

# PART ART, PART SCIENCE: Turning direct mail into your bread and butter

Flavia Arsenault  
Associate Director of Annual Giving  
Lewis & Clark College  
CASE District VIII Conference  
February 2010

## Today, we will cover:

- What goes on *inside* the envelope *after* your reader opens it
- Tips for turning your appeal letter into a *persuasive tool* to inspire more gifts

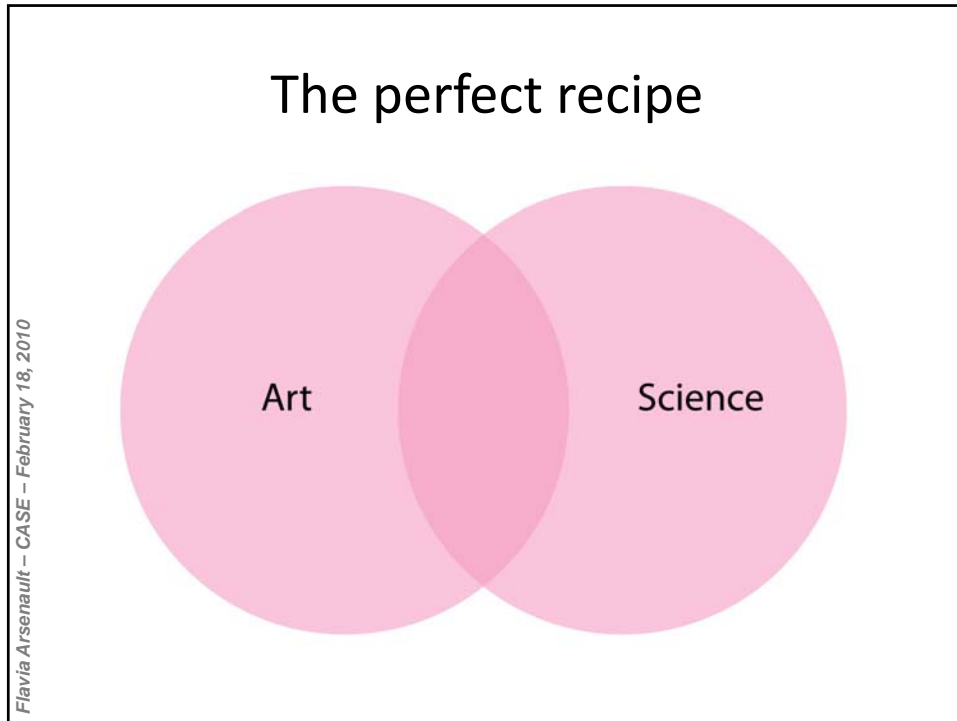
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## Free-Writing Exercise

### First of all, what is direct mail?

- In General:
  - Message is **targeted** to a specific consumer
  - There is a direct **call to action**
- So, in Fundraising:
  - Aim is to **acquire** new donors and **upgrade/maintain** existing donors

*(thank you, Wikipedia)*



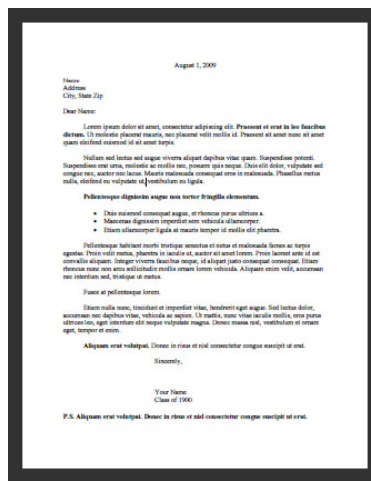
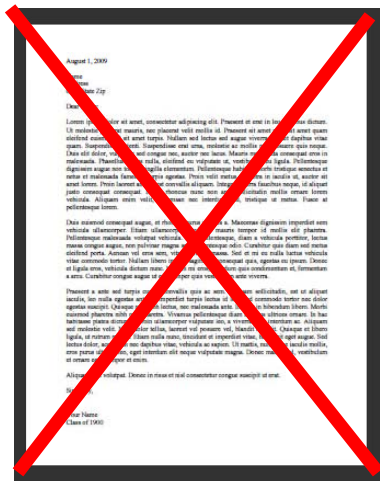
**Tip #1**

Create white space

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# Which would you rather read?

