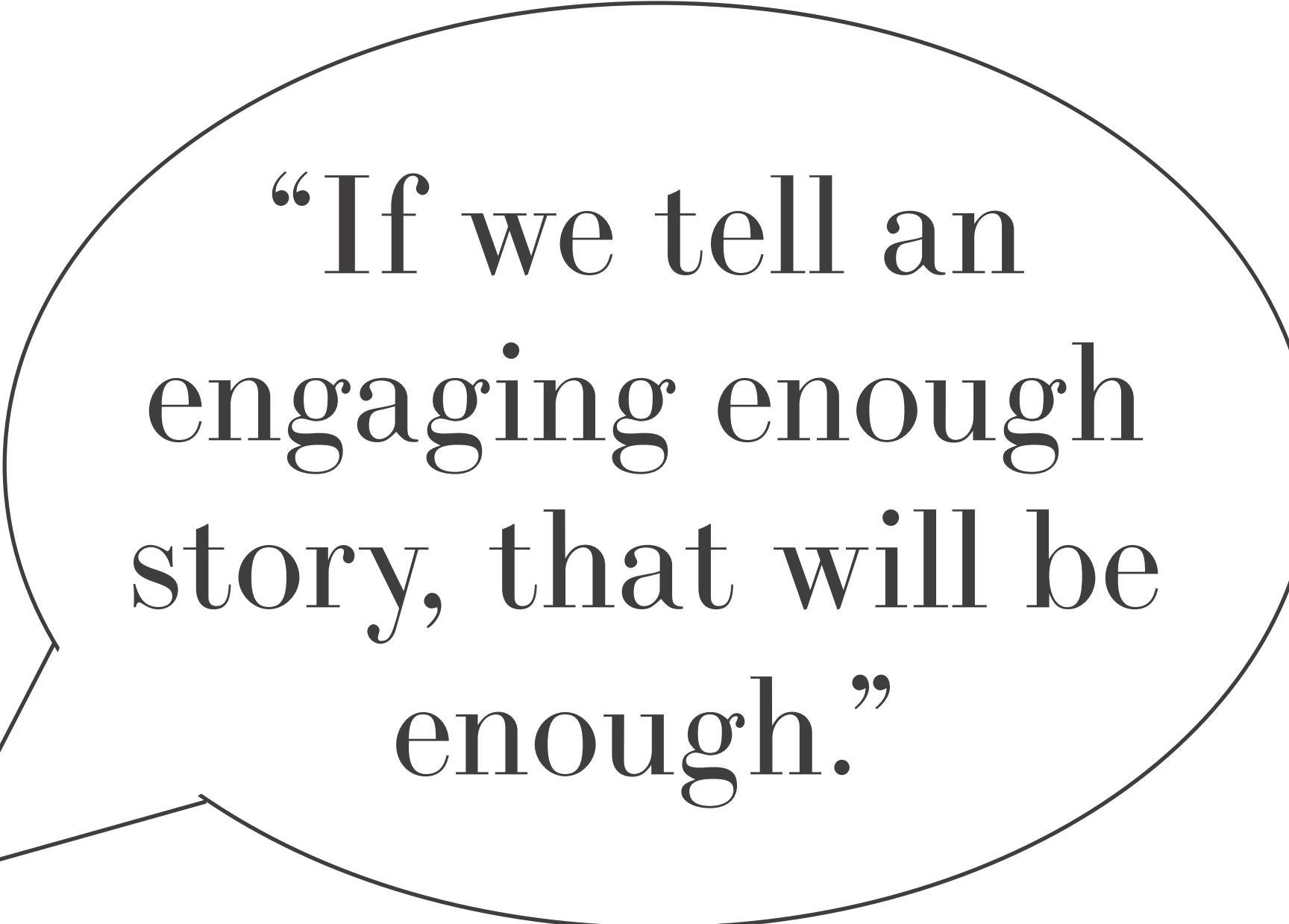


What Donors Want: Myth vs. Research

JulesWrites.com
FUNDRAISING COMMUNICATIONS

I'm
convinced!

(But are you correct?)



“If we tell an
engaging enough
story, that will be
enough.”

“Donor communications
are NOT about reading;
donor communications
are about getting people
to ACT.”

