

Table of Contents

Survey of Use of Direct Mail in Fundraising.....	1
THE QUESTIONNAIRE.....	12
SELECT SURVEY PARTICIPANTS	17
SUMMARY OF MAIN FINDINGS.....	18
Characteristics of the Sample.....	18
Mean Annual Funds Raised by the Institutions in the Sample.....	18
Source of Funds for the Institutions in the Sample	18
Number of Fundraisers Employed by the Institutions.....	19
Spending on Direct Mail.....	19
Spending on Mailing Lists.....	19
Direct Mail Costs as a Percentage of Total Fundraising Costs.....	20
Policies on the Inclusion of Postage-Paid Envelopes	20
Cost Per Piece in the Direct Mail Operation.....	20
Trend in Direct Mail Costs	20
Spending on Direct Email in 2012.....	21
Spending on Direct Email in 2013.....	21
Spending on Direct Email Mailing Lists	21
Number of Fundraising Oriented Emails Sent Out in the Past Year	21
Policies Regarding the Use of Direct Email in Fundraising.....	22
Impact of Digital Printing on Fundraising Operations	22
Source of Lists for Fundraising	22
Direct Mail Costs Accounted for by Postage	23
Direct Mail Costs Accounted for by Fulfillment.....	23
Direct Mail Costs Accounted for by Printing	23
Collaborative Mailings	23
Organizations that have Developed Statistical Measures of Response Rates	23
CHAPTER ONE: Sample Characteristics.....	25
Table 1.1 Your organization might best be described as:	25
Table 1.2 Your organization might best be described as: Broken out by Type of Organization.....	25
Table 1.3 Your organization might best be described as: Broken out by Total Annual Funds Raised	25
Table 1.4 Your organization might best be described as: Broken out by Number of FTE Fundraising Staff.....	26

Overall Funds Raised, Source of Funds and Size of Fundraising Staff.....	27
Table 2.1 Approximate Total annual funds (\$) raised by your organization.....	27
Table 2.2 Approximate Total annual funds (\$) raised by your organization Broken out by Type of Organization.....	27
Table 2.3 Approximate Total annual funds (\$) raised by your organization Broken out by Total Annual Funds Raised	27
Table 2.4 Approximate Total annual funds (\$) raised by your organization Broken out by Number of FTE Fundraising Staff.....	28
Table 3 Approximately what percentage (%) of your organization's funding comes from each of the following groups	29
Table 3.1.1 Approximately what percentage (%) of your organization's funding comes from Individuals?	29
Table 3.1.2 Approximately what percentage (%) of your organization's funding comes from Individuals? Broken out by Type of Organization.....	29
Table 3.1.3 Approximately what percentage (%) of your organization's funding comes from Individuals? Broken out by Total Annual Funds Raised	29
Table 3.1.4 Approximately what percentage (%) of your organization's funding comes from Individuals? Broken out by Number of FTE Fundraising Staff.....	30
Table 3.2.1 Approximately what percentage (%) of your organization's funding comes from Foundations?	30
Table 3.2.2 Approximately what percentage (%) of your organization's funding comes from Foundations? Broken out by Type of Organization.....	30
Table 3.2.3 Approximately what percentage (%) of your organization's funding comes from Foundations? Broken out by Total Annual Funds Raised.....	30
Table 3.2.4 Approximately what percentage (%) of your organization's funding comes from Foundations? Broken out by Number of FTE Fundraising Staff.....	31
Table 3.3.1 Approximately what percentage (%) of your organization's funding comes from Businesses and Government Agencies?.....	31
Table 3.3.2 Approximately what percentage (%) of your organization's funding comes from Businesses and Government Agencies? Broken out by Type of Organization	31
Table 3.3.3 Approximately what percentage (%) of your organization's funding comes from Businesses and Government Agencies? Broken out by Total Annual Funds Raised	31
Table 3.3.4 Approximately what percentage (%) of your organization's funding comes from Businesses and Government Agencies? Broken out by Number of FTE Fundraising Staff.....	32
Table 4.1 How many total fundraising staff (including clerical) are employed by your organization? (full-time equivalent terms).....	33
Table 4.2 How many total fundraising staff (including clerical) are employed by your organization? (full-time equivalent terms) Broken out by Type of Organization.....	33
Table 4.3 How many total fundraising staff (including clerical) are employed by your organization? (full-time equivalent terms) Broken out by Total Annual Funds Raised	33
Table 4.4 How many total fundraising staff (including clerical) are employed by your organization? (full-time equivalent terms) Broken out by Number of FTE Fundraising Staff	34
CHAPTER TWO: Traditional Direct Mail Costs & Practices.....	35

Table 5 How much did your organization spend (\$) in direct mail fundraising in each of the following years?.....	35
Table 5.1.1 How much did your organization spend (\$) in direct mail fundraising in 2012?	35
Table 5.1.2 How much did your organization spend (\$) in direct mail fundraising in 2012? Broken out by Type of Organization	35
Table 5.1.3 How much did your organization spend (\$) in direct mail fundraising in 2012? Broken out by Total Annual Funds Raised.....	35
Table 5.1.4 How much did your organization spend (\$) in direct mail fundraising in 2012? Broken out by Number of FTE Fundraising Staff.....	36
Table 5.2.1 How much did your organization spend (\$) in direct mail fundraising in 2013?	36
Table 5.2.2 How much did your organization spend (\$) in direct mail fundraising in 2013? Broken out by Type of Organization	36
Table 5.2.3 How much did your organization spend (\$) in direct mail fundraising in 2013? Broken out by Total Annual Funds Raised.....	36
Table 5.2.4 How much did your organization spend (\$) in direct mail fundraising in 2013? Broken out by Number of FTE Fundraising Staff.....	37
Table 5.3.1 How much did your organization spend (\$) in direct mail fundraising in 2014 (projected)?	37
Table 5.3.2 How much did your organization spend (\$) in direct mail fundraising in 2014 (projected)? Broken out by Type of Organization	37
Table 5.3.3 How much did your organization spend (\$) in direct mail fundraising in 2014 (projected)? Broken out by Total Annual Funds Raised.....	37
Table 5.3.4 How much did your organization spend (\$) in direct mail fundraising in 2014 (projected)? Broken out by Number of FTE Fundraising Staff.....	38
Table 6 How much did your organization spend (\$) for direct mail mailing lists in each of the following years? (traditional lists not email lists which are covered separately).....	39
Table 6.1.1 How much did your organization spend (\$) for direct mail mailing lists in 2012?	39
Table 6.1.2 How much did your organization spend (\$) for direct mail mailing lists in 2012? Broken out by Type of Organization	39
Table 6.1.3 How much did your organization spend (\$) for direct mail mailing lists in 2012? Broken out by Total Annual Funds Raised.....	39
Table 6.1.4 How much did your organization spend (\$) for direct mail mailing lists in 2012? Broken out by Number of FTE Fundraising Staff.....	40
Table 6.2.1 How much did your organization spend (\$) for direct mail mailing lists in 2013?	40
Table 6.2.2 How much did your organization spend (\$) for direct mail mailing lists in 2013? Broken out by Type of Organization	40
Table 6.2.3 How much did your organization spend (\$) for direct mail mailing lists in 2013? Broken out by Total Annual Funds Raised.....	40
Table 6.2.4 How much did your organization spend (\$) for direct mail mailing lists in 2013? Broken out by Number of FTE Fundraising Staff.....	41
Table 6.3.1 How much did your organization spend (\$) for direct mail mailing lists in 2014 (projected)?	41