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**The Freshwater Trust**  
changing the course of conservation

45,000 National Street, Suite 200  
 Portland, Oregon 97204  
 503.237.9000  
[www.thefreshwatertrust.org](http://www.thefreshwatertrust.org)

Tom E. Whitworth, President

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Program 2010 and upcoming  
 (503) 237-9000  
 (503) 237-9000

November 16, 2009

██████████

Dear Flavia,

## If you invest...

**...we will deliver.**

Last year when we asked for your help, the financial crisis was fresh on all our minds and the future was less certain than ever. Despite this, The Freshwater Trust had the best year and giving campaign in its 25-year history because most of our members stuck with us. You used to be a member. We need you and we want you back.

How do we make your investment count? The attached "By the Numbers" sheet tells the story. Over 100 projects around the state, over 800 stream miles providing critical habitat for salmon, steelhead and trout, over 20,000 kids engaged in the natural world and real progress made on streamlining systems that impede the speed and scale of restoration effort.

So here we are again, nearing the end of another year. Things are looking up, but times remain difficult. Choosing which groups to support is always a tough call. As a former member, I hope that you choose The Freshwater Trust and rejoin today to help us start 2010 with strength and momentum. We stand on our record, and you have my promise to make your investment count, once again.

In earnest,  
  
 Tom Whitworth  
 President

The Freshwater Trust resulted from the merger of Oregon Trout and Oregon Water Trust.

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[Redacted]

What college was meant to be.

700 East Broadway  
Moorhead, Illinois  
61462-1998  
Tel. 309-457-2323  
Fax. 309-457-2325  
Toll Free 1-888-TARTAN6  
887-6366  
www.monm.edu  
**Office of Development  
and College Relations**

November 16, 2009

**A Letter from the President:**

It is a very exciting time to be a student at Monmouth College. As president of the Associated Students of Monmouth College (ASMC), I'm proud of our efforts to help make that true. We are coming off of a great year where we brought things like campus The Underground, comprehensive recycling and a remodeled lower-level Stockdale Center.

On campus, it feels like something big is brewing. You can't quite put your finger on it, but you know it is there and when you think about it, you get chills. Our enrollment is the largest it has ever been, and the campus is literally bursting at the seams. We have the best facilities we have ever had, with more on the way. We have great professors who want us to succeed. We have exceptional administrators who want to listen. We have distinguished and wise trustees who have all of our best interests in mind. And finally, we have a student body that feels like we are hitting our stride—at a tipping point of sorts—and are on the way to taking Monmouth to the next level.

Monmouth is cultivating students who want to make the institution better; students who want to increase standards; students who are not complacent, and who want to see the institution succeed and prosper; students who want Monmouth to go to the next level in the academic world.


I'm one of several student leaders who has the opportunity to meet with President Ditzler on a weekly basis. We talk with him about anything and everything on campus, from student morale to academic standards, and from the future of the college all the way to adding pencil sharpeners and quarter machines. One thing President Ditzler stresses to us is that Monmouth is in a unique position. While many colleges are losing students and alumni support, Monmouth has been doing very well in recruiting and retaining students, and much of that success is because of the amazing support that it has continued to receive from its alumni. As the college's Annual Fund campaign again gets into high gear, the college is counting more than ever on the support of its alumni to help take Monmouth to new levels of success, with a goal of raising the college's national recognition.

I hope you'll be able to help with Annual Fund this year and help Monmouth College take the steps it needs to reach the next level. To make a gift to the college's Annual Fund, send a check to: 700 E. Broadway, Monmouth, IL 61462. Individuals can also make gifts online through the college's Web site, [www.monm.edu/give.htm](http://www.monm.edu/give.htm) or call the college at 309-457-2323 or toll-free at 888-827-8268 between 8 a.m. and 5 p.m. CDT.

