

Nonprofit Direct Mail Checklist to Boost Your ROI

Maximize your fundraising efforts and build intrigue to avoid the circular file (aka the trash can) with this handy checklist when crafting your next direct mail marketing campaign.

Be Up Close & Personal

The extra step of personalization makes recipients feel special. Anything you can do to make your direct mail feel like it was sent by a human vs. a robot, the better.

- Be All About "ME" (personalization)**
Using variable data printing is key to addressing donors and potential donors by name instead of "Dear Friend," customizing giving levels and creating 1:1 marketing strategies.
- Look Like a Pen Pal (fonts that don't scream business)**
Handwritten envelopes spark curiosity because they are unusual, and people naturally want to know what's inside. Using handwriting or a font that appears as if it was handwritten gives your piece a more approachable, conversational appearance.
- Lick It and Stick It (real stamps rock)**
Postage stamps can give your direct mail a leg up. Using "live stamps" – real postage stamps instead of preprinted indicia – improves your chances of getting your piece opened and read. You can still take advantage of discount mailing rates by using bulk nonprofit rate stamps.

Have Them at Hello

Your direct mail needs to make a big impression from the get-go. Outside envelopes need to have big appeal in color, graphics, size, shape and most importantly the message.

- Make a BIG Outside Impression (eye-catching envelopes)**
The more positively disruptive you can make the outside of your direct mail the more likely it will be opened. Use color, photography and/or graphics to make your message pop!
- Believe Bigger is Better (size and shape matter)**
Interesting shapes and non-standard sizes are great ways to grab your reader's attention. Using an extra-large size for your extra-large message will help you get noticed.
- Spark Curiosity (strong teaser messages)**
Messages on the outside of mailers that engage the reader, say what's inside, give a sense of urgency and build brand awareness all bring relevancy to your overall message.

Make What's on the Inside Count

Maximize the perceived value of your direct mail piece by increasing the bulkiness of your appeal with enclosures. From address labels to tote bags, including something enticing inside your mail works.

Enhance Your ROI (reply envelopes)

When questioning if you should include a return envelope in your appeal, the answer is, "YES!" Make it as easy as possible for donors to give you money! If you can make your return envelope postage paid, that's even better.

Take a Look-see Inside (fancy enclosures)

Inserts beyond a typical letter add to the perceived value of your piece. Magnets, pens, stickers, and notepads all add to the perceived value of your piece. The more enclosures the better!

P.S. I Love You! (close with gusto)

Your P.S. needs to sum up all the essential elements of your appeal as this may be the only thing that gets read. Reinforce what you want the reader to do and why.

Need a Hand?

Yes, we can lick envelopes, hand address, apply stamps and go to the post office. All things direct mail are in our wheelhouse but what KidGlov is really good at is creative strategy.

The kind of positively disruptive ideas that enable your mailer to miss the trash can and stand the test of time between the mailbox and getting opened over a cup of coffee at the kitchen table.

If you'd like to chat more about this checklist or specific ways to add appeal to your upcoming direct mail campaigns, email Kelley.Peterson@KidGlov.com.