

# THE STATE OF FUNDRAISING WITH DIRECT MAIL IN THE DIGITAL AGE

## KEEP THE MOMENTUM GOING

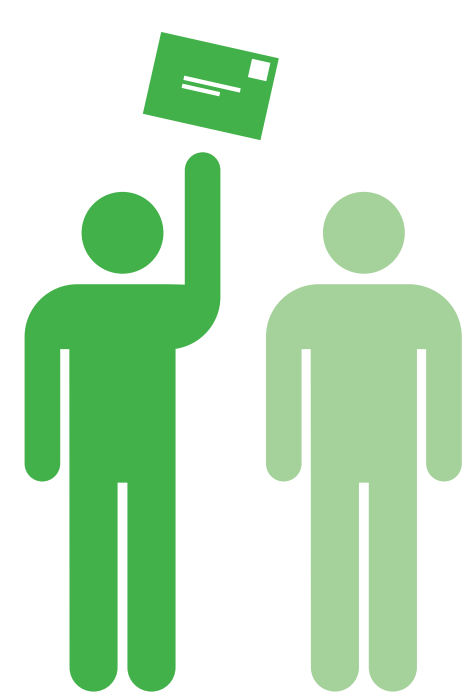
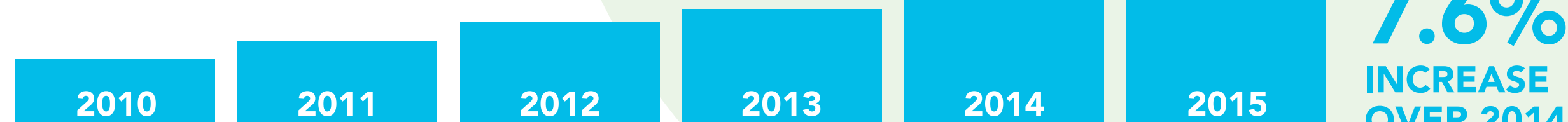
2015 was America's most generous giving year.

**\$40.3 billion**  
raised by Higher Ed  
and U.S. colleges

Giving to higher education has **increased every year** since 2010.

2015 giving total:

