

Thursday 23 June  
@DMA\_UK #dmaevents

# / Webinar: The Relevance of Direct Mail for Fundraisers in Today's Climate

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# / Welcome

Liz Curry, Data Protection & Information Governance Consultant, and Member of the DMA Responsible Marketing Committee

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Sophie Grender, Director of New Business, Marketreach

Ben Collier, Business Development Director, Epsilon

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# / How Donors Engage with Their Mail And Why It Makes Sense To Use It For Acquisition

Sophie Grender, Director of New Business, Marketreach

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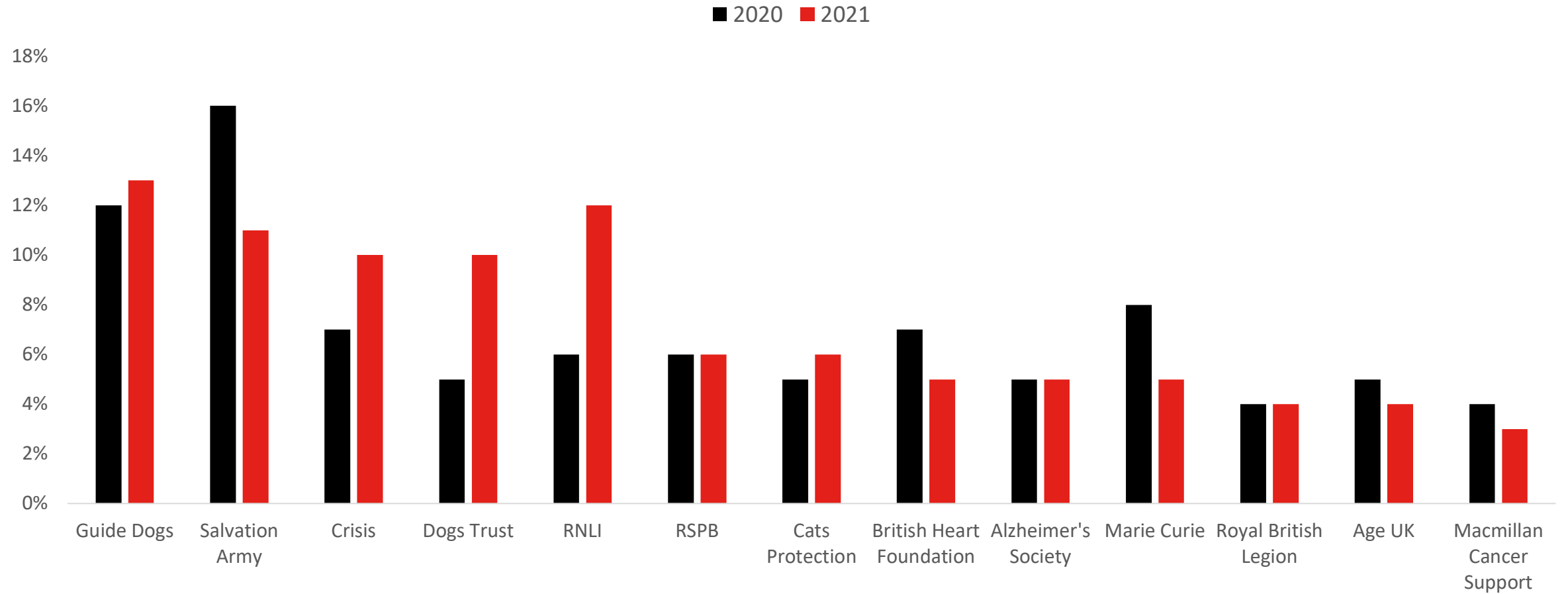
# UNLEASHING THE MAGIC OF MAIL

- A deep dive into mail top 10 charity mailers
- Looking at charity by brand who are using advertising mail combined with mail content “request for a donation” as the closest proxy for cold mail
- Looking closely at how each age group interacts with this type of mail
- And showing how you might consider using JICMAIL to hone your targeting and help you reach the best prospects you can
- Just some inspiration on where you might look



# UNDERSTANDING SHARE OF VOICE

What are your competitors doing? What could you do to achieve your objectives?



# ENGAGEMENT RATES WITH CHARITY MAIL OF ALL TYPES



ENGAGEMENT = opening, reading, sorting, putting aside for later, filed, put on display, put in the usual place



