

PAGE	CONTENTS
viii	PREFACE
ix	FOREWORD
1	CHAPTER 1 DIRECT MARKETING: IT'S NOT AN EVENT IT'S A PROCESS
1	Past, present...
2	...Future
2	So what's in it for you?
3	The evolution of direct marketing
4	Historical reasons for the growth of direct marketing
6	Reasons why direct marketing will continue to grow in the future
9	A Canada Post survey
10	There is no such thing as donor fatigue, only fundraising fatigue
11	CASE STUDY : Breakfast for Learning
13	CHAPTER 2 DIRECT MARKETING: DEFINED
13	How direct marketing works
14	The special attributes of direct marketing
17	The seven aims of direct marketing
25	The six variables of direct marketing
19	CASE STUDY : CANFAR
21	CHAPTER 3 LISTS: TARGETING THE RIGHT PEOPLE
22	The list rental process
23	Types of lists
25	Merging and purging lists
27	Data overlay and enhancement
27	How to select a list
28	Recency, frequency and monetary value
28	Market segmentation
29	List segmentation
29	Privacy issues
30	Renting methods
30	Trading lists
30	Seeding a list
31	How to segment your most valuable donors
33	CASE STUDY : Special Olympics Ontario

CONTENTS	PAGE
CHAPTER 4	34
OFFERS: HOW TO MAKE ONE YOUR CUSTOMERS CAN'T REFUSE	
What's the purpose of an offer?	34
Emotional triggers that prompt people to act	35
Maslow's Hierarchy of Needs	35
The secret of crafting a good offer	36
Types of offers	37
What to consider when planning an offer	37
CASE STUDY : The Royal Conservatory of Music	39
CHAPTER 5	41
THE PROCESS: WHERE TO START	
Planning and positioning a direct marketing program	41
Initiating a direct marketing plan	42
The role of a fundraising direct marketing agency	43
The work flow	44
Agency structure: Role of various departments	45
Account services department	45
Creative department	51
Production department	52
External suppliers	53
List rental and data work	53
Printing	53
Lettershop	53
Fulfillment and customer service	54
Direct mail printing is generally a two-step process	55
CASE STUDY : Education Wife Assault	56
CHAPTER 6	57
CREATIVITY: THE FINE ART OF PERSUASION	
Positioning	57
Getting started	58
Copywriting	59
Design	61
Direct marketing formats	64
The outer envelope	67
The letter	69
The brochure	71
The donation form	72
Lift Notes	74
The BRE (Business Reply Envelope)	74
Annual Reports	74
CASE STUDY : UNHCR	75

PAGE	CONTENTS
77	CHAPTER 7 THE MEDIA: OUR CHANNELS OF DISTRIBUTION
77	CHANNEL 1 THE MAIL
81	CASE STUDY : Special Olympics Ontario
83	CHANNEL 2 PRINT
83	The difference between direct marketing and advertising
85	Guidelines for producing ads
86	Hints for writing ads
87	Carefully select the magazine to run your ad
88	Factors to consider when placing an ad
90	Newsprint
92	CASE STUDY : Integra Foundation
93	CHANNEL 3 RADIO
93	How to produce a good DM radio commercial
95	CHANNEL 4 TELEVISION
96	Effective TV forms
97	DRTV or infomercial
98	CASE STUDY : Hincks Centre for Children's Mental Health
99	CHANNEL 5 TELEMARKETING
100	How telemarketing works
101	Guidelines for a telemarketing script
103	CHANNEL 6 INTERACTIVE COMMUNICATIONS (VIRAL MARKETING AND THE WEB)
103	The marketing cycle is reversed on the Internet
106	Using emails to cultivate and solicit prospects via the Internet
112	CHANNEL 7 NEWSLETTERS
112	Let us look at three important facts
115	Crafting the newsletter
117	Other elements to add in a newsletter
117	How to raise funds with newsletters
117	How to get your message across
118	CASE STUDY : University of St. Michael's College

CONTENTS	PAGE
CHAPTER 8	119
TARGETING CONSUMERS	
Using emotions	119
Crafting the message	120
Four ways to get people to pay attention	121
CASE STUDY : FoodShare	127
CHAPTER 9	129
FINDING NEW SOURCES OF FUNDS BY TARGETING BUSINESS	
The key differences of targeting business vs. consumers	129
People give to people	130
CASE STUDY : Second Harvest	133
CHAPTER 10	134
DONOR STEWARDSHIP	
Acknowledging gifts promptly	134
Welcoming new donors into the family	137
Know your donors	139
How to deal with each group individually	139
Start with a clear game plan	142
Beyond the 'warm glow' of direct mail fundraising	143
CASE STUDY : Second Harvest	145
CHAPTER 11	146
BACK-END SERVICE: REVIEWING HOW WELL YOU DID	
Client services	146
Hypothetical numbers for analysis	147
Customer lifetime value (DLV)	148
Hypothetical (DLV) calculations	149
Testing	150
CHAPTER 12	154
INTEGRATED MARKETING: GETTING THE BEST FROM EVERY POSSIBLE CHANNEL	
Before you begin, ask these key questions	156
CASE STUDY : Integra Foundation	157
IN CONCLUSION	158
The seven central elements in direct mail fundraising	158
CASE STUDY: Interval House	162
GLOSSARY OF TERMS	163
About the Author	171