Table 6.3.2 How much did your organization spend (\$) for direct mail mailing lists in 2014 (projected)? Broken out by Type of Organization.....	41
Table 6.3.3 How much did your organization spend (\$) for direct mail mailing lists in 2014 (projected)? Broken out by Total Annual Funds Raised.....	41
Table 6.3.4 How much did your organization spend (\$) for direct mail mailing lists in 2014 (projected)? Broken out by Number of FTE Fundraising Staff.....	42
What has been the trend in your organization's use of direct mail over the past 5 years? Has it gone up or down? If there has been a marked change, by how much? Have you altered your strategy by using direct mail for some purposes but using internet-based or other means for other pursuits?.....	43
Table 7.1 About what percentage (%) of your fundraising costs, including appeals by phone, through web-based initiatives, on television, radio, billboards, special events and other ways of raising money, are accounted for by traditional direct mail advertising?	45
Table 7.2 About what percentage (%) of your fundraising costs, including appeals by phone, through web-based initiatives, on television, radio, billboards, special events and other ways of raising money, are accounted for by traditional direct mail advertising? Broken out by Type of Organization.....	45
Table 7.3 About what percentage (%) of your fundraising costs, including appeals by phone, through web-based initiatives, on television, radio, billboards, special events and other ways of raising money, are accounted for by traditional direct mail advertising? Broken out by Total Annual Funds Raised	46
Table 7.4 About what percentage (%) of your fundraising costs, including appeals by phone, through web-based initiatives, on television, radio, billboards, special events and other ways of raising money, are accounted for by traditional direct mail advertising? Broken out by Number of FTE Fundraising Staff.....	46
Table 8.1 Do you generally include a postage paid or pre-stamped return envelope with your direct mailing?.....	47
Table 8.2 Do you generally include a postage paid or pre-stamped return envelope with your direct mailing? Broken out by Type of Organization.....	47
Table 8.3 Do you generally include a postage paid or pre-stamped return envelope with your direct mailing? Broken out by Total Annual Funds Raised	47
Table 8.4 Do you generally include a postage paid or pre-stamped return envelope with your direct mailing? Broken out by Number of FTE Fundraising Staff	48
Table 9.1 What is your average cost per piece (\$) for all costs for the most common type of traditional mailing that your organization does?.....	49
Table 9.2 What is your average cost per piece (\$) for all costs for the most common type of traditional mailing that your organization does? Broken out by Type of Organization.....	49
Table 9.3 What is your average cost per piece (\$) for all costs for the most common type of traditional mailing that your organization does? Broken out by Total Annual Funds Raised	49
Table 9.4 What is your average cost per piece (\$) for all costs for the most common type of traditional mailing that your organization does? Broken out by Number of FTE Fundraising Staff.....	50
What has been the trend in costs for your direct mail operation over the past three years? Have costs per piece gone up? Discuss separately graphics, artwork, paper costs, fulfillment costs and other costs that may have impacted your direct mail effort.....	51

CHAPTER THREE: Use of Direct EMail	53
Table 10 How much did your organization spend (\$) on direct email in each of the following years:	53
Table 10.1.1 How much did your organization spend (\$) on direct email in 2012?.....	53
Table 10.1.2 How much did your organization spend (\$) on direct email in 2012? Broken out by Type of Organization	53
Table 10.1.3 How much did your organization spend (\$) on direct email in 2012? Broken out by Total Annual Funds Raised.....	53
Table 10.1.4 How much did your organization spend (\$) on direct email in 2012? Broken out by Number of FTE Fundraising Staff.....	53
Table 10.2.1 How much did your organization spend (\$) on direct email in 2013?.....	54
Table 10.2.2 How much did your organization spend (\$) on direct email in 2013? Broken out by Type of Organization	54
Table 10.2.3 How much did your organization spend (\$) on direct email in 2013? Broken out by Total Annual Funds Raised.....	54
Table 10.2.4 How much did your organization spend (\$) on direct email in 2013? Broken out by Number of FTE Fundraising Staff.....	54
Table 10.3.1 How much did your organization spend (\$) on direct email in 2014?.....	55
Table 10.3.2 How much did your organization spend (\$) on direct email in 2014? Broken out by Type of Organization	55
Table 10.3.3 How much did your organization spend (\$) on direct email in 2014? Broken out by Total Annual Funds Raised.....	55
Table 10.3.4 How much did your organization spend (\$) on direct email in 2014? Broken out by Number of FTE Fundraising Staff.....	55
Table 11 How much did your organization spend (\$) on direct email lists in the following years including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required.	56
Table 11.1.1 How much did your organization spend (\$) on direct email lists in 2012 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required?	56
Table 11.1.2 How much did your organization spend (\$) on direct email lists in 2012 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Type of Organization.....	56
Table 11.1.3 How much did your organization spend (\$) on direct email lists in 2012 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Total Annual Funds Raised.....	56
Table 11.1.4 How much did your organization spend (\$) on direct email lists in 2012 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Number of FTE Fundraising Staff.....	57
Table 11.2.1 How much did your organization spend (\$) on direct email lists in 2013 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required?	57
Table 11.2.2 How much did your organization spend (\$) on direct email lists in 2013 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Type of Organization.....	57

