



## Have you heard of Informed Delivery by the USPS?

If not, ask your account executive what it's all about.

## Want More Donations? Choose Print!

For nonprofits, every dollar they spend on overhead, administration, and marketing is a dollar not spent on their mission. Not surprisingly, there is an intense focus on which marketing channels are most effective. So which channel works best for nonprofits? A study by YouGov provides the answer: direct mail. In a survey of more than 1,150 U.S. adults, YouGov found the following:

- One-fifth (21%) of respondents said that a direct mail solicitation prompted them to make their most recent donation. This is higher than for any other channel.
- Older donors (55+) are most likely to respond to direct mail. One-quarter made their last gift in response to a mailing. Among 18-34-year-olds, this drops to 14%.
- Lower income households are among the most motivated by direct mail. Nearly one-third of those earning \$40,000 per year or less responded to direct mail for their last donation. Among those earning \$80,000+ per year, this drops to 18%.
- Only 12% of donors report being prompted to make their last gift by something they heard about on the radio, on TV, or in print.
- Even fewer (10%) were prompted by email.
- Very few donors (6%) were prompted by social media, such as Facebook or Twitter, although this is stronger among 18-34-year-olds (11%).

When it comes to fundraising, direct mail is the clear winner for nonprofits. So once you have decided to launch a direct mail campaign, what is the next step? Make it the best it can be. Why not give us a call?

## Thinking About Spring Projects?

Let us put our technology and expertise to work for you, your business, and your bottom line!

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