

DIRECT MAIL

(Mainly To Prospects Not Directly Related To An Organization)

OBSERVATIONS AND SUGGESTIONS TO DETERMINE IF WE HAVE A "MARKET," AND IF WE CAN MAKE MONEY

- 1) NEW PROSPECTS
 - A) WHO WILL SUPPLY THE LISTS?
 - B) WHAT ARE THE DEMOGRAPHICS?
 - C) HOW MANY NAMES WILL BE REQUIRED?
 - D) HOW MUCH WILL IT COST?
- 2) COMPARISONS WITH OTHERS WHO HAVE MADE SIMILAR DIRECT MAILINGS
 - A) THEIR RATES OF RETURN GIFTS TO WHAT THEY MAILED
 - B) WHEN THEY ACHIEVED "BREAK EVEN" POINTS
 - C) RATE AND EVALUATE THEIR SOLICITATION MATERIALS BEFORE WE GO TOO FAR WITH OUR OWN CONCEPT
 - D) THEIR TOTAL EXPENSE BUDGETS
 - E) THEIR RESULTS OF TRUE "NEW" DONORS AND MONEY
- 3) DECIDE IF A TEST MAILING SHOULD BE MADE BEFORE THE MASS MAILING TO OBTAIN A REPRESENTATIVE SAMPLING OF RESULTS
- 4) IF NOT WORKING WITH A PROFESSIONAL MAILING HOUSE, OBTAIN INFORMATION REGARDING "SEASONALITY"----THE BEST MONTHS TO DIRECT MAIL
- 5) PRIOR TO MAILING, WE MUST DEVELOP A SOLID PROGRAM FOR EFFECTIVE MANAGEMENT AND SERVICING OF THE PROGRAM
- 6) THE ENTIRE PROGRAM MIGHT MEET THE INITIATIVES OF FOUNDATION OR CORPORATE PROSPECTS FOR UNDERWRITING
- 7) NO MATTER WHAT YOU DO, MAKE SURE THE PROGRAM MAINTAINS AND SUPPORTS THE IMAGE OF TRADITION AND DECORUM YOUR INSTITUTION HAS BUILT, OR IS INTENDING TO PROJECT
- 8) IF WE CONDUCT A DIRECT MAIL PROGRAM, MAKE SURE THAT IT IS MEANT TO BE AN ADDITIONAL SOURCE OF CONTRIBUTED INCOME, AND NOT A SUBSTITUTE FOR OTHER VOLUNTEER-PERSONAL SOLICITATIONS, NOR LET IT OCCUPY MORE THAN ITS SHARE OF YOUR DEVELOPMENT TIME