the war and her escape to England.

Now, sadly, she has dementia. However, she refuses to acknowledge anything is wrong. Lena's determination has turned into stubbornness. She forgets to eat, wash and sleep but still insists on living on her own.

For a year, her daughter Sue was her sole carer. She became exhausted and called social services. A social worker visited but said the only help Lena was entitled to were some minor adjustments to her home. By this time Sue was at the end of her tether, that's when a doctor suggested she call Jewish Care.

"That call changed everything," said Sue, "so many people rang back, all offering different types of support." Lena was assigned a social worker from the Holocaust Survivors' Centre who was wonderful. She accessed all the benefits that Sue had previously been told she couldn't have, including a day care grant.

Sue never thought Lena would like the day centre but said the way Jewish Care approached her was so welcoming. Lena now loves going to her 'club'.

Sue feels thoroughly supported, she says, "It's still a sad situation but we've had such a positive year. I don't know how people outside the community cope without Jewish Care."



What pictures are best?



Pictures with good captions, that tell the story in one sentence.



"You help us deliver meals to seniors in need. Thank you!"

What pictures are best?

DO USE:

Pictures of your staff interacting
with a person helped by Meals on
Wheels

Pictures that show the need.



What pictures are best?

AVOID:

- Open sores & deformity.
- Long shots.
- Men with moustaches.
- Person in an airport waving goodbye.
- Buildings.
- Administrators administrating.

What pictures are best?

Must Know:

- Your picture tells a story.
- Quality photographs of your cause are worth real money.

Must Do:

- Test two different types of pictures in your next appeal letter.
- Try a happy picture, and a sad picture, and see which works better.
- Make sure to put a caption under the picture.



How to get more people on your mailing list

Ask Board members to refer 5 friends

Ask volunteers to refer 5 friends

Ask your most loyal donors to a friendraiser and ask them to bring a friend

Buy a List:

Ask a peer, where do you buy your list?

Make sure you ask good questions of the mailing company.



What makes a good story for your letter?

CONFLICT. And the word YOU.

As you know, for the past 41 **years** MOW of X has been delivering hot nutritional meals to homebound seniors in our community.

Thanks to your help, aged, ill, or disabled people have been able to count on a healthy meal to improve their quality of life.

But you help us do more. Many alert drivers have been able to obtain help for a client in a medical emergency such as broken hips, diabetic comas or strokes. **With your support over the past <# of years>, you have not only fed seniors, but you've helped us save lives.**



What makes a good story for your letter?

CONFLICT.



Example from Botton Village appeal

Think about if this had pictures of your clients, & read: "*Without Meals on Wheels, I wouldn't have dinner, I wouldn't see my friend each week, I wouldn't be able to stay in my home.*"

What makes a good story for your letter?

You know the cost of gas and food is rising. For some of us, it is a cost we can bear.

But for seniors, already living on the edge, the cost can be too much.

Some seniors must choose between buying food and buying much needed medicine.

Can you imagine having to make that choice?



What Helps Create Urgency? Try the 7 key things that make people give

Fear

Greed

Guilt

Anger

Exclusivity

Salvation

Flattery

Imagine for a moment your mom, your grandfather, or your aunt sitting alone day after day, unable to shop or cook for themselves, subsisting on anything that is easy to carry and doesn't require cooking.

Imagine coming home from the hospital, alone, and too weak to prepare nutritious food to help you heal.

Now imagine the Meals on Wheels of X volunteer bringing a hot, nutritious meal, a warm smile, and the encouragement to go on. That's what X Meals on Wheels is all about.

What helps create urgency?

Look at these Examples of Starting text after the headline:

1. "It's a dark and dreary night and the wind is spattering raindrops on my window. But, before I retire for the evening, I must write to dear friends like you and tell you about the troubles I face.

2. This is the most difficult letter I have ever written in the 10 years I have been the executive director of your Meals on Wheels program.



What Helps Create Urgency?

Please try to give *something*.

I hope you will join in contributing...

We desperately need your help.

We cannot continue our work without your help.



What Helps Create Urgency?

