

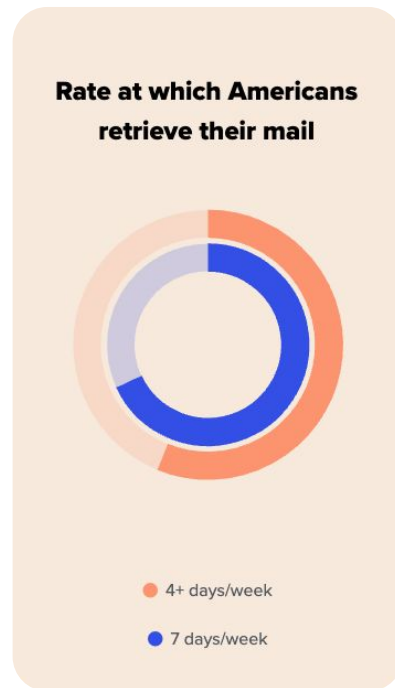
ROI of On-Demand Direct Mail

Are you ready for your direct mail strategy to match the nimbleness of your digital campaigns?



Who reads direct mail anymore?

Your donors do. Despite the many other ways we communicate with donors today, 86% of Americans retrieve their mail **four or more days** per week and 68% of them do it **every day**.



Is it as effective as email?

It's actually **more** effective. 73% of Americans prefer mail over other forms of communication, and 74% of direct marketers report that it is more effective than other marketing channels.



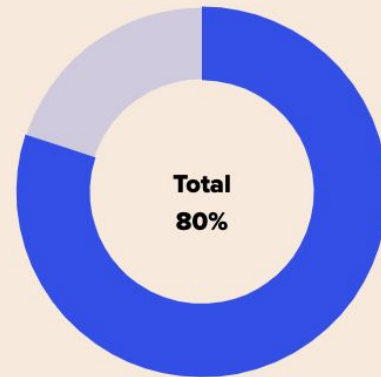


Adding direct mail to email, video, and text channels creates a holistic experience for fundraising and stewardship.

What about younger audiences?

Surprisingly, younger audiences like getting mail even more than their older counterparts. Gen Zers report **greater levels of happiness** when receiving physical mail than digital communication.

80% of Millennials report that they look forward to getting their mail.



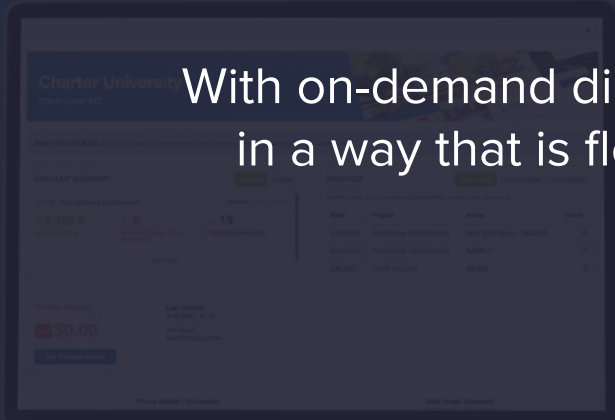
So what's the problem with direct mail?

In the past, project costs and time constraints have required direct mail to be generic, impersonal, and centered around charities. Traditional direct mail projects require a high level of effort in exchange for a low ROI.



The Solution: On-Demand Direct Mail

With on-demand direct mail, organizations can reach audiences in a way that is flexible, targeted, and much more effective.



On-Demand Direct Mail is More Effective

Donors, especially younger donors, prefer mail that is **personalized** and **eye catching**.

On-demand direct mail allows organizations to tailor mail pieces to specific audiences with much less hassle than traditional mail.



