



Five Tests for whether a rental list will work for acquiring new donors for your worthy cause

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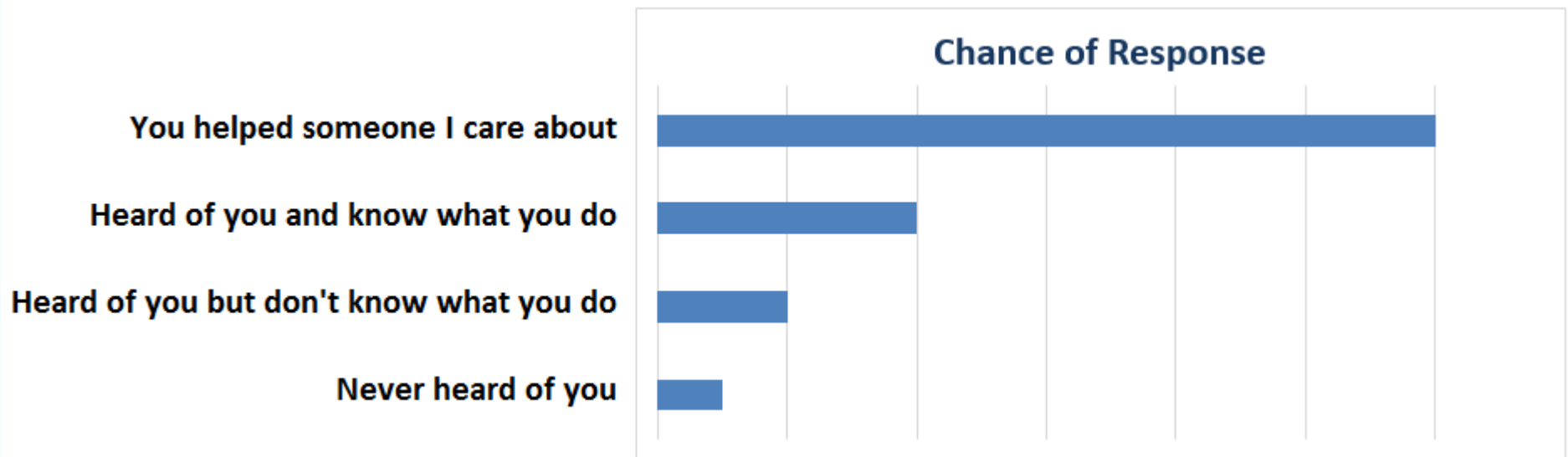
Five tests for successful direct mail acquisition



Acquisition mailings
almost always lose
money initially, but
they are worth doing
if....

Test 1

- Are you well known in the community, in particular among those who may care about the need you meet?



Test 2

- Do you meet a pressing need?
- Is your 'offer' well defined?
- Does it engage emotions?

Test 3

- Credible? Or “do you pass the Google test”?
Means that donors can find most of the following on your web site: track record, budget, performance numbers, board members, testimonials, services, staff names, phone number to call, donation button, branded transaction page

Test 4

- Can I match your typical donor profile to a targeted list of people who will care enough to give?

Test 5

- Is your first time donor renewal rate above 30%?
- Does your first time donor stewardship process include:
 - Immediate thank you letter (receipt in the footnote)?
 - Immediate thank you email?
 - Phone (voice mail) thank you call?
 - Donor impact information by email and direct mail within 6 weeks?
 - Second ask within 1-5 months?

Acquisition Examples

Bernie2016	8%
1. Well known?	yes
2. Pressing need? Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	yes
5. Loyalty process?	yes

YMCA Capital Campaign	1.5%
1. Well known?	yes
2. Pressing need? Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	yes
5. Loyalty process?	no

Meals on Wheels	0.7%
1. Well known?	partially
2. Pressing need? Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially

Small Community Hospital	1.4%
1. Well known?	yes
2. Pressing need? Well defined offer?	no
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially

Children's Medical Care Facility	0.4%
1. Well known?	no
2. Pressing need? Well defined offer?	no
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially

Oceanic Research Lab	0.1%
1. Well known?	no
2. Pressing need? Well defined offer?	no
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially