



Direct Mail Basics

Best Friends[®]
SAVE THEM ALL[™]



One of many channels

Direct mail is just one type of **direct response marketing**.

Direct response is a type of marketing designed to generate an immediate response from donors where each donor response can be measured and attributed to individual communications.

Channels include:

- Direct mail
- Digital (many channels, including email, web, social, text)
- Telemarketing
- Direct-response TV (DRTV)
- Radio
- Canvassing (door to door, face to face)



Aligned with your values

Align your practices with your values, and follow ethical guidelines and principles.

- Have honest brand representation
- Have strong security policies and procedures
- Honor communication preferences
- Quickly respond to inquiries and complaints
- See DMA ethical business practices guidelines for more



Why mail?

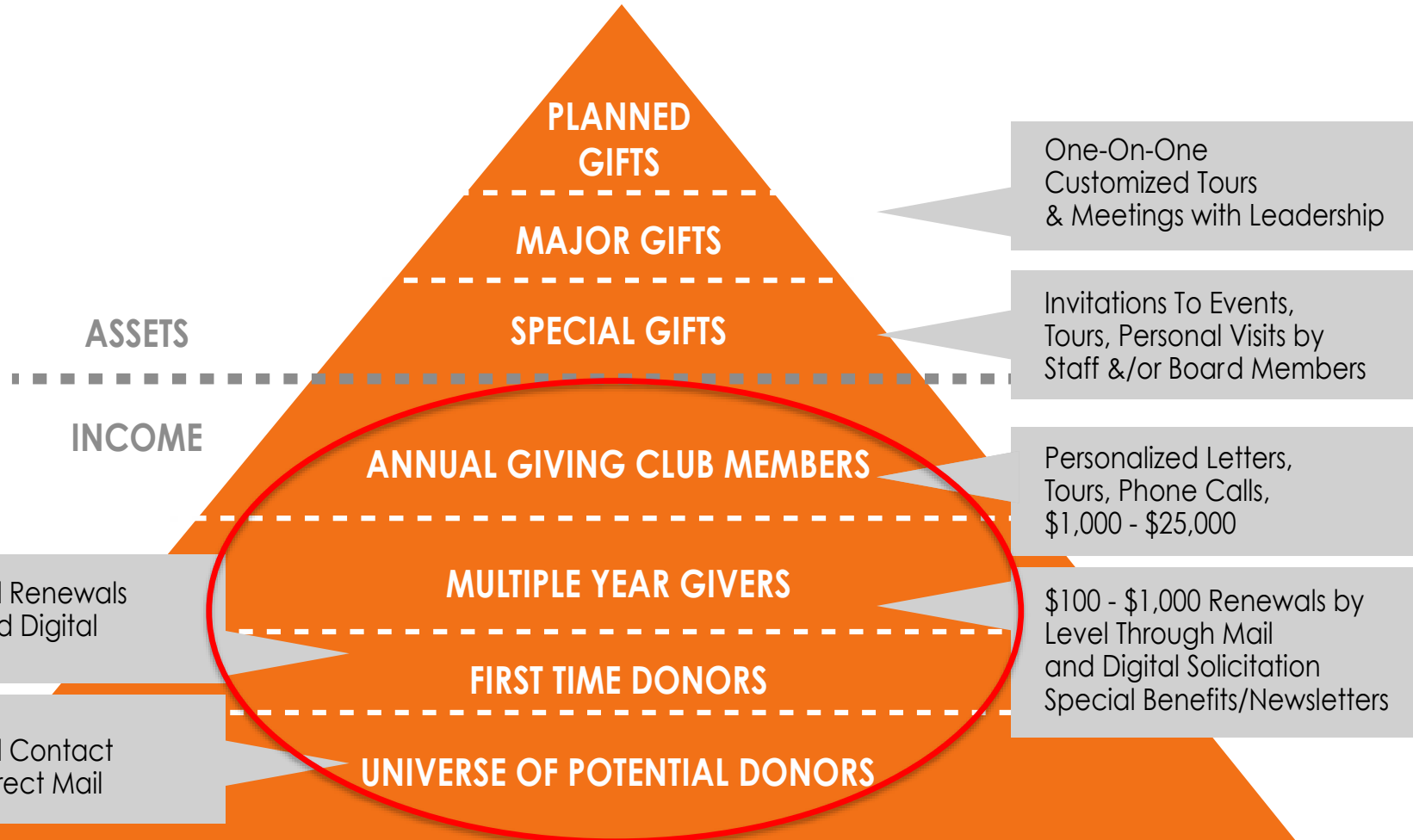
In today's digital age, many people think mail is outdated or a waste of money. But that's not the case!

