

Regulatory Nightmare for Nonprofit Mailers

By Stephen Kearney



The Postal Regulatory Commission finished its prolonged regulatory review and issued a final rule. It allows the United States Postal Service to raise postage rates for each of the next five years, well above the inflation cap in effect since 2006.

The Alliance of Nonprofit Mailers joined commercial mailing associations in filing an appeal opposing the new rule in the U.S. Court of Appeals for the D.C. Circuit. We argue the rule is unlawful as well as arbitrary and capricious.

Because the higher rates could start as soon as mid-year 2021, the Alliance also formally requested a stay by the regulator until the court makes its determination. In the likely event of a denial of the regulatory stay, we will then request a stay by the court itself. Such a delay in implementation is critical because the court could take months to make a decision, exposing mailers to much higher rates that they have no ability to recoup.

When the USPS issued its "Annual Compliance Report" in late December, it indicated that it likely will implement the higher rates in



Credit: Getty Images, Marcia Straub

2021. The USPS said it will wait for the PRC Annual Compliance determination in late March and then request approval by the USPS governors. That's when we will learn the exact plans for postage increases.

The expected rate increases are on top of the January regular increases and would be permanent. They range between 5.6% and 7.6%.

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Mail Delivery Trends for 2021: Insights from the Experts

By Carolyn Angelini



BIG PICTURE

For the most part, the USPS has gotten past the backlogs that occurred late November through the first half of January. They continue to report issues at some

facilities and overall they have been much more transparent with the industry in terms of sharing data. Here are the current facilities we are aware are running slightly behind processing standards:

• **First Class Letters:** Baltimore; Denver; Detroit; Greensboro, North Carolina; Harrisburg, Pennsylvania; Houston; Minneapolis; Richmond, Virginia

• **First-Class Flats:** Springfield, Missouri; Wilmington, Delaware

• **Marketing Mail:** Detroit; Philadelphia; Richmond, Virginia

The processing delays being called out in the media were all real concerns that impacted our clients' mail delivery. We've been tracking delivery closely for some time, and we've never before seen such an impact to delivery in both the length of days and depth of facilities impacted. Our December stats were indeed concerning (over two days slower than 2020 averages), but our January mail delivery trends are already looking better. There was a good deal of variability in delivery with some mail

Continued on page 6

President's Perspective

5 Ways to Stay Connected in 2021

By Polly Papsadore



Hello, DMAW Members! I am delighted and honored to serve as your president this year. 2021 will provide more opportunities for us to adapt, innovate and stay connected in new ways, and I'm eager to support these efforts.

"Staying Connected" is our new call to action created by our executive director Donna Tschiffely, and she nailed it! We all need the DMAW community now more than ever—so please stay connected to us and with each other. Here are five ways to get started:

1. Attend our workshops, Breakfast With an Expert series, panel discussions and online briefings, and reach out to our expert presenters with your questions and ideas.

2. Read Marketing AdVents, like you're

doing now, and share and discuss articles with your teams and colleagues. Our contributors are passionate about the topics they've taken the time to write about and want to hear from you. Author contact info is included at the end of every article, so send them a note!

3. Join our Happy Hours. The breakout room chats are always super fun, definitely not boring, and are a wonderful way to meet new friends.

4. Attend The Bridge Conference, write and read our blogs, stay engaged on social media and in our Member Forums on the DMAW website.

5. Share your knowledge, expertise and perspective, and reach out if you have questions or need help. That's what the DMAW community is here for. We are a kind, welcoming and helpful group! And your active engagement makes us stronger.

Looking forward to working with you all this year!

Polly Papsadore
polly@pmgdirect.net

P.S. What else should we be doing to stay connected? Please contact me if you have any ideas—or if you'd just like to say hello! Thank you!