Thank you,

**John Kaiser '10**  
Hanover Park, Ill.

- ◆ President, Associated Students of Monmouth College
- ◆ Student Laureate, Lincoln Academy of Illinois
- ◆ President, Illinois Gamma Chapter Sigma Phi Epsilon
- ◆ Captain, Men's Swim Team
- ◆ President, Accounting Society




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# Tip #2

## Craft a compelling opening line

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**YOUR FINANCIAL SUPPORT MAKES OREGON EXCEPTIONAL.**  
Through the generosity of donors, Oregon's faculty, students, and alumni make our university and world a better place through ground-breaking work in fields such as education, science, architecture, humanities and the arts.

September 30, 2009

Bill Vasko  
3165 W Heartland Dr  
Liberty, MO 64068-3386

7191

Dear Bill,

The school year is about to begin and there's a sense of anticipation in the air on campus. Whether students come from Portland, Seoul, or Denver, they're all here because this university gives them the opportunity to reach for their dreams.

Yet, the economic picture for these bright young people is anything but easy. This year's average student will receive a mix of scholarships and loans; work 20 or more hours a week; carry a class load of 15 – 18 credits; be involved in a huge variety of athletic, social, cultural, or volunteer activities; and eventually graduate with \$20,000 or more in loan debt.

Today the University of Oregon gets less than 10% of its yearly budget from the state. This disinvestment in higher education comes at a time when our communities need colleges and universities to develop competent, engaged global citizens. It is truly amazing to see that despite these funding difficulties our students, faculty and staff continue to rise to the challenge. Our students work harder than ever to make ends meet, study with ferocity, and do not give up their passions or their hopes and dreams. Our faculty and staff make every dollar count and in many cases take voluntary pay cuts and wage freezes so that the university can keep funding shortages from impacting students.

Bill, will you please join with us and make a pledge to support today's student with a gift of \$25? Your last academic gifts to the university were made during the 2004-2005 school year. That support made a difference in the lives of students and they need your help again.

Thank you for your past gifts to the university. I hope you will join with us again this fall so that all students who come to campus receive the kind of education that allows them to realize their dreams.

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**O** UNIVERSITY OF OREGON

April 2, 2009

Bill Vasko  
3165 W Heartland Dr  
Liberty, MO 64068-3386

Dear Bill,

If you were one of the nearly 1,400 people who celebrated the opening of our special exhibition *Lasting Legacies: The First 75 Years* on January 23, you don't need me to tell you that the Jordan Schnitzer Museum of Art has never looked so good nor offered so much to our community. During this 75th year, we honor all those who are a part of the museum's past – those who supported the collections and the building, its operations and programs.

Won't you be part of our next 75 years?

The museum provides essential services to both the university and our off-campus communities. Our arts appreciation and curriculum-enhancement programs for grades K-12, our world-class collections and exhibitions, lectures, symposia—these are just a few of the continuing important ways that the museum strengthens our quality of life and enriches our educational opportunities.

We need your help to make this possible. The museum receives about half of its funding from the University of Oregon. The other half comes from private, business, and foundation support.

When you become a member – for as little as \$45 – you receive a full year of free admission to the museum and its special exhibitions, preview announcements and invitations to special events, as well as discounts on workshops and classes. You also enjoy such benefits as a parking pass, discounts on unique gift items from our shop, and delicious treats at Marche Museum Café all while helping the museum share our treasures with the community.

I invite you to join with me in assuring that arts education and appreciation are valued and enjoyed by everyone in our community.

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# Tip #3

## Tell a story

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OUR STUDENTS ARE *inspiring*

December, 2007 2096

Dear Ellen,

Hello, my name is Verence Powell and I want to thank you for your previous donations to Portland State.

I am the first person in my family to go to college, and I credit the support of generous donors and the Portland State community with helping me to reach my goals. With hard work I was able to complete my undergraduate degree with a 3.85 grade point average. I am now working to obtain a Master's in Administration in order to one day realize my dream of becoming a principal in an underprivileged school.

As a full time teacher, a wife, and a mother, scholarship support has been key to helping me achieve my goals. Simply stated, **your gifts allow students like me to have the resources we need to succeed.** Please join other friends of Portland State and make your gift to the Fund for PSU today!