Table 11.2.3 How much did your organization spend (\$) on direct email lists in 2013 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Total Annual Funds Raised.....	57
Table 11.2.4 How much did your organization spend (\$) on direct email lists in 2013 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Number of FTE Fundraising Staff.....	58
Table 11.3.1 How much did your organization spend (\$) on direct email lists in 2014 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required?	58
Table 11.3.2 How much did your organization spend (\$) on direct email lists in 2014 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Type of Organization.....	58
Table 11.3.3 How much did your organization spend (\$) on direct email lists in 2014 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Total Annual Funds Raised.....	59
Table 11.3.4 How much did your organization spend (\$) on direct email lists in 2014 including the costs of fulfillment when it is included in the list price and fulfillment by the list vendor is required? Broken out by Number of FTE Fundraising Staff.....	59
Table 12.1 Approximately how many fundraising emails did you organization send out in the past year?	60
Table 12.2 Approximately how many fundraising emails did you organization send out in the past year? Broken out by Type of Organization.....	60
Table 12.3 Approximately how many fundraising emails did you organization send out in the past year? Broken out by Total Annual Funds Raised	60
Table 12.4 Approximately how many fundraising emails did you organization send out in the past year? Broken out by Number of FTE Fundraising Staff	61
What has been the general trend in the use of email in direct mail fundraising for your organization over the past five years? Have you started to use it more? Or less? Found it effective or not?	62
If you use an outside service provider for your email fulfillment which one (s) do you use?	64
Table 13.1 Which phrase best describes your use of direct email for fundraising purposes?	65
Table 13.2 Which phrase best describes your use of direct email for fundraising purposes? Broken out by Type of Organization.....	65
Table 13.3 Which phrase best describes your use of direct email for fundraising purposes? Broken out by Total Annual Funds Raised	66
Table 13.4 Which phrase best describes your use of direct email for fundraising purposes? Broken out by Number of FTE Fundraising Staff	66
CHAPTER FOUR: Printing & Graphics.....	67
How has the use of digital printing and color digital printing impacted your direct mail operations, if at all?	67
Table 14.1 What approximate percentage (%) of your overall direct mail promotional printing costs are accounted for by digital printing?	69
Table 14.2 What approximate percentage (%) of your overall direct mail promotional printing costs are accounted for by digital printing? Broken out by Type of Organization..	69

Table 14.3 What approximate percentage (%) of your overall direct mail promotional printing costs are accounted for by digital printing? Broken out by Total Annual Funds Raised	69
Table 14.4 What approximate percentage (%) of your overall direct mail promotional printing costs are accounted for by digital printing? Broken out by Number of FTE Fundraising Staff.....	70
CHAPTER FIVE: Mailing Lists.....	71
Describe your organization's strategy for cleaning your mailing lists and controlling or reducing mail returns.	71
Table 15 What percentage of your mailings are from in-house maintained lists, lists exchanged with other organizations and what percentage are from rented lists?	73
Table 15.1.1 What percentage of your mailings are from in-house maintained lists?	73
Table 15.1.2 What percentage of your mailings are from in-house maintained lists? Broken out by Type of Organization.....	73
Table 15.1.3 What percentage of your mailings are from in-house maintained lists? Broken out by Total Annual Funds Raised	73
Table 15.1.4 What percentage of your mailings are from in-house maintained lists? Broken out by Number of FTE Fundraising Staff.....	74
Table 15.2.1 What percentage of your mailings are from rented lists?.....	74
Table 15.3.1 What percentage of your mailings are from lists exchanged with other organizations?	74
Table 15.3.2 What percentage of your mailings are from lists exchanged with other organizations? Broken out by Type of Organization	74
Table 15.3.3 What percentage of your mailings are from lists exchanged with other organizations? Broken out by Total Annual Funds Raised.....	74
Table 15.3.4 What percentage of your mailings are from lists exchanged with other organizations? Broken out by Number of FTE Fundraising Staff.....	75
What are some of your most common sources for direct mail lists?.....	76
What are some of your most common sources for Direct E-Mail Lists?	77
CHAPTER SIX: Fulfillment	78
What direct email service providers does your organization use to send out its direct emails?.....	78
Which organization (s) do you use for mailing fulfillment?.....	79
CHAPTER SEVEN: Cost Structure.....	80
Table 16 What is the percentage of total mail costs accounted for by each of the following factors as a general average for your organization's traditional direct mail efforts in the past year. The answers in each slot should be a percentage of 100%.	80
Table 16.1.1 What is the percentage of total mail costs accounted for by Postage Costs as a general average for your organization's traditional direct mail efforts in the past year?	80
Table 16.1.2 What is the percentage of total mail costs accounted for by Postage Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Type of Organization.....	80
Table 16.1.3 What is the percentage of total mail costs accounted for by Postage Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Total Annual Funds Raised	80