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Calendar of Events

Data Privacy Legislative Update

Tuesday, February 23

Webinar

In partnership with DMFA & The Nonprofit Alliance
2:00 PM – 3:00 PM

Thursday, February 25

Breakfast With Expert Ben Harris,
President, Production Solutions

9:45 AM – 11:00 AM

(9:45 AM – 10:00 AM Coffee Chug Breakout)

Location: Zoom

Topic: Employee Satisfaction to Inspiration – Closing the Gap

DM 101

WEEK

A FULL WEEK OF TOPICS COVERING CREATIVE, LISTS, DATA HYGIENE/PROCESSING, PRODUCTION, DATABASE/ANALYTICS, DIGITAL MARKETING, & TELEFUNDRAISING/TEXT MARKETING WILL BE PRESENTED BY PROFESSIONALS IN EACH OF THESE FIELDS.

REGISTER AT DMAW.ORG

DMAW
Direct Marketing Association of Washington

Thursday, March 25

Breakfast With an Expert

9:45 AM – 11:00 AM

(9:45 AM – 10:00 AM Coffee Chug Breakout)

Location: Zoom

Topic: Human Resources – Onboarding New Staff

Monday, March 8 – Friday, March 12

DM 101 Week

1:00 PM – 2:00 PM

Location: Go To Webinar

Topic: Direct Mail 101

Wednesday, April 14

Webinar

1:00 PM – 2:00 PM

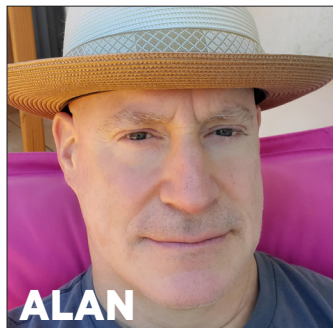
Location: Go To Webinar

Topic: Industry Benchmarking

Quick Takes

Every month DMAW asks people in our industry for their 'quick take' on a topic

What's your silver lining from 2020?



ALAN

We have been healthy and safe. With a combination of pandemic, election year and traditional direct mail schedules, 2020 produced a lot of new work for us.

With cautious optimism, I would not call it a banner year, but considering I was only looking ahead week to week and month to month since we and the economy could have been shut down at any moment, I was pleasantly surprised how the year ended and how 2021 has started.

I feel hopeful the "prosperity" will continue through 2021 and wish the same for others.

Alan Rich
President
Nova Label Co., Inc
alan@novalabel.com



AMI

2020 forced us to reflect on what is really important to us and emphasized how resilient we can be as a nonprofit community. Many organizations were forced to adapt their business practices and the way they fundraise. If you think of all the changes organizations that relied on face-to-face fundraising made for their constituent interactions to be successful, it's truly remarkable.

The number of organizational and partner transformations that were part of that pivot is next to miraculous. We are so proud of the contributions we made to assist those transitions, but also of the collaborative effort it took between organizations and their ecosystem of partners to make it all work.

If we got through 2020, what can we achieve together going forward? We can move mountains.

Ami Fish
Director of Client Services
ROI Solutions
afish@roisolutions.com



PINKY

I am grateful for the courage of all people who are helping us get through this pandemic. And nothing like relearning what you truly value when you are faced with a crisis.

It was also inspiring to see the continued generosity of donors supporting important causes in our country.

And so many nonprofits decided to experiment with marketing and technology—the future was uncertain but there was nothing much to lose and a great opportunity to test and learn.

Pinky Vincent
Board Member
Association of Fundraising Professionals — NYC Chapter
pinky.vincent@gmail.com



TAYLOR

The greatest silver lining of 2020 is that we learned just how resilient we are, that donors still give in hard times and that the challenges we faced did indeed push forward innovation for our sector.

As unnatural as it feels, discomfort goes hand in hand with growth; the fact that this year made things so unknown and so uncomfortable moved our industry to try things and flex new muscles in areas of technology, marketing and donor communications.

We will continue to build upon this, and I'm hopeful that the things we have learned will "stick," and this more agile, growth mindset will prevail and thrive in the nonprofit community.

Taylor Shanklin
VP of Growth
Firefly Partners
taylor@fireflypartners.com

Here's Why I Celebrate 2020

By Tim Kersten



Never in my lifetime have I seen a more emotionally charged year than 2020. We didn't just live through it, we suffered through it—some more than others, but all

Americans felt the pain in one way or another. We wept, we agonized, we worried.

Despite 2020's torments and tragedies, we also saw great kindness, generosity, beauty, nobility.

