DMAW
Direct Marketing Association of Washington
Celebrating 60 Years

MARKETING AdVents

July 2015 | Publication of the Direct Marketing Association of Washington | Vol 54 | No 7

Fundraising Is Dead? Long Live Fundraising!

BY MICHAEL BROWN

I have long been a fanboy of the CEO of Lyris, John Philpin's, blog. I like not only *what* John writes about, but *how* he writes.

Recently, John wrote a post about the publishing industry that I thought had analogous points to fundraising. I'd like to use the framework of that post to display the uncanny similarities between the two industries.

Here goes …

To misquote Mark Twain, "The reports of the death of fundraising have been greatly exaggerated."

For 20 years – after the Internet came along – there has been a meme circulating in fundraising sectors that "fundraising is dying" or, at least in "severe decline." Yet fundraising is not just surviving – in some corners it is *thriving*.

- True – HOW we are practicing fundraising is radically changing.
- True – HOW professional fundraisers engage supporters is radically changing.
- True – The fundraising direct mail industry is in terminal decline – that's not a bad thing … today, mail is just getting in the way.
- True – If you aren't paying attention, you would assume that fundraising has hit a low because your direct mail results are down. Oh, and what you read and hear through trade publications and associations—most of which are still largely dependent on direct mail industry support—well, you get it.

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The Tools You Need to Strike Storytelling Gold

BY LISA SWAYZE

When you hire a fundraising copywriter, you are putting your faith in them to write meaningful and impactful copy to inspire your donors to give to your cause. As one of those copywriters, I can assure you we want to give you all of that and more. We do our determined best to dig deeply into your work and come up with nuggets of storytelling gold. But you have to do your part too! Try as we might, we have not yet figured out how to weave gold from straw.

Let's face it. If you owned a gold mine, you wouldn't send miners in to search for gold without equipment or training. So, why do so many nonprofits keep sending their copywriters off to craft golden words without the right tools?

Use this checklist to determine if you are giving your writers the tools they need to mine for storytelling gold.

1. Does your writer have a seat at the table?

o YES o NO

If you are drafting a mail strategy alone at your desk and just emailing it to your copywriter, you are missing a huge opportunity. Give your writers a seat at the table in regular creative strategy meetings. Let them talk to leadership to learn your organizational voice.

2. Does your writer have access to program staff?

o YES o NO

It's often the frontline program staff who carry your organization's

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What's New

Wee, wee, wee
See page 15.

Hot Topics

DIRECT MARKETING ASSOCIATIONS

BY LINDA GILL ANDERSON

The Power of Using Your Strongest Brand Ambassador—Your Association Magazine—To Recruit and Retain Members

Your association magazine is a significant channel for delivering persuasive messaging to your current members, and recruiting new ones. Are you leveraging every opportunity to do so?

Magazine Wraps for Retention

Wraps or poly bag inserts are a highly effective technique to call attention to current member status. *Next to Last Issue*, *Last Issue*, *Your Membership Is Expired, Reinstate Now* are all excellent copy platforms to alert members it's time to renew, and if they want to continue receiving the magazine with uninterrupted service, to please act now. The cost is efficient compared to reinstatement direct mail, and thus this channel is likely one of your most efficient drivers for retention. If you do not currently have multiple efforts in your magazine wrap series, consider testing an additional effort. Even your longtime lapsed members can be reminded what a benefit and source of critical information the journal can be, and receiving one with a message *"We Want You Back"* can deliver results that will surely prove effective. At NACDL, we have found that mailing even deeper into the file of longtime lapsed members with a special wrap *"It's Been a While"* with special messaging about benefits and resources that have been added and are new since they were last a member, along with a strong call-to-action is outperforming some of our other campaigns.

Magazine Wraps for Recruitment

Using your association journal as a recruitment sample with a poly bag insert or magazine wrap, and putting it directly into the hands of your prospects will never get old. It will be appreciated by the recipient or passed along to other professionals. Developing a wrap that features *Join Today* with your best membership offer, mailed to targeted lists, should be highly responsive.

If you use an integrated campaign including email and traditional #10 or 6x9 packages as subsequent efforts, this recruitment series can be effective in cultivating prospects. Focusing each touch with a unique message from key voices inside your organization such as the President or Policy Director will help the prospect understand more fully what your mission is, and of course an effort from the Membership Director will drive home the value proposition.

Member-Get-A-Member Campaign

Peer-to-peer (P2P) membership campaigns are the most effective of all. If you use a magazine wrap to encourage your current members to recruit new members and highlight the *benefits to them*, such as discounts on their membership with every new member on a magazine wrap, you're likely to generate more members than ever before. Now that's a win-win-win!

I look forward to hearing back from you about unique ways you have used your association magazine to recruit and renew members. And if you're looking for new opportunities to learn from association professionals across the region, don't miss the DMAW Association Marketing Day on September 30, 2015, at the Capital Hilton Washington. You'll find me in the front row listening and learning new techniques that I can immediately put to use.

Linda Gill Anderson serves as the membership marketing manager for the National Association of Criminal Defense Lawyers (NACDL). In this new position for the association, she focuses on direct member service retention and recruitment, as well as implementing new strategies and programs that add value and increase membership. Reach her at landerson@nacdl.org.

DMAW CALENDAR

Deadline for registration is 24 hours before the event, space permitting. Cancellations must be received 48 hours in advance. No-shows will be billed. Register online at www.dmaw.org or call 703-689-DMAW (3629)

DMAW Monthly Lunch & Learn
12—2 pm
SEIU, 1800 Massachusetts Avenue, NW
Washington, DC
Metro: DuPont Circle

Thursday, September 17
Telemarketing
Molly Barker, deputy director marketing, Democratic National Committee, and **Chrissy Hyre,** associate director of telemarketing strategies, Chapman Cubine Adams + Hussey.

Tuesday, July 7
DMAW MAXI Award Ceremony and Reception
4:30—6:30 pm
Gaylord National Hotel & Conference Center
National Harbor
Gold, Silver and Bronze Awards will be presented at the MAXI Awards Ceremony. Winners will be presented with an award engraved with words that mean a great deal to professionals in our industry: "In Recognition of Outstanding Achievement in Direct Marketing."

July 7 - 9
10th Annual Bridge to Integrated Marketing and Fundraising Conference
8 am—6:30 pm
Gaylord National Hotel & Conference Center
National Harbor

September 30
Association Marketing Day Conference
7 am—5 pm
The Capital Hilton
1001 16th Street, NW
Washington, DC 20036

Tuesday, October 20
2015 Digital Day Forum
9 am—4:30 pm
location TBD
Are you interested in gaining valuable insight from experts in the field on new trends and smart integration techniques you can apply to your online strategy? Web-based media is the fastest growing medium, as more organizations integrate web communication into their marketing mix. With technology evolving each day, new opportunities surface with innovative approaches for online tool implementation. Join us for the 2015 Digital Day Forum on Tuesday, October 20, in Washington DC for a day of digital marketing success stories, networking, and tips to help you grow your business.

Postmaster: Send address changes to DMAW Marketing AdVents, 11709 Bowman Green Drive, Reston, VA 20190-3501; email info@dmaw.org • website www.dmaw.org

DMAW Marketing AdVents: (ISSN 0896-4742) is published monthly by the Direct Marketing Association of Washington, Inc., 11709 Bowman Green Drive, Reston, VA 20190-3501. Periodicals postage paid at Herndon VA and at additional mailing offices.

PRESIDENT'S PERSPECTIVE

BY JAMIE NATELSON

It is July—not when I write this —but when you are reading this at Bridge in the hot DC metro area. This issue's theme is Hot Topics. If you are dizzy and dehydrated from the lovely hazy, hot and humid seasonal weather, you may be reading this as Hot Pockets or Hot Tropics or just be feeling plain Hot.