Your gift to the Fund for PSU will ensure students continue to thrive at Portland State and in our greater community. Gifts to the Fund for PSU will provide scholarships for students, help strengthen academic programs, improve classrooms and laboratories and advance the excellence of our faculty.

**In this season of giving, please join thousands of generous donors who are celebrating and supporting Portland State students by donating today!**  
Thank you.

Sincerely,  
  
 Verence Powell  
 Student, Master's of Administration

P.S. Donations are accepted on-line at [www.foundation.psu.edu](http://www.foundation.psu.edu).  
Your gifts provide scholarships and faculty support.

 **Portland State**  
UNIVERSITY

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Annual Giving

ANNUAL GIVING  
 University of North Florida  
 1 UNF Drive  
 Jacksonville, Florida 32224-7699  
 Tel: (904)620.2112  
 Fax: (904)620.2169

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**One Gift...Twice the Impact...Unlimited Opportunities!**

October 7, 2008

Matt Sulzer  
 MCR, Inc.  
 731 Beta Drive  
 Mayfield Village, OH 44143

Dear Matt,

Growing up the youngest of six children with divorced parents, I experienced the strength and enduring love of a single mother who wanted the best for her children. As a recipient of a First Generation Scholarship, each time I step on campus, I am thankful for the compassion and support of alumni like you. From caring faculty to first class facilities, I am reminded each day how fortunate I am to be receiving a UNF education. An education that would have been impossible had it not been for the First Generation Scholarship Program.

My journey to UNF was not easy; I traveled a bumpy road with many detours. My parents divorce and father's alcoholism forced me to grow up quickly. In spite of these difficulties, I graduated high school with honors and received a Florida's Bright Future Scholarship. After attending a community college for two years, I enrolled at Florida State University majoring in Psychology. Unfortunately, the transition to a large school was overwhelming and I lost my direction.

The next step came suddenly when my oldest sister, Suzanne, was diagnosed with rheumatoid arthritis. Shortly after I returned home to take care of her and her two children, she passed away from a massive stroke. Throughout her struggles and pain, she never lost her spirit. She was a friend to everyone she met, and she was the catalyst in getting my life back on track and deciding to become a physical therapist.

I have been at UNF for a little over a year now and I am proud to tell you my current GPA is over 3.8. I will graduate this December and I hope to stay at UNF and enter the doctoral program in physical therapy. UNF has been an amazing experience. While my sister was my inspiration in returning to school, I never could have completed this journey without the First Generation Scholarship Program.

In 2007, more than 300 Oxygens were awarded First Generation Scholarships. Through this program, students who are first in their family to attend college, receive scholarships. As a result of these scholarships, deserving students are able to obtain a UNF education. Matt, this scholarship has provided me with the opportunity to, not only improve myself,



(over)

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# Tip #4

## Don't bury the lead

## Example of a buried lead

The U.S. presidential run, after a grueling battle for over a year and a half, has finally come to a close. It was a tough race for both sides, but only one person could come out as the victor. Finally, late last night, we learned that Barack Obama became the 44<sup>th</sup> president of the United States.

Barack Obama was elected last night as the 44<sup>th</sup> president of the United States. For over a year and a half, he campaigned a tough race.

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## Tip #5

Sound authentic

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## Key Questions for...

### **Sounding authentic**

- Who is the signatory?
- What is the “voice”?
- Is the tone consistent throughout the letter?

### **Writing for your audience**

- What generation are they in?
- What are their giving motivations?
- What is their giving history?

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## Tip #6

Use action verbs

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## Higher Ed Action Verbs

### What we are doing:

- Educating
- Teaching
- Developing
- Training
- Helping
- Instructing
- Preparing
- Cultivating
- Instilling
- Fostering
- Coaching
- Showing

### What our students are doing:

- Learning
- Experiencing
- Experimenting
- Living
- Meeting
- Writing
- Studying
- Analyzing
- Exploring
- Discovering
- Feeling

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## Tip #7

Ask questions

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Questions so far?