We witnessed the tremendous compassion of Americans when confronted with great need. It's truly heartening that in a highly polarized year millions of people came together in support of nonprofit organizations and their worthy causes.

This isn't some new phenomenon or trend. Giving to charity is deeply embedded in America's DNA.

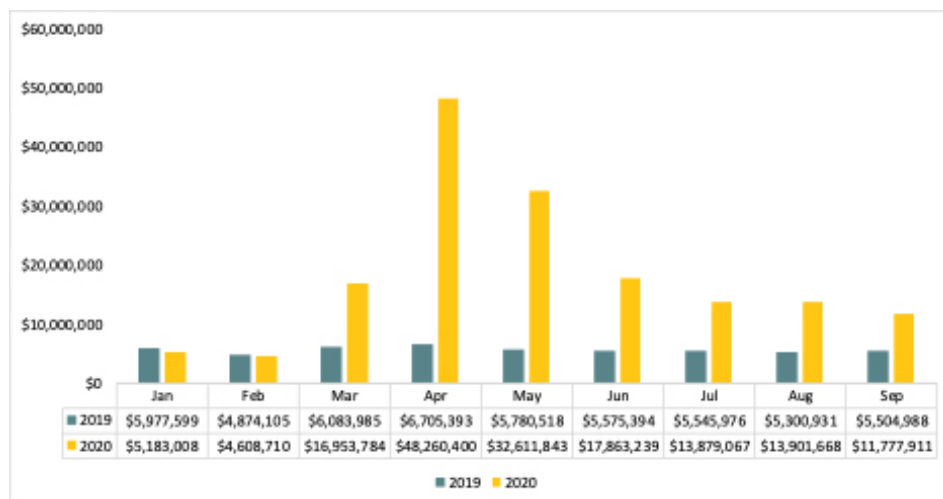
Our society puts a special value on organizations that pursue some social benefit—whether it's lifting people out of poverty, educating children, striving for social justice, feeding the hungry or some other worthy cause.

This charitable impulse is a fact that stood out to French author Alexis de Tocqueville after traveling across the U.S. back in 1831:

"I have seen Americans making great and sincere sacrifices for the key common good and a hundred times I have noticed that, when needs be, they almost always gave each other faithful support," Tocqueville wrote in his classic book, "Democracy in America."

It's inspiring to know that this hasn't changed. People of good will from all perspectives can still rally around certain truths—such as, if your neighbor is hungry, you do what you can to feed them.

That's why we saw staggering numbers, like giving to food banks increasing 402% year over year from April through September in 2020. What is amazing is that much of that giving was unsolicited. Without being asked, people simply saw the great need around them, went to food bank websites and gave.



Numbers generated from 57 RKD food bank clients of all sizes across all regions of the U.S.
Credit: RKD Group

And it wasn't just food banks. Nonprofit organizations of all shapes and sizes saw a surge in giving—a halo effect, as it were, as people's hearts were touched more deeply than ever by the needs of others.

What does that tell us about the nonprofit sector? The American public trusts us.

People don't give spontaneously unless they have a preexisting belief in the work that nonprofits are doing. That should give us all a reason to rejoice—and a reason to double down on stewardship and building relationships with these donors. Through our noble efforts as fundraisers, we perpetuate people's philanthropic impulse. We connect people to the causes they care about and make it easier for them to make a difference in the world. This outpouring of generosity reveals a ray of sunlight that illuminates the dark clouds of 2020.

Yes, it's sad to see miles of cars waiting for a food drive, but what a beautiful thing that there is a food bank. It's sad to see a child with cancer, but what a beautiful thing that there is a children's hospital to help. It's sad to see a homeless man begging for help, but what a beautiful thing that there are organizations that can provide meals and shelters.

It's good to be reminded yet again that we, as fundraisers, are in the business of solving problems and fixing things for the good of all.

Somewhere out there is one person whose life today is better because someone gave a donation. And that donation happened because a nonprofit fundraiser crafted a message and put it in front of the right audience. I think about this whenever I need a pep talk, to remind myself that my four decades in fundraising have been worthy and well spent. One direct mail package, one email, one Facebook ad can change untold numbers of lives.