While I am very good at digressing, I hope you are enjoying/enjoyed Bridge, you learned something new, revitalized your direct marketing mojo and are excited about your new connections and just are plain inspired.

There is a lot new that is great, but there are also new rules to go with the game – and you have to decide whether to follow them. So, here are the Hot Topics buzzing around in my head:

Are you optimized? If not, you better get there *darn quickly* as the king of search will lower you in their algorithms if you are not mobile friendly. As now more searches are done on one's mobile device than desktop, this is not a surprising push. However, it does mean it is past time for you to be mobile ready.

Did someone highjack your URL? Poor Ms. Fiorina… I thought she was a tech expert. For the rest of us, there are new incarnations of dot com names coming round the bend. You might have first shot at .ngo, but your competitors will buy them if you don't. Finding you on the web matters and keeping your URL in all incarnations can prevent confusion, misdirection, and possible PR mishaps. Look at what happened to poor Carly.

Then, of course, there is Charity Navigator, sigh… advising our nonprofit brothers and sisters to ask folks to opt in on direct mail trades and exchanges lest they lose some points. So, if you make acquisition harder your cost of fundraising goes up and Charity Navigator dings you anyway. Nonprofit acquisition is built on exchanges… obviously no one there is a fundraiser (or has much sense)… but we need to know the rules, if we plan to defiantly subvert them.

So, find some A/C, a cool beverage, grab a frolleague, and muddle over your own Hot Topics from Bridge. Don't let the weather or anyone else deter you from the exchange.

HFSTC,

Jamie

P.S. Don't miss Digital Day in October for more of what's hot.

60 Celebrating Years

DMAW Remembers

Sherryl M. Marshall (Sherry), DMAW president in 1989 and Hall of Leaders award winner in 1997, provided this photo, saying, "It was taken at Freestate Racetrack on Sept. 15, 1989, the year I was prez. In keeping with my "only if it's fun" philosophy, I decided we needed a fun outing. We chartered a bus to the racetrack and held our regular meeting on the bus. I stood in the aisle to conduct the meeting, swaying as the driver negotiated rush-hour traffic. I don't remember how it came about (Cynthia Fretwell probably does), but for some reason they named us as sponsors of a race. We studied the lineup and – of course – chose "Free Token" as the horse that would win. Miraculously, it did! A bunch of us got to troop down to the winner's circle for a photo op. From left to right starting next to jockey, is **Cynthia Fretwell**, me, **Jeff Donohoe**, **Linda Fisher, Lou Hegler**, **Donna Baier Stein**, and **Anne Hall**.

Let it be said that those who chose to place a wager on one or more races did so with their own funds. (Jack Carlin, another board member at the time, was so determined to win, he placed bets on every horse in one of the races.)

COPYWRITING

Blasphemy!

BY BARRY COX

If you're not sitting down already, please do so now. This is likely to come as a shock:

Your donors aren't all that special.

Oh sure, your organization – not mention your job – wouldn't exist without them. And anyone willing to part with their money to receive a largely intangible return is to be lauded. But please spare me however you would complete this all-too-common start to creative strategy meetings: *The really unique thing about our donors that copywriters need to understand is …*

Wait, let me guess. Your donors are so thoughtful and analytical that they can't be moved by a well-told story about a sick child, abandoned puppy or innocent death row prisoner. Instead, your donors are motivated by statistics and fascinated by program minutia. You don't say! No, really, don't say it. More importantly, please don't believe it.

Perhaps you insist upon your creative team internalizing the notion that your donors are too astute and/or jaded to have their eye stopped by "cheap tricks" like handwritten post-it notes or personalized subject lines.

Or maybe you're certain your donors are such selfless philanthropists that they would be offended by an official Certificate of Appreciation proclaiming their selfless philanthropy.

Maybe unlike 99.6 percent of donors, you believe yours are so deeply committed to your mission that they have stopped shopping around for an organization that explains and advances said mission better than you. And they would never deem other nonprofits' missions more important than yours. Lucky you! You've captured a rare breed indeed. Bonus: you don't have to put much thought or effort into your messaging because your donors are always predisposed to give.

Now there's one supposedly special donor trait I would very much like to believe right along with you. Your donors are thorough, attentive readers who cherish and heed every word of your communications. I always write as if that's so. Doing otherwise would be professional malpractice, not to mention a nasty blow to my ego. But don't try to tell me including multiple asks and making the same core point three slightly different ways strikes your donors as "insulting repetitiveness." (Yes, an actual phrase used by a former client – *former* by my choosing.)

Lest I leave you with the impression there aren't any exceptions to my blasphemous statement above, a sliver of your donor file actually is quite special. That sliver is comprised of folks who will write, call or email you about their disdain for being "emotionally manipulated" or asked to "donate again even though I just renewed three months ago."

Obviously, you should hear out those exceptional donors, respect their preferences and flag their records accordingly. They cared enough to contact you, which is a great thing even if it comes camouflaged in an angry tone. But don't assume they represent anything more than a sliver or reflect a need to overhaul your communications strategies.

After all, donations are comments as well. The most special sort of commentary actually because it confirms you are an especially attuned fundraiser.

Barry Cox is a freelance copywriter who will nod and smile as you describe the absolutely unique qualities of your donors…then write to them in a manner that gets results anyway. BCoxWriter@aol.com. 703-892-2577.

Avoiding the False Positive

BY ELIZABETH ENGEL AND PETER HOUSTLE

As Lewis Carroll pointed out, "If you don't know where you're going, any road will get you there." One of the biggest problems we encounter in decision-making is the problem of asking the right question.

The most common false positive we hear in the association world arises from the question, "How do we get more members?" A better question might be, "How do we get the *right* members?" The right answer to the former may have little to do with the right answer to the latter. It's tempting to focus on membership count to the exclusion of what's really important: your association's mission. Other measures such as membership composition, quality of engagement, and percentage of overall universe are often far more essential to achieving your mission than increasing your head count. But if you're making decisions solely based on your gut, or measuring only what's easy to count, you'll never figure that out.

Associations have more types and greater amounts of data readily available than ever before, and the cost of the tools needed to process all that data has declined dramatically. In fact, the combination of data and tools now available should allow us to move beyond the standard operational dashboards we've been using for years and get to the "good stuff," where we can start asking better questions and making better decisions.

In the whitepaper, *Getting to the "Good Stuff": Evidence-Based Decision Making for Associations,* we share the stories of six associations that are using these new data capabilities effectively to ask better questions and make better decisions as a result. For example:

- ASAE asked questions that led them to discover that their publications catalogue did not, as they had assumed, lead to "long tail" sales of older publications. What did impact sales was developing a profile of the "habitual book buyer" and marketing publications, new and existing, specifically to people who fit that profile. That insight allowed ASAE to print a smaller catalogue and send it to a more targeted list, reducing costs by 25 percent without negatively impacting sales.

- The Entomological Society of America (ESA) asked questions that showed recruiting students didn't have much of an impact on long-term membership growth as previously assumed. As a result, ESA retooled their membership efforts to focus more on retention across all categories, but particularly of their regular professional members, who bring in more revenue, are more likely to renew, and are more likely to be thought leaders in the profession.

The monograph also offers a variety of insights regarding the role of data, the importance of accurate and widely accessible data (and how to achieve that elusive goal in your association), the value of new analytical tools, how to identify and measure what really matters, the importance of experience in the decision-making process, and the "secret sauce" of successful decision making, all focused on the ultimate goal of helping associations get beyond our operational dashboards and into using data to ask meaningful, mission-driven questions, make good, evidence-based decisions, and advance our missions.

Elizabeth Weaver Engel is CEO and chief strategist at Spark Consulting LLC, an association strategy consulting firm. Peter Houstle is CEO and co-founder of Mariner Management, an association management and consulting company. Their monograph "Evidence-Based Decision Making for Associations" is freely available for download at http://bit.ly/1jwXcDX. Reach Elizabeth at ewengel@getmespark.com and Peter at phoustle@marinermanagement.com

Elizabeth and Peter are speaking at the Bridge Conference on Wednesday, July 8 at 11:15 a.m. Track 7: Boards and Best Practices for Non-profit Management..

