

Increase Your Net Revenue  
with DirectMail.com's  
Fundraising Solution:

# Charitable Share of Wallet

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**DirectMail.com™**

Intelligent Marketing Solutions. *Delivered.*

## The Intelligent Marketer

POWERED BY DIRECTMAIL.COM

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# Charitable Share of Wallet

Using this exciting solution as part of your fundraising mix, you can increase response rates and reduce costs for your organization.

Charitable Share of Wallet (CSW), a custom, data-driven solution, combines data, analytics, and dynamic creative concepts to increase nonprofits' net revenue via decreased direct marketing costs and increased donor response rates. The solution, which is the latest offering from DirectMail.com's fundraising practice, incorporates five separate techniques that its experts use alone or in combination to achieve greater return on marketing investment (ROI).

## Five Options to Maximize Engagement and Donations

Improve your acquisition and cultivation with one or more of these capabilities:

### 1. Dynamic Personalization

Our data provides the information you need to create specific messages and unique incentives that will improve your overall response rate.

### 2. Customized Ask Arrays

Know who to ask, what to ask, when to ask, and how much to ask for, resulting in higher-than-average gifts and higher lifetime values.

### 3. Geographic Selection

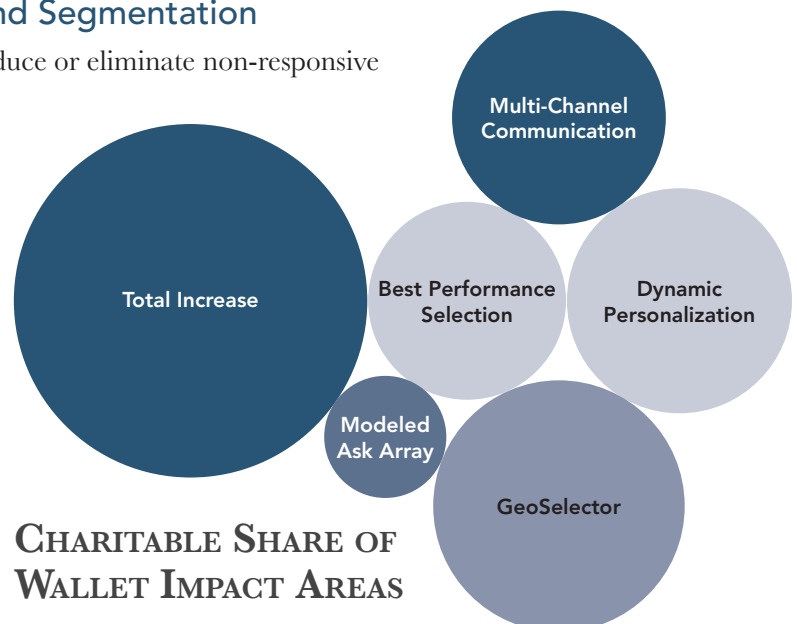
With DirectMail.com's proprietary GeoSelector tool, you have the ability to select or deselect specific geographic areas and demographic criteria at the household level.

### 4. Customized Modeling and Segmentation

Using this capability, you can reduce or eliminate non-responsive markets and quickly identify the best outside data sources.

### 5. Multi-Channel Data Integration

For long-term benefits, stop marketing in silos and use an integrated approach that will reduce attrition and build strong donor bonds.



## Better Insights, Better Results

Data-driven analysis is making a difference to organizations like yours. Recently, DirectMail.com was retained to help a national nonprofit achieve greater results with their donor programs. They were able to leverage DirectMail.com's Charitable Share of Wallet solution.

After an in-depth analysis of the donor file, DirectMail.com created a customer snapshot and developed a roadmap highlighting the path to increased gross income. With mailing lists suppressed to reflect only those individuals sharing the demographic characteristics of likely responders, DirectMail.com saved the nonprofit by mailing thousands fewer pieces.

Notably, the mailing yielded almost a 43% increase in response and a 62% lift in ROI (computed as dollar return per thousand pieces mailed). Also, gross income rose above 57% and the average gift increased by over 13%.

## Why DirectMail.com Fundraising Solutions? Why now?

- Though costs are increasing, DirectMail.com can help you can mail fewer pieces and get better results.
- Dynamic messaging is complicated, but the experts at DirectMail.com plan a customized approach and help you implement it.
- Integrated marketing is a challenge if you have data management issues. DirectMail.com has been working with clients on the most sophisticated multi-channel marketing programs for over 40 years.
- One call can improve your acquisition rates dramatically!

## Getting Started

It's easy to engage our fundraising experts to do a Charitable Share of Wallet Analysis, Snapshot, Test Campaign, or Full Donor Profile. Contact us to find out how we can jump-start your donor program and put you on the path to future success.

To learn more, visit [www.directmail.com](http://www.directmail.com) or contact a sales representative at 1-866-284-5816

## CHARITABLE SHARE OF WALLET DASHBOARD

The Charitable Share of Wallet interactive dashboards provide insight well beyond traditional RFM. Connecting online, offline, demographic and modeled data, Directmail.com's dashboards deliver a comprehensive view of your organization's performance - supporting sound decisions based on facts and trends.



For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through Intelligent Marketer, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.