Source: JICMAIL, Advertising Mail, Charity, n=7,835

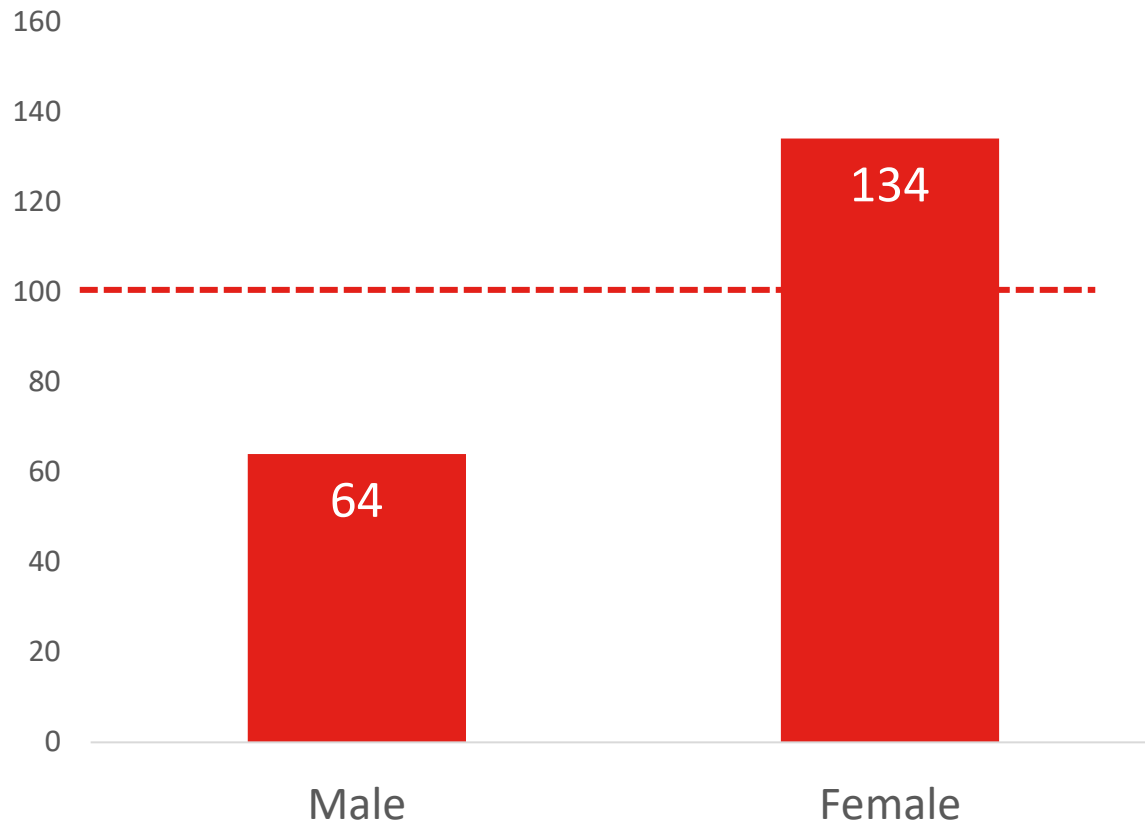


# TWO KEY METRICS

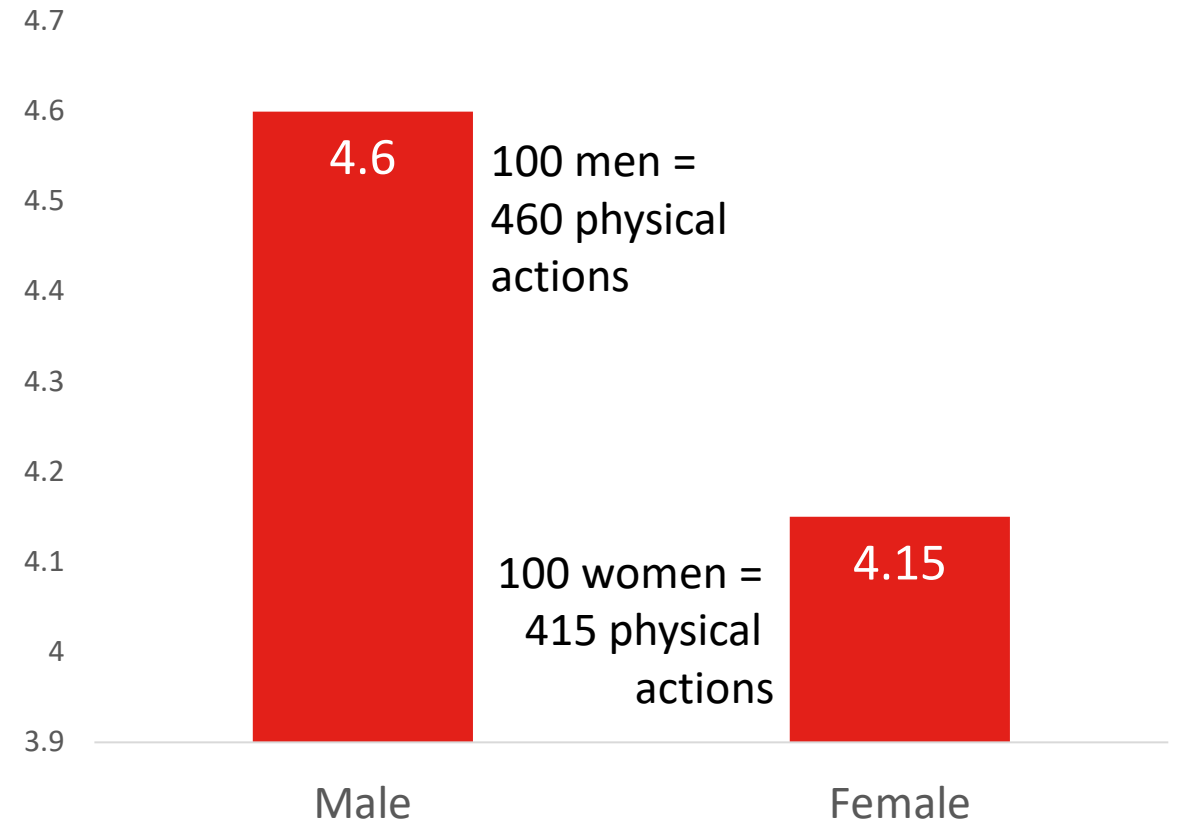
Which should help you when targeting but it's not clear cut



### How likely are they to get mail from charities



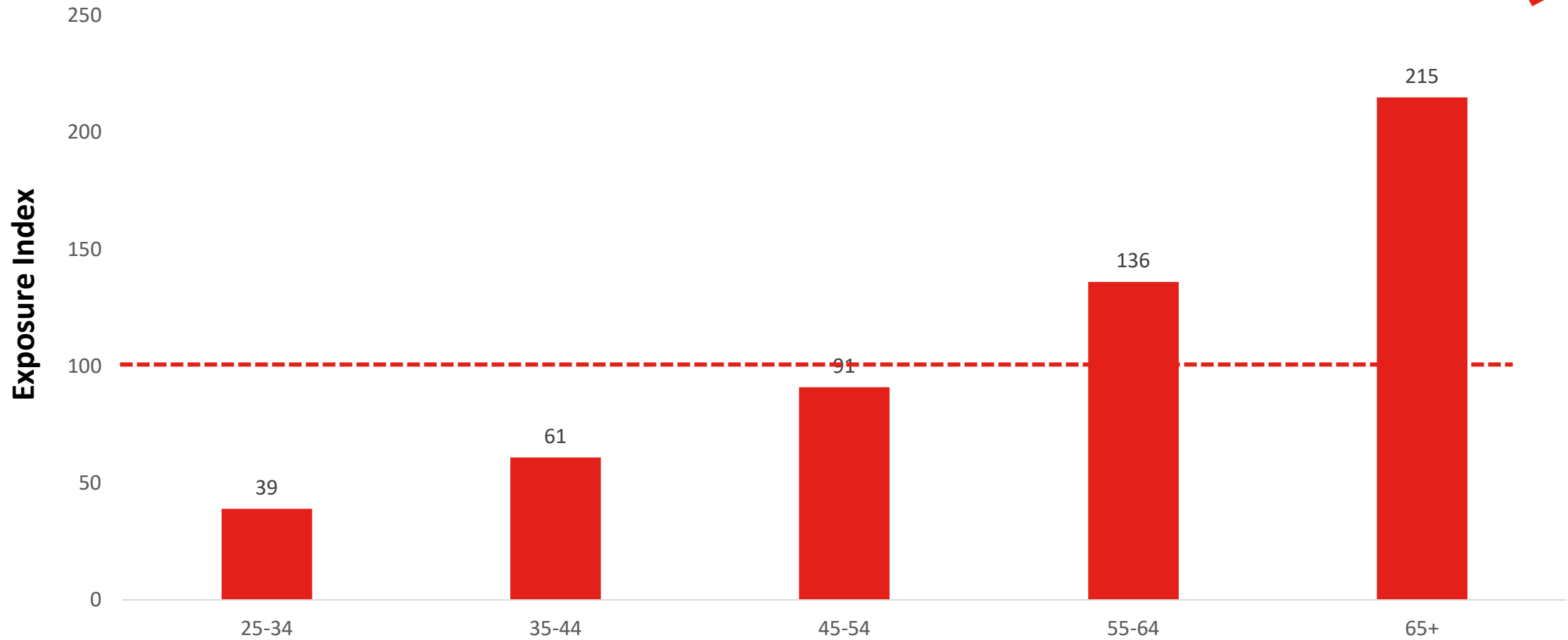
### How often do they interact with mail