- Donor mailings are profitable.
- It drives donations to multiple channels.
- It's the main driver of new donor acquisition.
- Most donors begin their relationship with Best Friends through the mail.





Why mail?

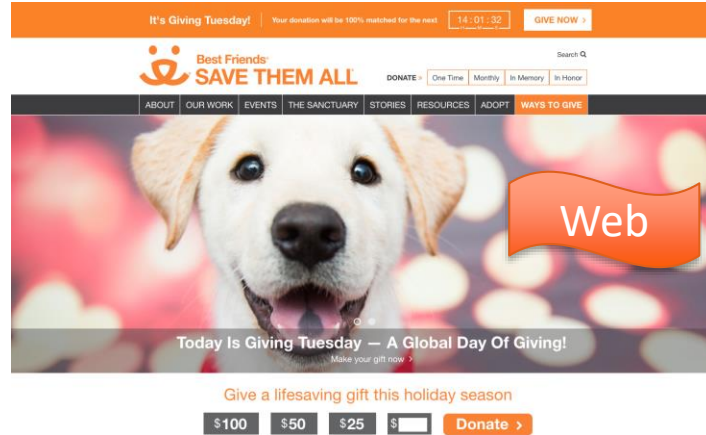
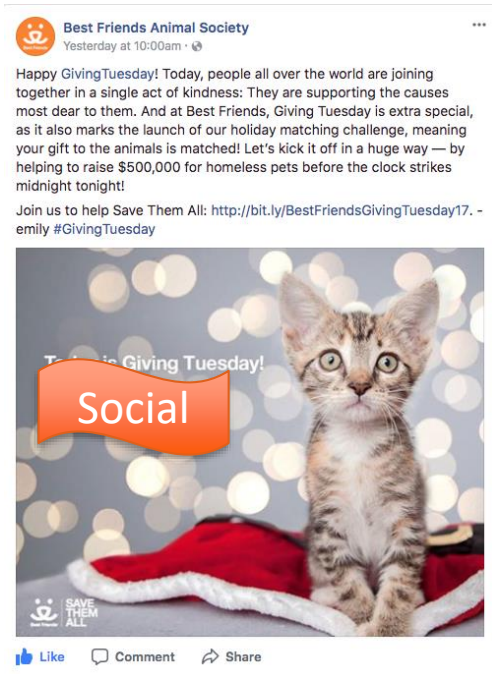


Many/most donors begin their relationship with you in the mail, so it's important to keep in touch through that channel.



Multichannel

It's important to communicate with donors through several channels.



Dear Natalie,

Because of you, the future is looking brighter for homeless pets already. Thank you for signing the pledge to help end the killing of dogs and cats in America's shelters by 2025. The animals, and all of us here at Best Friends, are truly grateful.

Now we want to know: **Why is it important to you to get involved in making the country no-kill by 2025?** Perhaps you adopted an animal who has positively affected your life. Or maybe you've fostered or volunteered and had a heartwarming experience. **Let us know.**

Share my story >

Thanks again for sharing your commitment to help make the country no-kill by 2025 and for being part of this pivotal moment in history. Together, we will Save Them All.

Gregory Castle
Gregory Castle, CEO
Best Friends Animal Society

Email



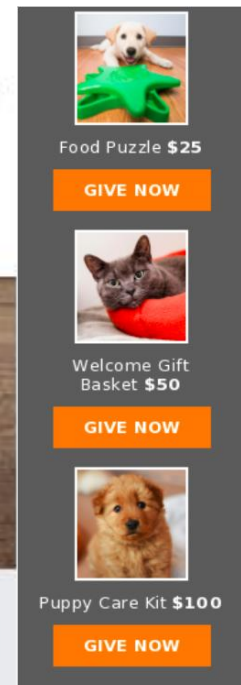
Multichannel donors are very valuable!



