



News You Can Use

In This Issue

[Results Range](#)

[Package Test Winner](#)

[Direct Mail 101](#)

[All Aboard for E-Communication](#)

[Hear Ye! Hear Ye! Multimedia Approach to Fundraising](#)

[In The Mail: Developing Your Donors](#)

[In Postal News...](#)

[Segmentation, Localization and Personalization](#)

[National Do Not Mail List](#)

Quick Links

[Newport Creative Homepage](#)

[Contact Humane E-mail](#)

(We are happy to answer any questions or provide additional material)

Results Range:

2010 Membership Renewal

Response Rate

10% - 12.5%

Average Gift

\$35 - \$48

- Fall 2010 -

An e-Newsletter for Animal Welfare Organizations

Dear Reader,

We are pleased to send you *News You Can Use*, An e-Newsletter for Animal Welfare Organizations. It is our hope that this issue, as well as subsequent issues, will provide relevant information, inspire your curiosity, and incite you to think in uncommonly creative ways.



Happy Reading,

Jeff, Doreen & Allie

All Aboard for e-Communications!

As you know...in addition to direct mail fundraising, Newport Creative offers other multi-channel approaches to raise awareness and dollars.

When used wisely, one of the most effective tools is the "e-Reminder", or an e-mail sent to donors following a mail campaign to encourage them to give directly online and/or to thank them for already giving to the appeal.

Based on recent results, we have seen a 15% increase in the size of the direct mail average gift when e-Reminders are sent out.

Other unique approaches include e-mail sandwiching and landing pages.



2010 Spring Donor Appeal

Response Rate
5.5% - 9.0%
Average Gift
\$25 - \$35

2010 Spring Acq. Appeal

Response Rate
0.75% - 1.5%
Average Gift
\$23 - \$32

2010 Summer Fund Appeal

Response Rate
5.5% - 8.9%
Average Gift
\$28 - \$41

Package Test Winner:



Name Label VS. Penny Package

WINNER!!!



Upcoming Dates:

Hear Ye! Hear Ye! A Multimedia Approach to Fundraising.

Late Fall of 2010, Newport Creative will implement an interactive landing page. Inspired by the success of the UN's Voices Campaign, this landing page will give donors the opportunity to interact with your organization by *hearing animals "speak."*



**Want to hear it for yourself, Reader?
Click on the media icon above!**

At no cost, Newport Creative provides a multi-media landing page that will allow your donors to hear a message from one of your animals. This unique URL will feature an audio clip recorded by a member of your organization, a graphic of the animal featured in your direct mail solicitation and a live donate button for optional on-line giving.

In The Mail: Developing Your Donors



A sophisticated direct mail program will always include the testing of new themes and packages against the most successful current package (called the "control"). And when, usually after a series of tests, a new package beats out the old one, it becomes the new

"control." This ensures the continuation of fresh, enthusiastic donors.

In Postal News...



The Good News: The Dawn of the Intelligent Barcode (Or, "What's That Funny-Looking Thing On My Direct Mail Piece?")

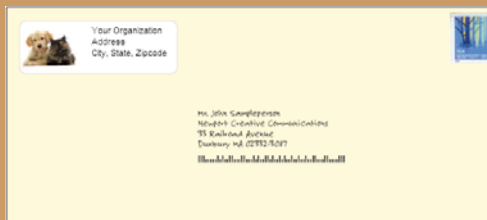
October 27th - November Appeal Postage Due
November 3rd - November Appeal Mail Date
November 5th - 2011 Membership Renewal Approval Due, Copy and Concepts

Featured Pet & Human:



Bella & Allie

Direct Mail 101:



Reuse winning packages. Donors don't remember (but you do) the appeals you sent a year ago. Freshen up the copy as needed.

To Ponder:

"The greatness of a nation and its moral progress can be judged by the way its animals are

USPS has introduced the next generation of [barcode technology](#) rightfully named *The Intelligent Mail Barcode* or "IMB" for those who like acronyms.

The revised set-up aims to increase deliverability and efficiency by enhancing the amount of tracking information within each code line. Regulators expect that all mailers will need to be IMB compliant by May 2011.

At Newport Creative, we have already implemented IMB as part of the Summer Donor Appeal and will utilize the code line in all your upcoming packages.



The Bad News: Postage Increase Looming

USPS has filed for an urgent price increase which will result in a 90-day proceeding at the [Postal Regulatory Commission \(PRC\)](#). Final prices are expected to be published October 6th, with implementation of the changes occurring early-to-mid January. Postage rate for all classes of mail are expected to increase by roughly 5%. Please stay tuned.



Segmentation, Localization and Personalization: The Conservation of Your Donor's Unique Identity.

For the past 18 months we have been generating segmentation analysis reports, determining the most cost-effective donor to solicit.

Recently a couple of our clients incorporated their months of segment analysis reports and now net revenue 20% to 35% higher than in previous years, mailing fewer donors per campaign.

In addition, we utilize qualitative information from your donor file, such as first gift date, location, or pet's name, to personalize copy and enhance the donor's connection to your organization based on their interests.

To find out more, contact us at:
humaneemail@newportcreative.com

National Do Not Mail List: Stop Mailing Me!

We have all received *that* phone call/e-mail/letter before - "Hello. I received this most unwelcome letter from you. Stop mailing to me. Or else!"

There is always a small group of recipients who frankly just don't want to be contacted. Generally these recipients

treated."

-Mahatma Gandhi

Newport Creative is a leading fundraising consulting and direct response marketing agency that serves over 80 global, national and regional nonprofit clients. The agency has established winning direct response programs across a diverse universe of clients, including human services, healthcare organizations, hospices, educational organizations, disability causes, and animal welfare groups

fall into two groups: prospects or acquisition recipients, who have no idea why they've received the mail piece, and, sadly, the family members and friends of deceased donors.

Fortunately, there is an answer - DMA Choice's website, www.dmachoice.org, offers a service that allows the individual to take control. Here a direct mail recipient can manage their personal information and choose which publications their names are associated with or remove a name permanently by registering with the national Deceased Do Not Contact List. In addition to removing the recipient's name from your database and submitting it to Newport Creative for entry on our "Global Humane Suppression List" - (used on all acquisition mailers), recipients will be able to stop unwanted mail at the source.

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