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**Tip #8**

It's all about "you"

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Lewis-Clark State College      Alumni Association

Dear Alumni and Friends,

Lewis-Clark State College has a long standing tradition of generosity among our alumni, faculty/staff, parents and friends. At Lewis-Clark State **you** don't just make a difference – you are the difference.

Each of us can describe one moment, one person, or one relationship at L-C State that transformed our life forever. Perhaps it was the generosity of others who provided scholarships for **you** tuition, or a professor who encouraged **you** to be your best. It might have been lifelong friends made, or the overall Lewis-Clark State experience that led **you** to realizing dreams, aspirations, and **yourself**. Every day, another L-C student has that moment, meets that person, or builds that relationship that will transform their lives forever and **you** make it possible.

In 2008-2009 **you** awarded \$305,471 in scholarships to over 200 students. **You** enhanced student and academic programs with your contributions. **You** transformed our graduates into teachers, nurses, business professionals, system information analysts, auto mechanics and many other professionals. **You** provided an example to our students that annual contributions are extremely vital to the continued success of this institution.

Thank **you** for your willingness to contribute **your** time and money to transform the lives of our students. As a token of appreciation, a set of personalized L-C State address labels is enclosed. I hope you will enjoy them and share your Warrior Pride as **you** continue to support L-C's mission to transform lives.

With Warrior pride,

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# Tip #9

## Show how you used their gift last year



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# Tip #10

## What's in it for me?

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UCSF Helen Diller Family  
Comprehensive  
Cancer Center

Mr. and Mrs. John D. Sample  
9 Centennial Drive  
Peabody, MA 01960-1333

November 2008

Dear Mr. and Mrs. Sample,

Every day 3,400 people in the United States are diagnosed with cancer and another 1,500 die from the disease. With numbers like these, you probably know someone who has been affected by cancer. And as the year comes to an end, it is fitting to pause and remember those in our lives who have been touched by this disease.

Perhaps your thoughts turn to a family member who is currently fighting cancer or a neighbor who is just finishing up their treatment. Maybe you think of an old friend who passed away or your co-worker who is in remission.

Regardless of where they are in their battle, I am sure you would agree that their courage, strength and determination are an inspiration.

As a supporter of the UCSF Helen Diller Family Comprehensive Cancer Center, you join us in our commitment to give hope to cancer patients everywhere by finding new ways to prevent and control this disease.

Your generosity enables our world-class scientists and researchers to continue finding the newest, most advanced screening methods, treatments and therapies that will bring us closer to the day when cancer is at least a manageable condition rather than a life-threatening disease.

**I hope you will make a special year-end gift of \$55, \$85 or even \$110 to support our efforts to give cancer patients another day to spend with their loved ones or be healthy as they live with cancer.**

Your gift today is a meaningful way to honor the memory of a loved one, celebrate the life of a friend or family member, or mark a special occasion or milestone. It creates a legacy that will help people now and in the future who battle cancer.

With your help today, our physicians and scientists will continue their vital work to find the discoveries that will translate to the most advanced care... such as the latest research being done on a prostate cancer "vaccine."

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# FAMILY FUND

The University of Texas at San Antonio  
Division of Student Affairs • One UTSA Circle  
San Antonio, Texas 78249



Dear UTSA family,

Many students tell me that college is more than going to class. I agree. Students gain valuable knowledge and technical skill inside the classroom, but they **build confidence, determination and character** by getting involved. Every student organization meeting, homecoming game and community service project is a chance for them to meet people, cultivate pride and tradition and become a better version of themselves.



Recently I had the chance to visit with Eliana Bricefio, a sophomore who is heavily involved with Student Government and VOICES. Eliana is a campus leader, working every day to make this campus a better place. I really appreciated what she had to say about getting involved at UTSA:

*"You are not in college unless you are involved. If you aren't, then you don't get the chance to experience all the university has to offer. It's so important for me to make the most of my time here. My involvement helps UTSA be a better university, which makes me a better person. I love UTSA; it's the perfect college for me."*



**Today I ask you to get involved and make a donation to the UTSA Family Fund.** Your gift will support campus life programs and services that transform students into leaders. This is exactly what Debbie and Stan Goldenberg want for their son Joel, and why they have chosen to support UTSA:

*"We alone can't give our kids all they need while they are at school. I depend on UTSA to provide an atmosphere that fosters his creativity and provides life experiences that will prepare him for the real world. With our contributions we can make every student a part of the Roadrunner family."*



**Your gift to the UTSA Family Fund shows our students that we are a family committed to their success.** Please use the enclosed envelope to make your gift today or go online at [www.utsa.edu/give](http://www.utsa.edu/give).

