

The Annual Fund



How to Stand out From the Crowd

Presented by: Erica Waasdorp, A Direct Solution



AFP Rhode Island April 2014

About Erica Waasdorp



- President of *A Direct Solution*
- Philanthropholic
- Reader's Digest 'graduate'
- 32 years of Direct Response experience
- Raised millions of dollars for clients
- Author of *Monthly Giving. The Sleeping Giant*, paperback and e-book.



AFP Rhode Island April 2014

Annual Fund



AFP Rhode Island April 2014

Where It Fits



AFP Rhode Island April 2014

Solving the Annual Fund



AFP Rhode Island April 2014

Questions

How many times do you mail?

What do you mail?

Who do you mail to?



AFP Rhode Island April 2014

1 Ask for more

Larger Gifts

More often

Ongoing



AFP Rhode Island April 2014

	# mailed	# donations	Gross raised	Cost	Net raised
2x a year	10,438	713	\$57,943	\$6,717	\$51,227
4 x a year	23,230	1,050	\$83,743	\$16,144	\$67,590
			Increase		32%



AFP Rhode Island April 2014

2

Get more



AFP Rhode Island April 2014

Acquisition

Lists

Warmer Prospects

Ask low, get more

Target



AFP Rhode Island April 2014

3

Prevent Donors from Lapsing



AFP Rhode Island April 2014

When you ask a donor when they last gave, what will they say?



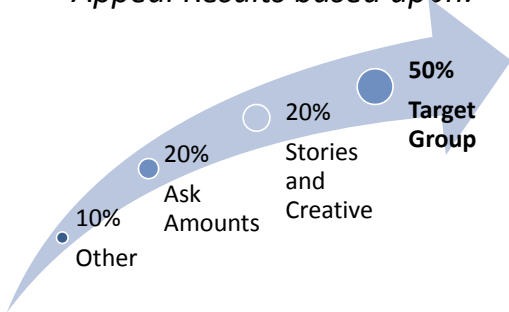
AFP Rhode Island April 2014

The Donor's Mail box



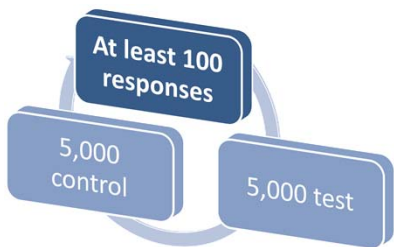
AFP Rhode Island April 2014

Appeal Results based upon:

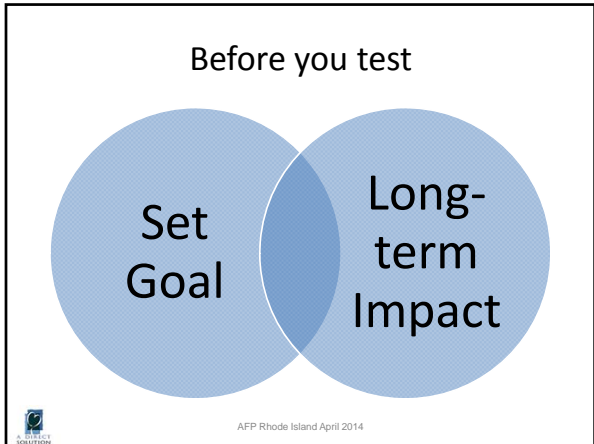


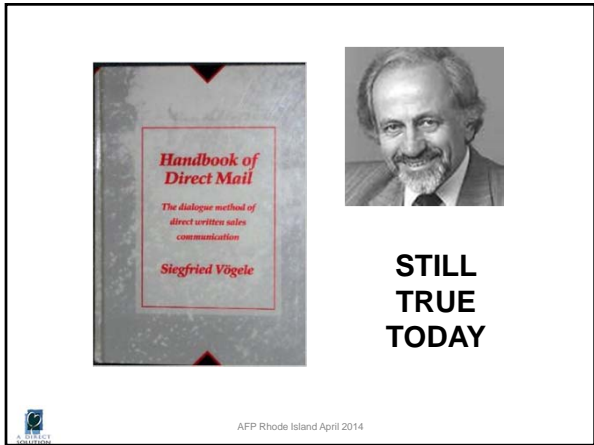
AFP Rhode Island April 2014

Testing Basics



AFP Rhode Island April 2014





How people read...

