

Direct Mail is not dead!



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Brief History

- Started in house with a printer once a year – Holiday Mailing
- April 2007 – started working with Alpha Dog (now RKD Alpha Dog)
 - 1 mailing per month
- 2008 fully realized program
 - 1 Mailing per month
 - Quarterly newsletter
- CRM information back to 2005



Current Direct Mail Program with one&All

- 1 Mailing per month
- 2 Mailings in September and January
 - Match Campaigns
- 3 Mailings in December
- July – Lapsed Donor Mailing
- Quarterly Newsletter



Tricks of the Trade

- Acquisition
 - Helps cover attrition and introduces more people to us
 - O&A purchases mailing lists (Ex: Victoria Secret, Omaha Steaks, Plow & Hearth)
- Saturation
 - Doesn't work as well for established direct mail, but great for starting a new program



Tricks of the Trade

- Testing and Research
 - 80/20 – 80% receive the regular version and 20% receive the test version
 - Happens a few times a year
 - Benefit from testing they do with other organizations
- Customization
 - Can still use your own animal stories



“You want email to work with direct mail, direct mail to work with social, and social to help with your digital presence. It’s not an “instead of” approach.

It’s a comprehensive, omnichannel marketing approach.”

- Greg Dowd, Epsilon

Omni-Channel Messaging

- O&A sends
 - [Direct mail](#)
 - [social media suggestions](#)
 - [E-blasts](#)



Show Me the Money!

Year-end	Direct Mail Revenue		Direct Mail Expense	Postage expense	Newsletter expense	Total Expense
12/31/2007	\$192,866.00		\$35,059.33	\$15,028.79		\$50,088.12
12/31/2008	\$297,499.27		\$54,758.68	\$22,593.35		\$77,352.03
12/31/2009	\$345,963.24		\$82,632.51	\$4,541.72	\$22,707.54	\$109,881.77
12/31/2010	\$367,362.08		\$80,490.66	\$25,220.69	\$10,526.17	\$116,237.52
12/31/2011	\$419,253.53		\$100,761.36	\$51,404.54	\$13,779.14	\$165,945.04
12/31/2012	\$485,021.86		\$100,460.55	\$43,020.93	\$13,497.04	\$156,978.52
12/31/2013	\$631,772.95		\$111,886.13	\$65,749.07	\$49,690.99	\$227,326.19
12/31/2014	\$670,653.26		\$117,545.17	\$63,819.09	\$63,194.13	\$244,558.39
12/31/2015	\$656,221.73		\$103,550.35	\$66,678.46	\$47,178.46	\$217,407.27
12/31/2016	\$535,371.83*		\$111,077.38	\$59,738.37	\$31,446.54	\$202,262.29
12/31/2017	\$711,095.85		\$102,478.78	\$51,558.93	\$40,749.61	\$194,787.32
12/31/2018	\$738,081.71		\$139,726.33	\$63,995.85	\$29,358.24	\$233,080.42
12/31/2019	\$737,226.98		\$208,891.31	\$24,832.80	\$14,026.92	\$247,751.03
Jan-July 2020	\$370,145.29		\$77,207.51	\$13,133.54	\$6,090.79	\$96,431.84

Impact of COVID

	Jan 2020		Feb 2020		Mar 2020		Apr 2020		May 2020		Jun 2020		Total	
Revenue	Current	Jan 2019 (PY)	Current	Feb 2019 (PY)	Current	Mar 2019 (PY)	Current	Apr 2019 (PY)	Current	May 2019 (PY)	Current	Jun 2019 (PY)	Jan-June 2020 Current	Jan - June, 2019 (PY)
Tribute/ Memorial Donations	\$14,863	\$13,015	\$18,414	\$12,613	\$19,070	\$10,041	\$18,384	\$11,901	\$11,171	\$13,444	\$14,141	\$15,321	\$96,044	\$76,335
General Donations	\$55,234	\$49,365	\$43,181	\$58,787	\$31,803	\$41,783	\$62,106	\$19,429	\$31,068	\$36,443	\$35,516	\$35,576	\$258,910	\$241,382
Direct Mail	\$45,455	\$33,895	\$37,072	\$44,833	\$46,473	\$55,031	\$70,307	\$36,728	\$77,078	\$33,044	\$60,341	\$38,865	\$336,725	\$242,396
Expense														
Direct Mailing	\$11,156	\$125	\$10,622	\$10,778	\$10,383	\$6,270	\$21,212	\$22,197	\$8,684	\$14,263	\$5,074	\$16,364	\$67,131	\$69,997



Where to start?

- In house mailings
 - Quarterly
 - Lapsed donor
 - Match
- Saturation
 - Identify a wealthy zip code and purchase a mailing list