



The 40/40/20 Rule of Direct Mail Success

When planning a direct mail fundraising campaign, there are a number of key critical success factors. These include but are not limited to the type of mailing being used, the timing, the offer/message, the design/creative, and the mailing list. The key components of a successful direct mail campaign are defined by the 40/40/20 rule - **40% List, 40% Offer, and 20% Design/Creative**. The first factor, which defines 40% of the likelihood of success, is the mailing/donor list. Even the most thought-out, cutting edge and creative direct mail campaign can under-perform if it does not reach its desired audience.

Here are a few ways to make sure your campaign is reaching its desired audience:

- Conduct an NCOA prior to each mailing, and more importantly, update your mailing list with the dropped and changed address results provided from the NCOA. Undeliverable non-profit standard rate mail does not get returned to the sender; therefore, you may not know when a bad address is being mailed to. Checking to see when the last time you conducted an NCOA and updated your database with the results may help increase deliverability.
- Consider data "cleansing and enhancement". Data cleansing simply means a de-dupe to get rid of duplicate list entries by name and/or address. Data cleansing and enhancement capabilities have increased with technology and can help organizations both clean up data and help identify new segments/opportunities within your existing database.
- Incentify your base to update their address. Even though the USPS says an individual's address is valid, there are still circumstances when "good" addresses can in fact be "bad". A few examples of these include - recent college graduates still listing their parents address as their home address even though they are moved out of the house, elders moving in with their children, and divorced couples living separately. Incentify your audience to keep current by considering a mailing leading them to a website where they can update their contact information. Entering any individuals who update their contact information into a give-a-way for a gift (iPad, gift card, etc.) is a good way to increase results. Capture email addresses on the landing page for an email campaign integrated with direct mail.
- Ask recipients to update their records. Include areas for the recipient to update their contact information in direct mail campaigns, e-mail messages, newsletters, and on your website.

Key Takeaway - Don't assume your mailing/donor list is up-to-date, reaching its recipients and performing to its highest potential. Evaluating your data can lead to improved delivery accuracy and identify opportunities within your existing database.

Precision Fundraising is a local company specializing in strategy, creative, graphics, and printing/mailing production for non-profit fundraising organizations. If your organization needs help with data, converting non-donors, capturing major gifts or any fundraising topic, please contact me to arrange a no-obligation analysis to see if we are a fit for your organization.

To learn more, contact [Precision Fundraising](http://www.precisionfundraising.com) today.



258 Wilmington Pike • Chadds Ford, PA 19317 • Phone (610) 459-3658

info@precisionfundraising.com • www.precisionfundraising.com