PRODUCTION

BY SHANNON MURPHY

To Track And Serve

Omnichannel marketing is a top buzzword. At Chapman Cubine Adams + Hussey (CCAH), we also refer to this approach as "surround sound" marketing, as we ensure that in every campaign—and across all media—donors are fully surrounded by our clients' messaging.

So what is omnichannel marketing?
Omnichannel marketing is donor-centric communication that places the organization's supporter at the center of the fundraising or marketing campaign and incorporates his or her unique perspective. Omnichannel is a multi-touch, multiphase effort that employs multimedia techniques on multiple devices (smartphones, tablets, newspapers, computers, radios, mailboxes, television commercials, and more) to deliver consistent messaging. Surround sound or omnichannel fundraising recognizes that there is no such thing as a single-channel donor *because there is no such thing as a single-channel person*. Supporters receive messaging via a variety of media every day, and donors have preferred ways of interacting with the organizations they support. Surround sound marketing ensures that supporters can choose their avenue of engagement however and whenever the mood strikes them!

Direct mail is still—and will be for a long time—the largest contributor to fundraising's individual giving programs across the nonprofit sector. Thus, smart fundraisers leverage all the tools available to them to maximize their programs and increase supporter engagement. Chief among these tools is mail tracking.

So what is mail tracking?
Timing is everything, and fundraising is no exception. Often, it is donor receipt of the direct mail piece that is the central event, establishing the timing of the touches that precede and follow it.

Thus, the ability to track the mail sent to every donor is critical. Specifically, tracking mail pieces tells fundraisers when donors received the direct mail. In. Their. Mailbox.

Once the U.S. Postal Service reports tracking data, marketers can serve online ads, Facebook ads, SMS, emails, and telemarketing campaigns. In so doing, the campaign message is kept top of mind, hopefully increasing donor response to the overall campaign.

Results show that donors who give in multiple channels are more loyal donors with higher average gifts. Thus, as fundraisers, it is important that we reach them in as many ways as possible and **give them the option to respond using the channel they prefer.**

So how to do we build loyal donors who give across multiple channels?
As marketers, we must ensure continuity across all channels and message timing that makes sense to the campaign. Four practical guidelines are:

1. Use mail tracking. Many companies offer this service.
2. Ensure consistency. Creative across all channels must have consistent messaging and art direction.
3. Reference the mail piece. Other touches should mention the mail sent. For example, when placing a call say, "A few days ago, you received ...."
4. Don't be siloed. Share ideas, share dates, and share creative within your organization.

Follow these simple steps and you'll achieve a more loyal donor-base who will engage and give across multiple channels.

Shannon Murphy is senior vice president of production for Chapman Cubine Adams + Hussey (CCAH), a bicoastal, full-service direct marketing firm that serves global nonprofit organizations. For over 20 years, Shannon has delivered high-quality client packages on time and at the lowest possible cost. To contact Shannon, please email her at smurphy@ccah.com

Show/Don't Tell, Less is More, And Other Most Important Rules

BY JOHN THOMPSON

> ***"If you see an adverb, kill it!" — Mark Twain.***

A former boss, (a wise direct marketing guru, *not* Mark Twain) once imparted to me the *Most Important Rule* in direct response fundraising: "Sell" only one thing per campaign. In nonprofit terms, present only one problem to be attacked per package.

This dictum sat alongside the *Other Most Important Rule*: It's easier to raise money against Evil than to raise money for Good.

And, depending on the day, it sat alongside the *Even More Most Important Rules*:

- State the problem in ways individuals can feel they make a difference.
- Make a donor take any action and you increase the chance they will also contribute.
- Never impede the donation process.
- The older the donor, the larger the font.

They all get down to one rule: *Keep it simple*.

This has nothing to do with America's great dumbing-down or any generational propensity to read. It has everything to do with the pace and clutter of today's complicated world. American donors, regardless of age, wealth indicator, or channel preference, are besieged with marketing and media stimuli, nearly every waking moment, every day.

In reality, we ask donors for two precious commodities. Before we ask for a bit of their hard-earned money, we ask them for a bit of their **time**. Time to read about and, hopefully, reflect on our missions and their merits.

Given its scarcity, we must show respect for their time with the courtesy of brevity. We owe them concise, easy-to-comprehend, quick-to-visualize messages that require a simple response.

So, if we want them to help fight famine, don't *tell* them the data behind the worldwide problem, *show* them how their gift will get food to a child.

If we want them to help cure disease, don't *tell* them the science behind T-cells, *show* how their gift will help one researcher speed up her discoveries, or show how it will be used to assist a patient.

If we want them to help save the rainforest, don't *tell* them about the greenhouse effect; *show* them how their gift will be used to stop one logging operation.

Above all, respect the donor's time and attention. To that end, regardless of the channel in which you communicate, make your message accessible, scannable, easy, and quick:

- Show the need, either painting a picture in words or using a picture. In any event, don't tell the details of the program.
- Rewrite, cut, rewrite, cut, always paring down to basics.
- Use succinct, jargonless language, clear syntax, and employ active verbs (and thereby kill those lazy adverbs!)

It makes for clarity and focus — and that's important. But, even more, it respects the time someone is taking to read your message.

And time is our most prized and protected asset.

John Thompson is vice president/creative director at Russ Reid. John provides creative and strategic leadership for a team of creative professionals who drive fundraising solutions for a variety of Russ Reid clients serviced from the East Coast agency location. Reach him at jthompson@russreid.com.

John Thompson is speaking at the 2015 Bridge Conference on Thursday, July 9, at 8:15 a.m. Track 5, Renewing and Upgrading Donors.

Create A Multi-Channel Engagement Strategy

BY JENN SMITH

Engagement and interaction are a vital part of the core experience of a nonprofit organization. At events, on websites, and through an ever-growing list of communication channels, nonprofits continuously engage with constituents—partners, volunteers, advocates, donors, the beneficiaries of the mission and more.

But organizations often miss the opportunity to meet constituents with the right type of engagement at the right time, translating to loss of connection, loss of dollars, loss of goodwill, and loss of motivation to do more with the organization.

Taking the time to define a clear multi-channel engagement strategy will help eliminate those losses and build stronger and more rewarding relationships.

So what is a multi-channel engagement strategy? Think of an outline or "journey map" that defines the way an organization expects constituents to be treated. It maps the pathways they should travel while progressing through the various departments of an organization from first introduction to longtime supporter.

An engagement strategy puts a constituent at the center point of the experience and maps out their interactions and the associated data that will be part of their contact history. This wealth of data eventually will determine the types of communications they will receive, influencing their desired communication channels and message frequency. As constituents interact and react to different communications, their aggregated data will also feed readily available analytics and reports to provide actionable insights to each department of the organization.

Is an engagement strategy only for the largest organizations? Not at all. Every organization can benefit from actively planning their constituent journey and the flow of communications going out to their constituents. It will benefit the organization at all levels, and nurture stronger relationships with each constituent as they feel more connected to the shared cause.

Additionally, a well thought-out engagement strategy will provide a reference point for an organization to evaluate current and future technology needs. As any organization grows, outdated and cumbersome technology can combine to create a donor experience that is less than ideal. A clear engagement strategy will specifically outline which features are required in any new systems and provide a guide to start comparing any software offerings.

When a coordinated multi-channel engagement strategy is effectively executed with the proper set of tools, instead of building a list of contacts, organizations build individual relationships with constituents. Instead of a donor signing their annual check for a tax write-off (one that could be given to any organization), they choose to give because the organization means much more to them. Find out more about the components of an engagement strategy in the whitepaper *Taking Engagement Seriously,* or attend the Bridge Conference session with the Canadian Cancer Society of Saskatchewan to see how a multi-channel engagement strategy improved their engagement and donation rates.