I'm proud to help the world become more humane, just and compassionate. I encourage my fellow fundraisers to take heart and celebrate the great work our sector did in 2020 and do even more to make 2021 an equally successful year.

Widely regarded as one of the nation's top direct-response fundraising, strategic and creative talents, Tim Kersten brings more than 40 years of experience to his role as CEO of RKD Group, North America's leading provider of marketing and fundraising solutions for nonprofit organizations. He can be reached at tkersten@rkdgroup.com.

Mail Delivery Trends

Continued from page 1

delivering as normal and other deliveries taking substantially longer—all of which are directly related to the struggles at the USPS.

Nonprofit mailers likely realized delays in reply mail, which could initially skew their performance results as well as their typical response curves.

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2020 MAIL DELIVERY WRAP-UP

Oh, what a year. Overall, when we take a step back and look at delivery trends throughout the year, it looks like this:

- **January through March:** Typical mail delivery trends during Q1 even as the pandemic sets in.
- **April through June:** Commercial mail volume drops significantly, so even though the USPS is contending with pandemic-related reduced workforce constraints and additional precautionary measures, such as PPE, we realized faster overall delivery trends for our nonprofits' First Class and Marketing Mail. In Q2, our clients realized an average reduction of half a day in delivery compared to 2019.
- **July through September:** New postmaster general generates lots of hoopla in the news while upsetting the unions; the USPS saw even greater absentee rates and increased mail volumes (Commercial and Political Mail). These issues combined with the USPS' promise to prioritize election mail meant mail delivery was taking longer during Q3 than in years past.
- **October through December:** Election mail became the main focus in October and shortly after the election, the USPS became burdened with parcel volume they just couldn't say no to—nor could they reasonably handle. As a result, mail delivery trends suffered greatly starting mid-November through the first week in January before they began to stabilize.

Carolyn Angelini is director of resource and postal affairs at Production Solutions and has over 24 years of direct mail sourcing and postal experience. Carolyn can be reached at cangelini@psmail.com.

Credit: Getty Images, Mint Images



Delivery Trends We're Monitoring

By Debbie Sylvester



Anecdotally, individual service has been quite poor recently. Many of us have experienced delays with our holiday cards, bills and parcels. Delays can often be tied to local COVID-19 hotspots nationwide; areas impacted change weekly. And delays can vary depending on the type of mail: Marketing Mail; First-Class letters, flats and parcels; and Priority Mail.

Our commingling and drop ship trucking operations have also seen extended facility wait times to offload shipments at USPS centers in certain areas.

Our MailTracker reporting shows that our clients' presorted letter rate mail is delivering within acceptable time frames; however, we are seeing longer delivery times for flats, like calendar packages.

We expect delivery to continue to improve in the weeks and months ahead. Any workshare postal solutions that skip steps in the USPS delivery system, including drop shipping and commingling, help keep delivery times consistent and on schedule.

Debbie Sylvester, VP at MailSmart Logistics, has been helping nonprofits and businesses navigate the complexities of direct mail for over 25 years. Debbie can be reached at debbie@mailsmartlogistics.com.

Mail Delivery in 2021: Is It OK to Hope?

By Dave Lewis



USPS performance in the last couple of months of 2020 was probably as bad as it's ever been—the Postal Service acknowledged as much during a recent MTAC session.

Still, we are seeing promising trends that have us believing that service is returning to some kind of normal.

We have a few clients who mail First-Class letters nationwide on a daily basis that give us a solid data set to measure performance. For years, delivery times hovered consistently between 3.5 and four days through thick and thin. This past summer, service slipped a bit, adding about a half day, continuing through the election. Then in December service just went off the rails.

These same letters were averaging more than seven days to deliver for a few weeks in December. And this is presorted, barcoded First-Class letters—the fastest mail there is, taking a week to deliver. It was awful. Now, as we move into February, we are seeing delivery returning to the mean.

