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Welcome to Bloomerang Academy

Thank you for joining us!

Please drop into the chat and tell us where you are joining us from and what the weather is like where you are!

Housekeeping

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We all know what we want to do is spend
administration and more time Doing the w

CC
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Chat

Raise Hand

Q&A

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Dial in audio access: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to support@bloomerang.com. Our support team is amazing!

Poll

Margie Worrell

Curriculum Manager, Product Marketing

Margie Worrell is the Curriculum Manager at Bloomerang. She serves on the board of the Peace Learning Center in Indianapolis, and has worked extensively with nonprofits as both a staff member and a lead volunteer. Her passions include education, theatre, her two children and her two small dogs.

![Letters Part 2 — title slide with an orangutan wearing a graduation cap pointing at a chalkboard, with the bloomerang logo in the top right corner.](image)

What will we cover today?

IF YOU ARE NOT EXCITED BY YOUR OWN DIRECT RESPONSE APPEALS, HOW WILL YOUR DONOR BE, HRRMM?

We will do this in two parts:

Part 1 Best practices for direct mail

- We will look at ideas from several articles and synthesize the takeaways.

Part 2 More detailed database demo

- Work through example letters
- More about filters
- **Q&A**

*From *What Fundraisers Need To Know About Donor Communications*

The letter:
- is conversational (ZERO jargon)
- makes a strong offer early in a catchy way
- can be skimmed in seconds
- profoundly thanks past donors
- is about how great **DONORS** are

Tom Ahern

Author of four books, Tom Ahern is considered one of the world's top authorities on donor communications.

*From *4 Ways to Improve Your Direct Mail Appeal*

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1. Review Your Mailing List

2. Re-design Your Appeal — Stop Sending Letters

3. Center Your Appeal Around A Story

4. Personalize Your Appeal

Liz Hixson

Liz Hixson is the Director of Community Engagement at STAIR of Birmingham and host of The Nonprofit Optimizer, a podcast that provides small nonprofits with practical tips, resources, and examples so that they can do more with less.

*From _15 Tried and True Rules for Direct Mail From A Legend_

Jay Love

A 30+ veteran of the nonprofit software industry, Jay Love co-founded Bloomerang in 2012. Prior to Bloomerang, he was the CEO and Co-Founder of eTapestry for 11 years, which at the time was the leading SaaS technology company serving the charity sector. Jay and his team grew the company to more than 10,000 nonprofit clients, charting a decade of record growth. Prior to starting eTapestry, Jay served 14 years as President and CEO of Master Software Corporation. MSC provided a widely used family of database products for the non-profit sector called Fund-Master. He currently serves on the board of the Center on Philanthropy at Indiana University and is the past AFP Ethics Committee Chairman. Jay is also the author of Stay Together: How to Encourage a Lifetime of Donor Loyalty.

2. I do not believe photographs add to the package. **It's the message that must be read**.

4. **The recipient makes a decision to open or to pitch the package in the first 6 seconds of looking at the envelope**.

5. **If you haven't hooked them in the first paragraph, they won't get beyond that**.

7. **Direct mail works best with multiple solicitations within a short period of time**.

8. **Segmentation is the key**.

10. **Personalize every opportunity you can**.

15. **And every study shows that folks who respond read at an <u>eighth-grade level</u>**.

*From *One Simple Method To Increase The Results Of Your Next Direct Mail Appeal*

![Bloomerang logo]

Thank You Letter BEFORE the Direct Mail Appeal

Those who received the email gave on average $45 more than those who did not. This is a 67% increase in giving.

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Takeaways? What did you hear?

Type your responses in the chat.

- Personal and conversational
- Segment
- Keep it short and simple
- Gratitude first!
- Donor-centric—YOU
- Stories work—share impact
- Make this part of a larger comms plan

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Ideas for filtering

Segments you might create

- **Recency:** How long have donors been giving?
- **Frequency:** How often do donors give?
- **Type:** How are donors giving?
- **Amount:** How much are donors giving?
- **Reason:** Why do donors give?
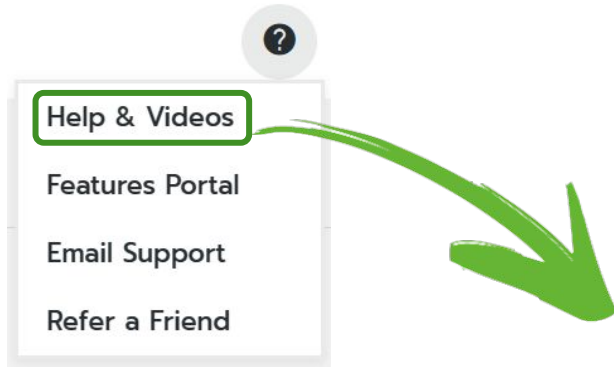- **Interest:** What topics are donors most interested in?

