Direct Mail
Lisa Notaro

THE WORLD’S FIRST FOOD BANK
PROVIDING MORE THAN FOOD – hope.
What are you doing now?

- Nothing
- Do it in-house
- Work with an outside agency to:
  - Mail it?
  - Design it?
  - Get lists for you to send to?
How often are you mailing?

- Never
- Once a year
- 2 – 5 times a year
- 6+ times a year
Direct Mail is NOT Dead

• Even if your direct mail piece doesn’t bring in the donations, it reminds people to give.
  • Online
  • In Person
  • Decide to do a food drive
Direct Mail Piece Components

- Package
- Offer (message of the letter copy)
- Ask
- List
Direct Mail Piece Components

- Package
  - Outer Envelope
  - Letter
  - Reply Slip
  - Return Envelope
Direct Mail Piece Components

St. Mary’s Food Bank Alliance
2831 N. 31st Avenue
Phoenix, AZ 85009

Mrs. Sample A. Sample
1234 Any Street
City, ST Zip
Barcode

Thanksgiving Fund Drive
Thanksgiving Card Enclosed
$1 provides 7 meals

Dear Mrs. Sample,
Can you imagine the pain and suffering of families in Arizona who don’t have enough to eat this Thanksgiving? As a dedicated friend of St. Mary’s Food Bank Alliance, you already know the struggle that many of your neighbors face.
But you can give the gift of hope this holiday! Your Thanksgiving Fund Drive gift of $XX will provide nourishing food for hungry men, women, children and seniors in our community.
And the best part is that $1 provides 7 meals, so your gift today will help so many people in need! Thank you for giving generously so your neighbors can enjoy a Thanksgiving meal with their loved ones.

John P. Demetra, Chairman, Board of Directors

P.S. Please sign and return the enclosed Thanksgiving card, along with your generous gift, to give hope and help to hungry families. Thank you!

P.P.S. Take advantage of the Arizona Charitable Tax Credit. You can receive a dollar-for-dollar state tax credit for your donation to St. Mary’s Food Bank, up to $400 if you file individually or $800 if you file jointly. You do NOT have to itemize your taxes to take advantage of this state tax credit. Please consult a qualified tax advisor for advice on your personal tax situation.

St. Mary’s Food Bank Alliance
2831 N. 31st Avenue
Phoenix, AZ 85009

St. Mary’s Food Bank Alliance
PO Box 29449
Phoenix AZ 85038-9449
Barcode

Mrs. Sample A. Sample
1234 Any Street
City, ST Zip
Barcode

YES, I want to help my neighbors who are struggling with hunger during the holidays. Here is my gift of:

☐ $XX to provide $XXX meals
☐ $XX to provide $XXX meals
☐ $XX to provide $XXX meals
☐ $XX to provide $XXX meals
☐ $_______ to provide as much food as possible

☐ I prefer to give by credit card (please see reverse)

☐ I have signed and enclosed the Thanksgiving card to give to a local family.

Phone: (602) 242-FOOD (3663)
Online: www.stmarysfoodbank.org

[Scanline]
YOUR Compassionate Support WILL TOUCH
SO MANY LIVES!

- The working poor
- Seniors on fixed incomes
- Growing children
- People with disabilities
- Disaster victims
- Struggling families
- Those who are unemployed
- People experiencing homelessness

Please think of the men, women and children who need your help
this holiday season and give generously!

_____ Special Gift On My Credit Card

Please Charge To: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Amount: $ ________________ ☐ Please make this a monthly gift and include me in the Monthly Giving Circle.

Account Number: ______________________________

Expiration Date: ____________________ Security Code: ____________ (last 3 digits on back of card, for AMEX last 4 on front of card)

Print Name on Card: ________________________________ Phone # (in case we have questions): ______________________________

Signature: ________________________________

☐ I have included St. Mary’s Food Bank Alliance in my will or estate plan.

☐ Please send information on including St. Mary’s Food Bank Alliance in my will or estate plan.

Donations to St. Mary’s Food Bank Alliance are tax deductible to the fullest extent of the law and may qualify for the Arizona Charitable Tax Credit.

St. Mary’s Food Bank is a non-sectarian, non-profit organization. More than 95 percent of all donations goes toward programs to feed hungry people in Arizona.

HAPPY Thanksgiving

I wish you and your loved ones a happy Thanksgiving filled with love and joy!

Sincerely, ________________________________
Thank You!

St. Mary's Food Bank Alliance
PO Box 29449
Phoenix AZ 85038-9449
Barcode

Please place your stamp here
Components to include

- Specific ask amount
- Monthly giving option
- Credit card option
- Telephone number
- Matching gifts
- Reminder – tax deductible
- 501(c)(3) message
- CODE – so you can track results
What are others doing?

• Research what other organizations are doing

• Make a $5 donation to your favorite non-profit

• Save them – put sticky notes on them – gives you ideas

• If they’re big, they’re paying outside companies to do them. You can’t plagiarize but it might give you ideas.
Who to send to?

• List in your database
  • (show of hands – who has a database?)

• Everyone you come in contact with
  • Cash donations
  • Food donations
  • Food drives
  • Events
  • Board members’ friends/associates
Acknowledgement Letters

• Send within 48 hours
• Thank them – be specific
• Invite them for a tour/coffee
• Original signature and note if possible
• Reply envelope
Questions?
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St. Mary’s Food Bank
602-343-3146
lanotaro@firstfoodbank.org