As the vice president of digital agency at Heller Consulting, Jenn is thrilled to continue her work helping non-profit organizations create outstanding relationships with their donors and prospects through meaningful engagement, fundraising, acquisition and advocacy campaigns. For over 10 years, she has worked with innovative organizations such as The Humane Society of the United States, The Smithsonian Institution, The National Gay and Lesbian Task Force, Slow Food USA, and many others on their digital and online fundraising programs. A direct response marketing and fundraising professional with deep experience in lead generation, management, donor conversion and acquisition, Jenn has been responsible for developing memorable and effective creative campaigns to help mission-driven organizations reach their goals.

Jenn Smith is speaking at the 2015 Bridge Conference on Wednesday, July 8 at 11:15 a.m. Track 11A: Small Shop Fundraising (Superhero Fundraising).

The 2015 Bridge Conference is Hot, Hot, Hot!

According to the *Farmers' Almanac*, the summer heat will arrive full force by July, just in time for the Bridge Conference. If their long-range forecast proves accurate, much of the nation, including the Mid-Atlantic, will be sweltering with above to *much* above normal temperatures this summer.

It's hard to think about hot topics and not think about the July weather, especially in D.C., but, in the direct mail universe, probably the hottest topic is The Bridge Conference. Washington, D.C., is not just our nation's capital, it is the country's fundraising epicenter and, let's not forget, headquarters to the U.S. Postal Service.

The summer's top destination for fundraising and direct marketing professionals, Bridge will feature more than 70 educational sessions to help you reach your target audience with the latest direct marketing and fundraising strategies.

Changing demographics and the ability to engage your target audience on multiple platforms is surely a top priority for many of you. To bring the best and the latest in fundraising and direct marketing, we have been preparing for Bridge for 11 months.

Now is the time for us to shine. (And, oh, by the way, shine we *will*.)

As you walk the floor at Bridge this month—perhaps thinking you may be in the market for a new supplier—ask if there is anything new going on at the booths that can help you do a better job.

Hopefully, your suppliers took the "off-season" (if there was one) and upgraded here and there. We all know how costly new equipment is, and new systems are even more expensive.

This ongoing tweaking should give you a warm and fuzzy feeling that your suppliers are trying to do everything in their power to be there for you for the long haul. That should be comforting. They count on you in the busy times and even more in the soft times.

As you continue on that hard road of having to do more with less (all while the busy season is staring you in the face, and you continue to lean on your tried-and-true vendors), ask what your vendors have done to upgrade their systems and capabilities.

Have they done anything to make it easier for you? Have they put in new systems to replace worn-out ones? New buildings? Better flow? Consolidation? Any new equipment? How about new ideas? Or are they just floating along with the same old same old?

As suppliers, we work extremely hard to take care of our clients' daily needs. Some suppliers are luckier than others. They have been able to invest time and resources to make the upgrades that make us better and stronger and ready to take care of your needs.

We have planned, prepared, and are ready to execute. Now is the time to flip the switch and let the machines and systems roll!

Dennis Ashcraft is a sales representative for Colortree Group, which strives to be the best litho provider in the direct mail industry. He is proud to serve on the DMAW board of directors as well as the Exhibitor Advisory Committee for the 2015 Bridge Conference. Reach Dennis at dashcraft@colortree.com or 800-222-2962.

Ring, Ring. What Is That Retention Tool Doing in Your Living Room?

BY ERICA WAASDORP

For some of you, this may be a bit controversial, but I think it's time to answer the question: "Why is that phone call coming into my living room?"

Because telemarketing works!
When it comes to thanking donors, generating new monthly donors, reactivating lapsed donors, or upgrading monthly donors, telemarketing belongs in your communications plan. Here are the top six reasons why.

1. Your donors *love to hear* from you!

2. As a fundraiser, you should *love to find out more about donors,* and a phone call is the greatest and cheapest way to contact them.

3. You can use the telephone to *say "thank you"* and tell the donor the impact their gift is making, even before they receive their thank-you letter in the mail.

4. You can use the telephone to *ask why* the donor specifically supports your organization and *what motivates* him or her to give as they do.

5. The phone offers a great way to find out why the donor stopped giving (in the case of lapsed) and *bring him or her back*.

6. And—this is perhaps the most important reason— once you have the donor on the line, you can *have a conversation.* Tell them a story. Tell them how important their support is for the people or animals you serve. Tell them how joining as a monthly donor is a great way to support the organization. Or tell them how their ongoing monthly support makes such a difference…and then ask them if they're able to upgrade their gift.

Yes, that phone call coming into the living room can be a nuisance sometimes. We've all been there. I'm no different! But remember, older donors especially are comfortable with the phone and conversation. They are not necessarily texting and tweeting all day. They're not yet on overload with social media. They appreciate your thank-you call and learning more about the organization. It's the closest you come to sitting down in their living room with a cup of tea or coffee!

Moreover, phone calls are by far the most cost-effective and successful way to thank your donors, generate new monthly donors, or reactivate lapsed donors.
I've managed telemarketing campaigns for many years. In fact, for some of those years, I was responsible for campaigns in six countries at the same time. I've seen the following results of telemarketing campaigns stay very consistent over the years.

- Telemarketing to generate new monthly donors typically generates between 5 and 10 percent return.
- Telemarketing to reactivate lapsed donors typically turns between 15 and 20 percent response.
- Telemarketing to upgrade monthly donors typically brings between a 35 and 45 percent response.
- Telemarketing to thank donors for their gift typically returns no response rate **but** it's priceless and most organizations see the positive impact on future donations!

Of course every organization is different but I've seen these percentages consistently across different types of organizations. Even more interesting, these numbers can be generated by callers who are not even part of your organization if you work with telemarketing agencies that provide great training.

If non-employees can do it, imagine what the response rates could be if the calls were made by people who are totally passionate about your organization?
If you're a smaller organization, you can start by testing some of these phone calls in-house with a number of volunteers or board members. But, if you are serious about wanting to grow, you should look outside to find a telemarketing agency that fits with your organization.

If you're a bigger organization and you do face-to-face or street fundraising or direct response television, the phone can be used to continue the conversation and improve retention rates further.

Note that thank-you calls should be done by every organization, small or large! No excuses! Then, once your staff, volunteers and board members become more comfortable with those thank-you calls, you can expand and have them invite donors to join monthly or make another donation.

Key to any of these retention-focused programs is making sure the **caller** joins the program being described to the donor! The caller will find it much easier to say, "Will you please join me in becoming a member of the [name of program]?" because the enthusiasm will show and the results will follow.

Telemarketing is not a dirty word. It's not scary. It's going to generate great results. Simply do it right and work with the right callers and telemarketing agencies.

Erica Waasdorp is author of *Monthly Giving. The Sleeping Giant*. As president of A Direct Solution, she assists nonprofit organizations with their fundraising and direct marketing needs with a focus on monthly giving and annual fund and grant writing. Erica has helped the nonprofits she works with raise millions of dollars through monthly giving programs. She is also very actively supporting organizations with annual fund planning and execution, ranging from copywriting, creative, lists, print and mail execution. She has over 30 years of experience in nonprofits and direct response. She lives on Cape Cod, MA. Reach her at erica@adirectsolution.com or 508-776-1224. For more information or to sign up for a blog with regular practical tips on monthly giving, go to www.adirectsolution.com.

Erica Waasdorp is speaking at the 2015 Bridge Conference on Wednesday, July 8, at 11:15 a.m. Track 5: Renewing and Upgrading Donors.

Donor Engagement

BY NANCY L. WITHBROE, CFRE

As a founding co-chair of the Bridge Conference, along with Geoff Peters, I couldn't be more thrilled to see how the conference has grown—in size, financial returns, and most of all, in impact on the fundraising and marketing industry. We are on track to sell out again this year and look forward to welcoming thousands of fundraisers and marketers to this unique opportunity to learn from each other and from industry leaders.