# AGE REALLY DOES MATTER

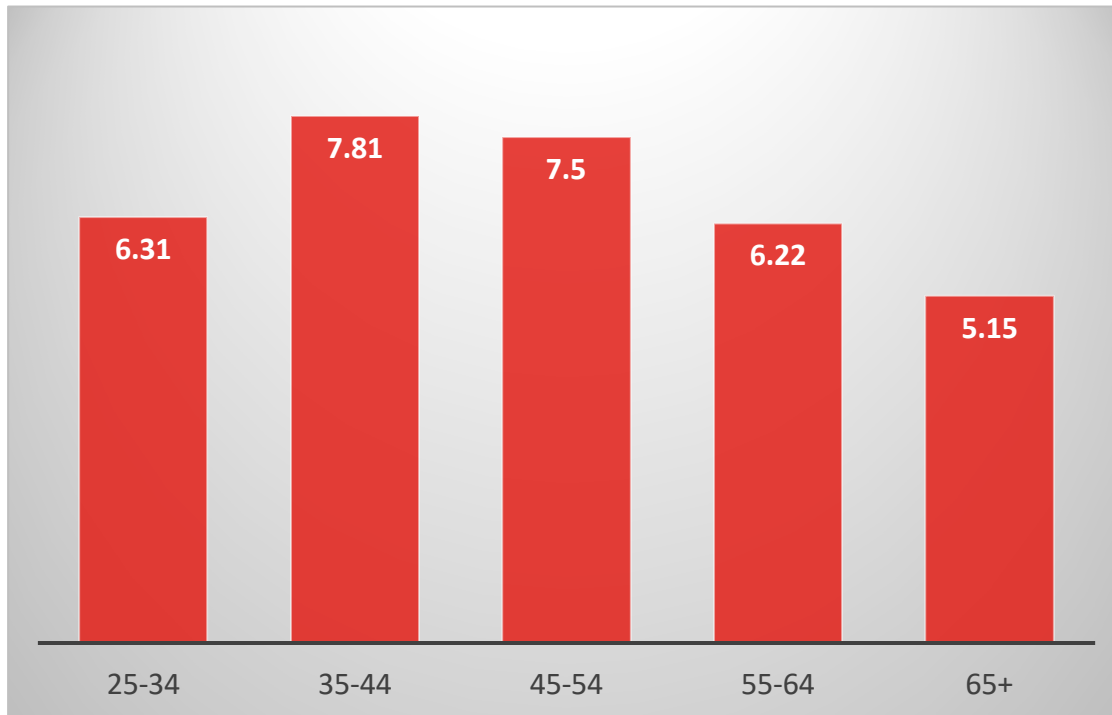
The over 65s very much more exposed to mail than younger groups



