

7

WAYS NONPROFITS CAN  
**SAVE MONEY &  
INCREASE DONATIONS**  
THROUGH DIRECT MAIL



As a nonprofit, you are always trying to squeeze the most out of your budget. With fall fundraising season already here, and the holiday season on the horizon, your budget will dry up fast. Mailing donation request letters, response cards, forms and fundraiser invitations is expensive. However, there are several ways you can maximize your direct mail campaign budget this season.

Direct mail fundraising is highly targetable, trackable and affordable. According to recent reports, direct mail is “the most cost-effective and wide-reaching broad-based fundraising method.” Additionally, direct mail response rates are much higher than that of email.

## 7 WAYS

YOU CAN TRIM COSTS AND BOOST DONATIONS WITH DIRECT MAIL:



### POSTAGE SAVINGS:

501c3 organizations are eligible to receive the U.S. Postal Services’ (USPS) nonprofit postage rate. As of 2015, normal stamps cost \$.49. A regular bulk mail discount whittles that price down to approximately \$.24 on local mailings. Nonprofit postage costs around \$.19, and can go as low as \$.08 depending on the mailing method!



Apply for USPS’s discounted rate, [here](#).



### CUSTOM MAILING LISTS:

With custom mailing lists, you can identify target donors you never knew existed. A direct mail agency can identify audiences tailored to your organization and needs. For example, if you run a veteran’s charity, a direct mail agency can find military families, veterans and active military members in your target area. They can even search for particular income levels and military affiliations. List companies provide this service, but you should expect to pay double than what you would for a direct mail company.

**TARGET DONORS**  
A DIRECT MAIL AGENCY  
CAN IDENTIFY AUDIENCES  
TAILORED TO YOUR  
ORGANIZATION AND NEEDS.

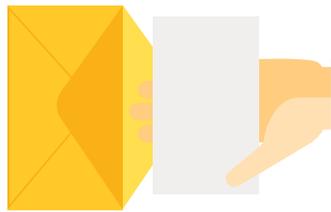




3

## BETTER USE OF VOLUNTEER HOURS:

Often nonprofits believe they are saving money by having volunteers assemble letters, stuff envelopes and address cards. That's not always the case though. Rather than trading one cost for another, you can work with a direct mail company where you are not only guaranteed the lowest rates possible (USPS charges less for presorted mail), but you can also put your volunteers to work elsewhere.



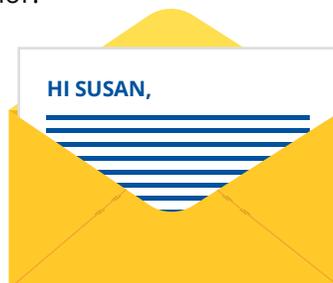
4

## PERSONALIZATION:

When it comes to soliciting donors, a personal touch adds a certain appeal. With Variable Data, which many direct mail providers offer, you have the ability to customize donation requests and other pieces to make them "donor-centric."

For example, a basic use of Variable Data is you can insert the donor's actual name into the salutation rather than saying "Dear Friend" or "Dear Donor." A more advanced technique is increasing dollar increments, or bumps. For example, if John Smith contributed \$50 last year, you can reference his past donation and encourage him to give a bit more. You can also customize pieces by color, font and pictures to better suit a particular donor.

**USE VARIABLE DATA TO PERSONALIZE DONATION REQUESTS.**



5

## LOWER PRINTING COSTS:

Many nonprofits have the misconception that they will save money if they print mailpieces themselves. However, paying for equipment maintenance and postal regulation errors, such as incorrectly placing an address or using the wrong paper, can cost you more than if you hired a professional printer.



## **FASTER DELIVERY TIMES:**

Depending on the postage class, your mail can get delivered faster with a direct mail company rather than taking it to post office yourself. USPS offers discounted rates for presorted mail.



## **LOWER PRINTING COSTS:**

Many nonprofits have the misconception that they will save money if they print mailpieces themselves. However, paying for equipment maintenance and postal regulation errors, such as incorrectly placing an address or using the wrong paper, can cost you more than if you hired a professional printer.