Sincerely,

*Gage E. Paine*  
Gage E. Paine  
Vice President for Student Affairs

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# Tip #11

## A call to action

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# Tip #12

## Create a sense of urgency

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Because of the generosity of alumni and friends, faculty, business leaders, and students will gather this fall to explore new educational possibilities and tomorrow's standard of excellence. Your contribution turned ideas into a tangible foundation on which the future of business is being built.

### Business Instructional Facility grand opening October 17, 2008

Only a few naming opportunities in this impressive building remain. Those who wish to be included as a named donor in the new instructional facility, please consider the options listed below:

|                       |                   |
|-----------------------|-------------------|
| Chairs                | \$250             |
| Bricks                | \$1,500           |
| Wall of Donors Plaque | \$5,000           |
| Interview Rooms       | \$100,000         |
| Breakout Rooms        | \$100,000         |
| Conference Rooms      | \$200,000         |
| Classrooms            | \$300,000-450,000 |
| Fountain              | \$500,000         |

For more information on these naming opportunities please contact:  
 College of Business Development Office  
 Suite 109  
 2001 South First Street  
 Champaign, IL 61821-7461  
 217-333-6434  
[www.business.uluc.edu/development](http://www.business.uluc.edu/development)

Photos of the new building construction, photographed on April 23, 2008.

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UNIVERSITY OF OREGON

June 2, 2008

Ellen E. Arsenau  
3165 W Heartland Dr  
Liberty, MO 64068-3386

Dear Ellen,

I noticed we haven't received your annual gift to the university this year. Our students have missed your support! So I'm writing to ask that you increase your annual gift so more students can succeed with an Oregon education.

Each day, I am fortunate to see the impact of private support. I see it in the faces of the hopeful freshman visiting our campus, the excited graduates selecting their commencement regalia and proud faculty and families who have nurtured this achievement. These are just a few of the many reasons that I give to the university.

Thanks to contributions from alumni and friends like us, the university has been able to provide more scholarships, more programs, and greater opportunities each year. This support is so critical because the rising cost of college increasingly makes a university degree beyond the reach of many families. Your past gifts to the President's Fund have touched many lives.

Ellen, your past gifts made education a reality for deserving students. Please increase your annual gift before June 30th; this is your last chance to help this year's students achieve their potential! A gift of \$50 to the fund of your choice can reduce a student's tuition burden or fund innovation and expanded curriculum – there are many important ways you can join me in making a difference.

Sincerely,



Carlyn Schreck '95  
Director of Annual Giving

PS: Your gift can go to work today! Just visit [isupport.uoregon.edu](http://isupport.uoregon.edu) and use our secure online donation form.

*If your recent gift or record update crossed paths with this mailing, we apologize for any inconvenience. Thank you for supporting the University of Oregon!*

**If you are planning for a year, sow rice;  
if you are planning for a decade, plant trees;  
if you are planning for a lifetime, educate people.**

–Chinese proverb

CAMPAIGN OREGON  
Transforming Lives

**ANNUAL GIVING PROGRAM**  
PO Box 1346, Eugene, OR 97403-0346 • (503) 883-4483 • [giving@uoregon.edu](mailto:giving@uoregon.edu) • <http://isupport.uoregon.edu>  
An equal-opportunity affirmative action institution committed to cultural diversity and compliance with the Americans with Disabilities Act

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# Tip #13

## Did you say “thank you”?

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# Tip #14

## Finally, don't forget the P.S.

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Dear \_\_\_\_\_,

We need you! You've given to the Saint Joseph College Annual Fund before, and we hope that you will help the College support students again this year. June is the last month of this fiscal year.