Table 16.1.4 What is the percentage of total mail costs accounted for by Postage Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Number of FTE Fundraising Staff.....	81
Table 16.2.1 What is the percentage of total mail costs accounted for by Mailing Lists as a general average for your organization's traditional direct mail efforts in the past year?..	81
Table 16.3.1 What is the percentage of total mail costs accounted for by Fulfillment Costs as a general average for your organization's traditional direct mail efforts in the past year? (i.e mailing house costs w/o postage and envelopes).....	81
Table 16.3.2 What is the percentage of total mail costs accounted for by Fulfillment Costs as a general average for your organization's traditional direct mail efforts in the past year? (i.e mailing house costs w/o postage and envelopes) Broken out by Type of Organization.....	81
Table 16.3.3 What is the percentage of total mail costs accounted for by Fulfillment Costs as a general average for your organization's traditional direct mail efforts in the past year? (i.e mailing house costs w/o postage and envelopes) Broken out by Total Annual Funds Raised.....	82
Table 16.3.4 What is the percentage of total mail costs accounted for by Fulfillment Costs as a general average for your organization's traditional direct mail efforts in the past year? (i.e mailing house costs w/o postage and envelopes) Broken out by Number of FTE Fundraising Staff.....	82
Table 16.4.1 What is the percentage of total mail costs accounted for by Printing Costs as a general average for your organization's traditional direct mail efforts in the past year?	82
Table 16.4.2 What is the percentage of total mail costs accounted for by Printing Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Type of Organization.....	83
Table 16.4.3 What is the percentage of total mail costs accounted for by Printing Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Total Annual Funds Raised	83
Table 16.4.4 What is the percentage of total mail costs accounted for by Printing Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Number of FTE Fundraising Staff.....	83
Table 16.5.1 What is the percentage of total mail costs accounted for by Design Costs as a general average for your organization's traditional direct mail efforts in the past year?..	84
Table 16.5.2 What is the percentage of total mail costs accounted for by Design Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Type of Organization.....	84
Table 16.5.3 What is the percentage of total mail costs accounted for by Design Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Total Annual Funds Raised	84
Table 16.5.4 What is the percentage of total mail costs accounted for by Design Costs as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Number of FTE Fundraising Staff.....	85
Table 16.6.1 What is the percentage of total mail costs accounted for by Salaries and Overhead as a general average for your organization's traditional direct mail efforts in the past year?	85

