

DIRECT

HIT



Nonprofit Edition

WHAT OUR DATA TEAM CAN DO FOR NONPROFITS

The first step our data team, CTRACDirect, does for nonprofits is ensuring the organization has clean data, allowing them to reach their constituents consistently. The information we provide back is then updated in their CRM system so the data does not deteriorate. No matter how carefully organizations enter data, errors always manage to slip through the cracks, and continue to multiply unless corrective measures are taken. A good data cleanup should identify incorrect fields, typographical and abbreviation errors, duplicates, email domain mistakes, address inconsistencies, and more. One of the greatest benefits of a data cleanup is the money saved on returned mail. At least 8% of undeliverable mail occurs due to incorrect addresses, resulting in wasted postage that will continue draining budgets until the addresses are fixed. Performing a data cleanup will correct address misspellings or inconsistencies that may lead to returned mail.

Once the data is clean, we make sure they understand what demographics i.e. Age, Marital Status, Income, Children Present, etc., makeup their top donors which allows them to find look-alike prospects. In addition to understanding the key demographics, we keep track of when a donor responds, how many touches are made before the first donation is received, the amount of time between donations, the lifetime value, etc. This will allow the organization to be more strategic in their marketing efforts. Whether it's a donor appeal letter or a charity 5K, nonprofits can save on costs by ensuring they are sending to contacts most likely to participate. Instead of blindly sending to the same house list this year, consider running a few analyses that will determine who the best donors and volunteers are.

Looking for more information? Our team of experts at CTRACDirect, a division of Midwest Direct, can assist you with your data cleanup. Contact us today to get started!



INVEST IN YOUR DATA

WITH MIDWEST DIRECT



8% of undeliverable mail occurs due to incorrect addresses

DATA CLEANUP INCLUDES, BUT IS NOT LIMITED TO:

- Reformatting Fields
- De-duplication
- Standardizing Addresses
- Fixing Email Domain Spelling Errors
- Other Typographical Errors
- Abbreviation Harmonization
- More



75% of those who gave to charities listed as their reason for doing so: "because they were asked."



40% of a direct marketing campaign's success is in the data

Team Treats



CHOCOLATE TRUFFLE COOKIES

Valentine's Day is a great excuse for chocolate lovers to satisfy their cravings! (We would know... We jump on any excuse for chocolate here at Midwest.) If you're looking for a chocolate recipe to share with your friends and family (or keep for yourself), consider this one by Allrecipes:

INGREDIENTS:

- 4 (1 oz) squares of unsweetened chocolate, chopped
- 1 cup of semisweet chocolate chips
- 6 Tbsp of butter
- 3 eggs
- 1 cup of white sugar
- 1 ½ tsp of vanilla extract
- ½ cup of all-purpose flour
- 2 Tbsp of unsweetened cocoa powder
- ¼ tsp of baking powder
- ¼ tsp of salt
- 1 cup of semisweet chocolate chips

DIRECTIONS:

1. In the microwave (or a double boiler), melt unsweetened chocolate, 1 cup of the chocolate chips, and the butter. Stir occasionally until smooth. Remove from heat and set aside to cool.
2. In a large bowl, whip eggs and sugar until thick and pale (about 2 mins). Stir in the vanilla and chocolate mixture until well combined. Then combine the flour, cocoa, baking powder, and salt. Stir into the chocolate mixture. Fold in remaining cup of chocolate chips. Cover dough and chill for at least an hour or overnight.
3. Preheat the oven to 350 degrees. Roll chilled dough into 1 inch balls. Place on ungreased cookie sheets 2 inches apart.
4. Bake for 9 to 11 minutes. Allow cookies to cool on a baking sheet for 5 minutes before removing to a wire rack to cool completely. Enjoy!

Find recipe here: <https://tinyurl.com/y6b99lvy>

How to Get More Results With Direct Mail For Nonprofits

Ten years ago, nonprofits sent out the same types of direct mail messages to potential donors in droves, and they hoped that the message would stick. Now, with the decline of success in email-based marketing, direct mail is back in the spotlight – and it's getting smarter every year. Nowadays, people do research to learn more about a company's story, their values, their impact, and who makes up their team before deciding to donate. However, many organizations get lost in the sea of nonprofits out there to donate to. How, then, can nonprofits in need of donations and acquisitions stand out? It starts with putting passion back into their direct mail.