Multichannel

Foster a multichannel approach:

- Unique URL on all direct-mail packages
- Corresponding digital/email appeals
- Online and social retargeting to mail recipients





Direct mail program elements

The following are beneficial for a healthy and growing direct-mail program:

- Appeals
- Newsletters
- Renewals
- Lapsed mailings
- Acquisition
- Acknowledgements
- Welcome kits



Best Friends' SAVE THEM ALL
5001 Angel Canyon Road • Kanab, UT 84741

A stronger heartbeat, thanks to you.

Mr. and Mrs. John Q. Samplelonglastname
1234 Main Street
Address Line 2
Anytown, US 12345-6789

Best Friends' SAVE THEM ALL
FALL 2017 NEWSLETTER

"I'm worth it."
She knew her value. She just needed an adopter who did, too!

Tsoreen had quite a few strikes against her in her quest to find a home. She was older, she didn't like other cats, she had incurable kidney disease — and using the litter box? Well, that was sort of a fit-or-miss situation.

But everything about Tsoreen's regal presence said, "I'm worth it." And she was at the Best Friends Pet Adoption Center in Salt Lake City, where, naturally, everyone agreed.

One day, an adopter named Karen came through the door, and she immediately noticed Tsoreen's gaze. She was grieving the passing of her one-and-only cat, and had been looking for a new one for quite some time. When Tsoreen jumped on her lap, there were tears in Karen's eyes. She knew that Tsoreen was the one. And the rest is history.

At many shelters across the country, Tsoreen might never have had the chance to look for a home. But your gifts and your belief that every pet deserves a chance, no matter her special needs, are saving lives like Tsoreen's every single day.

Thank you.

Curriculum of kindness
Best Friends animals made teenagers go smartphone-free.

High school students from Concord Academy came all the way from Massachusetts to volunteer with the animals at Best Friends Animal Sanctuary. "It's been amazing," said one of the students. "It's been incredible to be here."

And the co-leader of their trip gave this rare praise: "I haven't seen their phones come out except to take pictures!"

As for the animals? There's nothing they love more than welcoming enthusiastic young visitors to their home-between-homes here in the canyon. They hope you'll come, too.

Help animals this fall: Visit bestfriends.org/fall17

Thank you.
Your lifesaving gift will go twice as far this season.

so touched by your steadfast devotion to animals. Thank you for all that you do.

Best Friends' SAVE THEM ALL
5001 Angel Canyon Road, Kanab, Utah 84741

MR. AND MRS. JOHN Q. SAMPLELONGLASTNAME
1234 MAIN STREET
ADDRESS LINE 2
ANYTOWN, US 12345-6789

The animals are counting on you.
Please renew your membership today!

It's time of year. Because here at Best Friends, the holiday magic is twice as many lucky pets — cats, worms, and forever loved. And it comes true for animals who simply need a second chance.

Thankful for your generosity as a Golden Circle member and for your gift of helping fund. Thanks to you, twice as many lives will be made brighter.

For so many of us, celebrating love and joy with our own pets is a holiday tradition. Perhaps the only thing better is knowing we can bring that same warmth and security to animals around the country.

Your dedication to the animals as a Golden Circle member means so much to all of us here at Best Friends. Thank you for your unflinching kindness, this season and always. We wish you and your family the happiest of holidays and a healthy, bright 2018.

Best Friends

P.S. If you'd like to make an even bigger difference for the animals this season with an additional gift, please use the enclosed envelope or give online at bestfriends.org/matchg17 by December 31. Thank you for being such a devoted friend to homeless pets, today and throughout the year!



