



Comparing Apples to Oranges to Pomegranates:

A National Review of Direct Mail, Online and Multi-Channel Donors

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Key Findings

- **Direct Mail Donors Have Been Replenished, While A New Group Of Online Givers Has Emerged**
- **Direct Mail And Internet Donors Are Two Different Segments That Inhabit Two Different Universes**
- **Donors Tend To Be Spontaneous, Flexible, And Reactive In Giving**
- **Donors Value:**
 - Public Education/Grassroots Mobilization
 - Accountability For How Money Is Spent
 - Demonstrating Real Progress Toward Goals

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Direct Mail Donors Have Been Replenished, While A New Group Of Online Givers Has Emerged

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Who Are Today's Progressive Donors? How Do They Compare To Our Base Over A Decade Ago?

1995 Progressive Donors

They Are Mostly Women...



37% 63%

They Are Well Educated...

26% college educated
46% post grad

They Identify As Democrats...

79% Democrat (42% strong)



They Are Not At The Extreme Liberal End Of The Ideological Spectrum...

25% very liberal
37% somewhat liberal

2007 Progressive Donors

Gender Is Now Balanced...

50% 50%

They Are Still Well Educated...

30% college educated
46% post grad



More Identify As Strong Partisans And Are Increasingly Liberal...

84% Democrat (54% strong)

40% very liberal
30% somewhat liberal

Media Has Changed, Which Has Created New Donor Channels



Direct Mail

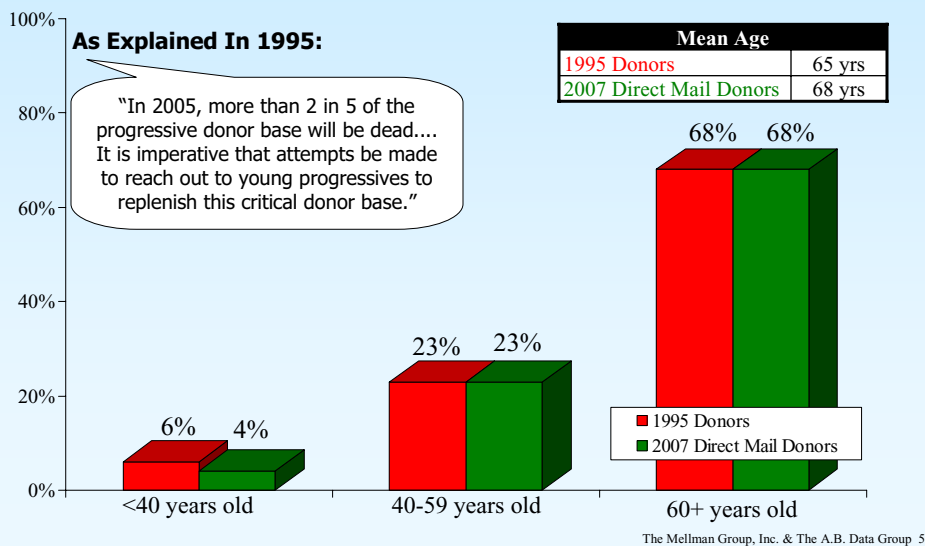


Online

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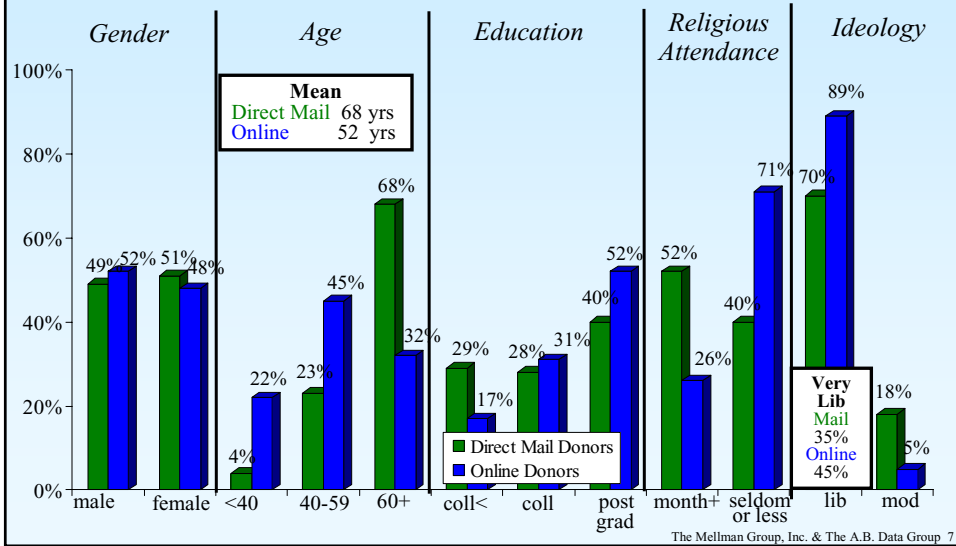
Rather Than Dying Out, As Seemed Possible In 1995, The Pool Of Direct Mail Donors Has Been Replenished, Though It Continues To Age