Delivery time for our mailers has come down to about 4.5 days and still dropping. Outside of a few underwater facilities, the worst being Detroit, Philadelphia and Baltimore, most facilities are clearing out and returning to a better schedule. For better or worse, it appears volume will continue to be reduced this spring, as it was last year, so we expect service to be pretty good. The postmaster general has committed to having the remaining clogged facilities cleared out by the second week of February.

Dave Lewis, president of SnailWorks, is a nationally known expert on direct mail and postal matters. Dave can be reached at dlewis@snailworks.com.

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Direct Marketing Association of Washington
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FRIDAY, MARCH 19, 2021

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Regulatory Nightmare

Continued from page 1

POTENTIAL MID-YEAR 2021 USPS INCREASES (PLUS 0.5% TO 1% CPI)

Compensatory: 5.6%

- First-Class Mail
- USPS Marketing Mail Non-Carrier Route Letters and High-Density/Saturation Mail

Non-Compensatory: 7.6%

- Non-Compensatory Classes
 - Periodicals
 - Package Services
- Non-Compensatory Products in Compensatory Classes
 - USPS Marketing Mail Carrier Route
 - USPS Marketing Mail Flats
 - USPS Marketing Mail Parcels

Nonprofit mailers already have been hit hard by the Great Recession, USPS temporary surcharge and COVID-19. USPS never has raised rates as far above inflation as the PRC is now allowing and never for a sustained five-year period. Looking at the disruption in nonprofit mail caused by previous events only makes the potential of the new rates scarier.

DEMOCRATS TO PRIORITIZE USPS REFORM LEGISLATION

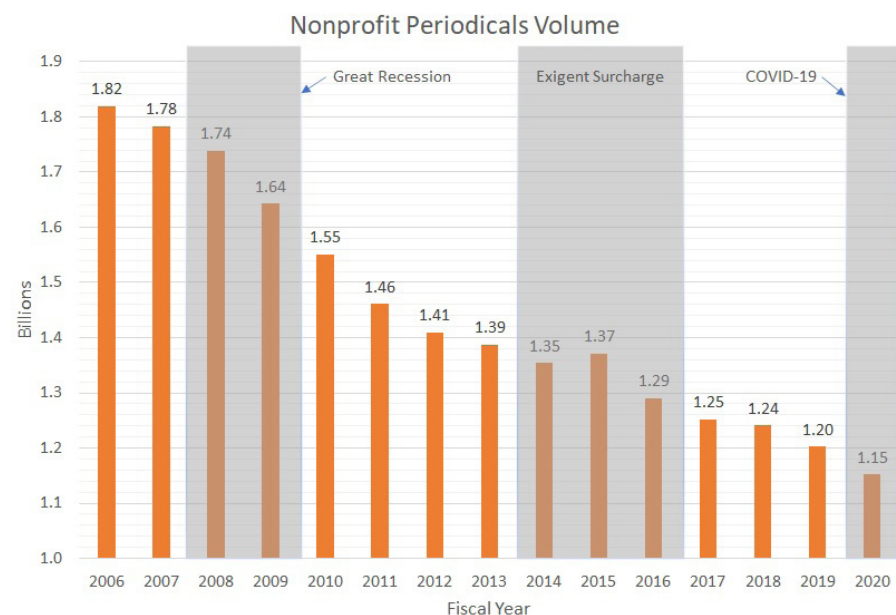
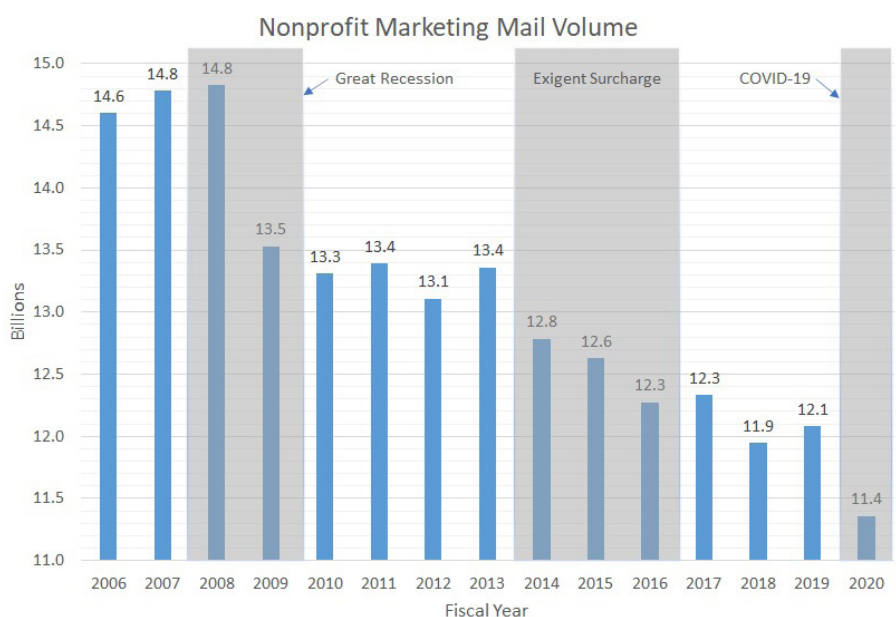
There is some reason for optimism that the long-standing postal reform logjam on Capitol Hill will be broken soon. There is a strong need for legislative reform to fix the growing imbalance between USPS revenues and costs.