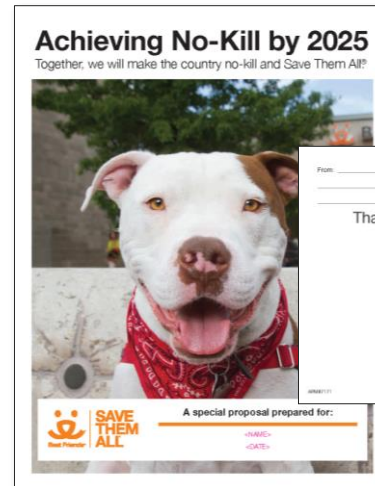
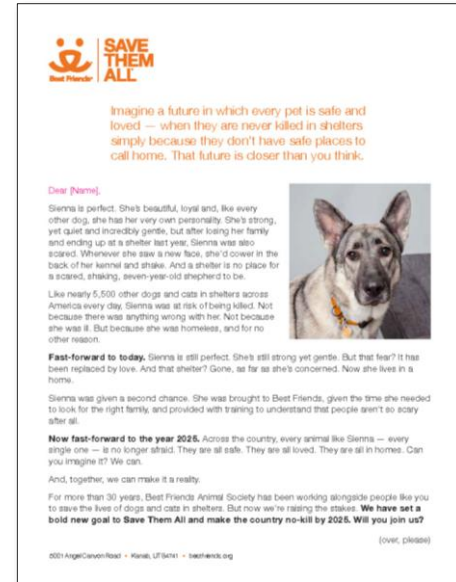
Appeals

Purpose:

- Share stories
- Engage donors
- Raise money

Your appeal packages should include a solicitation letter with a reply device and return envelope. They can also include special inserts, reports, premiums, and more.

Don't forget the unique URL for online donations!





Restricted appeals

Restricted appeals can be a great way to raise funds for urgent needs, BUT can easily cannibalize unrestricted revenue later in the year.

When asking for restricted funds:

- Be specific in your ask
- Include details
- Follow up with donors

Steer clear of doing too many emergency appeals. It can give the impression that your organization isn't properly managing its finances.



What's needed	Why it's needed	Cost
Grader	The grader ensures that our animal care areas - and those in em - can be reached every day of the year.	\$200,000
Motorized animal-care carts	Dependability is a must when shuttling animals to and from the medical clinic.	\$10,000
Endoscope	A clinic staple, our current endoscope has a cracked lens.	\$30,000
Generator	A generator keeps animals warm and safe in the event of a power outage.	\$8,000
Wildlife flights	Flights are temporary, rehabilitative homes for injured wildlife. The high-desert climate can do a number on these structures.	\$81,000
Wild Friends generator	As the animal care areas have grown, so has the need for emergency back-up power sources.	\$8,000
Horse Haven truck	This truck is used every day to transport hay, manure and other supplies.	\$16,000
Pump house upgrades	The pump house provides a back-up water supply, a basic lifesaving resource in case of a fire.	\$125,000
Four washers and two dryers	We do five or six loads of laundry per machine per day. Nuff said!	\$32,000
New tour vans	Vans in our current fleet are old and are in the repair shop almost as much as they're on the road.	\$45,000
Transformer	The transformer helps supply power to buildings throughout the Sanctuary.	\$8,000
		Total = \$563,000



Newsletters

Purpose is two-fold:

- Stewardship (sharing impact, thanking and engagement)
- Revenue generation*

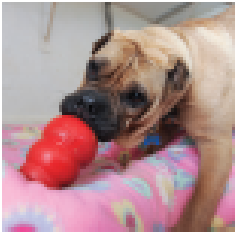
Best Friends newsletters are very stewardship-heavy but do include a cover letter with an ask.

*A solicitation with your newsletter may not be right for your org, but you can include a return envelope.





Renewals



To look at Miss Missouri today, you would never guess she had such a troubled past. Her coat shines and her eyes are bright. And though still shy, she gives kisses once she's deemed you trustworthy. It's hard to believe she's the same dog who arrived at the Sanctuary more than three years ago.

Dear [Donor],

Today, she could be the poster child for resilience. But it's no exaggeration to say that when Miss Missouri was rescued from a puppy mill, she appeared to be a broken dog. She had been a mama far too many times, she had a double "cherry eye" (a detached third eyelid that forms a red pocket in the corner of the eye) and she was terrified of people. At the time, she didn't even have a name. In the papers the breeder provided, she was referred to only by a number.

A local rescue group was able to place Miss Missouri safely in foster care. And then, just when it seemed her luck was turning around, they discovered she had come to them pregnant, and the sum of her issues was more than the rescue group could handle. Thanks to you, Miss Missouri came to Best Friends, and her wrinkled little pups—Barnabus, Shimmer, Ripple, and Pebble—got names instead of numbers.