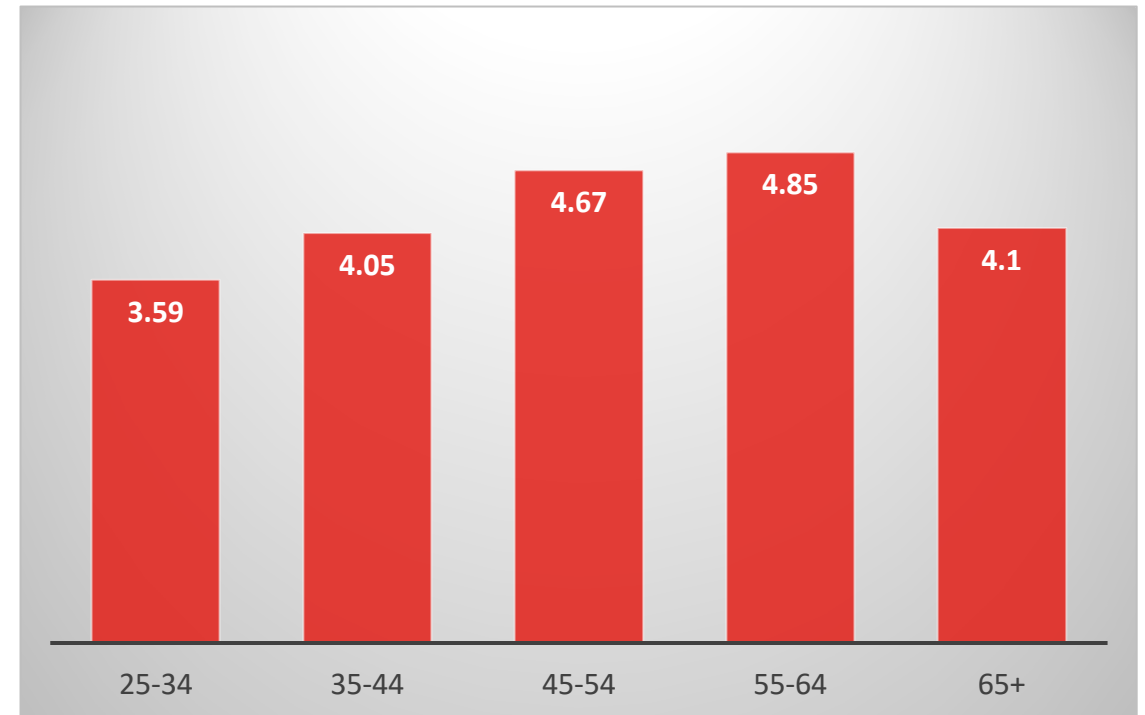
# BUT OLDER PEOPLE MORE DECISIVE WITH THEIR MAIL FROM CHARITIES



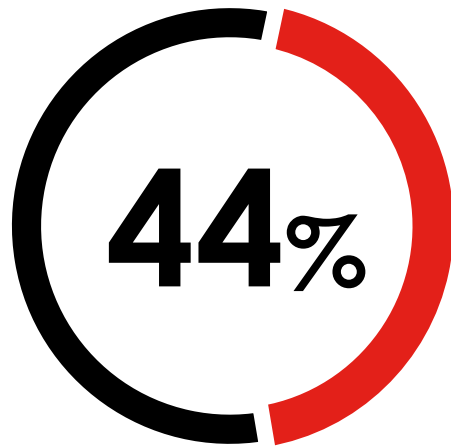
How long mail stays in the home



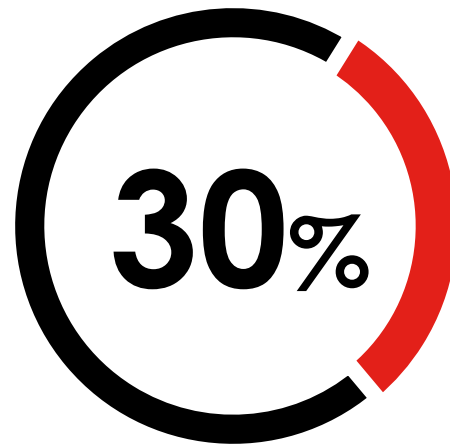
How frequently mail is interacted with



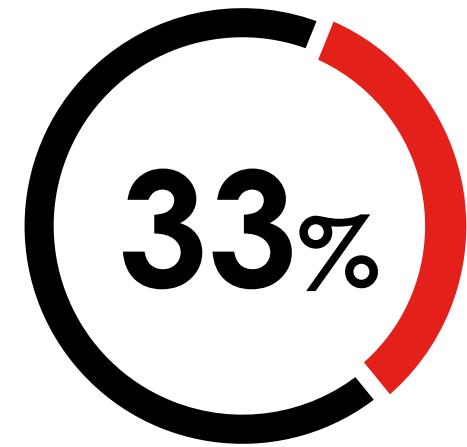
# COMMERCIAL ACTIONS TAKEN



17-34 Year Olds



35-54 Year Olds



55+ Year Olds

Here's what they do on to do



# COMMERCIAL ACTIVITY WITH CHARITY MAIL



ANY COMMERCIAL ACTION	44%	30%	33%
Commercial Action	17-34 year olds	35-54 year olds	55+ year olds
Made a donation	5%	26%	
Discussed with someone	19%	45%	24%
Visited sender's shop			2%
Visited sender's web site	12%	14%	18%
Went online for more information	5%	14%	9%
Used a tablet or smartphone	2%	13%	9%
Posted a reply to the sender		15%	



# COMMERCIAL ACTIVITY WITH CHARITY MAIL



ANY COMMERCIAL ACTION	44%	30%	33%
Commercial Action	17-34 year olds	35-54 year olds	55+ year olds
Made a donation			72%
Discussed with someone			24%
Visited sender's shop			2%
Visited sender's web site	12%	14%	18%
Went online for more information	5%	14%	9%
Used a tablet or smartphone	2%	13%	9%
Posted a reply to the sender		15%	45%

I checked the maths on this one:  
 640 55+ year olds  
 211 took any commercial action = 32%  
 151 went on to buy or make a payment = 72%  
 And 94 of them posted a reply



# COMMERCIAL ACTIVITY WITH CHARITY MAIL



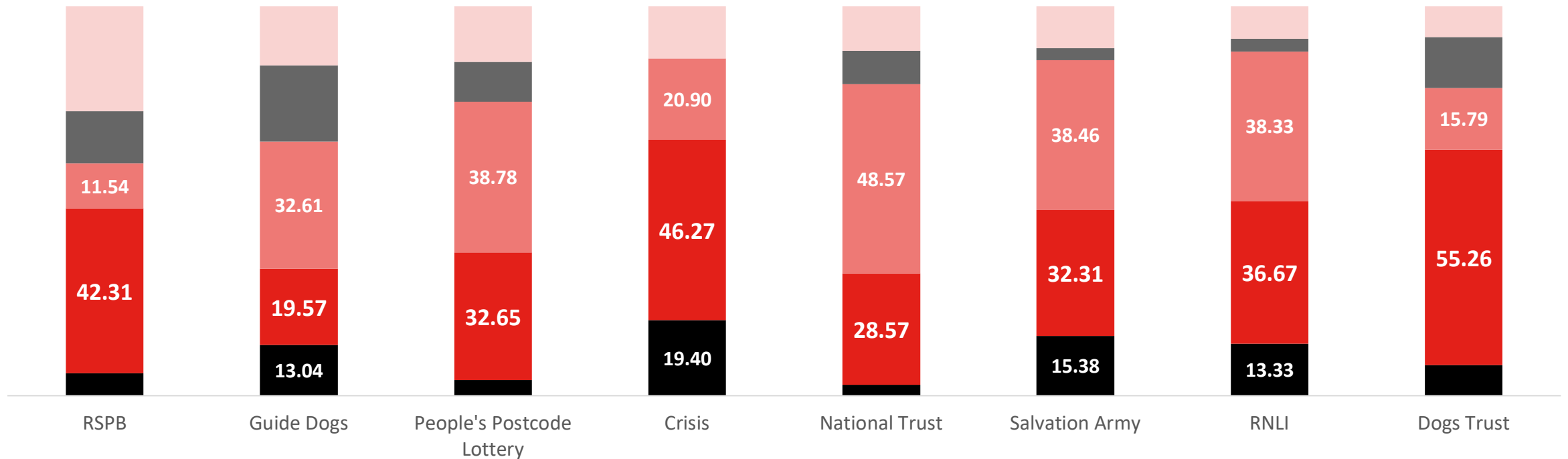
Commercial Action	17-34 year olds	35-54 year olds	55+ year olds
Made a donation	Donors in training	Donating and creating brand advocacy	Still the generation most likely to give and go to the sender's web site
Discussed with someone			
Visited sender's shop			
Visited sender's web site			
Went online for more information			
Used a tablet or smartphone			
Posted a reply to the sender			