1. Who is writing to me?
2. How is he addressing me? What does he want?
3. Who has signed the letter?
4. Should I read the letter?
5. Of what benefit will the letter be for me?
6. Why is he writing to me in particular?
7. Do I need this?
8. How have I dealt with this need in the past?
9. What benefit does this offer me now?
10. Who can prove this?
11. How can I find out more?
12. What should I do?

AFP Rhode Island April 2014 Source: Siegfried Vögele www.sv-institut.de

What works?

- 13 and 14 point
- Serif
- Ask amounts in letter
- The P.S. (yes, really!!)
- Handwritten

AFP Rhode Island April 2014

Times Roman vs. Courier

Dear Friend of Our Lady,
Here is your beautiful and deeply spiritual picture of Our Lady of Fatima.

Dear Friend of Our Lady,
Here is your beautiful and deeply spiritual picture of Our Lady of Fatima.

Results: Times Roman lift 8% on prospecting, same on donors

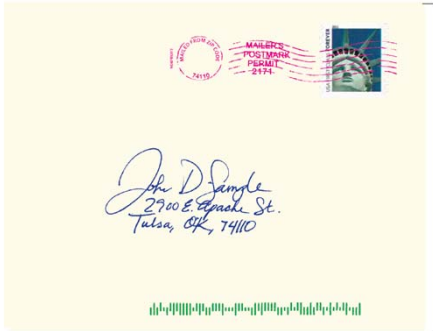
AFP Rhode Island April 2014

The Envelope, please...

1, 2, 3, 4, 5, 6, 7 ...

AFP Rhode Island April 2014

Personal touch



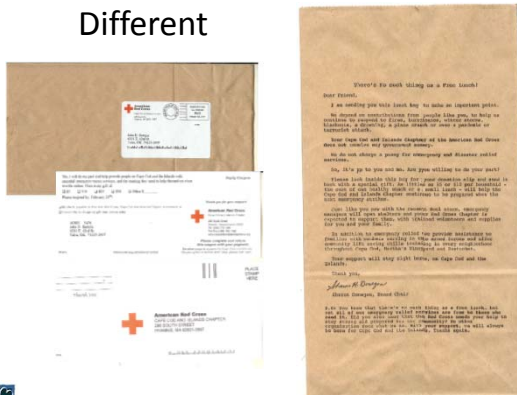
AFP Rhode Island April 2014

Playing with Color and Paper



AFP Rhode Island April 2014

Different



AFP Rhode Island April 2014

Intrigue

AFP Rhode Island April 2014

Emergencies

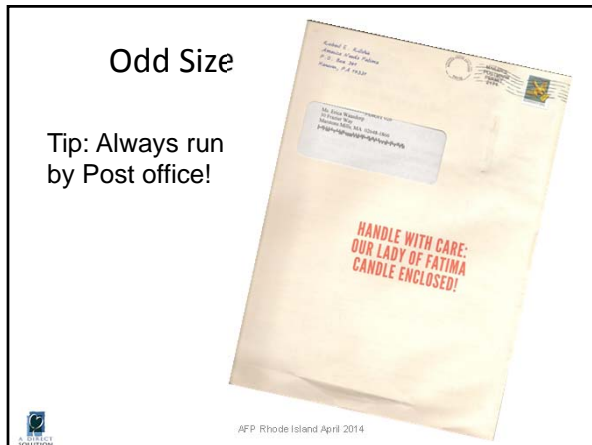
AFP Rhode Island April 2014

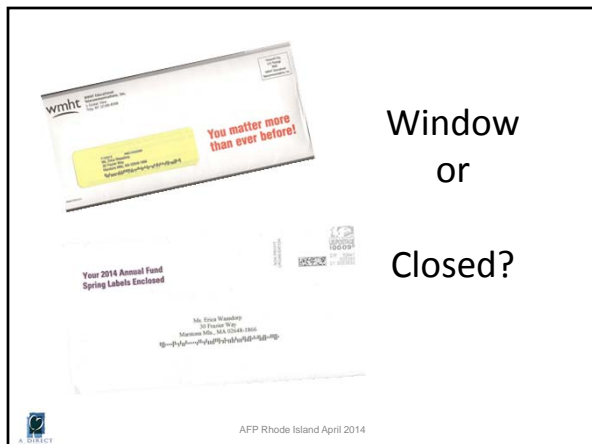
Back end Premiums

AFP Rhode Island April 2014



Upfront
 premiums
 (freemiums)





Window
 or
 Closed?