President Biden has pledged his support for a strong USPS serving the needs of all Americans. The Alliance of Nonprofit Mailers has already shared its thoughts and offered help to the Biden transition team.

Senator Gary Peters (D-MI) is now the chair of the Senate Committee on Homeland Security and Governmental Affairs that is responsible for USPS legislation. Peters has made USPS reform his top priority after the necessary focus on other issues tied to the transition. The House Oversight Committee headed by Carolyn Maloney (D-NY) already is on record for postal reform.

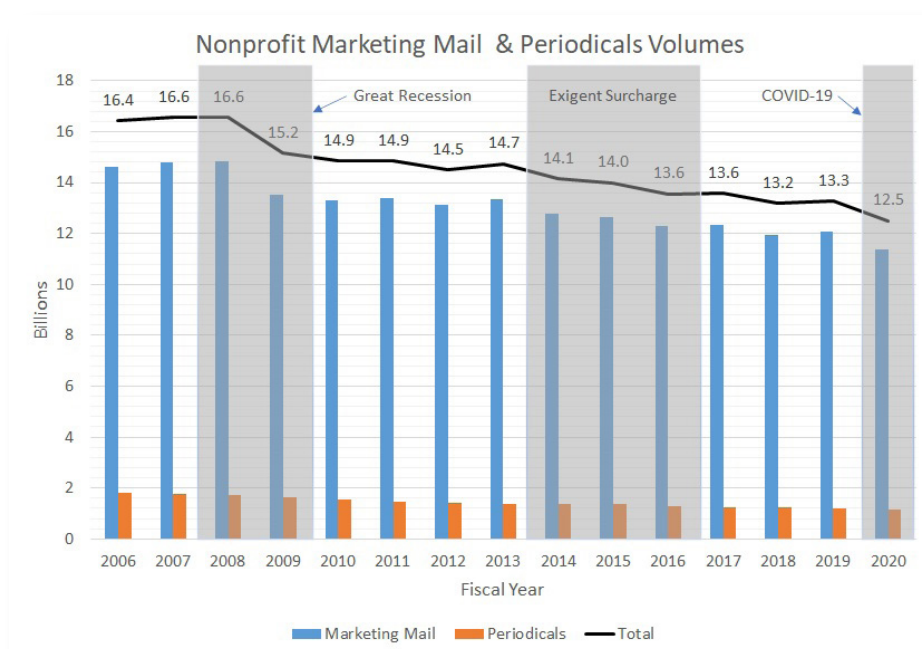
POSTMASTER GENERAL DEJOY PLANS TO STAY

Postmaster General Louis DeJoy has indicated his intention to stay on and to begin major strategic improvements for the USPS. We expect him to release a new long-term



The Alliance of Nonprofit Mailers advocates comprehensive reform that:

1. Beefs up regulatory teeth to ensure USPS operations deliver to service standards and remove massive inefficiencies and cost overruns.
2. Fixes retiree health care pre-funding.
3. Keeps the Consumer Price Index postage rate cap as is.
4. Measures and funds the USPS Universal Service Obligation (non-business functions and costs) with mandatory annual appropriations.



strategic plan very soon. At the same time, President Biden will have the opportunity to nominate three new USPS governors, which would give Democrats a five to four majority and the opportunity to appoint a new postmaster general.