# NOT ALL CHARITIES HAVE THE SAME PROFILE

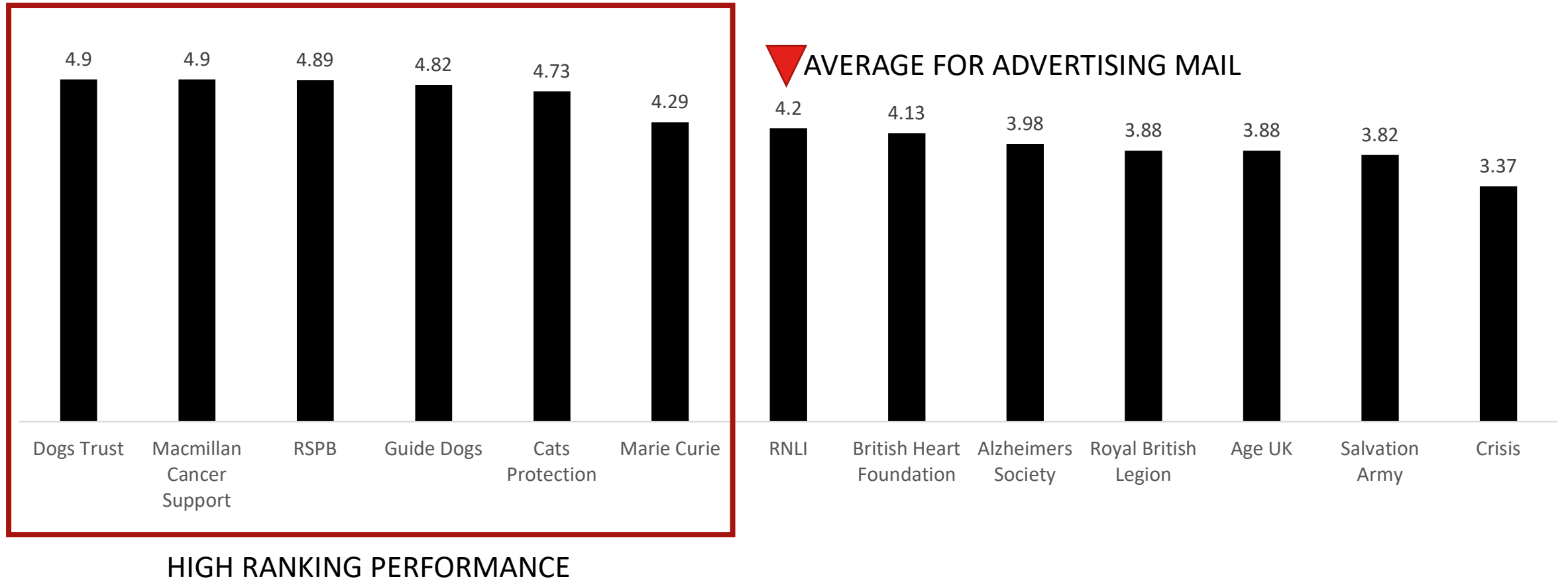


■ A ■ B ■ C1 ■ C2 ■ DE



# NOT ALL CHARITY PACKS ARE EQUAL

What drives higher performance





# NOT ALL COLD MAIL IS CREATED EQUAL



Emotive real life stories

Brilliant story telling

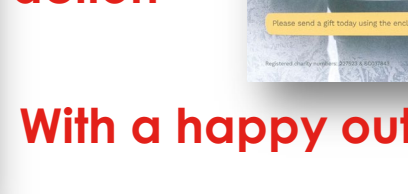
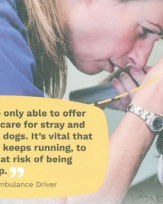
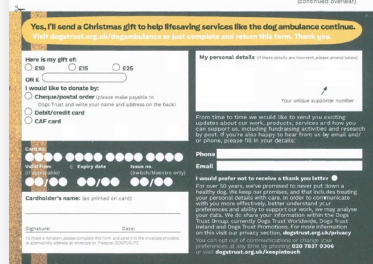
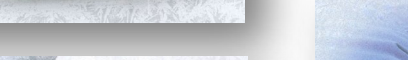
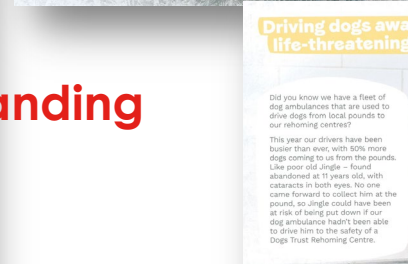
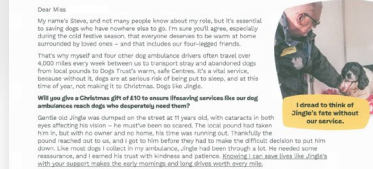