**\$373.25 billion**

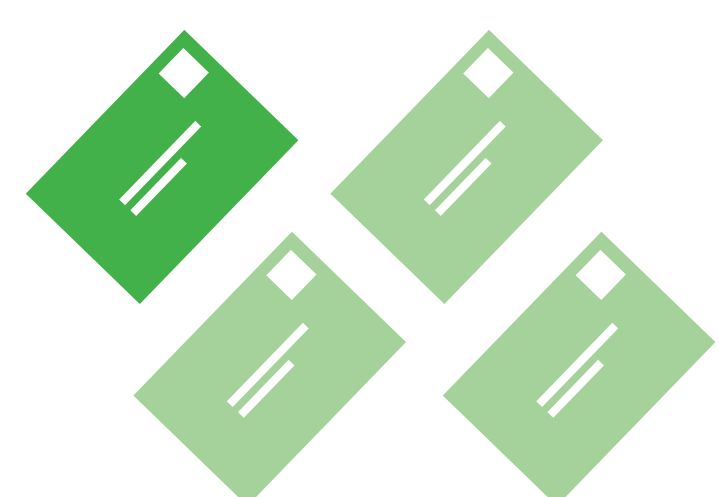
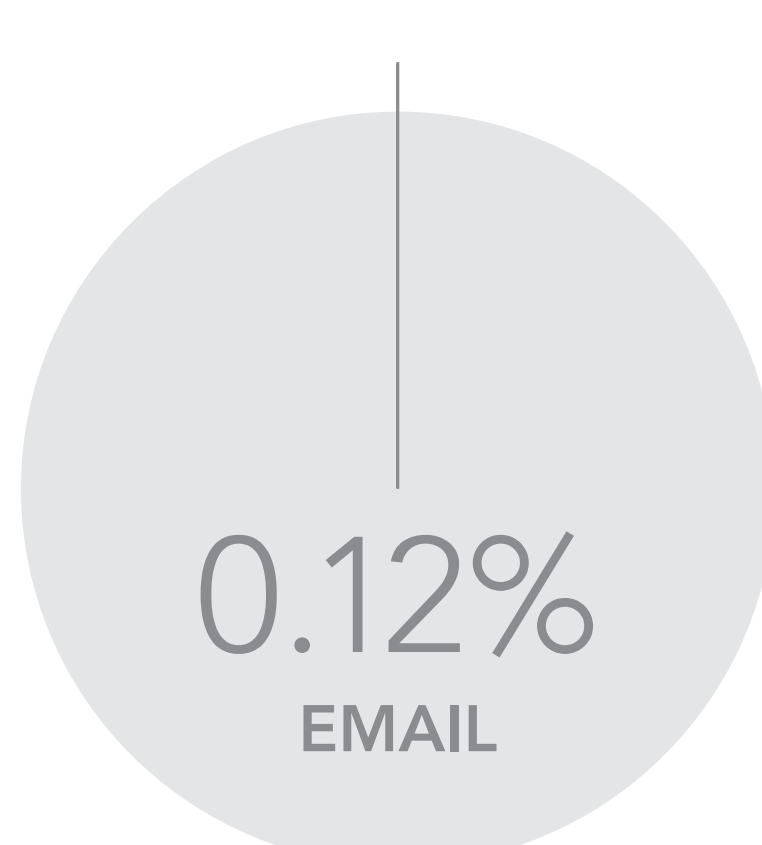
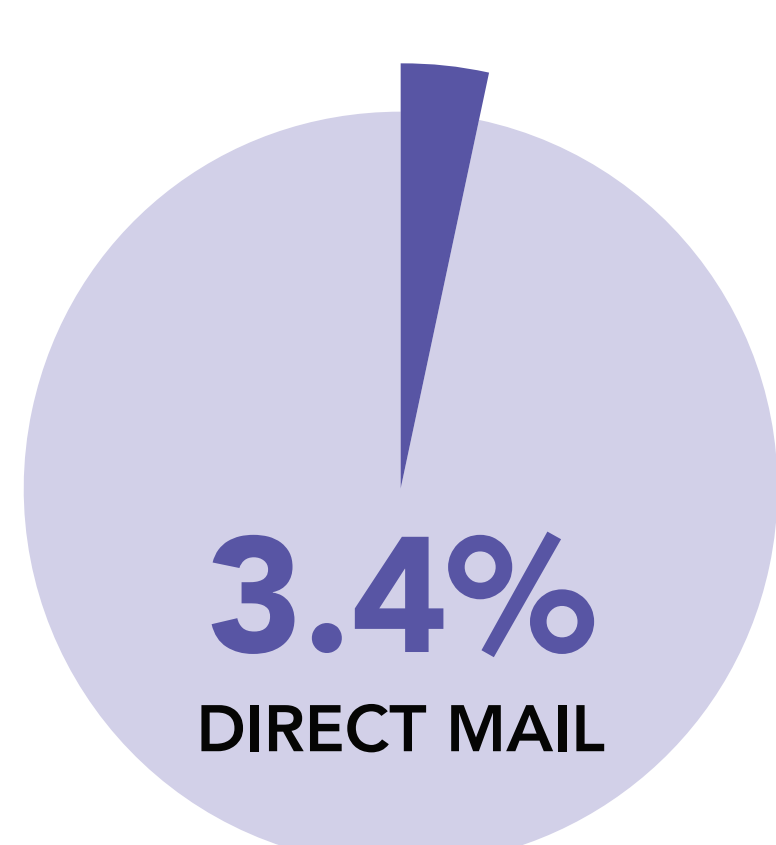


**50%**

of people pay more attention to **direct mail** than to any other marketing channel.

## DIRECT MAIL WORKS

Average **response rate**:

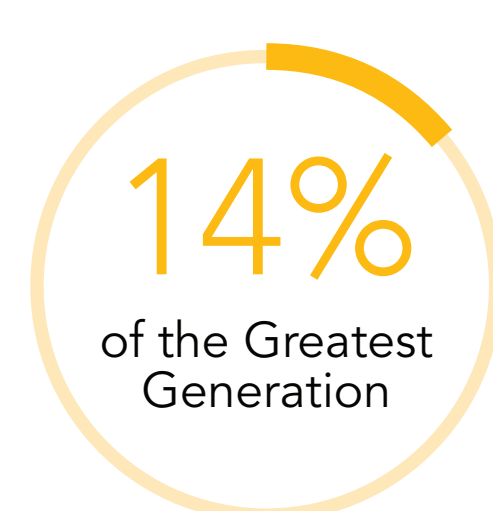
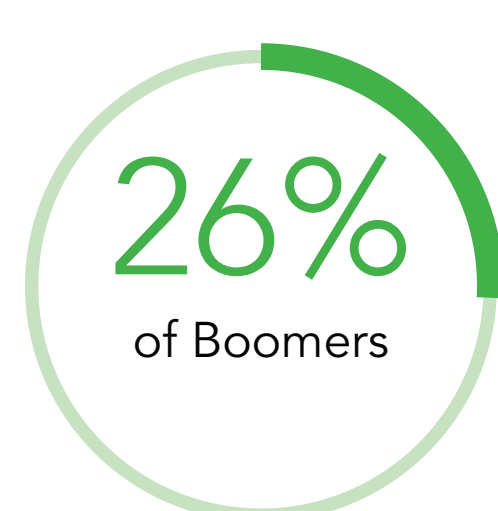


**25%** of marketers are increasing their spending on **direct mail** this year.

## DIRECT MAIL FOR THE DIGITAL AGE

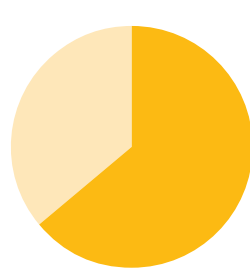
Make it easy to give online, on any device.

