

AD|MAIL

7 TIPS/ FACTS

TO GET YOUR
NON-PROFIT'S MESSAGE
INTO THE RIGHT HANDS

1

INVEST IN YOUR AUDIENCE

FACT

Direct Mail has an average 29% Return on Investment and a 3.7% Response Rate.¹



37%

of people who gave to charities online did so after receiving a direct mail piece.



TIP

Direct donors to your website in addition to asking for a return donation via mail.

2

GET YOUR MESSAGE INTO THE RIGHT HANDS

FACT

20% of addresses in non-profit databases are out of date, while 14% of Americans change their address each year.²



TIP

Have AdMail run your list through the National Change of Address system every 90 days and take any duplicates out of your list to ensure your donors receive your message every time.

3

GO BIG TO GET NOTICED

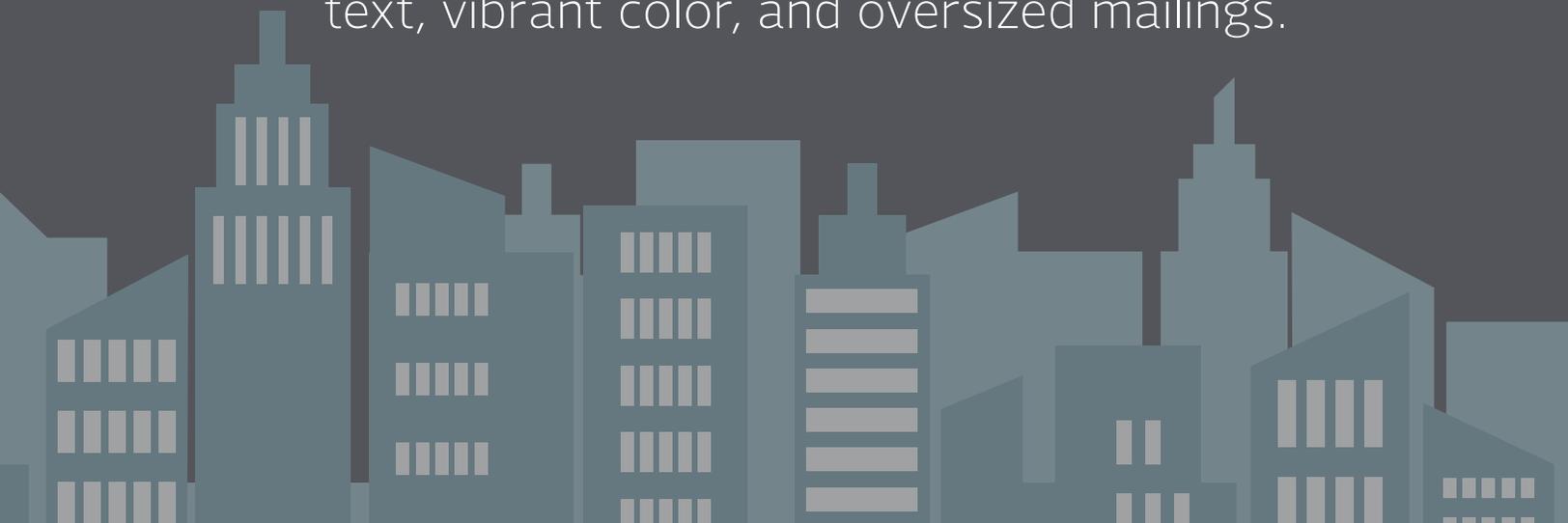
FACT

Oversized mailers (anything over a 8.5x5.5 size) have the best response rates overall.³



TIP

Create a strong visual statement with bold text, vibrant color, and oversized mailings.

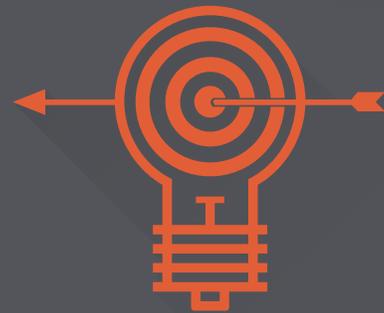
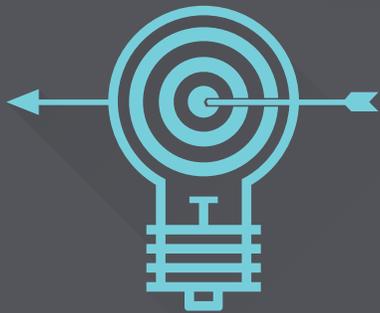
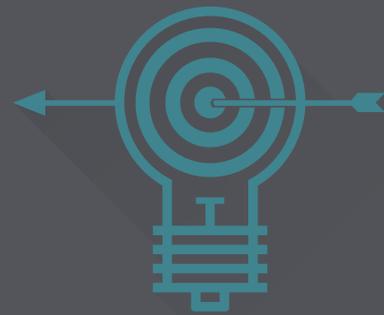
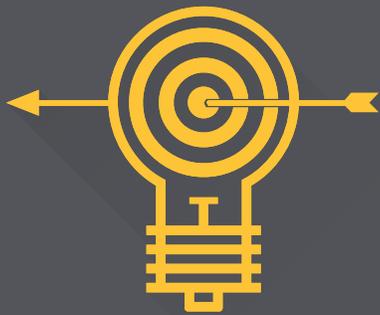


4

PERSONALIZE, CONNECT, RESPOND.