For dogs like Miss Missouri, your Best Friends membership means medical care, companionship, and the chance for mom and pups to all find homes of their own. So please renew your membership today.

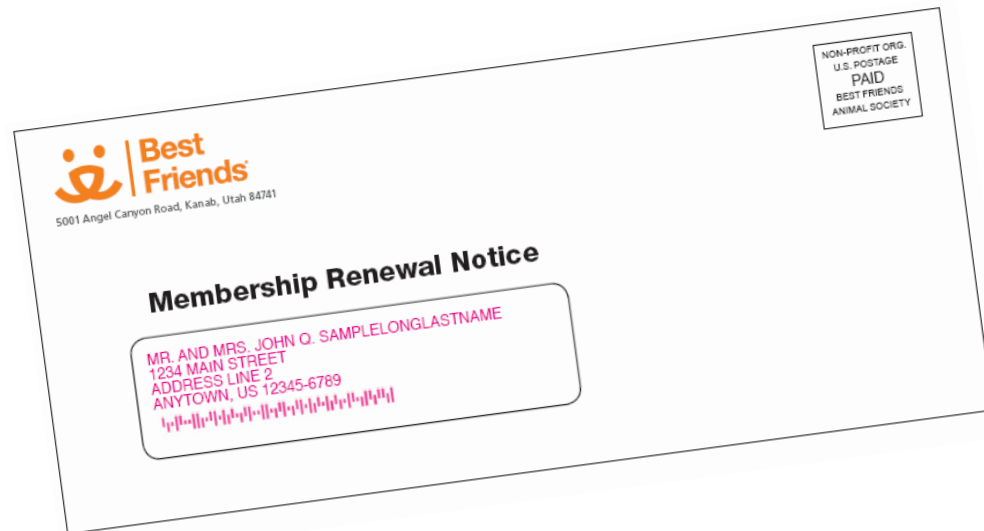
Caregivers had their hands full with Miss Missouri. A shar-pei and pug mix, she was prone to health problems. Doctors treated her skin and ear issues and operated to repair her cherry eyes. And, of course, this mama many times over was also spayed.

It turned out Miss Mo, as she came to be called, also needed a lot of help overcoming her emotional issues—debilitating shyness, compulsive barking, constant pacing, even sensitivity to sounds. But because you cared, she received plenty of encouragement from patient caregivers and trainers. She was finally able to put her puppy mill past behind her and heal not only physically, but emotionally, too.

[over, please]

Purpose: Prevent donors from lapsing

Some orgs have renewal mailings that run monthly; others only send them a few times per year.



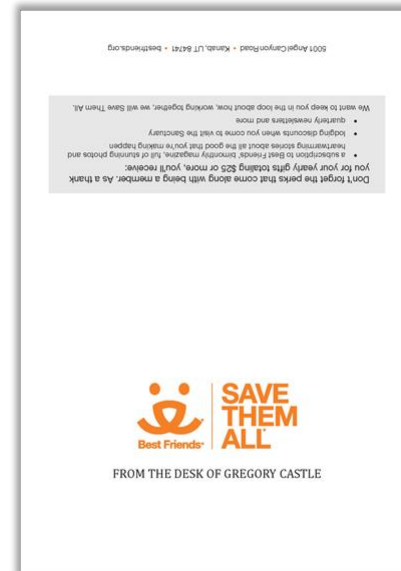
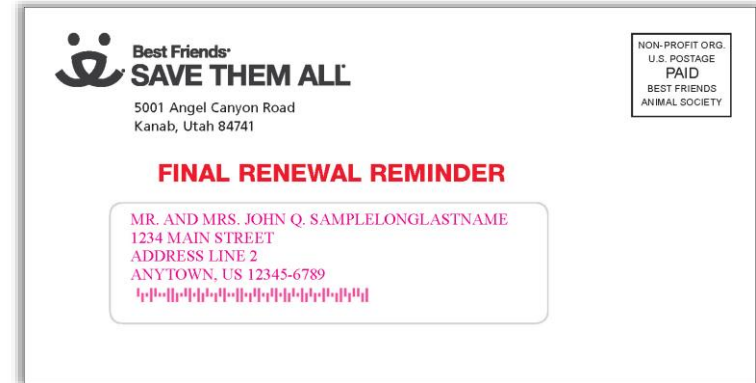


Lapsed

Purpose: Reactivate lapsed donors

It's generally cheaper to reactivate a lapsed donor than to acquire a new donor.