Creates real need

Clear how money is used

Strong branding

Clear mission



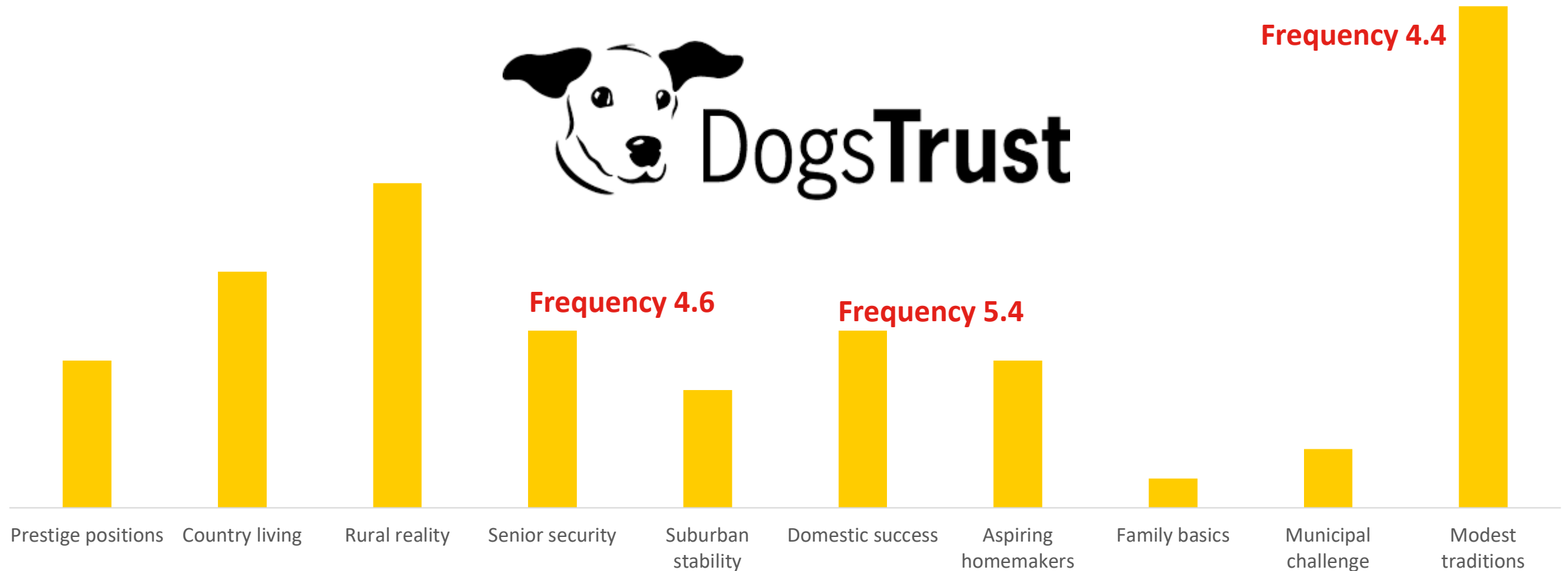
Featuring real-life people delivering life-saving help

With a happy outcome

Pictures that pull at heart strings



# IDENTIFY POTENTIAL AUDIENCES YOU MIGHT NOT BE REACHING



# FIND NEW AUDIENCES

And maximise your mail's performance



MODEST TRADITIONS
1.16 = ITEM REACH
4.4 = ITEM FREQUENCY
SEND 1000 MAILINGS
CAMPAIGN REACH = 1,158
CAMPAIGN IMPACTS = 5,141

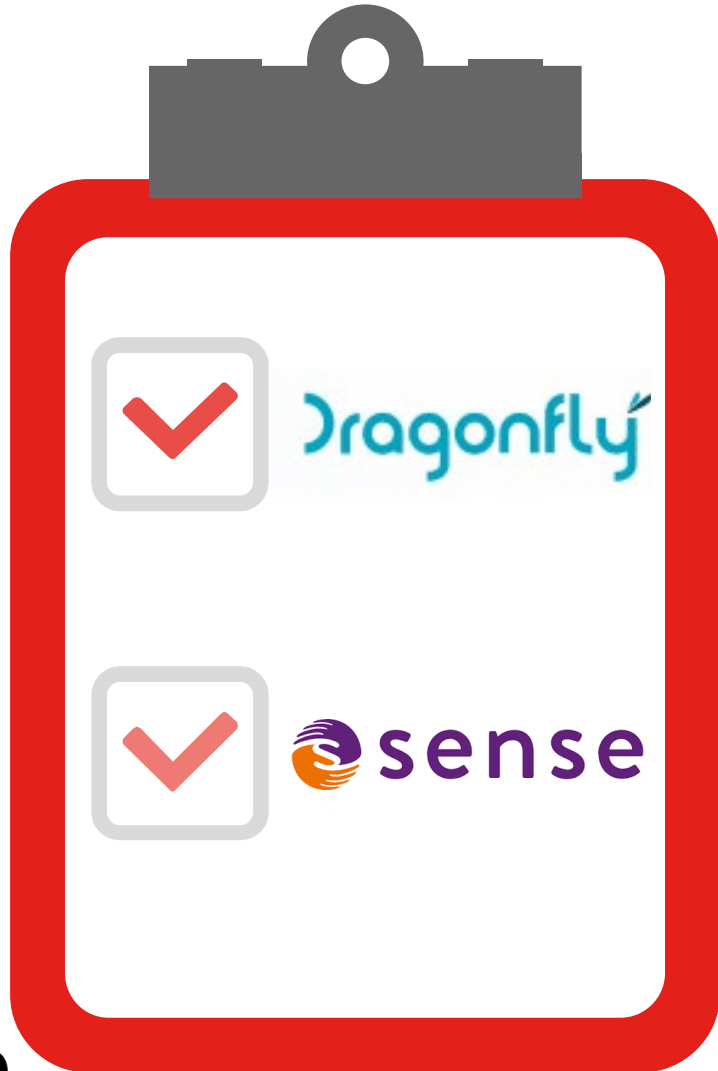
DOMESTIC SUCCESS
1.03 = ITEM REACH
5.4 = ITEM FREQUENCY
SEND 1000 MAILINGS
CAMPAIGN REACH = 1,034
CAMPAIGN IMPACTS = 5,550

Campaign performance uplift of nearly 8% - but beware!  
Modest traditions 41% take any commercial action and Domestic success just 20% do BUT Senior Security 56% take commercial actions!



# CASE STUDIES

For more detail visit: [www.jicmail.org.uk](http://www.jicmail.org.uk)



1

Dragonfly were working with a charity client that needed to attract new donors but their database was really mixed by both age group and demographic – so there was no clear target audience. They looked at the 45-54 age group and males who had higher frequency but get less charity mail. Taking an omni channel approach with mail, follow up mail and email results surpassed targeted KPIs by 28%.

2

Sense needed to recruit new cash supporters at Christmas. Their core target were females aged 50+ who are socially conscious and aligned to Sense's values. This group are more than 2 times as likely to be targeted by charities, 2.5 times more likely to put aside mail to look at later and have higher levels of exposure. Overall reach and impacts exceeded expectations and was their most responsive campaign for the last 4 years.