FACT

Personalizing your Direct Mail will make recipients 84% more likely to respond to your message.⁴



TIP

Customize your envelope, images, donation amounts, and more to build a personal connection with your donors.

5

SUCCEED WITH MULTIPLE CHANNELS

FACT

Donors are 50% more likely to respond to Direct Mail when they receive messages across multiple channels.⁵



TIP

Ask donors to visit your website, send a follow-up email, and post reminders to your social media platforms.

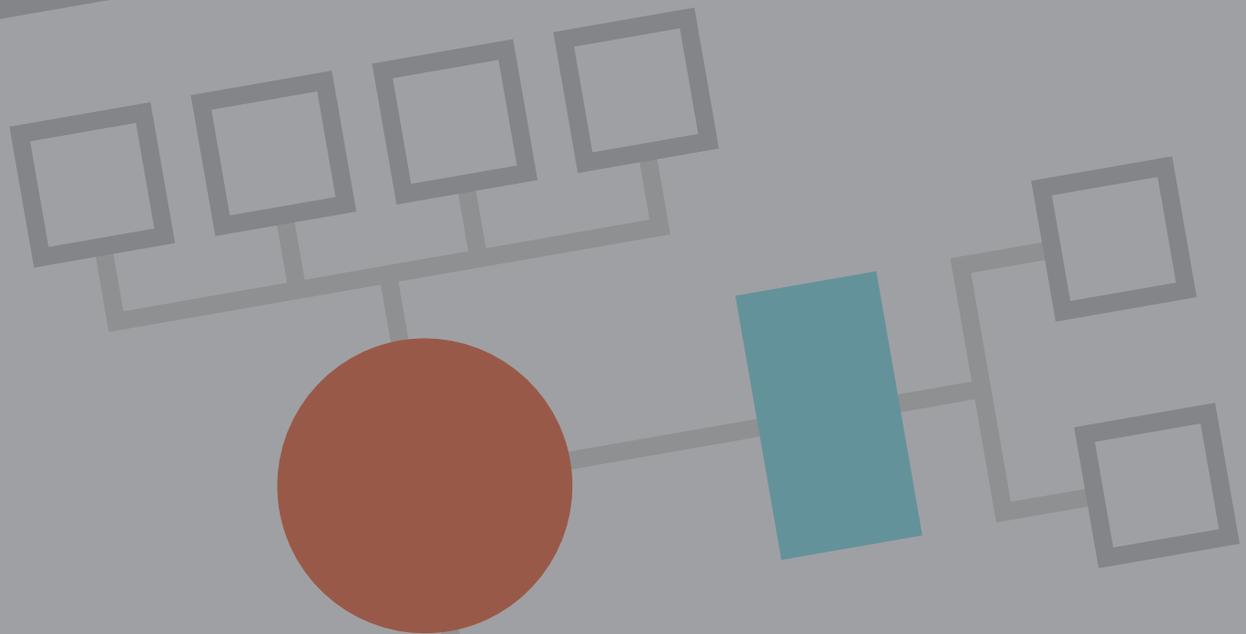


6

BUILD TRUST WITH TRANSPARENCY

FACT

63% of donors want to know exactly how their donations are used.⁶



TIP

Send new donors a newsletter explaining your mission and how their contributions can make a difference. Let returning donors know the good result of their donation and keep them updated with a follow up letter.

7

SAVE MONEY WITH SOCIAL CHANGE

FACT

Discounts for non-profit bulk mailings can vastly reduce your postage costs.⁷



\$18,000

dollars saved by a local non-profit, thanks to Ad|Mail's advice on using non-profit bulk rates.**

TIP

Apply for a non-profit mailing status through USPS to reduce costs.

**Went down from \$7/piece to \$1/piece

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*SOURCES:

1. DMA Response Rate Report
<https://thedma.org/>

Print Is Big
<http://www.printisbig.com/>
2. Mobile Cause
<http://www.MobileCause.com/>
3. DMA Response Rate Report
<https://thedma.org/>
4. Canon Solutions America
<https://csa.canon.com/>
5. Mobile Cause
<http://www.MobileCause.com/>
6. Camber Collective
<http://www.cambercollective.com/moneyforgood/>
7. USPS
<http://www.USPS.gov/>