USPS "Mail and E-Commerce Through the Ages" (2020-2021)
McKinsey Co. "The Value of Getting Personalization Right – or Wrong – is Multiplying" (2021)

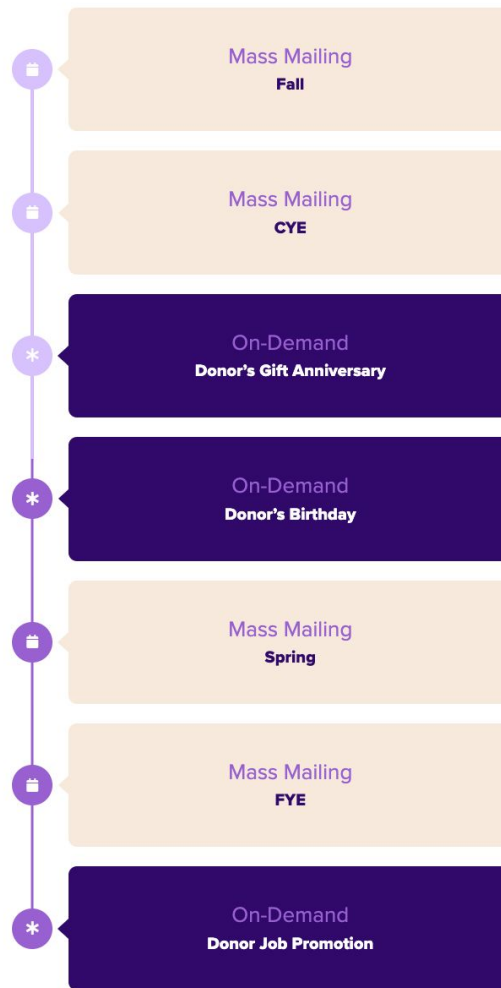
On-Demand Direct Mail is More Affordable

Using advanced digital printing, on-demand mail can create high-quality custom print pieces at a fraction of the cost of traditional printing. And by leveraging co-mingling, organizations can take advantage of nonprofit mail rates even when mailing a piece at a time.



On-Demand Direct Mail is More Donor-Centric

With on-demand printing, organizations can send mail when it is relevant to the donor as opposed to having to mail at times that are convenient for the organization.



100,000 pieces... or 1

Advancements in digital print technology make it possible to create personalized, high-quality mail pieces in any quantity.

Mail can be produced and sent with any frequency, be it daily, weekly or monthly. By leveraging co-mingled mail batches, nonprofits can send single pieces and still receive a reduced bulk mail rate.

It works. Here's the proof.

We conducted a study to see what would happen when a university replaced their traditional annual fund mailings with on-demand direct mail.

Here's what happened...

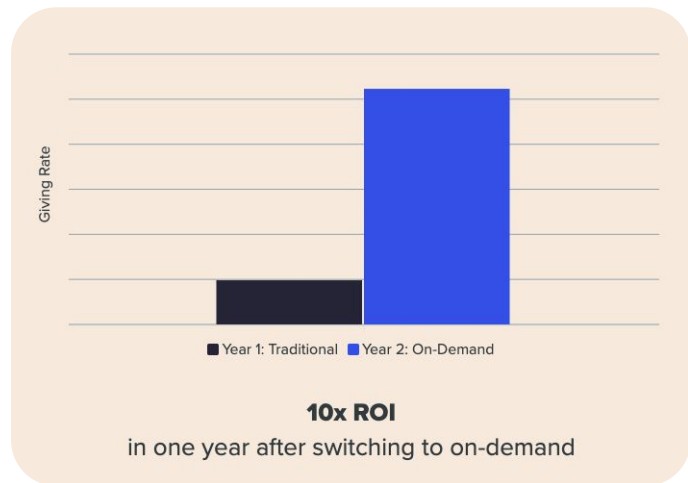


Year 1: Traditional Direct Mail

SYBUNTS of 13-24 months gave at a rate of 0.98%. Their gifts cost more to raise than their total giving: an ROI of \$0.69 for every \$1 spent.

Year 2: On-Demand Direct Mail

The same segment gave at a rate of 5.23%. The ROI of on-demand direct mail for this group was \$6.84 for every \$1 spent, nearly ten times more than the previous year.



**The right pieces.
At the right time.
At a lower cost.**

Let's chat if you're ready to send direct mail
at the right time – with the right message –
to engage every single donor.

