

## TIPS TO HELP YOU AVOID TAXING YOUR DIRECT MAIL BUDGET

Tax Day has come and gone . . . but always seems to leave you with that lasting feeling of, “How can I make my money go further next year?”

As your direct mail partner, we would like to offer you several ways to avoid taxing your direct mail budget:

### 1. Package Design

You’d be amazed what 1/4 inch can mean to printed components, lettershop services and postage. Make sure you involve your direct mail partner who understands the manufacturing aspect and can offer you money-saving advice . . . up front!

### 2. Predictive Modeling and Data Segmentation

Avoid wasting money mailing to someone who is not likely to respond. Analyzing your current customers may help you unlock key attributes that you’re not aware of. By enhancing your segmentation model you can send multiple packages appropriate to your audience. Send a high performing package to the audience with the greatest propensity to respond; and a high efficiency, low cost package to those prospects still on the fence.

### 3. Incorporate Postal Optimization

Make sure you have a partner who offers all of the postal optimization strategies available to you and the experts to guide you in how to leverage them.

### 4. Collaborate Early

Many lettershops (and even printers) will simply accept your job just as is to “get it in the mail.” At YBC we want to be in the early development of your efforts

so that we can provide you with recommendations that will enhance your ROI, meet postal requirements and perhaps reduce production costs. Many times we’ve had clients too far along on a project to reverse decisions and end up paying more than they needed to.

### 5. Test, test and test again

Don’t continue to mail a package that is working until it doesn’t! Work with your mail partner to identify elements to test so that you are constantly refining your direct mail and improving your ROI along the way.

### 6. Integrate

Best practices recommend not only making sure your direct mail is completely integrated with your email, broadcast, social, etc. marketing tactics but that you also test mail to see how it influences the response of your overall campaign.

The best investments are made with input from experts who understand the business as well as the marketplace. Yeck Brothers delivers data, strategy, creative, analysis and an execution platform to the marketing table. **It’s what we do. We’ve been doing it for over 75 years and the success of our clients illustrates our effectiveness.** Find an expert, embrace them as a partner, and let them help you drive your results.

P.S. I used to prepare my own taxes until I learned that a professional could help. It’s always best to consult the professionals, when dealing with marketers and the IRS alike.

## NON-PROFIT CORNER

### DONOR LOYALTY

Abila software recently completed a “Donor Loyalty Study” and we wanted to share some key findings with you . . .

- **It’s all about “me”**

The three main reasons people donate to nonprofit organizations are very personal in nature – they must have a deep passion for the cause, they believe the organization depends on their donation, or they know someone affected by the nonprofit’s mission.

- **Donors spread the wealth**

Nearly 80% of all survey respondents report donating to multiple organizations per year. More than 60% of high-wealth donors support at least four organizations.

- **Volunteering and events are “gateway drugs”**

Nearly 75% of those who volunteered say they are more likely to donate. This is especially true for Millennials (52%), who are most likely to donate after volunteering.

- **Content is NOT just king . . . it’s money**

Nearly 75% of respondents say they might stop donating to an organization based on poor content, including vague content, dull content, irrelevant content, and inconvenient formatting.

- **Quality, length, and frequency matter**

Most donors prefer short, self-contained content. More than half of all donors want at least monthly communication (except Millennials, who want to receive content at least twice monthly).

- **Personalization matters**

Approximately 71% of donors feel more engaged with a nonprofit when they receive content that’s personalized. Personalization done wrong – with misspelled names, irrelevant information, or age-inappropriate material, for example – rubs donors the wrong way.

- **Donors trust nonprofits to spend money wisely**

By and large, donors trust the nonprofits they support to spend their money wisely (93%) and are pretty evenly divided in giving to both restricted and unrestricted funds.

Next issue we’ll share even more of the findings about Donor behaviors and attitudes.

## FUN FACT & (NOT SO) USELESS TRIVIA

The USPS reveals that direct mail recipients purchased **28%** more items and spent **28%** more than non-direct mail recipients.

## GOING POSTAL

In an effort to ensure mail remains a viable marketing tool, the USPS offers special postage discounts to mailers who incorporate new technologies into their mailpiece . . . below is one of the promotions currently running.

### For Standard Mail® – Tactile, Sensory & Interactive Mailpiece Engagement

This initiative aims to transform mail from a passive experience into an interactive and multi-sensory one. To discard the old-fashioned idea of mail as a piece of paper to be read, this promotion encourages businesses to make use of a combination of specialty paper, specialty ink and interactive elements (on both the envelope and the mailpiece itself) to invoke a more engaging customer experience.

Be sure to ask your mail partner how you can qualify for additional promotion discounts throughout 2016!

### One Call . . .

Looking for help with your next direct mail and/or email campaign? We can help you with strategy, lists, creative, implementation and analysis!

Call us today at 937/294-4000.

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