



Direct Mail Project Management

Facts:

- Direct mail is still the best way to reach out to new audiences to get them to join your organization. Prospective members still have to be targeted, invited and enticed to join!
- Direct Mail is still the most productive means of conducting renewal, lapsed, and annual appeal campaigns!
- Lapsed members should be part of every acquisition campaign and receive a special lapsed member appeal inviting them to renew their memberships.

Keys to Success:

- Creative Strategy
 - Marketing and Theme Development
 - Creative Graphic Design
 - Engaging Copywriting (Fund-raising AND Marketing appeal)
- List Strategy
 - List Broker
 - List Trade Negotiation
 - Data Processing, List Enhancement, Merge Purge Processing
- Production Strategy
 - Complete, Quality Printing Services
 - Gang Printing for Cost Savings
 - Mailing Services
 - Cost Saving Postal and Mailing Strategies
- Analysis Strategy
 - Time Sensitive Reporting
 - Match Back Analysis
 - Complete Campaign Narrative

Key Players:

Membership Team
Consulting Team
Management

Designer
Mail house

8 Weeks – Concept to Mailbox

Week 1 - Project initiation, Strategy/Theme Development

- Kick Off Conference Call
- Information Gathering
 - Branding
 - Images
 - Calendar
 - Logos
 - Approval Procedures

Week 2 - Creative Design, Copy, List Recommendations

- Outer Envelope Comps
- Copy Drafts for Review and Approval
- List Strategy Meeting

Week 3 - Copy Approval and Layout Revisions

- Outer Envelope edits and approval
- Copy Approved
- Package Art Presented – based on Envelope Selection

Week 4 - List Strategy and Final Creative Approval

- 4 Color Outer Envelope – 3 Week Production

- Print Proof Approval
- Package Art Final Edits and Approval
- List Requests Submitted – 2 Week Turn Around

Week 5 - Package Artwork to printer

- Package Art – 2 Week Production
 - Print Proof Approval

Week 6 – List Deadlines

- External List
- Internal Lists
- Do Not Mail/Current Member/Kill Files
- Data Process Begins – 1 Week Turn Around

Week 7 - Final List Selection

- Merge Purge Review
- Final Lists Selection
 - Past Performance

Week 8 - Mailing Services

- Laser Printing/Personalization
- Inserting
- Postage
- Delivery to post office

Things to Remember:

Consider upcoming events, exhibitions and seasons – Time Drops Accordingly!

Take into consideration the schedules and timing needed for organization approvals

Deadlines Deadlines Deadlines!

Membership Consultants

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