 **marketreach**  
unleash the magic of mail



**THANK YOU & OVER TO BEN**

# THE ABACUS ALLIANCE

Responsive audience targeting for your direct mail fundraising campaigns - driven by retail transactions, lifestyle & demographic information and aggregated fundraising data, all in one place!



# WHO WE ARE

**EPSILON IS PART OF  
PUBLICIS GROUPE, ONE OF  
THE LARGEST MARKETING  
AND COMMUNICATIONS  
COMPANIES IN THE WORLD**



**WE HELP BRANDS CONNECT TO  
THEIR CUSTOMERS THROUGH  
BLENDING DATA AND  
CREATIVITY**



**WE ARE THE TECH & THE  
TALK WHO OPERATE AT THE  
CORE OF DIRECT MARKETING,  
BEHAVIOURAL STRATEGY &  
TECHNOLOGICAL EXPERTISE**



Corporate Member  
**Chartered  
Institute of  
Fundraising**



**2021 Leader, Forrester:**  
Customer Database and Engagement Agency



# OUR EXPERIENCE

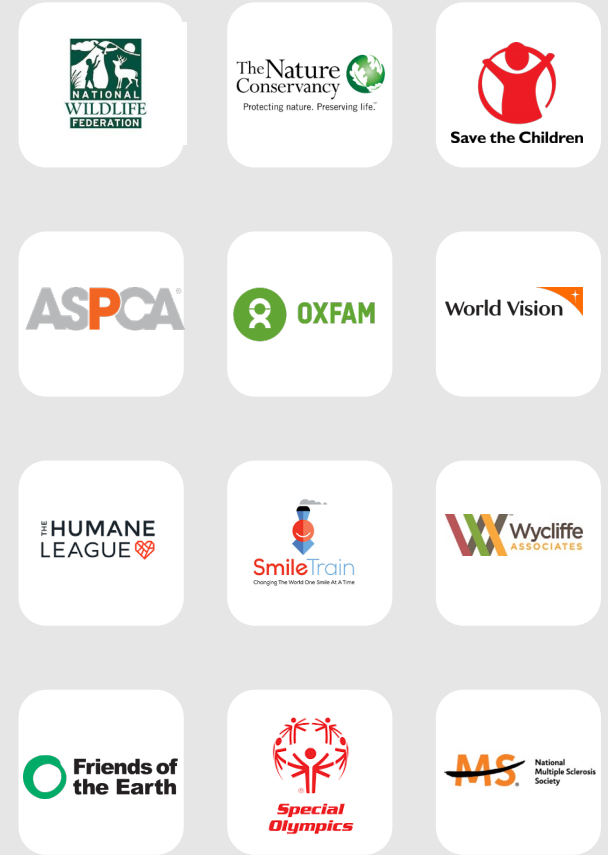




**A KEY PART OF THE ROLE OF TLM TRADING IS TO RAISE AWARENESS THAT LEPROSY EXISTS AND TO RECRUIT NEW SUPPORTERS OF THE MISSION.**

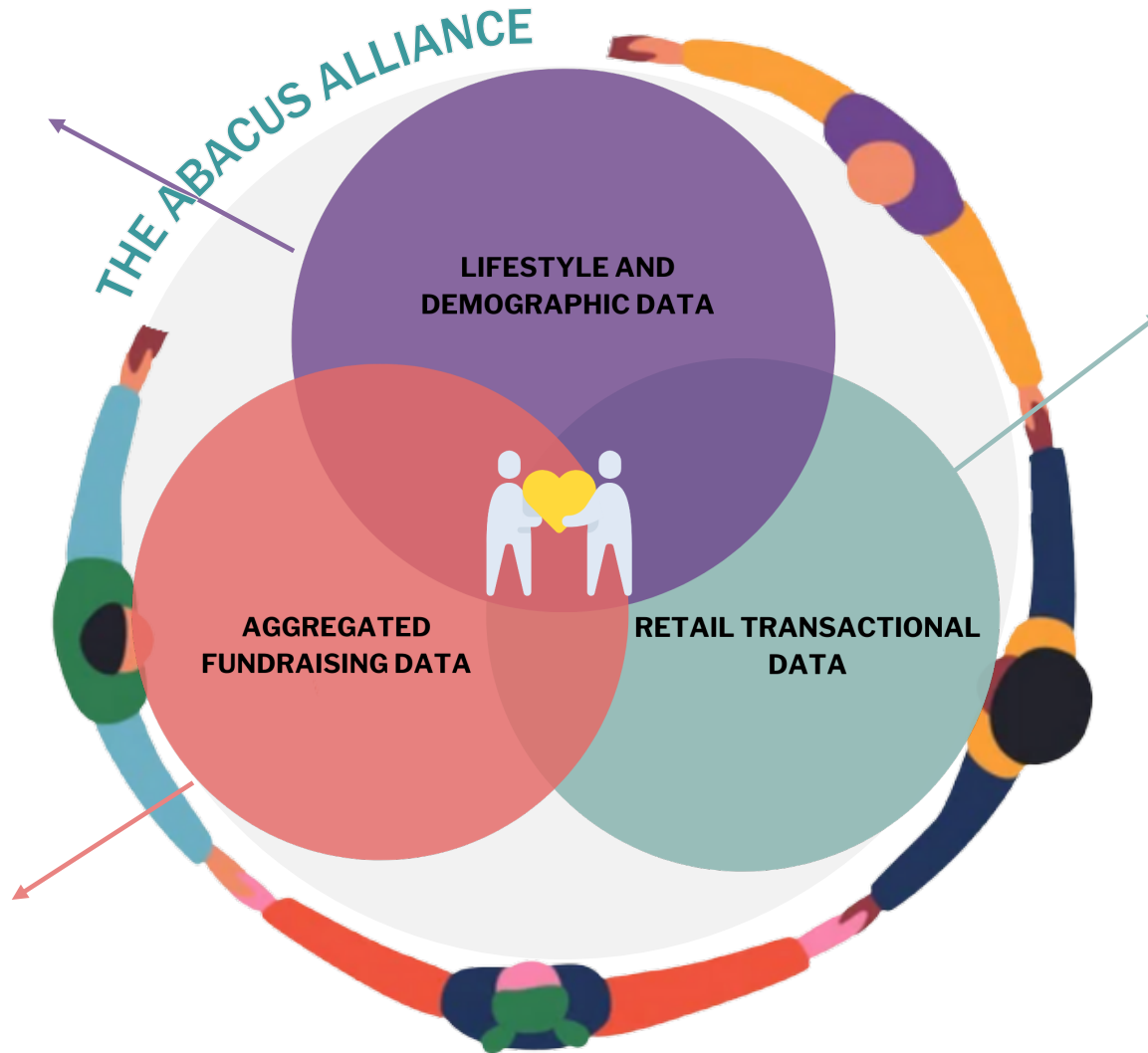
“Direct mail acquisition, through Epsilon Abacus, has proved an exceptionally good way to recruit new customers and donors for the charity. Through this method we brought in some 13,000 new customers last year and these are now being invited to get more involved with the charity.”