Watch metrics closely to make sure lapsed donors are still less costly to reactivate than to acquire new donors.





Acquisition



Purpose: Acquire new donors

Acquisition keeps your bucket from being too leaky. You won't retain all of your donors, so you need to supplement with new donors.

Work with a list broker to rent lists.

You will lose money on acquisition. It's an investment that pays off, however, over the course of your relationship with the donor.



Acknowledgements



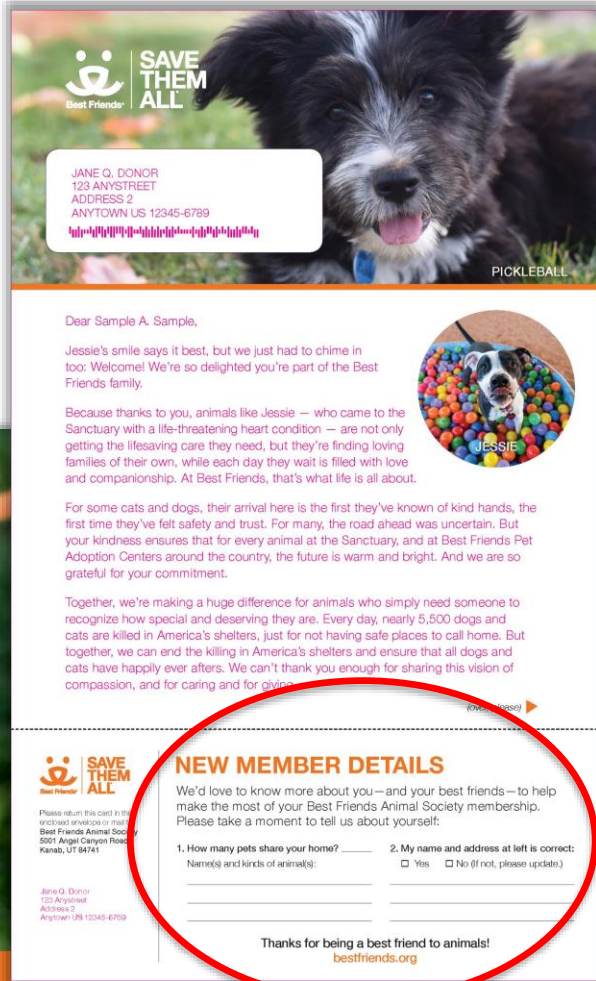
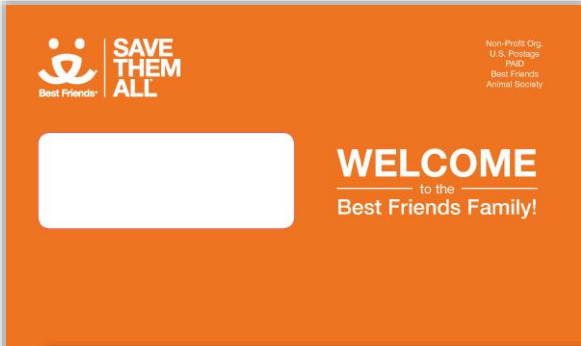
- Thank your donors as quickly as possible.
- Customize thank-you letters for restricted gifts and other special gifts, such as holiday matching gift campaigns.
- Customize thank-you letters for new donors with a welcome or “thank you for joining” message.

Purpose: Thank-you letter for donations

Many orgs include an additional ask in their acknowledgements. Best Friends doesn't, but we include a return envelope.



Welcome kits



Purpose: Welcome new donors to your organization

In addition to a prompt acknowledgement, welcome kits help start your relationship off on a positive note.