- **Good data.** Starting with good data is ideal – it helps an organization understand their donors and volunteers, as well as their corresponding contributions, activities and interests. Ensuring that addresses are current and accurate can lower the probability of returned mail, which means less money wasted.
- **Variable data printing.** By incorporating variable data printing into a mail piece, companies can personalize their message in several ways, including a mention of previous gifts, or greeting them by their first name. These are small but effective touches that can help a recipient feel appreciated and recognized.
- **Using envelope space creatively.** The use of colorful, creative fonts and imagery on an envelope can often create enough intrigue to grab the recipient's attention. This is a great space for nonprofits to truly show what their organization is all about, as well as their main call to action.
- **Adding a little extra.** Everybody loves receiving surprises in the mail. Nonprofit organizations who recognize this find creative ways to reflect the passion of their company by including a small, lightweight gift in their mail piece. This can instantly boost the attention of the recipient, and it's also an easy way for a recipient to feel like he or she is helping a cause on a very small scale.

Want advice on data you can trust? CTRAC Direct, a division of Midwest Direct, has been in the data business for over forty years. You can trust our data experts to help you capture, clean, keep and capitalize on your data. Give us a call at 1.800.686.6666 to learn more.



Mandy's

MOTIVATIONAL MOMENT

Mandy's favorite quote for this month is "If the plan doesn't work, change the plan, but never the goal."

FUN FACTS: CHARITABLE GIVING

Charitable contributions (even small ones!) can make a big difference to so many people around the world. To stick with our theme of nonprofit organizations, here are some fun facts about charitable giving in the United States:

- **In 2016, total giving to charitable organizations in the U.S. increased to an estimated \$390 billion.** Because donating is an emotional act, more people donated to organizations with personal stories they felt they connected to.
- **December is the most popular giving month of the year followed by June.** Studies have shown that the holiday spirit has encouraged donors to give. As for June, we're not really sure what makes this such a popular giving month, but it is the end of the fiscal year for many nonprofits.
- **The average age of a donor in the U.S. is 64.** A survey found that the Baby Boomer generation accounted for 41% of all contributions in 2017. Additionally, the Boomer generation is the generation that has been proven to give the highest amount the most frequently to charities.
- **47% of U.S. donors give money to three to five organizations, and 15% give to six or more.** Most U.S. donors do not just focus their money on one nonprofit organization, but give to a few.
- **Historically, charitable giving rises about one-third as fast as the stock market.** The correlation between charitable giving and the stock market is that people give more when they have money to spare.
- **About 7.2% of overall fundraising revenue, excluding grants, was raised online.** Fundraising online has become increasingly popular, especially during the pandemic. Additionally, Facebook fundraising has become one of the most popular choices due to how easy it is to use and the tools Facebook gives you to promote your fundraising efforts.



PROMOTIONS & INCENTIVES

2021 Earned Value Promotion



To keep First-Class Mail® relevant and slow its decline, the Earned Value Promotion offers earned credits to eligible businesses who use Business Reply Mail® (BRM), Courtesy Reply Mail™ (CRM), and Share Mail® pieces. Details of this promotion include:

- **New participants:** \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted regardless of their CRID.
- This promotion will no longer have a mailer specific volume threshold.
- **Registration:** Feb. 15 - Mar. 31.
- **Promotion period:** April 1 - June 30.



THE PLUS PODCAST

With Midwest Direct



0:00

20:29

32 & 33: How to Clone Your Best Donors With Marketing Attribution Tactics; Part 1 & 2

In February 2020, we hosted the CLE Nonprofit Summit here at Midwest Direct. The goal of hosting this event was to introduce proven marketing strategies used by nonprofit organizations that are able to find more donors, use multiple channels to bring in donations, and find a way to get that done with a reasonable budget and effort. Because this event attracted more people than our facility could hold, we decided to share some of the sessions on the podcast. In this session, How to Clone Your Best Donors With Marketing Attribution Tactics with Gary Seitz, our VP of Data and Analytics goes over how to find new donors using the profiles of current donors and why finding the right donors is so important. Additionally, Gary does a deep dive on the knowledge and data behind creating or finding a customer profile, and what to do once you find those donors.

Listen to this episode of The Plus Podcast with Gary Seitz to learn how to clone your best donors with marketing attribution tactics.

mw-direct.com/pluspod32

DIRECT Hit



2222 West 110th Street • Cleveland, Ohio 44102-3512
www.mw-direct.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
MWD

Inside This Edition...

USPS Promotions!

Nonprofits!

Charitable Giving!



Did you know February is nonprofit month at Midwest Direct?

Read about it on mw-direct.com/blog

Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?
Email us at marketing@mw-direct.com.