Self-reported **online** giving in response to **direct mail**, by age:



Just over half of web traffic is now on a mobile device.

Make it clear:



Only **64%** of nonprofits send communications with only **1 Call to Action**.

Personalize it:

Calls to action that **suggest donation amounts** are **50%** more successful than open ended requests.

DONATE TODAY!

PAST GIVING TO THE BERKELEY FUND

2013-14	2014-15	2015-16
\$333.00		

This chart reflects ONLY annual gifts to the Berkeley Fund, not to other funds at Berkeley.  
\* Berkeley's fiscal year runs from July 1 to June 30.

Mr John Q. Sample  
123 Any Street  
Any City, AS 12345-6789

I'M PLEASED To MAKE MY ANNUAL GIFT:

☐ \$100.00
 ☐ \$150.00
 ☐ \$250.00  
☐ My gift is anonymous.

PAYMENT METHOD

☐ CHECK ENCLOSED (payable to Berkeley Preparatory School)  
☐ PLEDGE (payable by June 30, 2017)  
☐ CREDIT CARD: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

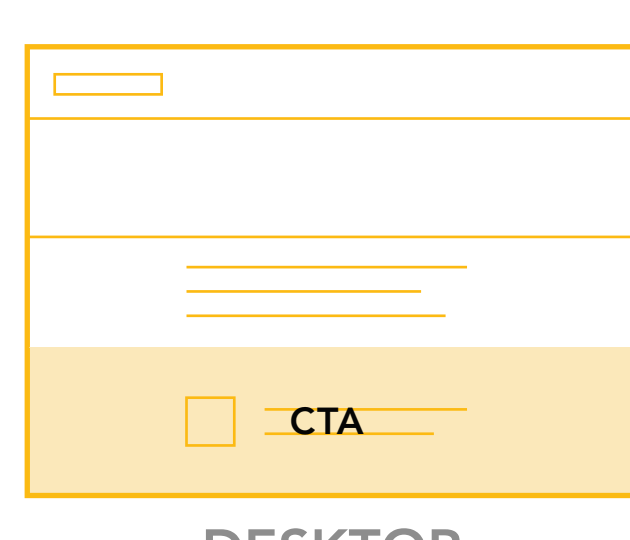
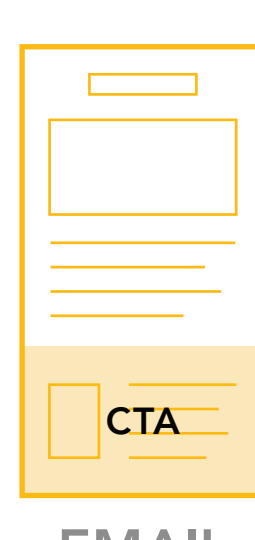
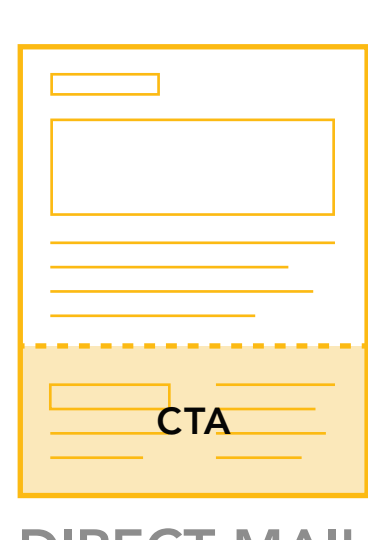
CARD NUMBER CVV CODE EXP DATE

BILLING ADDRESS ZIP CODE

ONLINE at [berkeleyprep.org/annualgiving](http://berkeleyprep.org/annualgiving)

Promote across channels:

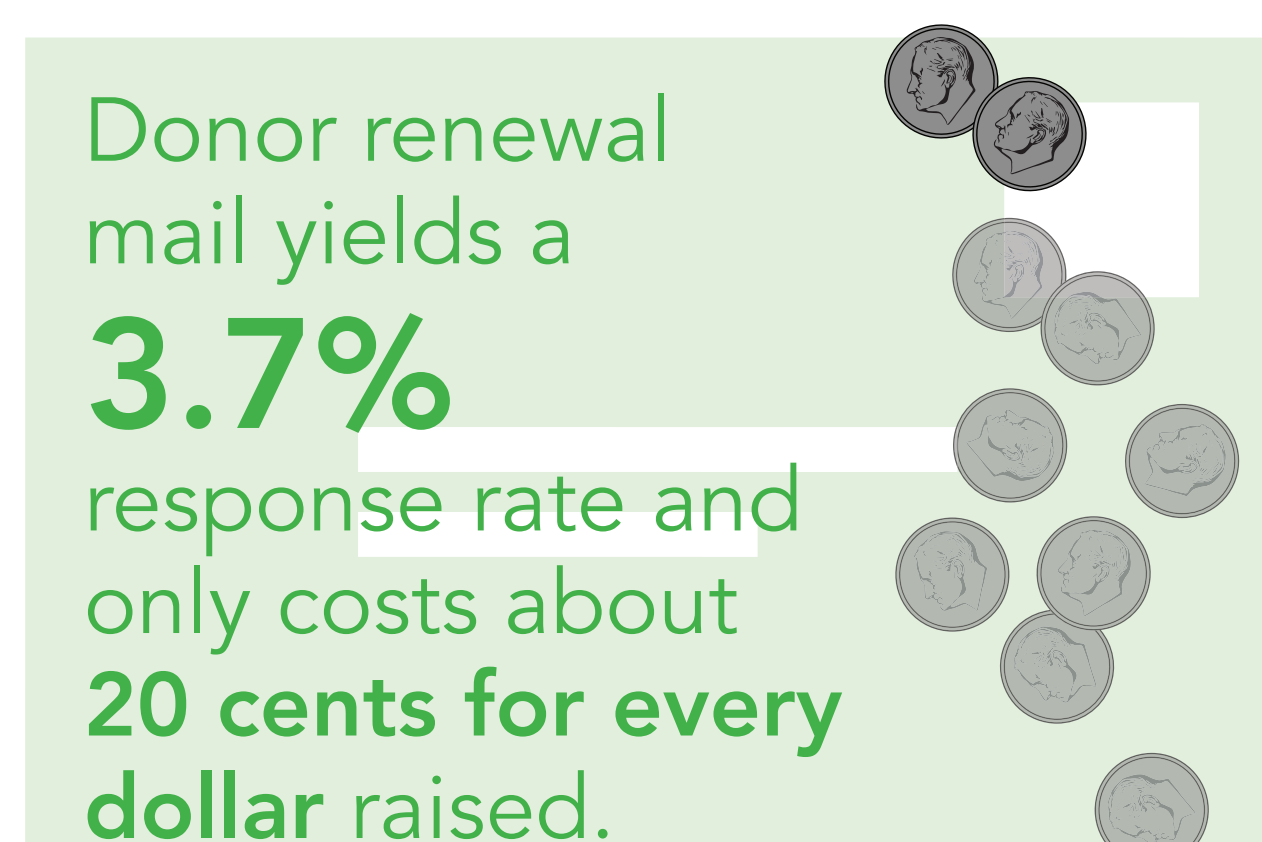
Donors are **50%** more likely to respond to direct mail when they receive multiple messages **across channels** reinforcing the CTA.



## FOCUS ON DONOR RETENTION



2 out of every 3 institutions have experienced **donor decline** since 2007.



It costs about **5x more** to **acquire** 1 new donor than it does to retain a donor.

## USE AN OMNICHANNEL APPROACH



An omnichannel approach including direct mail, email, telephone, and social media can generate a **20% increase** in the number of gifts.

CAMPAIGN RESPONSE RATES

**17% LIFT**

CAMPAIGN RESPONSE RATES +PRINT

Adding **print** to any direct marketing campaign can **increase response rates** by up to 17%.

To learn more about the strategies and statistics found here, opt-in to receive an email at the launch for a five-part blog series by fundraising experts Shawmut and Adam Treiser, CEO of ExactAsk.

**Shawmut**  
COMMUNICATIONS GROUP

**exactask**  
THE SCIENCE OF DONATION MAXIMIZATION

SOURCES: GIVINGUSA.ORG ANNUAL REPORT ON PHILANTHROPY FOR THE YEAR 2015, THE CHRONICLE OF PHILANTHROPY, RITTER'S COMMUNICATIONS, TARGET MARKETING'S 2016 MEDIA USAGE SURVEY, MOBILE CAUSE, THE COUNCIL FOR AID TO EDUCATION'S STUDY (2015), RUFFALO NOEL LEVITZ, DONOR PERFECT, FUNDLY, INFOTRENDS, IPM ADVANCEMENTS