

\$29

How to Write and Design Effective Direct Mail Fundraising Reply Devices.

Alan Sharpe

*Attract the gifts you need
by making the donation
process quick and painless
for your donors (and you).*



Handbook Number 12

H A N D S - O N F U N D R A I S I N G S E R I E S

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FIRST PRINTING

Manufactured in Canada

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mailing envelope to save even more money. This also ensures that a donor's name and address are legible when the reply device arrives back at your office.

Coding

If you are mailing to people who are not on your house file, be sure to key code each reply device with a series of letters or numbers, or both, that identifies the source of the name (such as the mailing list and mailing campaign).

Instructions

The easiest way to instruct the donor what to do in such a tight space as a reply device is to phrase your instructions in the donor's voice. So instead of saying:

“Complete this form and we will validate your membership and start sending you your member benefits and our monthly newsletter. You do not need to send money now. You will be billed later.”

you instead say

Yes, I accept the President's invitation. Please validate my membership and start sending me all of my membership benefits, including *Tower Magazine*. I understand that I do not need to send any money now. I will be billed for the annual dues of \$55 later.

Mistakes to avoid

1. Introducing new ideas or taking a new direction
2. Making the donor do too much
3. Leaving insufficient room for donors (particularly elderly donors) to complete the form
4. Using the same reply device for every appeal. Because they are printed several at a time on a sheet of paper, reply devices are inexpensive to produce. So design one for each appeal so that each reply device supports the case for support and appeal for funds in each appeal package
5. Forgetting to include the donor's unique identification number

SAMPLE ONE

YES! I want to help build homes for more families in need.

OPTION 1: Monthly contribution
I have completed the form on the other side.

OPTION 2: Single contribution
I prefer to offer my support by making a donation of:

\$25 \$50 \$100 \$250 Other: \$ _____

Mr. Joe Sample
743 Renaud Avenue
Dorval, Quebec H9P 2N1

100/1 (G)

ACQAPR04 - HFF-B

8030 - B000010

I am paying by:

Cheque or money order
(payable to Habitat for Humanity Canada)

Card Number _____ / _____ () _____

Expiry Date _____ Telephone _____

Signature _____

E-mail _____

LB8030-B/E

A tax receipt will be issued for all donations. Our charitable registration number is: 11895-0120-RR0001.

Reply device front

PRE-AUTHORIZED MONTHLY GIVING PROGRAM

HOPEBUILDERS

By joining HOPEBUILDERS, you help Habitat for Humanity Canada provide affordable housing for families in need all across Canada. You help us increase awareness, and keep our administrative costs to a minimum.

I would like to contribute :

\$10 \$15 \$20 OTHER \$ _____ PER/MONTH

Yes, I authorize *Habitat for Humanity Canada* to withdraw the following amount from my credit card or bank account on the 15th day of every month. I may change the amount or cancel my monthly contribution at any time by notifying Habitat for Humanity Canada.

I have provided credit card information for monthly withdrawals on the other side.

I have enclosed a cheque with VOID written across it so that *Habitat for Humanity Canada* can arrange the monthly withdrawal from my bank account.

Reply device back

Receive free tips like this each week by email. Sign up for Alan Sharpe's Fundraising Letter at www.RaiserSharpe.com