



DIRECT MAIL CAMPAIGN REPORTING

1. Objectives
2. Overview of approach & any initiatives being tested
3. Copy of creative
4. Results

The following list is a recommended starting point for reviewing the quantitative outcomes of a direct mail campaign.

Standard Campaign Reporting

- **Segment analysis**
Segment quantities selected, segment quantities mailed, total responses by segment, response rate, total income by segment, average gift per segment, return per 100 supporters
- **Total Income**
At 1 week, 3 weeks, 6 weeks, 10 weeks or campaign close
- **Total Cost**
Parameter to be defined and agreed (concepts, creative, postage, printing, in-directs)
- **Average Gift**
Appeal & by segment
- **Budget**
Income & Expenses
- **Budget to Actual Ratio**
Income & Expenses
- **ROI**
Budget, Actual
- **By Response Channel**
Mail, Email, Phone, Web
- **Testing results**
- **Total First time donors to Single Gift campaigns**
- **Conversions from non-financial segments**

Standard Campaign Analysis

Extended RVF analysis comparison:

- Grouping supporters by recency
- Grouping supporters by value
- Against previous campaign in same time slot
- Against previous campaign with same theme

Supporter Specific Campaign Analysis

Comparing 100 supporter returns by:

- Age
- State
- Gender
- Date of First Gift
- Value of First Gift
- Campaign of First Gift
- Channel of First Gift
- Payment Method
- Other

Key learnings

Process	<ul style="list-style-type: none"> • Was it followed and understood? • Improvements for future campaigns
Resources/info provided	<ul style="list-style-type: none"> • What choices were there?
Content	<ul style="list-style-type: none"> • Letter • Collateral • Design • Did it meet brief and expectations?
Key messages/image identity	<ul style="list-style-type: none"> • Did it keep with the brand?
Integration	<ul style="list-style-type: none"> • How effectively did the appeal link in with other direct mail/promotions?
Frequency	<ul style="list-style-type: none"> • Times since last donation • Last appeal responded to • Was it their highest gift?
Complaints and cancellations	<ul style="list-style-type: none"> • Positive and negative • Was it regarding the appeal? • Did they cancel or change their relationship with the organisation?