Direct Mail Fundraising - How and Why It Works! (Parts 1-3)

Brand:
Product Code: 1483

Price: $21.95

Short Description

1 hour recorded webinar presented by Heidi Riehl, SVP Mustard Seed & Kate Williams, VP Planning MailWell Studios

Description

Join us for this 3-part webinar series!

Learn how direct mail fits into a well-rounded marketing plan to drive significant revenue for your center and cultivate a loyal donor base. You'll learn the differences between general marketing or advertising and marketing that inspires giving and engagement. We'll break down the winning strategies of a successful mailing and how to build a consistent donor communications plan to reach your goals.

Part 1 - Direct Response Donor Marketing - What Is It and Why Do I Need It?

Part 2 - The Anatomy of a Direct Mail Fundraising Appeal - Revealing the Key Elements that Inspire Giving

We'll focus on the art and science around a successful direct mail appeal. You'll learn about the 40/40/20 rule, the psychology of skimming, words that get attention, how to apply images, making the donor the hero, epic storytelling and more!

Part 3 - Optimizing Your Donor Communications Plan - Strategies that Deliver ROI for the Long Run

It's about getting the right message to the right audience and the right time in the right channel. In this final webinar, we'll talk about cadence and frequency of touchpoints, variety of appeals and newsletters, thank you acknowledgment and other stewardship practices, and the right balance of impact and success stories with appeals to give.

Each session will be recorded, so your registration will give you access to each session even if you're not able to join us for the whole series!