

Table 8.1 Do you generally include a postage paid or pre-stamped return envelope with your direct mailing?

	No Answer	Yes	No
Entire sample	0.00%	43.24%	56.76%

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

Type of Organization	Yes	No
Higher Education	46.15%	53.85%
Other	36.36%	63.64%

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

Total Annual Funds Raised	Yes	No
less than \$500 thousand	15.38%	84.62%
\$500 thousand - \$5 million	66.67%	33.33%
more than \$5 million	50.00%	50.00%

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

Number of FTE Fundraising Staff	Yes	No
less than 4	23.08%	76.92%
4 - 10	66.67%	33.33%
more than 10	41.67%	58.33%

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?

	Mean	Median	Minimum	Maximum
Entire sample	0.89	0.65	0.12	2.33

**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**

Type of Organization	Mean	Median	Minimum	Maximum
Higher Education	0.87	0.65	0.12	2.00
Other	0.95	0.48	0.25	2.33

**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**

Total Annual Funds Raised	Mean	Median	Minimum	Maximum
less than \$500 thousand	0.79	0.53	0.14	2.00
\$500 thousand - \$5 million	0.90	0.65	0.22	2.00
more than \$5 million	0.95	1.00	0.12	2.33

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

Number of FTE Fundraising Staff	Mean	Median	Minimum	Maximum
less than 4	0.78	0.53	0.14	2.00
4 - 10	1.34	1.55	0.22	2.33
more than 10	0.68	0.62	0.12	1.50

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.

- 1) Cost per piece have stayed relatively the same. We have kept the same superior design as in previous years but have started mailing to a smaller targeted audience.
- 2) Flat, except for postage.
- 3) printing costs have been going up
- 4) Our costs have remained relatively steady.
- 5) Cost per piece has increased as we have tried various formats and reduced our list sizes to create more targeted mailings.
- 6) Postage is going up, little information otherwise
- 7) UP
- 8) cost per piece have increased - mail house and postage account for greatest increase
- 9) Costs per piece vary depending on the message/project. No trend up or down
- 10) Costs have not significantly increased, with the exception of postage. We have tested many types of direct mail pieces and have found little difference in return rates for letters vs. color brochures
- 11) Cost per piece has gone up, number of pieces has gone down, graphics all done in house so no per piece cost
- 12) Costs have remained almost flat and this year we are working with our vendors to reduce costs across the board.
- 13) costs have stayed flat
- 14) the 2014 membership direct mailing is costing 25p (+vat) for postage per direct mail item; and for 31,355 item printing costs and fulfilment is £3,336 (+vat)
- 15) We have tried where possible to maintain the cost of our DM packs - however the print and postage costs in particular have increased. Creative costs have increased slightly - but do not represent a significant increase.
- 16) They have stayed about the same. We have an in-house graphic designer and print shop that helps keep our costs low.
- 17) n/a
- 18) Costs per piece have gone up due to the switch to lots of four color work.
- 19) Stayed fairly similar. We've been working with the same suppliers over the past three years and the only increase experienced has been the increase in postage.
- 20) cost per piece has increased
- 21) haven't started
- 22) We send a letter with return envelope. Nothing fancy. Only the slight increase in bulk rates have affected our total costs.
- 23) Generally costs have increased.
- 24) Costs have increased
- 25) See above- no trend as we have only trialled it once.