My involvement with Bridge over the years has influenced my thinking about creative strategies to integrate best practices from across the array of fundraising and marketing spectrum. I'll be speaking at Bridge about one that I've implemented at the National Women's Law Center, and hope you'll join us for that session: *Givolution: A Case Study in Evolving Donor Engagement*, Thursday, July 9, 2:00 – 3:15pm.

As its name suggests, the National Women's Law Center is the leading advocacy organization that protects and advances rights for women and girls in the United States across a wide range of issues, including equal pay and other workplace issues, childcare, health and reproductive rights, and educational opportunities protected by Title IX. Heavily dependent upon program grants from private foundations and our annual awards dinner, we are working hard to broaden and deepen our network of individual and corporate donors, drawing from best practices in major gifts, corporate engagement, and integrated marketing.

During the Center's 35th anniversary year, the organization created an innovative advisory board designed to upgrade and retain corporate donors and engage a new generation of women in the mission. Law firms and corporations that contribute at least $10,000 annually are invited to nominate a young woman attorney to join this prestigious group. They help the Center raise money from their own institutions and professional and personal networks of institutions and individuals, advise the Center on program issues, facilitate pro bono service, and serve as a pipeline to other leadership positions.

Originally called Leadership 35, the group has recently been rebranded as the Leadership Advisory Committee and has established its own leadership and subcommittee structure. Drawing on major gifts strategies, we are more intentionally offering them opportunities to make personal gifts to the Center by having them solicit each other and invite their friends and colleagues to give. We are connecting them more frequently with program staff who welcome and rely upon their counsel, particularly on how to make a stronger business case for the policies that the Center advocates. Based on feedback from firms and conversations about more holistic corporate engagement beyond event sponsorships, we are more strongly emphasizing the value the program offers as a talent retention and development tool. We have been facilitating our staff visiting firms to make presentations to in-house staff and clients about issues that matter to women in the workplace. And, we are revamping our marketing collateral and overhauling our data infrastructure, drawing upon direct marketing practices, to map relationship networks and use data to drive decisions about priorities and approaches going forward.

This integrated, holistic approach is resulting in significantly improved retention of law firm and corporate sponsors, upgrades from current individual donors and gifts from new donors, and introductions to broad networks of potential new donors. These young women are helping the Center build on its success and expand the possibilities for women and girls in our nation. Integrated approaches are helping us make the most of what they and their networks have to offer.

Nancy Withbroe is vice president for development and strategy, National Women's Law Center. Nancy is a seasoned leader with broad experience in fundraising, marketing, program development, and nonprofit management who has raised millions for social change causes. Reach her at NWithbroe@nwlc.org.

Nancy Withbroe is speaking at the 2015 Bridge Conference on Thursday, July 9 at 2:00 p.m. Track 10B: Capital Campaigns & Special Initiatives.

POSTAL DEVELOPMENTS

BY JOHN KENNEDY

Five Great Ways To Waste Money On Direct Mail

Yes, you heard that right—a "how-to" article about how to waste money on direct mail. Why, you ask? If we start with what *not* to do, choosing the correct path becomes much easier. Let's start by recapping the basic goals of direct mail:

#1: Reach your target audience and get them to notice your mailer;

#2: Engage the direct mail recipient so they interact with your organization;

#3: Achieve goals #1 and #2 at the lowest cost.

Sounds easy right? It is, and there's no need to waste your hard-earned cash in the process. Here are some simple tips for any direct mail campaign to keep the greenbacks in your wallet where they belong.

DON'T use weak messaging with no call-to-action. Generic messages without a call-to-action are a waste. To be sure you know who your audience is and what's important to them, take the time to create your WIIFM list (What's In It For Me). The WIIFM process of Who, What, and Why discloses: **Who** is your audience and what's important to them? **What** will your organization do for them? **Why** is your organization different from the others? Write your message from a WIIFM perspective and be sure to include a specific way for the recipient to interact with your organization—anything from visiting your website to a special offer or incentive.

DON'T use untargeted, poor quality mailing lists. List selection is critical to the success of any direct mail campaign. It's not enough to use a list that's clean and current; it needs to include an audience of people who are likely to connect with your mission and support your organization. Lists that are targeted based on geographic region, personal demographics, and previous buying histories are just a few to consider. Don't let someone else pick your list blindly. Inspect the list criteria and inquire as to when the list data was last validated. A little bit of legwork up front will pay off in the long run.

DON'T create a piece that's the wrong size and too heavy. This may sound rudimentary, but the requirements for postal discounts are very complex and can be measured in centimeters. A direct mail piece that's 1/8 inch too large or .02 ounces too heavy can cost big bucks. Partner with a mailing firm that has expertise in USPS regulations. Ask them, before design, to recommend the best size and weight for the piece to meet your budget. Being off by just a small amount could cost you a lot more for the same results.

DON'T pay your staff to bundle mail for postal discounts. Staff time is one of your most important resources; don't waste it by having them sort and bundle direct mail for postal discounts. Find a great mailing partner who will automate the sort/bundle process to secure maximum postal discounts. You'll get in the hands of customers faster and allocate your employees' time to create the next great idea.

DON'T: Mail a campaign without the ability to track delivery. A great direct mail message, the right size/weight, and postal discounts won't matter if your piece never reaches the recipient. Make sure your mailing vendor can track and report mail delivery in real-time. After all, if the piece never makes it to your audience, it would be pretty crazy to expect good results right?

There you have it. Let the five DON'Ts serve as a guide for your next direct mail journey. The path of DON'T will save your company money and deliver outstanding results – to that we can say I DO!

Three Dog Logistics ensures that direct mail logistics is fully automated for the end user, taking the hassle out of scheduling, while providing precision online tracking and reporting. The company offers commingling and drop shipping of letter mail, parcels, flats, and shipments. Their automated system allows users to track their shipments from the loading dock to the mail entry point and all the way to delivery. Contact: www.threedoglogisitics.com

TOP RUNG
Stats for Strategists

It's tough for employees to challenge you, but the most effective leaders accept -- even welcome -- candor. Before employees approach you with frank suggestions, ask your employees to consider these four "best practices for interacting with the boss."

1. From the beginning, encourage employees to communicate with you about tough issues when the stakes are low. Advise them not to wait for crises before speaking up.

2. Ask staff to frame their dissenting points of view in the context of mutual purpose by disclosing the intent of their message before they discuss the content.

3. Request that employees demonstrate respect for your position before they venture into expressing their disagreements openly and honestly.

4. Inspire employees to ask for permission to disagree and help them understand how to earn permission.

Source: *Harvard Business Review,* Joseph Grenny, "How To Disagree with Your Boss," hbr.org.

The Tools You Need to Strike Storytelling Gold
continued from page 1 (bottom)

stories. But more than a few clients have told us that the program staff are "far too busy to talk to you." As a fundraiser, it's your job to make it easy for them to get you the information you need. Take your program colleagues out for coffee, tell them what you need, invite them to share stories at staff meetings, and check in with them regularly. Make it your business to get the stories from them, and share those stories with your copywriters.

3. Do you connect your writer with key stakeholders so they can conduct interviews?

o YES o NO

We love interviews! Why? Because reading the website never lit a spark in any writer. It's by talking to people that we can discover the true passion in our mission. And that helps us deliver more powerful and inspiring copy. So, let your writers interview key people in your organization and those you serve! We promise you won't be sorry.

4. Are you giving your writer access to backstories?

o YES o NO

Nonprofit fundraising thrives on stories of transformation. But your writer can't show transformation without the backstory. What was life like before this man started receiving your services? What would her life be like today if she never walked through your doors? If you want to show the power of your work, you have to give your writer details about what happened *before* your organization got involved. Even if its hard and depressing and sad. Trust us, we know how to handle those sensitive details with care. And, it's the only way we can truly show how your organization is transforming lives.

