

Recipe for a Successful Membership Program



Striking the Balance between Direct Mail and Online Communications



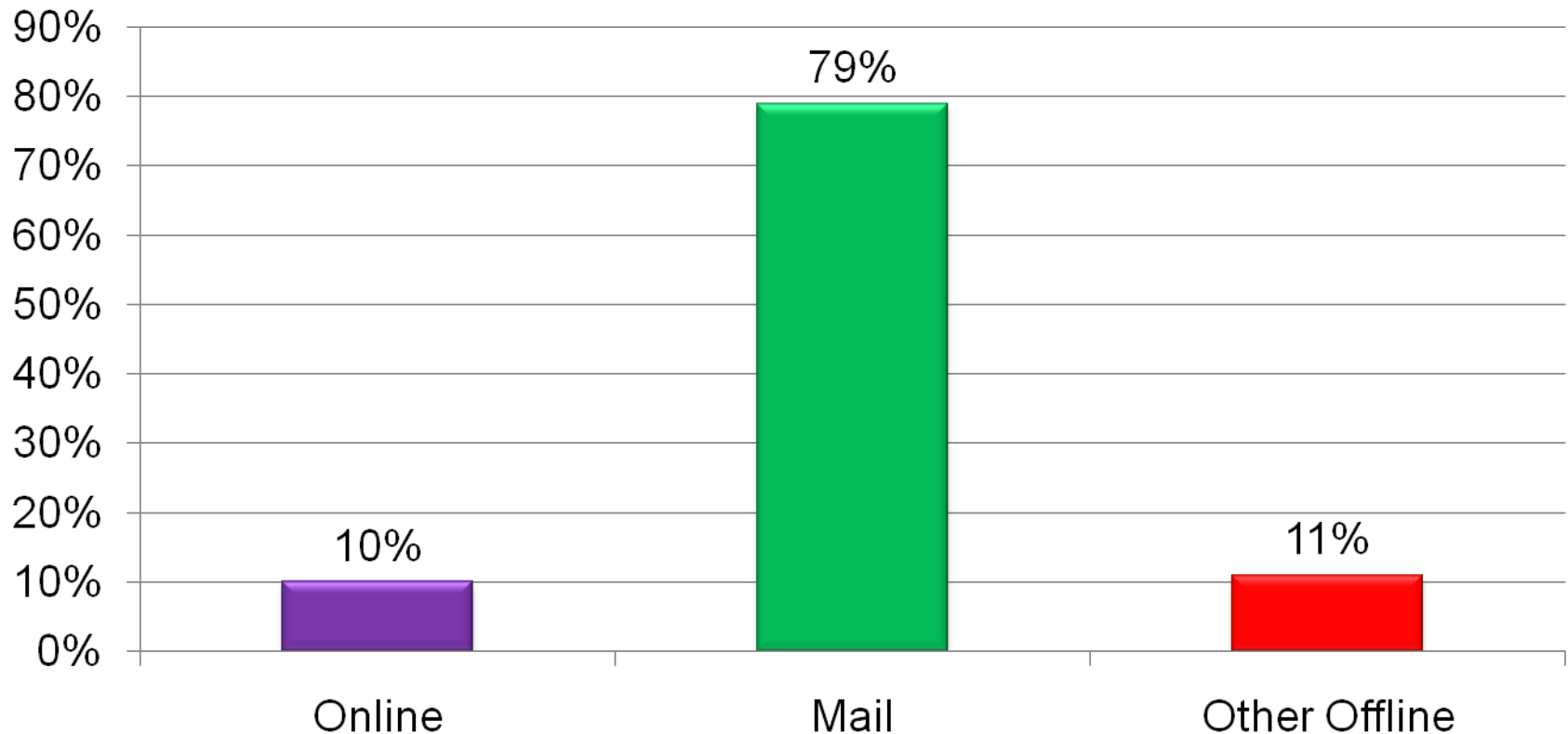
“It’s the way grandma always made it”

IS DIRECT MAIL STILL RELEVANT?