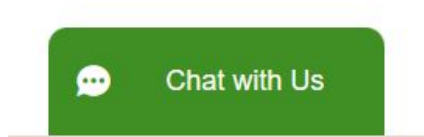**Donor Segmentation | Comprehensive Guide + Tips For Success**

Putting all the pieces together

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Donation Received!

Day 0

Day 2

Thank You Phone Call
Research shows that retention rates improve if you call a new donor within 48 hours.

Send a signed thank you letter from the **CEO** or **ED**. (Bonus if it's handwritten)

Thank You Note by Mail

Day 5

Day 10

Survey
Get to know your donor while giving them a chance to offer feedback.

1st Email Newsletter

Day 25

Tour Invitation
Give your donor an opportunity to see your operations firsthand and you give yourself an opportunity to talk to them more about your mission.

Assuming you send a monthly newsletter, they should receive 2-3 in the first 90 days.

2nd Email Newsletter

Day 50

Stewardship Mail Piece
Send your donor mail informing them just how their gift was used; make it personal and share a story from your organization!

3rd Email Newsletter

Day 70

Stewardship Phone Call
Have a **staff member** or **volunteer** reach out to your donor and let them know what a difference they are making to you.

The end of the first 90 days is your last, best chance to acquire a larger second gift.

2nd Gift Appeal

Day 85

Into the database we go!

Resources
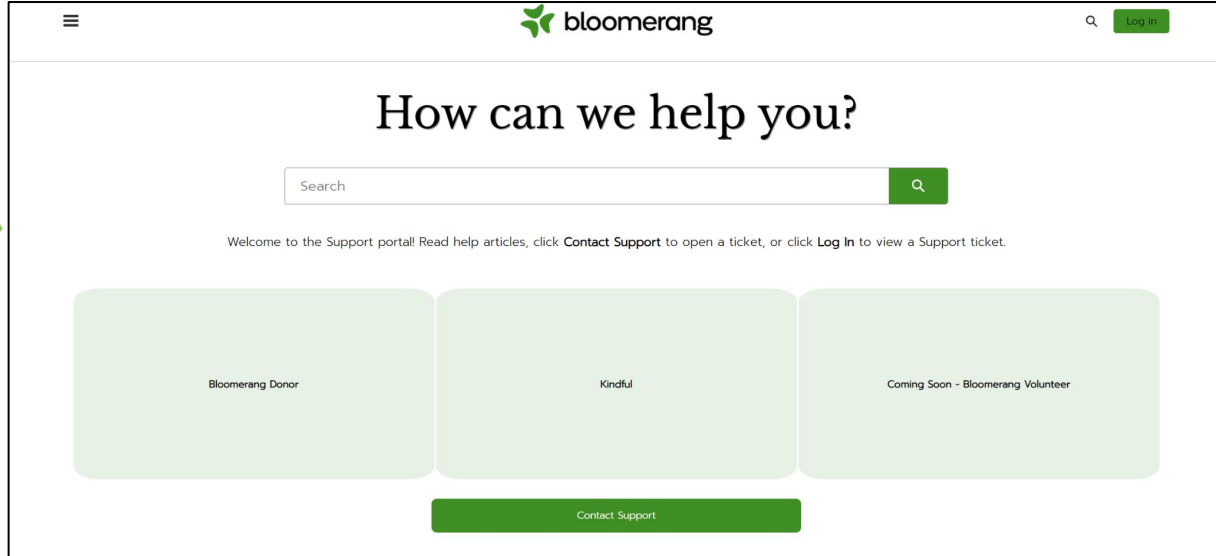
Bloomerang Knowledgebase and Support Contact

Resources

Related articles

[4 Ways to Improve Your Direct Mail Appeal](#)

[15 Tried and True Rules for Direct Mail From A Legend](#)

[One Simple Method To Increase The Results Of Your Next Direct Mail Appeal](#)

[What Fundraisers Need To Know About Donor Communications](#)

[The Secret to a Successful Direct Mail Campaign](#)

Knowledgebase

[Letters](#) (this is the section with all of the letter-related information)

[Filters](#) (this is the section with all of the filtering information)

Academy sessions

[Letters Part 1](#)

Thank you for attending!

And thank you for all the work you do in your local communities!

Visit our website to see more upcoming

Bloomerang Academy webinars!