Table 16.6.2 What is the percentage of total mail costs accounted for by Salaries and Overhead as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Type of Organization.....	85
Table 16.6.3 What is the percentage of total mail costs accounted for by Salaries and Overhead as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Total Annual Funds Raised	86
Table 16.6.4 What is the percentage of total mail costs accounted for by Salaries and Overhead as a general average for your organization's traditional direct mail efforts in the past year? Broken out by Number of FTE Fundraising Staff	86
Table 17.1 Does your organization do collaborative direct mailings in which it includes its appeals or literature in a packet with those of other organizations which then share the total cost of the mailing?	87
CHAPTER EIGHT: Evaluating End Results.....	88
Table 18 Has your organization developed statistical measures of any of the following for your direct mail efforts?	88
Table 18.1.1 Has your organization developed statistical measures of Gross Response Rate (responses as a % of pieces mailed) for your direct mail efforts?	88
Table 18.1.2 Has your organization developed statistical measures of Gross Response Rate (responses as a % of pieces mailed) for your direct mail efforts? Broken out by Type of Organization.....	88
Table 18.1.3 Has your organization developed statistical measures of Gross Response Rate (responses as a % of pieces mailed) for your direct mail efforts? Broken out by Total Annual Funds Raised	88
Table 18.1.4 Has your organization developed statistical measures of Gross Response Rate (responses as a % of pieces mailed) for your direct mail efforts? Broken out by Number of FTE Fundraising Staff.....	89
Table 18.2.1 Has your organization developed statistical measures of Direct Mail Cost per Lead for your direct mail efforts?	89
Table 18.2.2 Has your organization developed statistical measures of Direct Mail Cost per Lead for your direct mail efforts? Broken out by Type of Organization	89
Table 18.2.3 Has your organization developed statistical measures of Direct Mail Cost per Lead for your direct mail efforts? Broken out by Total Annual Funds Raised	89
Table 18.2.4 Has your organization developed statistical measures of Direct Mail Cost per Lead for your direct mail efforts? Broken out by Number of FTE Fundraising Staff.....	90
Table 18.3.1 Has your organization developed statistical measures of Conversion Rate (% of responses converted to donations) for your direct mail efforts?	91
Table 18.3.2 Has your organization developed statistical measures of Conversion Rate (% of responses converted to donations) for your direct mail efforts? Broken out by Type of Organization.....	91
Table 18.3.3 Has your organization developed statistical measures of Conversion Rate (% of responses converted to donations) for your direct mail efforts? Broken out by Total Annual Funds Raised	91
Table 18.3.4 Has your organization developed statistical measures of Conversion Rate (% of responses converted to donations) for your direct mail efforts? Broken out by Number of FTE Fundraising Staff.....	91
CHAPTER NINE: Use of Predictive Modeling.....	92

Table 19.1 Has your organization ever hired a consultant to help develop a predictive model to aid in direct mail fundraising?	92
Table 19.2 Has your organization ever hired a consultant to help develop a predictive model to aid in direct mail fundraising? Broken out by Type of Organization.....	92
Table 19.3 Has your organization ever hired a consultant to help develop a predictive model to aid in direct mail fundraising? Broken out by Total Annual Funds Raised	92
Table 19.4 Has your organization ever hired a consultant to help develop a predictive model to aid in direct mail fundraising? Broken out by Number of FTE Fundraising Staff ..	93
If so how much did your organization spend?	94

THE QUESTIONNAIRE

CHAPTER 1 – Introduction

1. Your organization might best be described as:
 - A. College or University
 - B. Library
 - C. Hospital/Healthcare
 - D. Museum/Monument
 - E. Charity
 - F. Other (please specify)
2. Approximate Total annual funds raised by your organization?
3. Approximately what percentage of your organization's funding comes from each of the following groups:
 - A. Individuals
 - B. Foundations
 - C. Businesses and Government Agencies
4. How many total fundraising staff (including clerical) are employed by your organization? (full time equivalent terms)
5. Please add your name, institution and email address.

CHAPTER 2 – Traditional Direct Mail Costs & Practices

6. How much did your organization spend in direct mail fundraising in each of the following years?
 - A. 2012
 - B. 2013
 - C. 2014 (projected)
7. How much did your organization spend for direct mail mailing lists in each of the following years? (traditional lists not email lists which are covered separately)
 - A. 2012
 - B. 2013
 - C. 2014 (projected)

8. What has been the trend in your organization's use of direct mail over the past 5 years? Has it gone up or down? If there has been a marked change, by how much? Have you altered your strategy by using direct mail for some purposes but using internet -based or other means for other pursuits?
9. About what percentage of your fundraising costs, including appeals by phone, through web-based initiatives, on television, radio, billboards, special events and other ways of raising money, are accounted for by traditional direct mail advertising?
10. Do you generally include a postage paid or pre -stamped return envelope with your direct mailing?
 - A. Yes
 - B. No
11. What is your average cost per piece for all costs for the most common type of traditional mailing that your organization does?
12. What has been the trend in costs for your direct mail operation over the past three years? Have costs per piece gone up? Discuss separately graphics, artwork, paper costs, fulfilment costs and other costs that may have impacted your direct mail effort.