YES! Direct Mail is still relevant

- 81% of American households open direct mail
- More/Newer targeting strategies are available
- Direct Mail is the quickest and most cost efficient way to build a large file of donors who will make on-going contributions
- Some of your most valuable major donors have come in through your direct mail program

In 2010 almost 80% of all charitable gifts were made via the mail





Adding other ingredients to the communications mix

WHY EMAIL, ONLINE AND THE WEB MATTER

Why Email, Online and the Web Matter

- Online gifts are consistently larger than those made offline
- Your members and donors have come to expect that they can do anything online that they can do offline
- Over 65% of all donors visit an organization's web site ***every time*** they give

If that's the case...

Why can't I just email my donors?

- More new donors are making their first gift online. That doesn't mean that's how they were solicited. And what's more ...
- Every year, large portions of online-acquired donors switch from online giving to direct mail.
- Without the ability to become multi-channel givers by renewing their support through the mail, online donors would be worth far less.



A healthy well-balanced diet

BENEFITS OF INTEGRATED COMMUNICATIONS



**In Person &
On Site**



Direct Mail



Online & Web



Telemarketing



Mobile

Available Communication Channels

Question:

“Do I need all those ingredients?”

Answer: “YES!”

- The average donor used 3 of 10 giving channels in the prior 12 months
- Overall, the more involved people are with charitable endeavors, the more they tend to use multiple channels

Case Study: *Longwood Gardens*



The Valuable Multi-Channel Donor

- Donors connected to an organization through multiple communication channels are at least 20% more valuable than donors connected through only one channel

- Online-acquired donors ultimately **switched** to direct mail giving in subsequent years
- 38% of **offline-only** donors said they did not give electronically because they ...
 - Could not find a giving site
 - Did not know they could give online
 - Never considered the option



Walking into the restaurant
through the kitchen

HOW THE SAUSAGE IS MADE

It's messy business!

The Ugly Truth

We want it to be



But it's more like



Your Donor is in the Driver's Seat

- She decides *how* to give
- She decides *when* to give
- She decides *how much* to give



Let Members Give through their Preferred Channel

3 Ways to Give!

philanthropic gifts from our parents, alumni, and friends. Your gift now will help provide students with global understanding necessary to address the challenges of our interdependent world.

And, **it has never been easier to give to the SAS Annual Fund.** We have provided 3 easy ways...

1. **ONLINE...** via our secure website: Visit www.semesteratsea.org/give (and when you give online, we will send you a 2nd SAS luggage tag—to show the world your SAS pride!),
2. **BY MAIL...** complete the enclosed **SAS Annual Fund Gift Form** and return it in the envelope we have provided,
3. **BY PHONE...** simply call us, toll-free, at 800.854.0195 extension 2 and use your preferred credit card to make your gift.

“Changed my mind.
Changed my soul.
Changed everything.”
Robert Fessler, Faculty
F94, S99, F01, S05

SAS ANNUAL FUND



YOU and Semester at Sea ...

Connected for Life!



Your Semester at Sea Luggage Tag is enclosed



SAS0809

be back on board, even for a few days. Starting on the date of this letter, the *MV Explorer* will be bound for Cadiz, Spain with the 3rd voyage! You can track their location at www.semesteratsea.org. Today's stories of your voyage! And when you receive details of our upcoming alumni reunion, I hope to see you aboard the ship!

Your support of the Semester at Sea Annual Fund guarantee a deserving student the opportunity to...