**Amanda Norman, CEO of the Leprosy Mission Trading**



# WHAT IS THE ABACUS ALLIANCE?

E.G. AGE BAND, ACORN TYPE, LIKELIHOOD TO CONSIDER LEGACY DONATION, ETC.



MEMBERSHIP IS ONLY OPEN TO CHARITIES AND ORGANISATIONS IN THE FOLLOWING RETAIL CATEGORIES:

- CLOTHING
- COLLECTABLES
- FOOD & DRINK
- GARDENING
- GADGETS & ENTERTAINMENT
- HEALTH & BEAUTY
- HOUSEHOLD GOODS
- HOME INTERIORS
- TRAVEL

E.G. PERCENTAGE OF POPULATION IN THE POSTCODE SECTOR THAT HAVE MADE A DONATION TO AN ANIMAL WELFARE CHARITY IN THE LAST 12 MONTHS



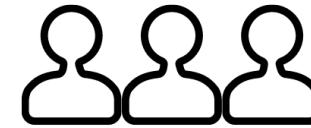
**YOUR BEST SUPPORTERS**



**PROPENSITY MODELLING**

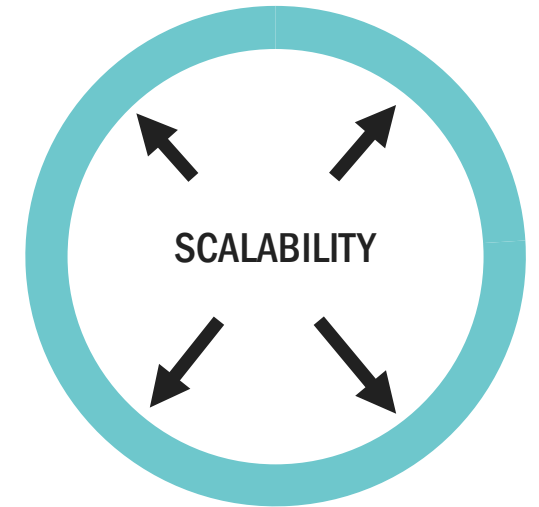
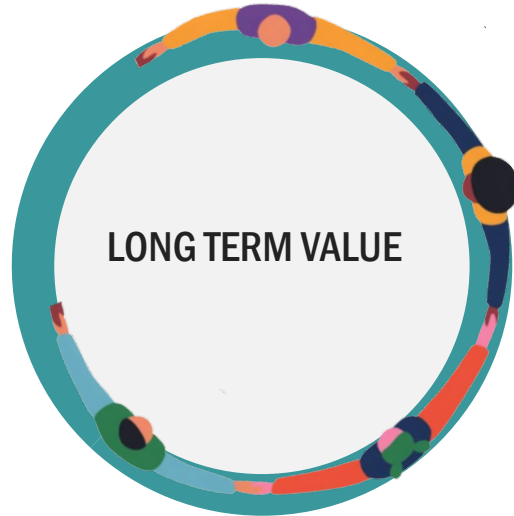
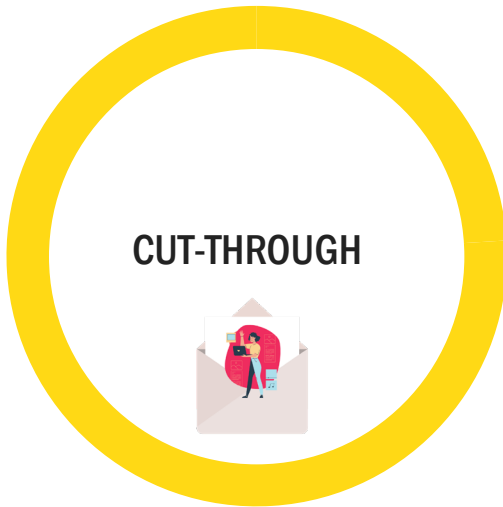


**LOOKALIKE PROSPECT  
AUDIENCES**



**LAPSED SUPPORTER  
REACTIVATION AUDIENCES**

# WHAT ARE THE BENEFITS?





## EPSILON DATA AND MODELING HELP ASPCA INCREASE DONOR RESPONSE RATE AND GIVING LEVEL



“ NOW WE’RE MAILING SMARTER, USING SMART DATA TO GET RESULTS. ”

Nosa Adetiba, Senior Manager, Donor Stewardship, ASPCA



### Challenge

- ASPCA needed help retaining and upgrading their donors through the pipeline from direct marketing to mid-level giving, and ultimately to planned giving.
- Traditional methods for upgrading, like RFM selection, were not working.



### Solution

- Epsilon created models using the **Abacus Cooperative** and the client’s housefile to pinpoint donors.
- Our optimization model identified which donors will upgrade and move through the pipeline.



### Results



**5X**

INCREASE IN RESPONSE RATE



**2.5X**

LIFT IN AVERAGE GIFT AMOUNT



# | THANK YOU |

@EPSILONABACUS

[ben.collier@epsilon.com](mailto:ben.collier@epsilon.com)



# / Questions

Ben Collier, Business Development Director, Epsilon

Sophie Grender, Director of New Business, Marketreach

Michele Masnagheti, Head of Analytics, Epsilon

John Mitchison, Director of Policy & Compliance, DMA

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# / Closing Comments

Liz Curry, Data Protection & Information Governance Consultant, and Member of the DMA Responsible Marketing Committee

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