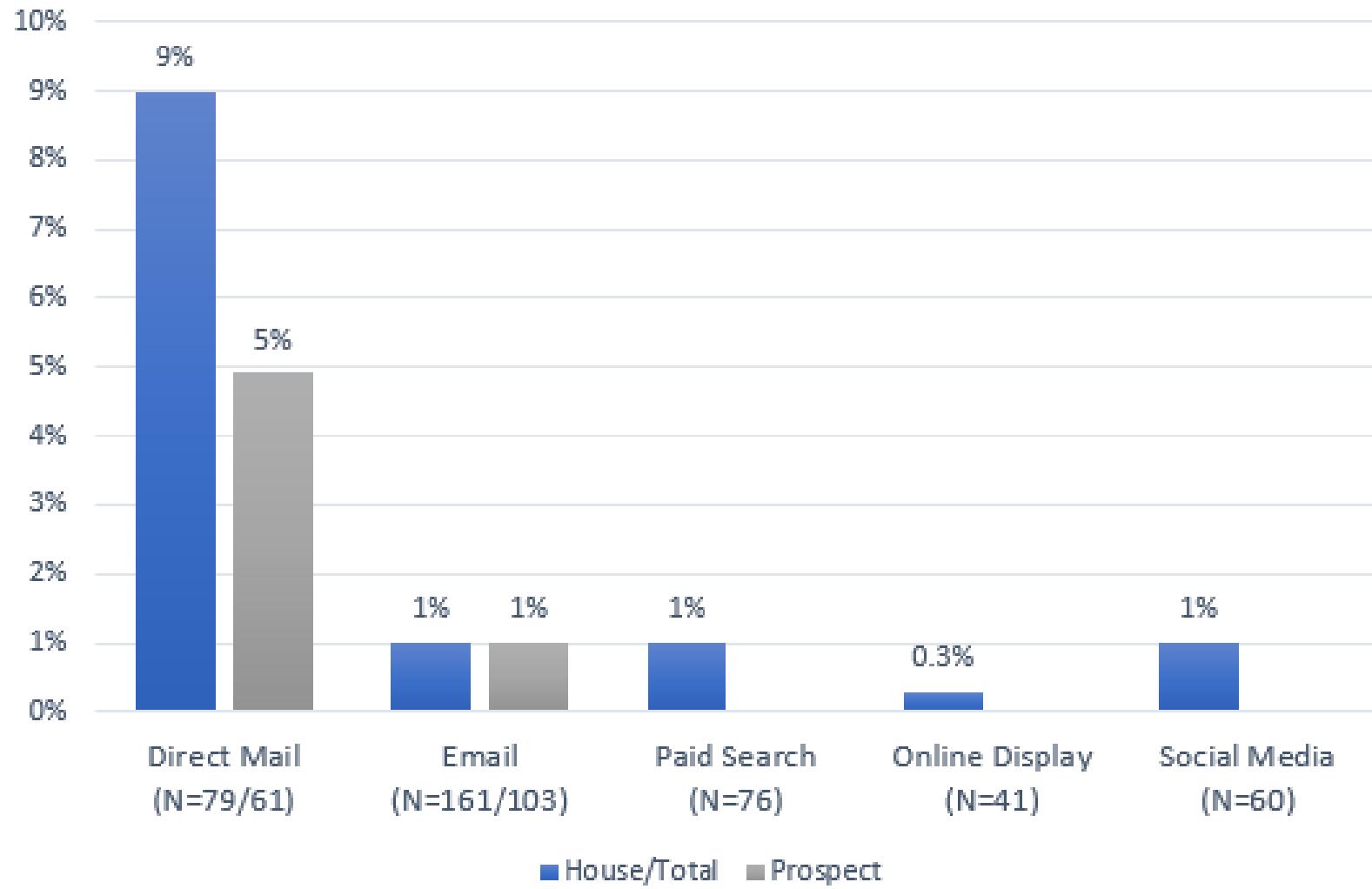
- Tom Ahern





“Our donors don’t like
‘junk mail’.”