As mailers know all too well, USPS delivery service has deteriorated during the peak period of fall and winter as the agency has been overwhelmed by packages and mail. The combination of excessive volumes and COVID-19-related employee absences and resignations have only added to the preexisting inefficiencies in USPS operations.

For the latest updates on the USPS situation, please visit nonprofitmailers.org.

Stephen Kearney is executive director of the Alliance of Nonprofit Mailers, which has represented nonprofits in postal matters for over 40 years. Steve held several senior management positions at USPS during his 33 years at the agency. He recently explained how to fix the Postal Service in a Roll Call article: bit.ly/36H0qo9. Steve can be reached at steve@nonprofitmailers.org.

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Case Study: A closer look at direct marketing campaigns in action

Video Box Reactivates High-Value Lapsed Donors

By Joseph Cross



THE CHALLENGE

The Children's Hospital of Philadelphia was looking for an out-of-the-box solution to identify and reactivate high-capacity lapsed donors. They needed a fresh idea that would stand out in the mail and reengage these donors at a higher rate than previous mailings.

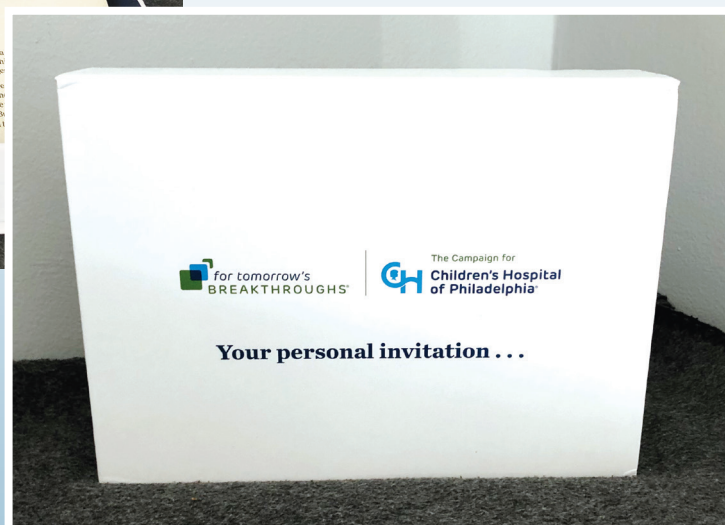
THE SOLUTION

Through modeling, CHOP identified donors with a high capacity to give who had never previously made a major donation. RKD Group worked to create a video box mailing targeted at lapsed donors that featured the inspiring story of Hannah—a child who was unable to speak until receiving experimental treatment from CHOP.

THE RESULTS

This unique mailing was an immediate success, netting \$203,327, bringing in seven new donors and upgrading four. Of the four donors who upgraded, three increased their giving level by at least 10 times their highest previous gift. Even better, the mailing gave Major Gift Officers opportunities to build long-term relationships, leading to numerous major gift conversations for the future.

Joseph Cross is the sr. associate director of direct marketing at the Children's Hospital of Philadelphia. He can be reached at crossj@chop.edu.





Mr. and Mrs. John Q. Sample
RKD Group
3400 Waterview Pkwy, Suite 250
Richardson, TX 75080-1560

Dear <<Salutation>>,

There's something really special about working at a place that has a strong mission of taking care of children. When I came to Children's Hospital of Philadelphia (CHOP), I knew that the difference I'd be making every day would have a lasting impact for generations to come.

Every day I hear from colleagues on the front lines of patient care who look into the faces of the children who come to our hospital for treatment... even when the tools to help them don't yet exist. Like the story of Hannah, who was featured in the video I shared with you today. When she first came to us, her breakthrough didn't exist. But that didn't stop us from continuing to provide her with the best care and looking for a treatment that could change her life... until we did just that.

We know these are challenging times, but it's for children like Hannah that CHOP can never stop working toward breakthroughs.