Direct Mail Seems To Be A Lifecycle Phenomenon;
It's More Efficacious With Older People

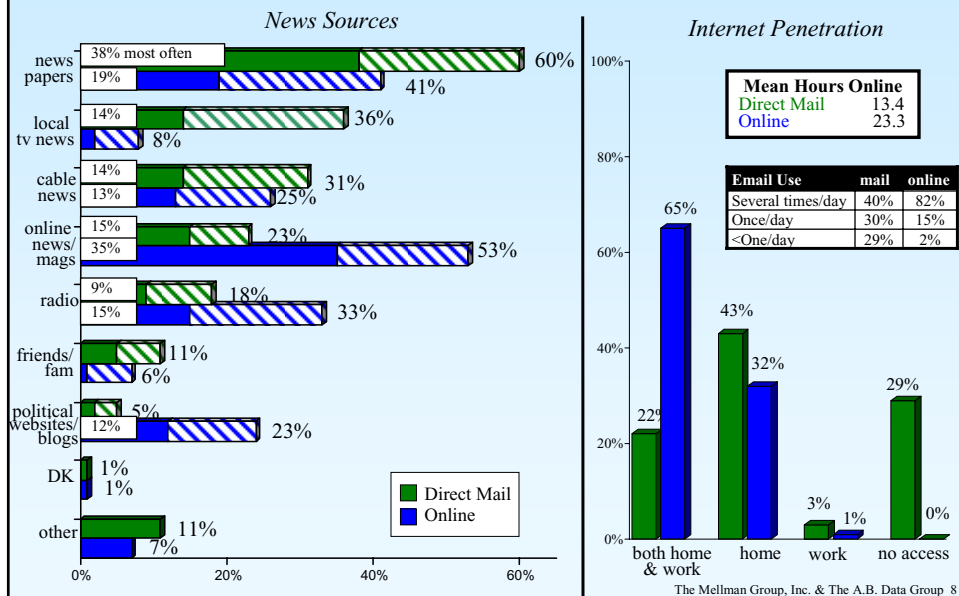


Direct Mail And Internet Donors Are Two Different Segments Inhabiting Two Different Universes

Online Donors Are Younger, More Educated, And More Liberal Than Their Direct Mail Counterparts

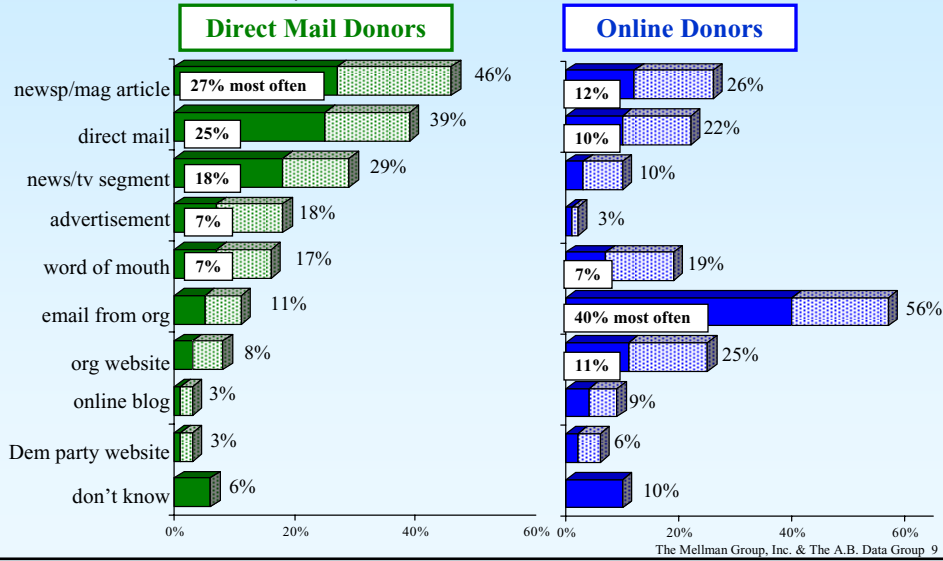


Direct Mail Donors Rely On Traditional Media Forms, While Online Donors Are Web-Centric