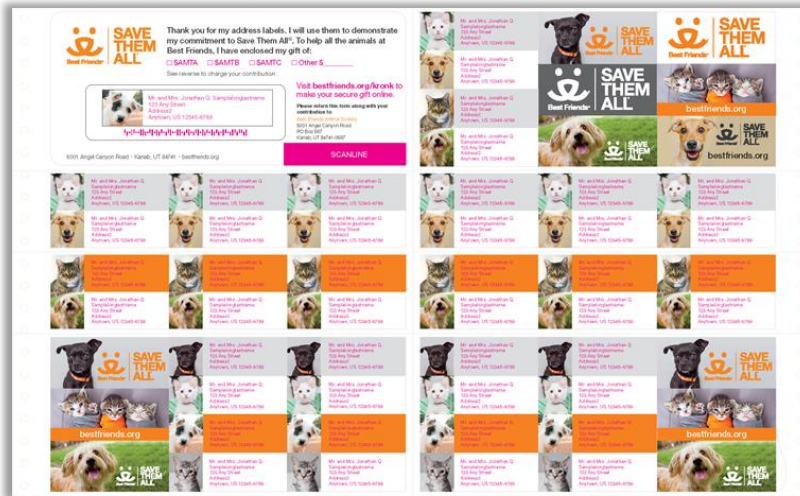
Collect actionable info on new donors



A note on premiums

Try to limit premiums to items your donors will value, and that also promote your brand. Best Friends uses premiums such as:

- Calendars
- Address labels
- Luggage tags

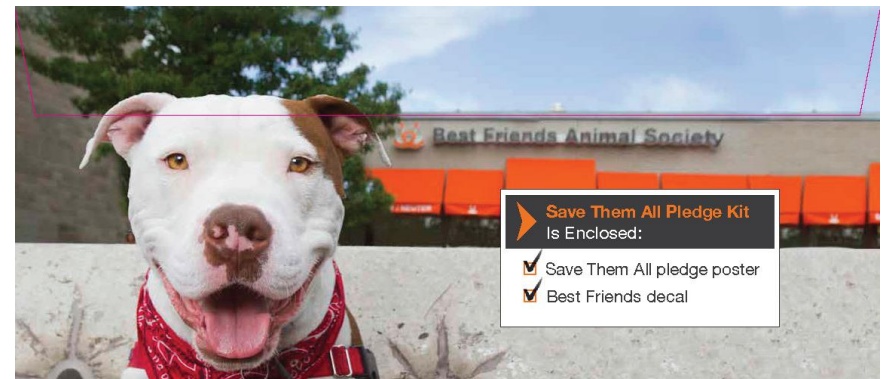




Outer envelopes

Your first goal is to get them to open that envelope. A great outer envelope will usually have:

- An eye-catching, urgent teaser
 - “You can help save them all by 2025!”
- Beautiful and neutral or positive animal imagery
 - Sad or injured animals on the envelope may have the benefit of shock factor, but they may not always foster positive donor relations and can denigrate the reputation of shelter animals.





Outer envelopes: Testing

Test, test, test to figure out what your donors and prospects respond to. Some variables:

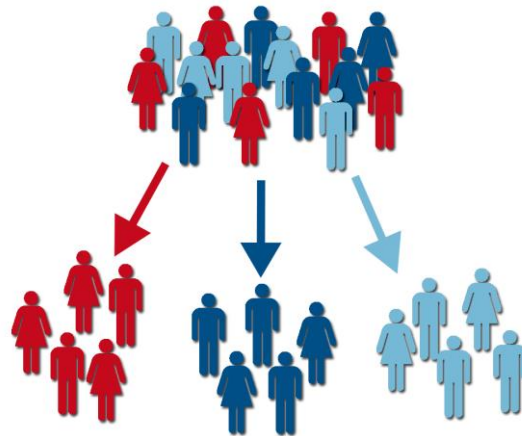
- Plain vs. colored envelope
- Kraft or faux-kraft envelopes
- Different images (animals by themselves, animals with people)
- Logo size and placement
- Faux labels or faux stamps
- Personalized teaser (“Jane, you can help save them all by 2025!”)
- Faux “hand-written” font
- Real pen font

You’ll be surprised which techniques can lift response rates.



Mailing list selection

- Segmentation is the process of taking a group of constituents and breaking it into “parts” for the purpose of message customization and analysis.
- Many orgs use RFM (recency, frequency, monetary) segmentation.
- Best Friends uses behavior segmentation, segmenting our list based on donor behavior or relationship type.



*See “Segmentation 101”
for more info.*



Mailing frequency

The frequency of mail depends on your budget, revenue goals and organizational culture.

Start off slow and pay close attention to donor responses and feedback.