The fall 2009 semester will be here before you know it. This year, prospective and returning students are in the difficult position of trying to find more dollars for college, even with generous institutional financial assistance.

The financial aid office has seen a significant increase in requests for reviews of the financial situation due to job loss, restricted family income and the devaluation of assets. The gap between available financial aid resources and the cost of college often proves insurmountable for many young people and their families.

The College provides significant financial aid, merit awards and scholarships to 92% of our undergraduate students. **Still, in response to the economic downturn, our Annual Fund needs to stretch even more this year, to continue to offer scholarships to worthy students and provide exceptional learning opportunities.**

It is important to note that we are in a good position compared to many institutions that are suffering through employee layoffs and other drastic cost-saving initiatives. Saint Joseph College is stable and growing. We are blessed with a strong mission, supportive Trustees, outstanding faculty, dedicated staff, enthusiastic alumnae/i and generous community supporters.

**Because you are important to us, I hope that you will consider a significant gift to the Annual Fund.** We know that many worthy organizations are asking for your help this year. We're asking you to help us fund a future.

Sincerely,

Karen J. Hoke '95  
Director of Annual Giving and Alumnae/i Relations

**P.S. Thank you for being an important part of our history and our future. Please send your donation right away so that we can support as many worthy students as possible.**

Saint Joseph College Annual Fund  
1678 Asylum Avenue, West Hartford, CT 06117 • www.sjc.edu/annualfund • 860.231.5364

## Be careful with humor


blah, blah, blah, blah, blah, blah. We  
more important for Framingham St  
blah, blah, blah, blah, blah, blah, bla

Blah, blah, blah, blah, blah, blah, bla  
blah, blah, blah, blah, blah, blah, bla  
blah, blah, blah, blah, blah, blah, bla  
blah, blah, blah, blah, blah.

Please consider giving whatever you  
and affordable. For any gift, you may  
[www.framingham.edu/alumni](http://www.framingham.edu/alumni) or re

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## Don't be rude



Dear [REDACTED]

We noticed that you have *never* been a member of the [REDACTED] Alumni Association in our 40 years of service to [REDACTED] alumni. More than 20,000 of your classmates have taken advantage of our membership program during the last four decades.

Now is the time for you to consider joining.

Here's why...

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# Partner with your marketing dept.

*Flavia Arsenault – CASE – February 18, 2010*

The screenshot shows the Lewis & Clark website's 'Public Affairs and Communications Message Platform'. The page features a green header with the university's name and a search bar. Below the header, there are navigation links for 'College of Arts & Sciences', 'Law School', and 'Graduate School of Education & Counseling'. The main content area is titled 'Public Affairs and Communications Message Platform' and includes a paragraph about the platform's purpose, followed by two paragraphs of text and a bulleted list of five points. On the right side, there is a vertical navigation menu with links such as 'Public Affairs and Communications Home', 'What We Do', 'Working With Us', 'Stationery', 'Tools', 'Message Platform', 'Positioning Elements', 'Non-discrimination Statement', 'Identity Guide', 'Style Guide', 'Project Worksheet', 'LiveWhale', 'Policies', and 'Contact Us'. The page also features several images, including a mountain landscape and a person speaking.

*Flavia Arsenault – CASE – February 18, 2010*

# Test, test, test

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And just start writing.  
(Well, you already did).

## Resources

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- Russ Alan Prince and Karen Maru File
  - Book: The Seven Faces of Philanthropy
- Robert Cialdini
  - Influence
  - Yes! 50 Scientifically Proven Ways to Be Persuasive
- Chip and Dan Heath
  - Made to Stick
- Gladwell, Malcolm
  - Blink
- Follow me on Twitter
  - [www.twitter.com/mailmaiden](http://www.twitter.com/mailmaiden)

Questions?

Thank you!

503-768-7940

[flavia@lclark.edu](mailto:flavia@lclark.edu)

[twitter.com/mailmaiden](https://twitter.com/mailmaiden)

[linkedin.com/in/flaviaarsenault](https://www.linkedin.com/in/flaviaarsenault)