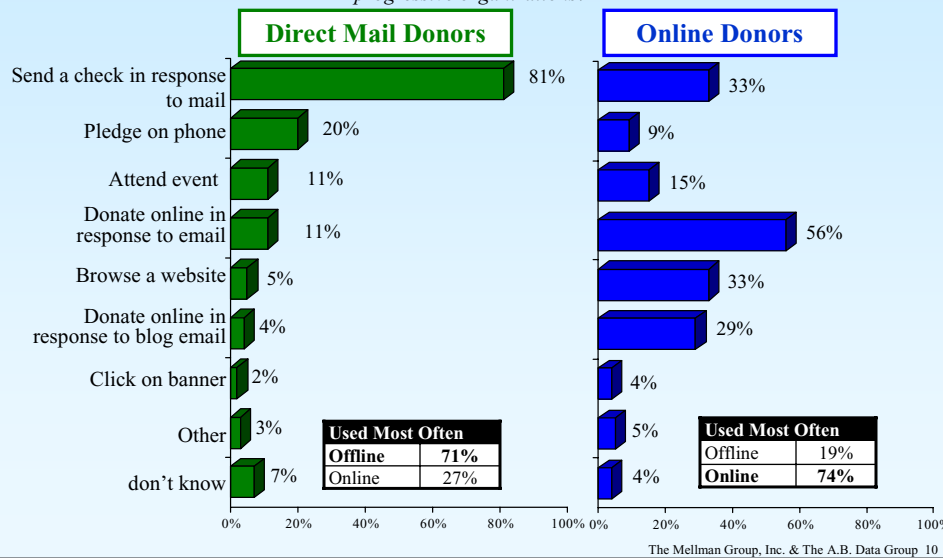
Direct Mail Donors Rely On Offline Sources, Including Earned Media, To Learn About Organizations, Whereas Online Donors Rely On Email And Websites

Which of the following is the way you MOST OFTEN find out about a progressive organization to which you make a contribution? Second most?

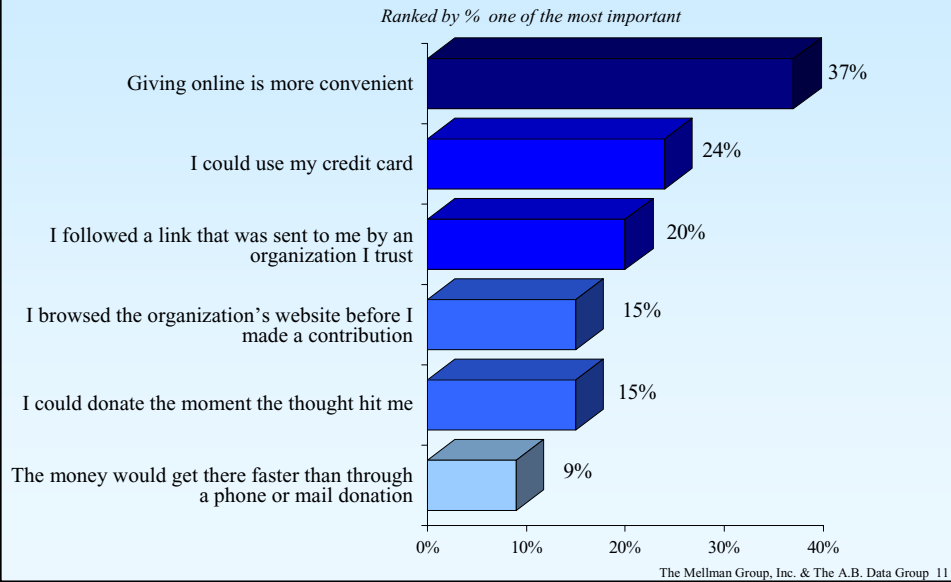


Three Quarters Of Online Donors Contribute Online Consistently, While Nearly The Same Proportion Of Mail Donors Are Consistently Offline

Which of the following methods do you use when making financial contributions to progressive organizations?