Remember: **The #1 reason donors give is because they were asked to give.** Your donors are already hearing from many other orgs in the mail, so it's important to stay in touch and ask for their support.



Measuring responses

Job Type	Source code	Job Description	Mail Date	Actual Qty	Response Percent	Total Donations	Total Receipts	Average Response	Total Cost	Net
APPEAL	APM1116	FY17 Holiday Appeal	11/1/2016	10,000	4.00%	400	\$17,072.00	\$42.68	\$3,500.00	\$13,572.00
APPEAL	APM0317	FY17 Spring Appeal	2/1/2017	7,000	4.31%	302	\$15,545.00	\$51.47	\$2,000.00	\$13,545.00
APPEAL	APM0617	FY17 Summer Appeal	5/1/2017	8,000	4.38%	350	\$14,562.00	\$41.61	\$3,000.00	\$11,562.00
APPEAL	APM0917	FY17 Fall Appeal	8/1/2017	8,000	5.26%	421	\$16,923.00	\$40.20	\$3,000.00	\$13,923.00
				33,000	4.46%	1,473	\$64,102.00	\$43.52	\$11,500.00	\$52,602.00
NEWSLETTER	NRM1216	FY17 Holiday Newsletter	12/1/2016	10,000	4.56%	456	\$16,987.00	\$37.25	\$3,750.00	\$13,237.00
NEWSLETTER	NRM0617	FY17 Summer Newsletter	6/15/2017	8,000	4.29%	343	\$15,437.00	\$45.01	\$3,200.00	\$12,237.00
				18,000	4.44%	799	\$32,424.00	\$40.58	\$6,950.00	\$25,474.00
LAPSED	LPM1016	Lapsed #1 OCT	10/05/2016	6,000	1.48%	89	\$4,005.00	\$45.00	\$3,000.00	\$1,005.00
PROSPECT	QQM1016	Acquisition #1 OCT	10/05/2016	12,000	1.01%	121	\$3,765.00	\$31.12	\$5,000.00	(\$1,235.00)
LAPSED	LPM0217	Lapsed #2 FEB	2/1/2017	6,000	0.98%	59	\$3,987.00	\$67.58	\$3,000.00	\$987.00
PROSPECT	QQM0217	Acquisition #2 FEB	2/1/2017	12,000	0.93%	112	\$3,997.00	\$35.69	\$5,000.00	(\$1,003.00)
LAPSED	LPM0617	Lapsed #3 JUN	6/1/2017	6,000	1.02%	61	\$2,287.00	\$37.49	\$3,000.00	(\$713.00)
PROSPECT	QQM0617	Acquisition #3 JUN	6/1/2017	12,000	0.83%	99	\$3,421.00	\$34.56	\$5,000.00	(\$1,579.00)
				54,000	1.00%	541	\$21,462.00	\$39.67	\$24,000.00	(\$2,538.00)

You can use a spreadsheet to measure responses to all of your mailings, including average gift, total raised, net per donor, cost per dollar raised, and much more.

Other metrics to track: package results, acquisition list results, ask string tests, retention rates, reactivation rates.

See “Sample Direct-Mail Summary Report” for a template.



Communication preferences

- Make it easy to adjust communication preferences.
 - Include a donor services extension on the reply device.
- Try to be as nimble as possible.
 - Accommodate channel and frequency requests.

Charge my gift to: MasterCard VISA American Express Discover

Signature _____

Card Number _____ Exp. Date _____ CVV _____

Make this a monthly gift.

To manage my monthly gift, please sign me up for the online self-service center and e-alerts about my monthly pledge.

My email address is _____

EFT—I want to pay by Electronic Funds Transfer from my bank account each month.
(please attach a voided check)

Please send me the bi-weekly e-newsletter and email updates.

My email address is _____

Please send me a copy of *Create Your Legacy of Kindness*, the Best Friends planned giving guide.

I have already included Best Friends in my will or estate plan.

Please call 435-644-2001, ext. 4801, if you would like to update your communication preferences.

Donations are tax-deductible under section 501(c)(3) of the IRS code. Tax ID #23-7147797.



Speaking to the public

- Remain positive.
- Share the positive results you see in mail.
- What do they like to receive?
- They can customize their communication preferences.