

## WHY YOU REALLY SHOULD DO FUNDRAISING MAIL

---

Once our clients get hooked on our mail, they get in the groove and appreciate the value. And it goes quite smoothly. And hundreds, or thousands, of contributions flow in.

You can always find reasons to not do fundraising mail. These are the ones we hear most often – and our response:

*We don't need it.*

Possibly true. Secure incumbents, in safe districts or states, who raise a lot of PAC and major donor money will probably be fine. That also presumes nothing goes wrong – like redistricting, or a primary challenge, or a costly mistake on your part. Building a robust donor file using mail is just one more defense against political trouble. So, why wouldn't you do it?

*It's a lot of work.*

We do the bulk of the work – like the letter writing and package design – based on the talking points you supply us with from your everyday campaign output. All you do is open the mail and deposit the checks and process the credit card contributions. Since when isn't that fun?

*There's little net return.*

Your existing donors will immediately return a substantial amount of net revenue. The revenue from prospecting may seem slow at first. But over time, as you acquire new donors, you will be netting significant money. And there's more to it than that. You're delivering robust political messages to known donors in your district or state – all while raising money. They will talk you up and they vote at a 90% plus rate. Don't you want to know who they are and arm them with your talking points?

*It's high risk.*

Campaigns can sometimes find ways to get fleeced. Bad ideas like joint ownership of the donors, expensive first projects, or just plain sloppy data and production work have burned campaigns. That isn't us. You own the donors. You approve the packages and budget. We start gradually and build from there.

*We're already getting those donors with our emails, texts, and phones.*

In fact, you aren't. The average respondent to fundraising mail is 64 years old, has a mature world view, and absorbs information at their own pace. They don't respond to email clickbait and texts just annoy them. And, of course, you don't have an email address or cell phone number for a significant percentage of your donors. You will not succeed with that donor subgroup except through the mail.

*Maybe we'll do it later.*

No. Do it right now. We can easily get you started. The sooner you start, the more time you have to realize the tremendous NET VALUE of a direct mail donor. Mail donors are four times more likely than a digital donor to give again and their average gift is three times that of digital. You're also unearthing mid-level donors you didn't know about that you can upgrade to major donor status. Plus, donors who read are the most interested in what you have to say now – early in the cycle without a lot of other competition. Let us send you some information about our fundraising direct mail program, and then let's talk.