5. Are your photos conveying need?

o YES o NO

We get it. You don't want to use sad photos and you don't want to glorify anyone's hardship. We understand and we completely agree. But most donors give money to solve problems, not to celebrate success. Your photos, especially those used in fundraising, have to convey need. Show off the joy of your work in your newsletter or a calendar. But when it comes to asking for money, use the sad photo.

There is storytelling gold out there for your organization. So don't just wish and pray for it, knock down the barriers that keep your copywriters from the good stuff. The gold will follow.

Lisa Swayze is senior director of marketing and client communications at Impact Communications, where she has worked since 1998. She leads Impact's marketing and social media efforts, as well as overseeing internal operations. Lisa has led successful fundraising efforts for clients including Communities In Schools, Debbie Wasserman Schultz, SOS Children's Villages, Share Our Strength/No Kid Hungry, and Women for Women International.

DMAW EF
Direct Marketing Association of Washington
Educational Foundation

BY CARRIE SCHWEIKART

Silent Auction at Bridge Conference Benefits Regional Direct Marketing Students

While you're at the 2015 Bridge Conference, every time you walk past the dining area inside the ***Solutions Showcase***, stop by the Silent Auction and check on the latest bids. ***You could be the winning bidder!***

Once again at this year's Bridge Conference, a Silent Auction will benefit the DMAW Educational Foundation (DMAW/EF). The DMAW/EF works with marketing professors and their students at colleges and universities in the mid-Atlantic region. The foundation's programs are focused on our region's future staffing needs in the field of direct marketing.

Could You Be the Winning Bidder for One of These Exciting Auction Items?

- Solomon's Island Getaway
- Kapnos Taverna — Meal for 2 / Intro to Chef
- Restaurant Gift Cards
- 'Skins, Nats, O's & Caps Ticket Packages
- Joffrey Ballet "Nutcracker" for 2 — Kennedy Center
- Company's Coming — Dinner for 6
- Hermes Tie
- Handmade Bead Watches
- Red Door Gift Certificate

And there's much, much more, including wine, books, and even a Keurig coffeemaker! Plus, private "Lunch & Learns" with industry leaders like Kim Cubine and Greg Adams are being offered. Come visit the Silent Auction booth and see!

Calling All Bargain Hunters!
Do you like shopping for a good cause? Would you like to find a unique gift for a colleague, friend, or loved one? Do you love a bargain? Then this Silent Auction is for you! Please make us a highlight of your Bridge Conference experience!

During the 2015 Bridge Conference, the Silent Auction is at the Gaylord Resort at National Harbor, ***in the dining section of the Solutions Showcase***. The hours are:

Wednesday, July 8 — 10:00 a.m. to 6:30 p.m.
Thursday, July 9 — 10:00 a.m. to 1:00 p.m. (LAST CHANCE!)

Winning bidders may pay by credit card or personal check and should arrange to pick up their items before the ***Solutions Showcase*** closes at 2:00 p.m. on Friday to avoid shipping charges.

Did You Know…?
Many charities represented at the Bridge Conference use silent auctions as a way to raise "found money" from people they might not otherwise reach. ***Auction items usually sell for less than their actual value!*** But the money raised is nearly all net revenue to the DMAW/EF since items are donated and volunteers manage the auction.

Silent auctions are a "win-win" proposition! So please come to ours and bid often!

Carrie Schweikart is sales manager, Special Interest Publications in the Washington, D.C. office of Quad/Graphics. She is also president of the DMAW Educational Foundation's Board of Directors. For more information about the Silent Auction or DMAW/EF, contact Carrie at carrie.schweikart@qg.com or 703-837-5209.

What's New? Wee, Wee, Wee

Apparently, America is enamored of small, little, and quick. We rush for the value inherent in the wee version of old favorites. Consider:

Small Servings

In lamenting the prohibitive cost of the large and wonderful *New York Times*, a fellow journalist grieved, but offered up her partial solution. "I definitely miss *The Times*, but *The Washington Post* is still affordable. I pay for Saturday and Sunday, which gives me access to everything online. I pay for the iPad version of the *New Yorker* and read the NYT until I reach my limit. I "like" the FB pages of every publication I enjoy, including WaPo and NYT, but also *the Atlantic*, *US News*, *Politico*, *New York Magazine*, etc. Most publications are posting their best stuff on FB. They have to. They need to up their page views. With all of this coming through my FB feed, I have more than enough to read."

Little Jobs

Part of the "new" economy involves making money on the side. Peers.org displays dozens of part-time job options in one place. Here, folks who are looking for help can connect with folks who are offering services. Help is available in such popular sidelines as homesharing, ridesharing, targeted skills and talents, teaching, child and pet care, errands, creative, office services, etc. http://www.peers.org/find-work.

Quick Video

Megan Cignoli formed her "short-video" agency, Visual Country, two years ago. How did she sell her content-rich, short concept (and we do mean short) to major brands? Cignoli launched with the popular Lowe's "Fix-in-Six" Vine videos. That campaign lured millions of eyeballs eager for quick, easy home-fix-it projects. Other brands eager to use visual social media to connect with current and prospective customers followed. Today this young entrepreneur has 12 people on staff. Read more at Contently.com, "Meet the Queen of Branded Vines.".

Fundraising Is Dead? Long Live Fundraising!
continued from page 1 (top)

The fact is that we are entering a new golden age of fundraising driven by the online creativity of NPOs and their supporters who utilize new and inexpensive online Internet platforms to acquire, build relationships, and stay connected with all their stakeholders. In every nonprofit sector, there are those organizations that are cutting through to connect with and engage new supporters 100 percent online. This means today's professional fundraising leaders must learn how to work differently and recognize it takes time, creativity, and new skills to build a new relationship.

So here's an exercise: Let's personalize this to you. True – HOW we listen and connect with content has radically changed in our lives. True – HOW we are going to generate revenue online is going to be radically different from our practices of the past.

Fundraising is not dead; it is redefining itself. Too many veteran fundraisers are clinging to the traditional media and models they know and love because they created so much money for them. In fact, they continue to voice the importance of mail because they keep on mailing. This becomes a self-fulfilling prophecy. Donors who love their organizations keep digging out their dust-covered checkbooks just to send them a paper check donation.

Ben Thompson of Stratechery fame writes about changing business models in the commercial world. He surmises there are two prime business models for the Internet.

1. You try to make a little money from a lot of people.
2. You try to make a lot of money from a few people.

But for fundraisers it's always been both! Fundraisers start by acquiring supporters who give a little and then identify those supporters with the capacity to give larger gifts.

Bottom line: Fundraisers have to rethink how they connect with their supporters. Connected consumers are powering a seismic shift in fundraising models as new online networks can connect your message to the right potential supporters. Online fundraising allows for content to be sent to me at the right time and place, with the preferences, devices, and context that *I* (not the fundraiser) consider to be relevant.

But you need to begin the journey. And as Lao Tzu said, "Every journey starts with a single step."

My question for you is this: How many steps have you taken?

Thanks, John!

Mike Browne, founder of Browne Innovation Group, is a recognized entrepreneur and innovative marketer and has been a CEO of a number of corporations. Since 1995, Mike has been a regular guest lecturer in the College of Business at the University of Nebraska-Lincoln. He has served on the boards of public and private corporations, as well as not-for-profits. In 2008, Mr. Browne was one of the original co-founders of what is today known as Global Orphan Hope, an orphan care NPO working in Haiti with disabled orphaned children. He is a regular speaker at trade conferences and conventions, including the Direct Marketing Association, the NCDC, the Bridge to Integrated Marketing and Fundraising, and the Association of Fundraising Professionals. Mike has published numerous articles and is the author of the BIG's Blog. Working with nonprofit's organizational leadership, the educational focus is transforming fundraising into an online, content-driven, sustainable relationship-centric methodology. Reach him at mike@big-db.com.