Offers

Upfront premium	Backend premium
Ask amount (specific or general)	Involvement devices
Challenges	Stories

AFP Rhode Island April 2014

Lower Ask amount Lifts

<p>Control</p> <p><input type="checkbox"/> YES? I want to help enthrone Our Lady's picture in 1,000,000 homes with my check made out to <i>America Needs Fatima</i> in the amount of:</p> <p><input type="checkbox"/> \$12 <input type="checkbox"/> Other: \$ _____</p> <p><i>↑ This amount provides a free picture to 35 families.</i></p>	<p>Test</p> <p><input type="checkbox"/> YES? I want to help enthrone Our Lady's picture in 1,000,000 homes with my check made out to <i>America Needs Fatima</i> in the amount of:</p> <p><input type="checkbox"/> \$9 <input type="checkbox"/> Other: \$ _____</p> <p><i>↑ This amount provides a free picture to 35 families.</i></p>
---	---

20% higher response, \$1 lower average gift

AFP Rhode Island April 2014

Ask specific

MY BEST THANKSGIVING GIFT

I've signed the Thanksgiving card and enclosed it with my gift of:

<input type="checkbox"/> \$11 to provide food for 33 meals	<input type="checkbox"/> \$33 to provide food for 99 meals
<input type="checkbox"/> \$22 to provide food for 66 meals	<input type="checkbox"/> \$55 to provide food for 165 meals
<input type="checkbox"/> \$ _____ to help as much as possible	

Please charge my credit card. (See back of form.)

Ms Erica O Weasbord
 30 Frazier Way
 Mansfield MA, MA 02048-1060

Please make your check payable to: GBFB.
 13482821 14A10AKX 1012 A1

1346282114A10AKX001100220033005500000

AFP Rhode Island April 2014

Challenges work!

Lord, hear my prayers...

Father John, please send my special prayer intentions to Zambia, where the CMAs will remember them in prayer. Also remember these intentions at Mass and in your prayers.

My special intentions:

Please send me a gift paper by e-mail. My e-mail address is:

MAIL ORDER ADDRESS
WALTONS MAIL ORDER SERVICES
34705 0216 0032705362 US

Zambia Endowment Donation Form

Dear Fr. John, my offering is enclosed. I want my gift to be doubled through the Endowment for a Sustainable Future in Zambia!

My gift is _____ (This amount will be DOUBLED!)

Option A: I am making my donation by check or money order. Please enclose your copies of: Monetary Order.

Option B: I authorize the Monetary Association of Maryland to charge my credit card _____
\$100 (one-time) or monthly to my credit card.
Signature: _____

Card: Card Number _____ Exp. Date _____

Option C: I authorize the Monetary Association of Maryland to withdraw \$ _____ from my checking account each month, 15 business days. Signature _____ (Please enclose a voided check.)

MAIL ORDER ADDRESS
WALTONS MAIL ORDER SERVICES
34705 0216 0032705362 US

AFP Rhode Island April 2014

Another challenge...

Dear Neighbor,

I have exciting news! Historic Highfield is offering a once-in-a-lifetime opportunity to permanently honor your family, or someone you love, at Highfield Hall.

P.S. All gifts received before May 31, 2011 will be matched by a private foundation, which means the value of your donation will be doubled!

AFP Rhode Island April 2014

20% lift
from
Supporter
Card

Cape Abilities
Creating Futures

Mark 2011

XXXXXX
XXXXXX
XXXXXX

Dear Mark,

We have made a great program for our program and we are looking for more people to join our team. We are looking for people who are interested in being part of our team and who are interested in being part of our team.

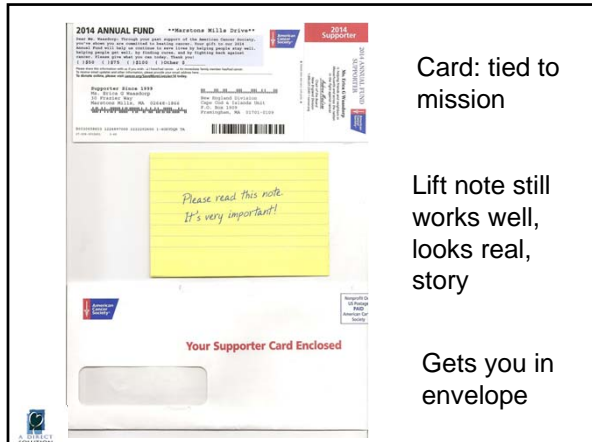
Dear Mark,

We have made a great program for our program and we are looking for more people to join our team. We are looking for people who are interested in being part of our team and who are interested in being part of our team.