Response Rate by Selected Media 2018



Source: 2018 Association of National Advertisers /Direct Mail Advertising Response Rate Report



Using Neuroscience to Understand the Role of Direct Mail

Research Insights

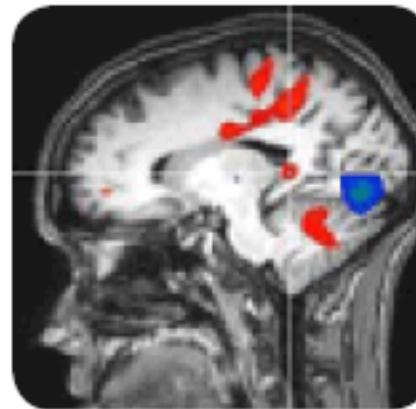
The work conducted on this project, to study the brain's reaction to different forms of media, went to a level not seen before in market research. Some of our key findings were:

Tangible materials leave a deeper footprint in the brain

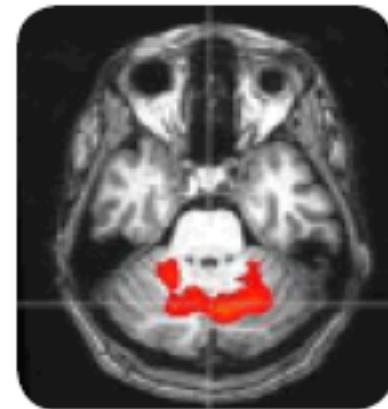
Note: This is not just because the physical materials stimulate both sight and touch; the subtraction of brain signals from the scrambled materials accounts for this.

- Material shown on cards generated more activity within the area of the brain associated with the integration of visual and spatial information (the left and right parietal).

processing (as well as motor activity) and is likely to be further evidence of enhanced emotional processing.



Right retrosplenial cortex



Bilateral cerebellum

Physical materials produced more brain responses

“Tangible materials
leave a deeper
'footprint' on the brain.”

Source: Millward Brown: Case Study, Using Neuroscience to Understand the Role of Direct Mail



“To grow online
donations, our appeals
should be made online.”

“Donors are three times more likely to give online in response to a direct mail appeal vs. a digital appeal.”

Source: Target Analytics, 2011 donorCentrics™ Internet and Multichannel Giving Benchmark Report

“Direct mail will continue to decline as a gift transaction preference, but it is already playing a new and critical role as a conduit to giving through other methodologies.”

Source: Cignus Applied Research, 2018 Burk Donor Survey





“Our donors don’t
want to hear from us
too often.”

Nearly 75 percent of respondents say they might stop donating to an organization based on poor content, including vague content, dull content, irrelevant content, and inconvenient formatting.

Source: 2017 Abila Donor Loyalty Study

Figure 6: Combined "Keep 'em comin'" + "Every once in a while is ok"

	Millennials	Gen Xers	Boomers	Matures
Radio or TV Ads	85%	87%	79%	74%
Direct mail	84%	84%	80%	79%
Peer-to-peer fundraising	87%	87%	77%	63%
Thank you note/call	81%	84%	77%	70%
Newsletters	77%	82%	80%	75%
Email	84%	82%	74%	69%
Thank you gift	78%	75%	63%	48%
Birthday card	76%	67%	49%	36%
Social media	72%	66%	38%	21%
Canvassing	52%	42%	30%	20%
Text/SMS	55%	42%	24%	9%
Phone call	44%	37%	29%	22%

Source: 2018 Abila Donor Engagement Study

**Thou Shalt Not
Bore People**

“Our donors are highly educated - we don’t need to write for readability.”

If readers have to labor
to read your fundraising
message, they usually
won't bother.

-Jeff Brooks

scribda,

boten.

illegible, a

pherable, u

hieroglyph

“We need to focus all
of our effort on (x)
fundraising
channel.”

“Age is the key differentiating characteristic when it comes to the types of causes donors choose to support, how they transact gifts and what they expect the not-for-profits they support.”

Source: Cignus Applied Research, 2018 Burk Donor Survey



“Our donors give
because they love us -
they don’t need a lot of
appreciation.”

...a thank-you letter reaffirming the difference that their donations made increased average gifts by 60% in comparison to a control group of donors who did not receive this thank-you communication.

Source: Learning to Say Thank-You: The Role of Donor Acknowledgements, Shang, Sargeant, Carpenter, and Day

Thank You

What myths have you
encountered?

Thank you!

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