Mike Browne is speaking at the 2015 Bridge Conference on Wednesday, July 8 at 11:15 a.m. Track 8: Philanthropy Tomorrow: Powerful Trends & Ideas.

The Death of the Small-to Mid-Tier Agency Has Been Greatly Exaggerated

BY JIM LINDSEY

AND PAUL FRIEDERICHSEN

Since the 1980s, the anticipated shrinkage in numbers of the small- to mid-tier ad agencies (less than 100 people or so) has not happened. If anything, there are more of them! While worldwide mega-agency groups (starting with Saatchi & Saatchi back then) have continued to grow, merge, morph, and control more media dollars, the small, independent shops stubbornly remain. There are several reasons why even worldwide brands, as well as local or regional brands, prefer working with small- to mid-tier shops.

Relationships matter.
Most businesses are small themselves, and those large enough to seek the help of an ad agency, PR firm, or web shop prefer to do so, in most cases, with similarly-sized companies. In RFPs, a common question is about the agency's client roster and where the prospect's account would fit in the pecking order. Mattering to an agency's business translates to a certain amount of leverage, regardless of the added services or bench strength the larger agency promises it would give access to. All that added firepower that's promised sounds good, but in reality, how much will actually be used on your business?

The age of specialization.
Almost as common as in the field of medicine, many small shops have become known for their areas of expertise, whether based on creative, or digital media, by client, or channel experience and reputation. Very often advertisers want the particular ingredient for which the small shop excels. It's not uncommon for marketing departments of larger advertisers to manage several "boutique" agencies to keep ideas fresh and flowing.

The digital age.
The advent of personal computers and the Internet have been the great equalizer between large and small agencies. As long as a small shop stays current with technology, it can compete with agencies twice the size, provided the brainpower and desire is equal to the task. The search ability of the Internet, affordable survey programs, and niche market research available off the shelf has also leveled the playing field of category knowledge and competitive intel.

An appreciation for experience.
Make no mistake; the ad business is a young business. Always has been and always will be. That's because historically, many consumer brands (which constitute the bulk of advertising dollars) are aimed at a young adult demographic. But as the population has aged, the number of active, senior-level ad execs has also increased. Many of these are found as the hands-on ownership or leadership in small agencies that they themselves have started. Clients, in turn, benefit enormously from direct access to their tried-and-true wisdom and insight.

The end of the three-martini lunch.
The move toward a more accountable approach to client service began in the '90s, as accounting systems and MBAs began to take hold. The recent Great Recession cemented this new, more austere reality. Clients, on the whole, are simply more overhead-sensitive nowadays. They know intuitively they will ultimately be paying for all of those assistant's assistants, lavish offices, and entertainment. Small- to mid-tier agencies, on the other hand, run leaner operations out of necessity. And smart clients appreciate the obvious stewardship of money—their money.

Demand for better service.
As the ad business has matured, the associated mystery and mystique has diminished to a certain extent. Clients are less inclined to suffer aloof, prima donna creative directors, disorganized media buyers, or absent-minded account executives. They want and expect more service for their marketing dollar. They have seen "the man behind the curtain." It's been our experience that small- to mid-tier shops, even with smaller "bench depth," deliver as good if not better service for most clients than shops that are much larger.

Over the last 35 years, Jim Lindsey has served as vice-chairman at several of the world's most powerful advertising agencies, including Saatchi & Saatchi Worldwide, McCaffrey & McCall, and Hill Holiday/Wakeman & DeForrest. He has been honored with more than 50 ADDY Awards, Clio Awards, and Golden Quill Awards and is a recipient of advertising's highest honor, The Silver Medal Award. He has managed hundreds of millions of dollars of advertising contracts on behalf of advertisers around the world.

Paul Friederichsen specializes in marketing strategy and award-winning creative direction and television campaigns for developing and launching brands. He has done so for The Home Depot, Dixie Crystals Sugar, ITT Technical Institutes, RCA and GE consumer electronics, among other category-leading clients. Paul has held executive creative positions at several top advertising firms, including Saatchi & Saatchi.

NEWS NOTES

- **Colortree Group** is excited to announce the startup of a 10-color RDP Continuous Form Press. For more information please contact Dennis Ashcraft at dashcraft@colortree.com or 804-389-8946.

- **Silver Marketing, Inc.,** won two Hermes Creative Awards—a Platinum award for Ad Astra Spring 2015 and a Gold Award for the Smithsonian Journeys 2015 Worldwide Tours Catalog. The Hermes Creative Awards is an international competition that recognizes creative professionals for concept, writing, and design of traditional materials and programs, and emerging technologies. The competition is one of the largest of its kind, and is highly regarded within the industry. Contact Mariette Lewicki at 301-951-3505 or mlewicki@silvermarketing.com.

Postmaster General Favors Convergence of Mail and Digital

In a keynote speech on May 18 at the National Postal Forum, Megan Brennan, postmaster general and chief executive officer of the Postal Service, promoted opportunities for the mailing industry to leverage the rapid adoption of digital and mobile technology by today's consumers.

"We've become a device-oriented culture, with laptops, tablets, smartphones, and now even watches providing digital and mobile experiences in every aspect of our lives," said Brennan. "The good news is that our industry has a big role to play in that digital future."

As consumer trends point to a continued mobile convergence, Brennan advanced the idea that mail can serve as a powerful complement to digital marketing campaigns and play a more prominent role in multi-channel marketing efforts. "When we extend that physical experience of mail into a mobile experience, mail delivers much greater value for the sender and receiver," said Brennan.

Citing the technology advances that enable a piece of mail to launch a website, video, or an interactive experience with technologies like augmented reality and QR codes, the Postmaster General believes mail can be a powerful tool for marketers to spark product discovery and draw consumers into the digital ecosystem of their particular brand.

Brennan also revealed that the Postal Service is developing a daily digital notification of mail to be delivered to customers. The project – known as real mail notification – is being piloted in Northern Virginia and enables consumers to use a mobile device to see what's arriving in their physical mailbox.

"We're building this platform to bring physical content onto the same screen as the user's digital content," stated the Postmaster General. "The potential is enormous for this industry – because it will create a daily bridge from your mailed content to your digital ecosystem."

In her keynote address, Brennan said the current pilot test generated a high level of digital engagement, with nine out of 10 people who participated in the pilot checking to see what's in their mail every day. The pilot test will be expanded to New York City later this year.

Brennan also encouraged the mailing industry to build on the inherent strengths of mail, including the consistently high return marketers gain from their investment in marketing mail. "That's why the convergence of mail and digital experiences is a way of adding strength to strength," said Brennan.

In her new role as Postmaster General, Brennan also stated she is committed to needed investments in the organization's infrastructure, workforce, and technology. "We're especially committed to investing in innovation to spur growth and profitability in this industry," said Brennan.

The Postal Service also unveiled several new promotions to spur wider adoption of industry best practices, including the Emerging and Advanced Technology Promotion, which is designed to encourage use of advanced inks, papers, sensory features, and interactive mail-piece elements; and the Mail Drives Mobile Engagement Promotion, which is designed to encourage the use of QR codes, augmented reality, and other features that leverage mail to spark mobile experiences.

A Marketing "How To" Guide For Microsoft's Hololens

BY KRISTOPHER MORRIS

From reporter's reviews to large press demonstrations and tech exhibitions, Microsoft's Hololens looks poised to be the next big shift in consumer electronics. Hololens is a wearable visor that allows the user to overlay digital content (holograms) onto their environment. From watching video, checking the news, playing games, and collaborating on a project, the experience goes far beyond viewing a webpage. Because of this, typical digital advertising techniques won't be as effective, or worse—viewed as spam.

If technology brings us a world filled with holograms that help us fix the sink, design products, and play 3D games, then how can we reach our audiences in a welcome way?

