

## Free advice and guidance on using direct mail for your fundraising

Mail and Print have a long association with many organisations and charities that rely on direct mail for a significant proportion of their income.

Fundraisers that use direct mail recognise that success is achieved by communicating the right appeal to the right audience in the most appropriate way at the right time – that's not easy but fundraisers can make it easier by taking time to work with Mail and Print who can help by:

- Helping you consider all the variables and alternatives
- Helping you to formulate a strong and credible appeal to the right people
- Provide you with the very best data
- Using your data to find the best donors
- Creating a suitable direct mail pack
- Use Mail and Prints volume discounts to reduce mailing costs
- Showing you how to measure the response

Mail and Print provide a range of services in addition to creating direct mail campaigns, these include:

- Marketing and Campaign Planning
- Data Cleansing and Purchase
- Design and Copywriting
- Printing and Collation of all inserts
- Expert Hand Finishing and Fulfilment
- Secure storage

If you would like more information or a no obligation chat with coffee and biscuits then please call Chris or Justin on:

**0800 1300 960**

## Quick Facts

- Personalised well targeted direct mail builds strong bonds with the donor base
- Always show what a donation will be used for and how even a small contribution can have a positive effect
- Focus on one objective that can be easily understood and quantified
- Target your direct mail donation request to the right individuals – don't ask for thousands if the target audience does not have it to give
- If possible always follow up a donation with a thank you

Mail and Print are charming, efficient, quick and so easy to work with. Michael and Paul should be sainted!

*Membership Co-Ordinator,  
International Animal Charity*