Though Convenience Was The Most Important Reason To Donate Online, It Is About Much More Than That



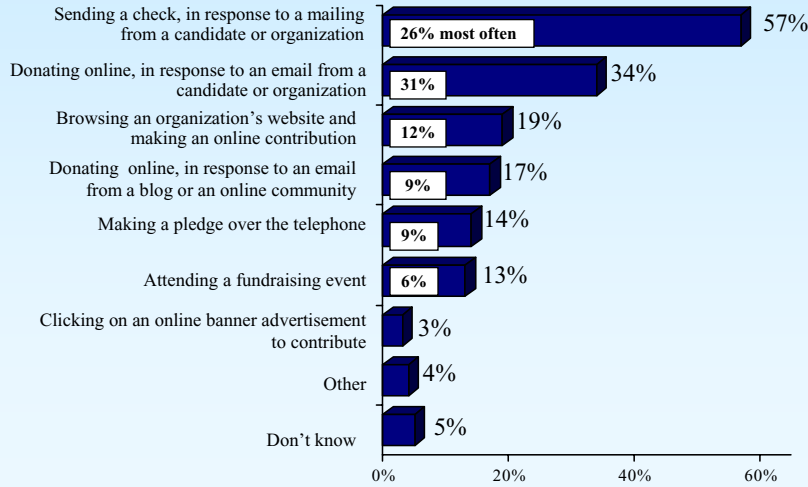
**Donors Tend To Be Spontaneous,
Flexible, And Reactive In Giving**

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Most Contributors Donate Because They Were Asked In A Piece Of Mail Or Email

Responses To Events, Phone Calls Or Banner Ads Are Much Less Common

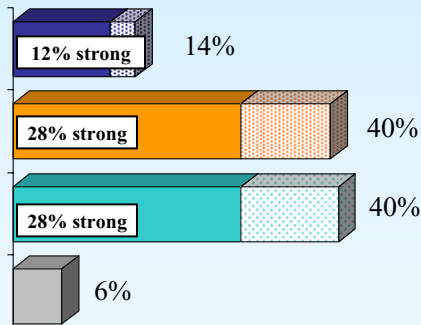
Which of the following methods do you use when making financial contributions to progressive organizations? [multiple responses accepted] Which one method do you use most often when making financial contributions?



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Donors, Especially Those Online, Prefer To Be Flexible In Making Contributions

- I carefully plan out my donations each year in advance. I know what organizations I will donate to and how much I will give.
- I tend to strike a balance between planning out my financial contributions to organizations and being flexible and spontaneous in responding to requests
- I am very open-minded when it comes to deciding which organization to donate to and how much to give.



(darker shading=stronger intensity)

	Decision Making By Donor Type		
	Plan	Balance	Open Mind
Direct Mail	23%	32%	38%
Online	6%	47%	42%
Political	14%	40%	42%
Issue	15%	40%	38%
<\$100	22%	27%	40%
\$100-\$500	12%	42%	45%
\$500-\$1000	7%	45%	45%
\$1000+	12%	59%	28%

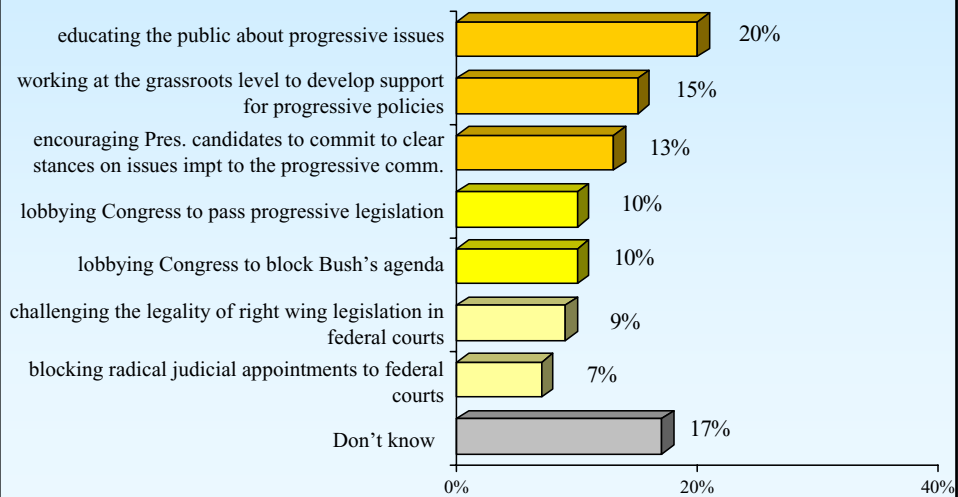
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Donors Value:
 Public Education/Grassroots Mobilization
 Accountability For How Money Is Spent
 Demonstrating Real Progress Toward Goals