In short, you need to add to the experience. Luckily this has already been ironed out by utilizing experiential marketing in virtual reality environments. PlayStation 3's Home program allowed players to create an avatar of themselves and then explore PlayStation related content—even furnish their own virtual condo. Game developers would build samples of their games for PlayStation Home so people could get a taste and see if they wanted to buy the full game. Sony's Crackle (a video service similar to Netflix) could be watched via Home by going to a virtual movie theater.

So how does marketing fit in?

By awarding desirable trophies and gear to people who completed these game experiences, users were able to display items from these game developers in their virtual condo. Then every time a user visited their condo, they and their guests would see these rewards reminding them of the game and letting new people learn more or jump right in to try it for themselves. *The same will work for Hololens.*

An art museum can provide members with the ability to virtually hang an item from their collection. This way members using Hololens will be sure to take advantage of your offer because it's desirable and enhances their experience. Then every time they see the painting they'll think about you. Guests using Hololens can see where your member hung the item in their home and learn more about your museum, find tickets, or buy a membership for themselves.

You could also allow more virtual content to be used simultaneously for tiered membership levels, or for a fee, generating additional revenue for you.

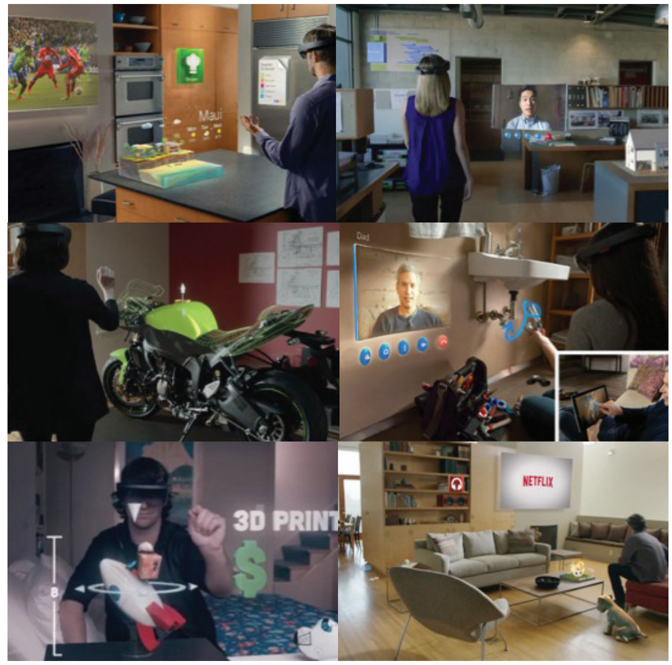
But this doesn't work only with art. You can provide views of a national park through a virtual window along the user's wall(s), custom sports figures on a bookshelf, etc. *The point is to generate virtual content that your users will want to display.*

Want to take Hololens marketing to the next level?

Add motion and engagement into your virtual content. An asset with elements that move will more readily draw attention, and thus keep your brand front-of-mind. Engagement is also good for this. One example could be a virtual pet for members supporting the humane treatment of animals, while another could be an animated arena that displays the current score of the game—great for season ticket holders during away games.

Can Hololens generate additional revenue?

All of these items can be used as member benefits and/or as virtual assets people can purchase. Beyond that, you can allow users with a 3D printer to print out a replica of the design for a fee based on the size a user wants to create. Supplemental assets also can be sold to users that tie into content they currently have. Let's go back to the virtual pet example—allow the user to purchase virtual toys for the pet to play with. And anyone who purchases one of your virtual assets and isn't currently a member should become a prospect for membership acquisition efforts since they have developed a relationship with your brand.



As Hololens comes to market in the coming years, I hope this positions you to take advantage of this new digital channel. As you can imagine, traditional digital advertising methods can still be used in some instances; but to make the most of this, experiential marketing techniques are highly advisable to cultivate supporters, provide a value-add to members, and generate a new revenue stream for your organization. Check out http://tiny.cc/adventshololens for more Hololens information.

Kristopher Morris is a digital strategist at The Lukens Company, a direct-response marketing firm in Arlington, VA, specializing in integrated multi-channel digital and direct mail campaigns for political and nonprofit clients. He specializes in digital advertising and audience analysis to bolster community development, fundraising, and election efforts, with a focus on performance-based ROI. A veteran political strategist, Kristopher has a background in congressional, state, and national operations. Contact Kristopher at 703-845-8484 or kmorris@thelukenscompany.com.

MARKETINGAdVents

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Deadline for Articles and News Notes: 15th of the second month preceding issue date (e.g., deadline for May issue is March 15).

Subscriptions: Marketing AdVents is a member benefit of the Direct Marketing Association of Washington, Inc. Individual memberships are $199 per year. Corporate Memberships are available. Contact DMAW 703-689-DMAW (3629) for details.

Publisher: Direct Marketing Association of Washington, 11709 Bowman Green Drive, Reston, VA 20190-3501 website www.dmaw.org.

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Marketing AdVents is published monthly by the Direct Marketing Association of Washington, Inc. to inform its 1,000 + members in the Mid-Atlantic region of current DMAW events and programs, present articles of professional interest and provide marketing professionals the tools and education to excel in the direct marketing arena.

How to Become A Master Negotiator: 7 Keys

BY ELDONNA LEWIS-FERNANDEZ

To maximize your bargaining prowess in business and in life, exercise the following negotiation strategies:

1. Project confidence through preparedness. Most of the time successful negotiation merely takes tenacity and good old preparation to ensure you are equipped to assert mutually desirable terms, anticipate objections, and discern the motivators or "hot buttons" that will resonate with your opponent. Projecting confidence also means having heart. Project confidence, and back that up with solid, well-researched information.

2. Understand that everything is negotiable. When you decide that the terms for anything can be changed in your favor, a world of opportunity presents. Even rules are negotiable! They can be modified if you simply propose an ethical, viable, and mutually beneficial alternative solution. Powerful negotiators are rule breakers!

3. Create a strong foundation by building relationships first. Perhaps you have attended the standard "networking" event where you give dozens of cards out without having a real conversation with anyone. It's time to slow down and start making real connections with people—particularly those you might be involved in a deal with later on.

4. Ask for what you want. People naturally fear rejection or were taught not to be "greedy" as children, so we instinctually refrain from asking for things in life. However, in business, rejection is never personal. If you hear "no," it's the offer that is being rejected, not you, so keep emotions in check and re-calibrate your approach. Most of the time, you will either receive what you want or an acceptable alternative.

5. Use the power of silence. Talking too much is a sure-fire way to kill a deal. There's an old adage that says, "he or she who speaks next loses." When discussing a deal, if you simply stop talking and get comfortable with the awkwardness of silence, your ability to win your argument, sell the product, or get a concession in the negotiation increases significantly.

6. Document everything. The importance of getting the final agreement in writing cannot be stressed enough. Even better, consult with a contracts attorney to review contractual documents or any that require a signature.

7. Understand exactly what you are signing. Modern life is fast-paced, and people are usually engaged in multiple things at once, making it difficult to focus and causing some to sign legal documents without reading them first. The result can be nothing short of disastrous. Make sure you read any agreement or contract in full.

Whether it's a multimillion-dollar contract or just deciding where to meet for lunch, life is rife with negotiations. And, the negotiation process is a lot like a chess game where strategy reigns supreme—one thoughtfully considered move at a time. Whether seeking to gain advantages in your business or personal life, the art of "thinking like a negotiator" will profoundly impact your ability to actualize your desired outcome.

Veteran negotiation and contracts expert Eldonna Lewis-Fernandez, author of "Think Like a Negotiator," has over 30 years of experience crafting killer deals both stateside and internationally, many in excess of $100 million. She's currently the CEO of Dynamic Vision International—a specialized consulting and training firm that helps individuals hone negotiation skills—as well as a nationally regarded keynote speaker, session leader, and panelist on the Art of Negotiation. Eldonna may be reached online at www.ThinkLikeANegotiator.com.