- Emergency...
- Crisis...
- Disaster...
- Threat...
- Immediate...
- Urgent...
- Hurry...



What helps create urgency?

Dear Friend,

It's hard to believe the holidays are fast approaching.

For many, the holiday season is a festive one; full of laughter, gifts, and gatherings with loved ones.

But for others, it is unfortunately the time in which many go without. The sad reality is that when people are forced to choose between buying food for their families or their pets, the animals are usually left to fend for themselves — discarded like yesterday's garbage on the cold, lonely streets.



What helps create urgency?



Memorial Sloan-Kettering
Cancer Center

Dear Friend,

Could you please send just \$10 or \$15 to help us continue making lifesaving advances in cancer treatment that can help save thousands of patients each year?

These advances bring new hope – and real help – to an estimated 1.5 million Americans who will be diagnosed with cancer this year.

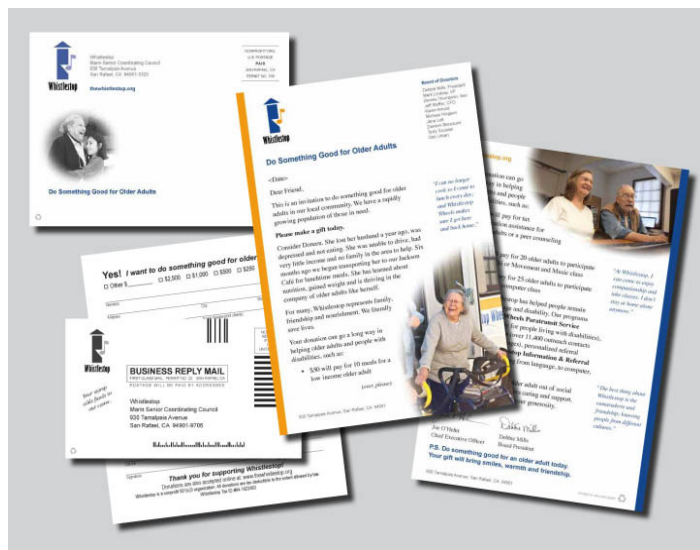
And one day, they may be important to you.

Our meals bring hope and help to over 500 seniors every week. *And one day, our meals may be important to you.*



What Enclosures Work?

Obviously, you should always use a remit envelope. But what else?

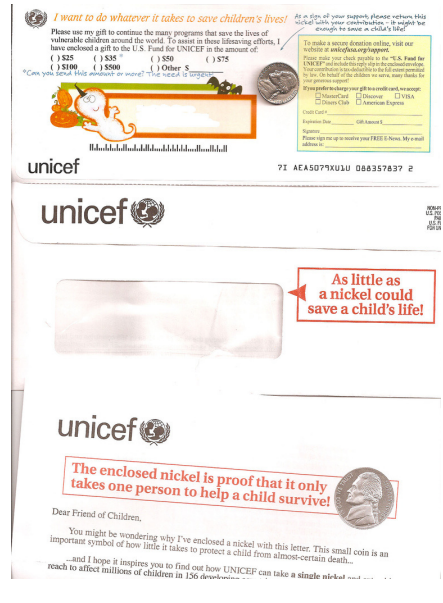


What Enclosures Work?

Coins:

According to The Leukemia & Lymphoma Society, *The envelopes with nickels earned 75% more than the others.*

Unicef's coin enclosures were also controversial.



What Enclosures Work?

Other ideas:

Magnets: ASPCA sent a large picture frame magnet, with seven smaller magnets on the inside. On each one is a slogan (see below)



What Enclosures Work?

Ryton Gardens made their entire mailing on brown paper, so it could be converted into seed pots.