Dear Mark,

We have made a great program for our program and we are looking for more people to join our team. We are looking for people who are interested in being part of our team and who are interested in being part of our team.

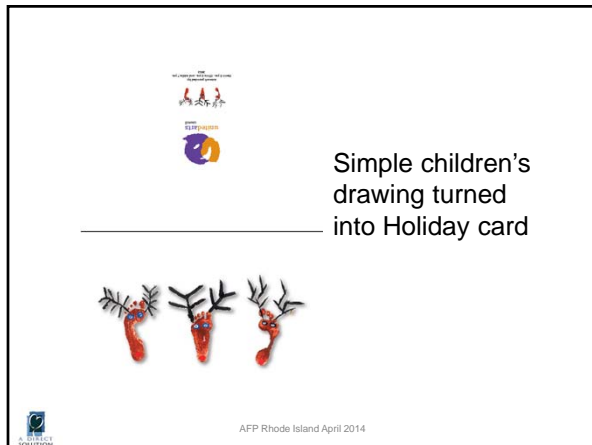
AFP Rhode Island April 2014



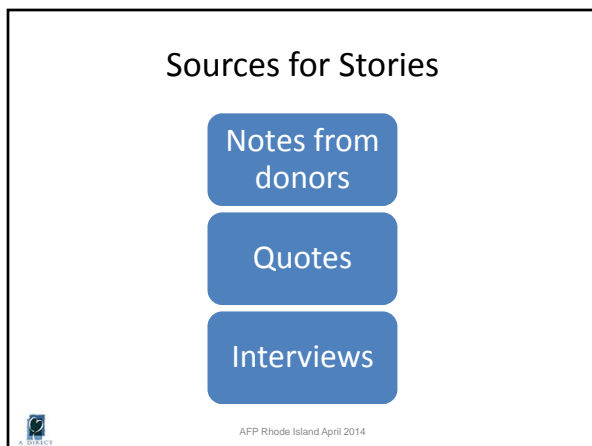
Card: tied to mission

Lift note still works well, looks real, story

Gets you in envelope



Simple children's drawing turned into Holiday card



Sources for Stories

Notes from donors

Quotes

Interviews

42% lift BRE versus RE



worth a test for prospecting



AFP Rhode Island April 2014

How far do you go?

Send money
to get money?




AFP Rhode Island April 2014



AFP Rhode Island April 2014

Source: Bloomerang

Getting second gift is crucial!
How could you wait a year?




AFP Rhode Island April 2014

Metrics

General Return of Investment for Fundraising Strategies

- Direct Mail Acquisition costs \$1.15 per \$1 raised
- Special Events costs 50¢ per \$1 raised
- Planned Giving costs 25¢ per \$1 raised
- Direct Mail (Prior Donors) costs 20¢ per \$1 raised
- Foundations / Corporations costs 20¢ per \$1 raised
- Major Gifts costs 5-10¢ per \$1 raised
- Monthly Donors costs 2 – 5¢ per \$1 raised

(James Greenfield, Fund Raising: Evaluating and Managing the Fund Development Process with addition by Erica Waasdorp, based upon actual figures provided by organizations)



AFP Rhode Island April 2014

Personal Opinion = NOT Results

The donor COUNTS

NO letters by committee!!

Write as you SPEAK!

Aim at ONE!



AFP Rhode Island April 2014

Resources

Donate to other organizations in/out your focus area

Inside Direct Mail (Who mails what?)<http://bizreport.tradepub.com/free/idmw/prgm.cgi>

SOFII <http://www.sofii.org/exhibits>

Conferences/Consultants/Emails/Blogs

Magazines www.fundraisinguccessmag.com , <http://www.thenonprofitimes.com>



AFP Rhode Island April 2014



AFP Rhode Island April 2014

More information



Erica Waasdorp
A Direct Solution
PO Box 757
Marstons Mills, MA 02648 USA
Tel: 508-776-1224
Fax: 270-633-1744
www.adirectsolution.com
erica.adirectsolution@gmail.com
erica@adirectsolution.com
@ericawaasdorp



AFP Rhode Island April 2014