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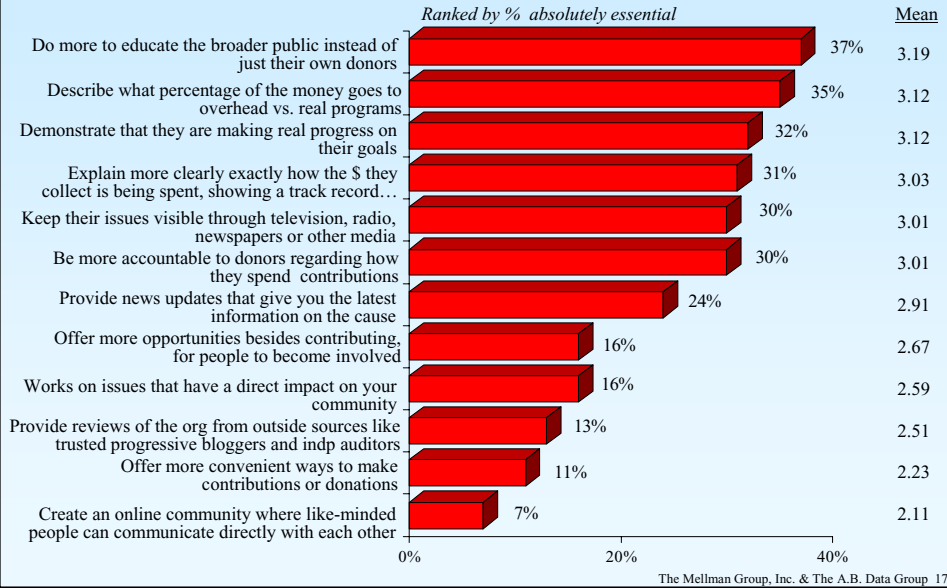
Donors Prioritize Education And Grassroots Advocacy Over Lobbying Congress Or Suing In Court

To which of the following progressive organizations would you be most likely to contribute to this year?



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Donors Want To Support Groups That Educate The Public, Spend Money On Programs Not Overhead, And Demonstrate Real Progress



Online Donors Emphasize Broad Outreach, While Direct Mail Donors Prioritize Accountability To Maintain Support

Ranked by % absolutely essential	TOTAL	Direct Mail	Online	Political	Issue
Do more to educate the broader public instead of just their own donors	37%	28%	47%	37%	38%
Describe what percentage of the money goes to overhead vs. real programs	35%	35%	35%	32%	36%
Demonstrate that they are making real progress on their goals	32%	29%	34%	30%	33%
Explain more clearly exactly how the money they collect is being spent, showing a track record of success and accomplishments	31%	31%	31%	29%	32%
Keep their issues visible through television, radio, newspapers or other media	30%	31%	29%	31%	30%
Be more accountable to donors regarding how they spend contributions	30%	27%	33%	30%	30%
Provide news updates that give you the latest information on the cause	24%	22%	26%	22%	25%
Offer more opportunities besides contributing, for people to become involved	16%	16%	16%	15%	17%
Works on issues that have a direct impact on your community	16%	19%	12%	15%	16%
Provide reviews of the organization from outside sources like trusted progressive bloggers and independent auditors	13%	15%	11%	13%	13%
Offer more convenient ways to make contributions or donations	11%	8%	13%	12%	9%
Create an online community where like-minded people can communicate directly with each other	7%	9%	5%	6%	8%

Lessons Learned: Strategic Implications For Non-profit Fundraising

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Donors Are Searching For Organizations With Real Accomplishments And Genuine Accountability...

- 74% Want More Accountability
- 79% Want Broader Public Education
- 75% Want You To Keep Issues Visible
- 80% Want/Demand Financial Transparency

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Reports Of The Death Of Direct Mail Fundraising Were Greatly Exaggerated

- The Fundraising World in 1994 and Today
- Lifestyle Issue Not a Generational Issue

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Multi-Channel Marketing Opportunities

- Online and Direct Mail Donors: You will not get both kinds of donors unless you engage in both kinds of marketing.
- Break Down Fundraising Silos: Donors have a lot in common.
- Synergism and Integration can expand donors' horizons and make them Multi-Channel donors.

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Lessons From Campaign 2008

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How To Get Single-Channel Donors To Jump To Multi-channel Contributors...

- No Stone Unturned
- Timing is Everything
- Every Risk Has Its Reward
- Don't Treat Potential Multi-Channel Donors Like Direct Mail Donors
 - Graphics
 - Personalization
 - Message Discipline / Message Consistency
 - Spontaneous / Event-Centered
 - Opportunities – Dedicated URLs, 800#s, Mail-In Donor Forms

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