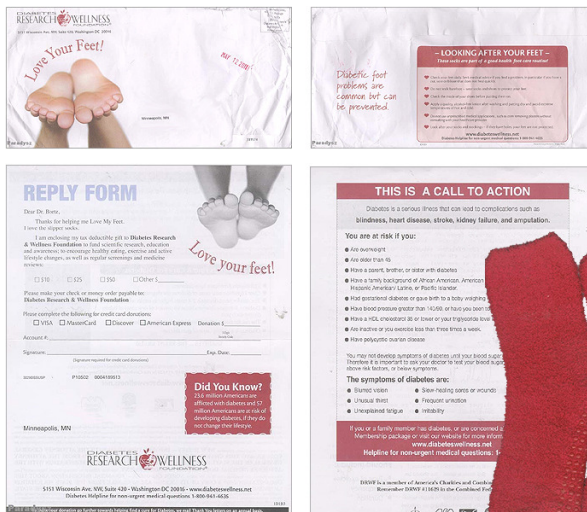


You can apply this to seniors by recreating fast-food wrapping.



Once read, the mailing could be converted into six seed pots –

What Enclosures Work?



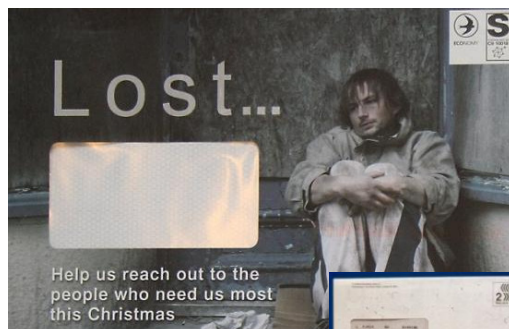
Other ideas: Diabetes Research
Wellness Foundation uses Socks!

What should your envelope look like?

Size: Your outer envelope doesn't have to be a #10. It may be more expensive, but you might stand out from other, similar envelopes this way.



. What should your envelope look like?



. Top example: Salvation Army holiday appeal

. Bottom example: Greenpeace



What is the Anatomy of Your Appeal?

Most Letters follow
this format:

1. Headline or "Johnson Box"
2. Salutation, such as Dear Ms. Smith or Dear Joe
3. Short, attention-grabbing first sentence
4. Body copy that tells a story, presents a problem and solution,
and/or presents your offer, along with benefits and details
5. Call to action, such as "Use the envelope and give today!"
6. Guarantee to back up your offer
7. Deadline (if appropriate) to prompt faster response
8. Sign off with a handwritten signature
9. P.S. or Post Script that presents a prime benefit, restatement of
the offer, deadline reminder, bonus offer, or whatever you want
to highlight
10. Remit envelope
11. Possibly a buck slip or other enclosure.

More Examples To Research

Top 5 Non-Profit Mailers

Smithsonian Institute – They generate \$532 million per year.
U.S. Fund for UNICEF – They generate \$454 million per year.
Habitat for Humanity – They generate \$356 million per year.
Leukemia & Lymphoma Society – They generate \$269 million
per year.
March of Dimes – They generate \$248 million per year.

Source: <http://www.changeofaddress.org/blog/2010/top-20-us-direct-mail-marketers>

PS examples

Restatement of the letter headline.

“Could you help a senior like Agnes today?”

Restatement of the offer.

“If you give \$25 today, your donation will be matched by a generous anonymous donor!”



Ask for specific amount, related to subject of letter:

“To help keep our drivers delivering, we want to increase the amount of the gas cards to reflect the rising price of gas. *Could you give \$25 today to help us get more gas cards for our drivers?*”

PS examples

Restatement of the premium.

“If you give \$250 today, we'd love to ask you to join us on a steamboat cruise with the Circle of Hope Giving Society. Please give today.”

Restatement of how to use the reply devices.

“When you put your check for \$50 in the envelope enclosed, you'll be buying food, but you'll also be helping a senior stay in their home.”

Restatement of the crisis

“This Christmas, our seniors are hungrier than ever. Please, help ten seniors get dinner with your generous gift of \$100 today.”



If you're not getting enough money in the mail, what are 8 things you can change?