CHAPTER 3 – Use of Direct Email

13. How much did your organization spend on direct email in each of the following years:
 - A. 2012
 - B. 2013
 - C. 2014
14. How much did your organization spend on direct email lists in the following years including the costs of fulfilment when it is included in the list price and fulfilment by the list vendor is required?
 - A. 2012
 - B. 2013
 - C. 2014
15. Approximately how many fundraising emails did you organization send out in the past year?

16. What has been the general trend in the use of email in direct mail fundraising for your organization over the past five years? Have you started to use it more? Or less? Found it effective or not?
17. If you use an outside service provider for your email fulfillment which one (s) do you use?
18. Which phrase best describes your use of direct email for fundraising purposes?
 - A. We don't really use it
 - B. We use it for established donors but not really to acquire new ones
 - C. We use it for anyone we have established any kind of relationship with and we have their email
 - D. We exchange lists with other organizations, purchase opt-in lists and use email to acquire new donors as well as to build relationships with donors and others we have a relationship with already need

CHAPTER 4 – Printing and Graphics

19. How has the use of digital printing and color digital printing impacted your direct mail operations, if at all?
20. What approximate percentage of your overall direct mail promotional printing costs are accounted for by digital printing?

CHAPTER 5 – Mailing Lists

21. Describe your organization's strategy for cleaning your mailing lists and controlling or reducing mail returns.
22. What percentage of your mailings are from in-house maintained lists, lists exchanged with other organizations and what percentage are from rented lists?
 - A. in-house
 - B. rented
 - C. list exchanges
23. What are some of your most common sources for direct mail lists?
24. What are some of your most common sources for Direct E-Mail Lists?

CHAPTER 6 – Fulfillment

25. What direct email service providers does your organization use to send out its direct emails?
26. Which organization (s) do you use for mailing fulfillment?

CHAPTER 7 – Cost Structure

27. What is the percentage of total mail costs accounted for by each of the following factors as a general average for your organization's traditional direct mail efforts in the past year? The answers in each slot should be a percentage of 100%.
 - A. Postage Costs
 - B. Mailing Lists
 - C. Fulfillment Costs (i.e. mailing house costs w/o postage and envelopes)
 - D. Printing Costs
 - E. Design Costs
 - F. Salaries and Overhead
28. Does your organization do collaborative direct mailings in which it includes its appeals or literature in a packet with those of other organizations which then share the total cost of the mailing?
 - A. Yes
 - B. No

CHAPTER 8 –Evaluating End Results

29. Has your organization developed statistical measures of any of the following for your direct mail efforts?
 - A. Gross Response Rate (responses as a % of pieces mailed)
 - B. Direct Mail Cost per Lead
 - C. Conversion Rate (% of responses converted to donations)

CHAPTER 9 – Use of Predictive Modeling

30. Has your organization ever hired a consultant to help develop a predictive model to aid in direct mail fundraising?

A. Yes

B. No

31. If so how much did your organization spend?

SELECT SURVEY PARTICIPANTS

Atchison County Historical Society
Averett University
Baylor College of Medicine
Brookhaven College
Catholic Charities
College of Saint Elizabeth
Fauna & Flora International
Judson University
Marian University
Missouri University of Science and
Technology
Pickering University of Reading
Quincy University Alumni Services
Southeast Missouri State University ,University
Advancement
Southern Adventist University
Southern Arkansas University Foundation
Southwest Tennessee Community
College
Southwestern University
Teach First
University Art Gallery, Sonoma State
University
University of Arkansas Fort Smith Foundation,
University of Central Missouri
University of Illinois at Chicago
University of Wisconsin, Milwaukee
Western Illinois University
Workers' Educational Association