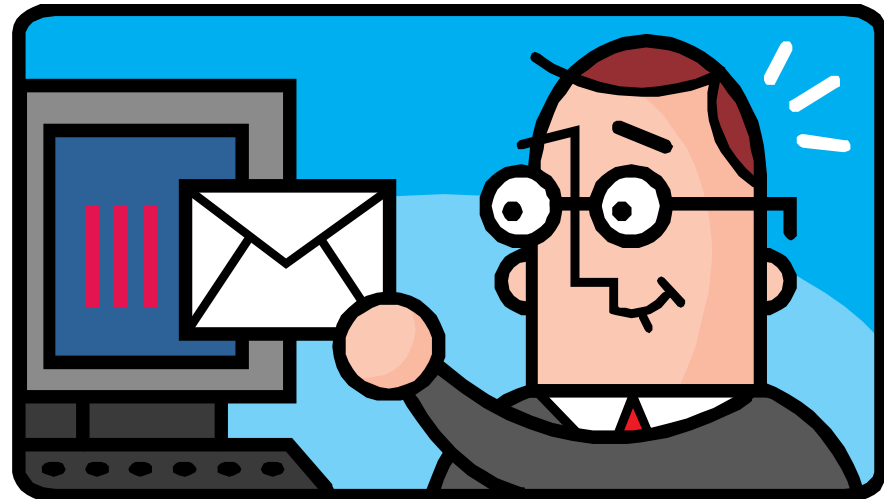
Sincerely,



Krista Weih
Krista Weih
Director of Alumni Engagement
& Fellow Voyager (Spring 1979)



According to the DMA,
53% of all people
respond to direct mail
by going online



Use the Web to Find Prospects for the Mail

- Offer a reason for prospects to give you their mail address
- Use that list in your next acquisition campaign
- Response rates double





Changing Corporate Culture

STIRRING THE POT

Isabella Stewart Gardner Museum



- 2500 members 2007
- 3500 members 2011
- 40% growth online
- New building 2012
- 7500 members by June 2012

ISABELLA
SEWART GARDNER
MUSEUM

The Cornell Lab of Ornithology

Exploring and Conserving Nature

- 38,000 members
- Goal of 100,000

- 1.2 million mail
- 6.2 million unique website visitors/year
- 50,000 Facebook fans in 6 months



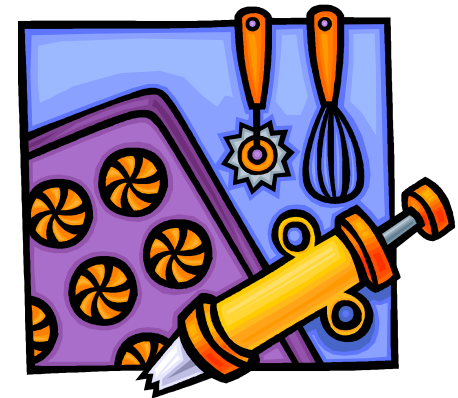
- Start from where you are
- SWOT Analysis



STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS

Right tools for the job

- Inbound marketing – Google advertising
 - Google grant
 - Impressions, click thrus, cost per click, conversions
- Website – Landing Page
 - Google Analytics
 - Page views, time on page
- Outbound – Email
 - Open rate, click through, actions
- \$\$\$



Can't make a cake without breaking eggs

- Become comfortable with perpetual discomfort
- Work across departmental boundaries
- Cultivate patience



Now you're cooking with gas!

- Invest in the technology
- Invest in training
- Keep the data as clean as you can across systems





Test for success

PERFECTING THE RECIPE

In the Test Kitchen...

- Learn the benchmarks
- Learn how your organization is unique
- Track results
- Build on success

Multi-Channel vs. Integrated Marketing

- Consistency across platforms
 - Visual branding
 - Message
 - Offer
- Coordinate timing



Leave some ideas on the chopping block

- Take risks
- Try new offers
- Learn from failures



What's the tab?



- Direct Mail
 - Cost per dollar raised
- Online
 - Technology + Labor/\$\$
 - How much is overhead?
 - Different cost profile = different offers

TAKE HOME IDEAS



Essential Ingredients

- Understand your audience
- Offer them something of value
- Keep email copy short & simple
- Put your request in the subject line
- Always include a call to action
- Don't be afraid to ask



Pack it up and take it home

- Remember, Direct Mail is still relevant!
- Always ask direct mail donors for their email address and vice versa.
- Consider offering an incentive in your direct mail for donors to go online and make a gift.



Pack it up and take it home

- Have a strategy for regularly updating email addresses.
- Give donors the option to give via multiple channels: mail, online, on site & phone.
- Be prepared for things to get messy when it comes to tracking results by channel.



Recipe for Success



Questions?



For more recipes...

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- Lynn Swain, Cornell Lab of Ornithology
 - lswain@cornell.edu