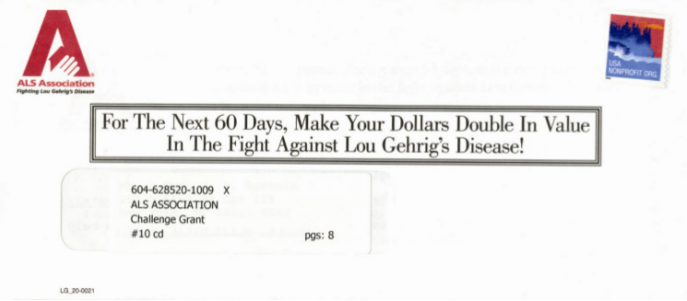
- Add or Remove the teaser on the outside of the envelope
- Use live stamps to pay the return postage.
- Increase the number of Asks in your letter
- Help donors understand what their gifts will mean.
- Add something the donor has to interact with.
- Add a time limit.
- Insert a lift note.
- Remove your brochure.

How could you increase your returns? Segment donors by. . .

- All donors who gave in this same period last year
- All current multiple, non-monthly donors
- All higher-dollar donors
- All or test of 18-24 month lapsed donors who made previous gifts in this season
- All first-year donors
- Monthly donors
- Survey responders

Getting Matching gifts

Use the outside of the envelope



Getting Matching Gifts

Name your challenge
Tell them exactly what the challenge will accomplish

Your gift of \$50 will be matched with \$50 to accomplish _____

Your donation of \$_____ will accomplish _____



Getting Matching Gifts

THEY TOOK THE HOUSE IN 2010. Republicans won't stop until they have the Senate in 2012.

What stopping the Radical Right means to me:

Your \$17.50 will = \$35.00 if you respond by Sept. 22!
 Your \$50.75 will = \$101.50 if you respond by Sept. 22!
 Your \$1,000.50 will = \$2,001.00 if you respond by Sept. 22!

Your \$38.50 will = \$77.00 if you respond by Sept. 22!
 Your \$250.75 will = \$501.50 if you respond by Sept. 22!
 Your \$_____ will = x2 if you respond by Sept. 22!

My check, payable to the DSCC, is enclosed. I've completed the credit card information on the back of this form.
 I have enclosed my contribution of \$35 or more and would like to receive my DSCC 2012 Firesall tote bag!
 Please do not send me a tote bag. Use my entire grassroots donation to help the DSCC!

Mr. Denison
 1200 Gaskill St.
 Philadelphia, PA 19147-
 A710873BALBC 5

Denison,
 We need 27 more supporters from Philadelphia, PA to give at least \$17.50 before **Sept. 22** to reach our \$826,850 goal.

PLEASE ACT NOW!

HOW YOUR SUPPORT IS DOUBLED

The first \$826,850 we receive by Sept. 22 will be matched—dollar for dollar—*doubling* your gift!

Which reply device version is more compelling?

Getting Matching gifts

Double the value of your gift!

YES, I will help match the \$500,000 Challenge! I want my gift to go twice as far in helping to fund lifesaving research efforts and important patient and community services programs.

Enclosed is:

\$15 to match the red check
 \$20 to match the blue check
 \$35 to match the total of both checks
 \$50 to make an extra special gift
 \$_____ to help as much as possible

INSTRUCTIONS:
 Please make your check payable to The ALS Association. Send it with this form and with one or both of the Challenge Grant Checks below in the envelope provided. Thank you.

To better serve you, please tell us how ALS has affected you:

I have ALS A family member has/had ALS
 A friend has/had ALS

Mr. & Mrs. J. A.
 E 51st St Apt
 New York, NY 10022

The ALS Association CHALLENGE GRANT CHECK

Check No. 095
 August 20 10
 Pay To The Order On: The ALS Association \$ 15.00
 Fifteen and no cents Dollars

Mr. & Mrs. J. A.
 E 51st St Apt
 New York, NY 10022

If you have the budget, would you consider enclosed checks?

Do you want more resources?

Books:

Words That Sell, Richard Bayan

Cashvertising, Drew Eric Whitman

The Accidental Fundraiser, Stephanie Roth

Oglivy on Advertising, David Oglivy

Websites:

<http://directmarketingiq.com>

<http://sofii.org>

<http://dearjoan.net>



Thank you



Thank you for all that you do for Meals on Wheels and for attending today.

I would love your honest feedback on this presentation. I am always trying to improve.

Follow up questions
Mazarine Treyz
info@wildwomanfundraising.com
Phone: (512) 763-5161