



RE-IMAGINING DIRECT MAIL FOR CURRENT DONORS

Are we surprised if a donor looks forward to getting a letter re-inviting support for a mission they care about? What type of giving experience makes that happen? What considerations need to be made before any letter is sent to a donor?

Questions to ask yourself

1. Has a donor told you when they want a renewing letter?
2. Are you clear on what the donor's connection is to the mission or the organization?
3. What motivated their first gift?

Can you be clear and specific as possible on the need and use of their gifts?

1. How is the community benefiting from the mission and work of the organization?
2. What is philanthropy funding?
3. Why is that important?

What will the donor feel when reading your letter?

1. Will they feel like an insider or a partner?
2. Will the donor feel the importance of renewing and a sense of belonging as they read?

What is the donor recognized for?

1. Are they recognized for serving a mission or growing a money fund?
2. Are donors thanked for their money or their commitment to the mission?

Do you make it easy for donors to connect with you?

Read your letter aloud.

Is it one you would enjoy receiving?

Acknowledging donors is about recognizing people for generosity and caring. Second, it is about being partners with others within an organization and serving a mission for the benefit of their community.

Most direct mail letters do not get read or even opened. Learning to be more interactive with the donor before sending their renewal letter engages the donor to open, be interested, and renew to stay connected.

Prioritizing renewal is a way to reduce costs and build community for the mission.