For Tomorrow's Breakthroughs: The Campaign for Children's Hospital of Philadelphia is the most ambitious fundraising effort in the hospital's 165-year history. This campaign set out to raise \$1 billion over 10 years and is drawing to a close this year. We invite you to join us in this historic campaign to create a breakthrough for every child. Don't let this opportunity pass you by. Please act today.

Your generosity will help us seize new opportunities and meet unexpected needs in areas such as:

Research — There are so many innovations at CHOP that are on the cusp of success. CHOP has incredible researchers who are harnessing the power of genomics to figure out what's causing a child's disease and target treatments accordingly. They have ideas for new therapies and devices that will change children's lives. This landmark campaign will accelerate that work even as outside sources of funding for pediatric investigation, such as the National Institutes of Health, have steadily pulled back — and those sources tend to prioritize adult-focused research.

Patient-Family Care — At the same time, so much of what CHOP does for kids and families in terms of emotional and practical support, and education simply aren't reimbursable by insurance. CHOP is committed to providing an exceptional patient-family experience. This means acknowledging and addressing the needs of the whole family and offering therapies families can't find anywhere else. We're ready to take all of this to the next level — with your help.

(next page, please)

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Because of you...
breakthroughs will
happen.

Now more than ever, private support is the key to advancing CHOP's ability to deliver breakthroughs for every child and family. There is still time for you to make an impact by supporting *For Tomorrow's Breakthroughs: The Campaign for Children's Hospital of Philadelphia*.

With the help of generous friends, we are shaping CHOP's future — and the healthy futures of our children — for many years to come.



Because of you...
more healthy futures will be possible.



Because of you...
lives will be saved.

As part of *For Tomorrow's Breakthroughs* campaign, the Children's Fund closes the gap between resources and breakthroughs. Gifts to the Children's Fund are unrestricted, meaning the funds are used where the need is greatest. It touches all areas of CHOP and furthers the hospital's mission. Supporting the Children's Fund enables our critical work of saving children's lives. It also ensures that children have access to one of the nation's best children's hospitals.



Credit: RKD Group

Credit: RKD Group



AFTER 165 YEARS OF FIRSTS,
WE'RE THRILLED TO ANNOUNCE
A SECOND

CHILDREN'S HOSPITAL
OF PHILADELPHIA
KING OF PRUSSIA
OUR SECOND INPATIENT HOSPITAL
A FIRST FOR CHILDREN'S HEALTH

The demand for CHOP's services is unprecedented. Recently, we were at 107% inpatient capacity. Countless families seek out CHOP, and we have a duty to bring our optimum care to each and every one of them.

See how you can be a partner in our mission.



Credit: RKD Group

DM 101 WEEK

March 8 - 12

1 - 2 pm and/or 2 - 3 pm every day

A FULL WEEK OF TOPICS COVERING CREATIVE, LISTS, DATA
HYGIENE/PROCESSING, PRODUCTION, DATABASE/ANALYTICS,
DIGITAL MARKETING, & TELEFUNDRAISING/TEXT MARKETING WILL BE
PRESENTED BY PROFESSIONALS IN EACH OF THESE FIELDS.

REGISTER AT DMAW.ORG



Out of the Trenches: Your direct marketing colleagues take a big-picture look at things

Despite Mail Delays, Nonprofits Had a Record-Breaking Year

By Amy Bobrick



Like many, I am happy to have 2020 behind me. The impact of the COVID-19 pandemic crept into every facet of our lives. It disrupted our routines. It slowed the economy.

It extended the holiday season into the new year. And it delivered a record-breaking year for many fundraisers.

In Q4, Merkle Response Management Group saw a 6% increase in total mail volume compared to this quarter in 2019. Donation volume was up 10% over last year. Much of the volume was driven by increases in the human services (38%), environmental (24.2%) and societal benefit (16%) sectors.

delivering more than 1.1 billion packages. As mail volumes surged, so did COVID-19 cases.

At one point, it was reported that there were more than 39,000 USPS employees out due to testing positive for COVID-19. That's 6% of its workforce. COVID-19 was not the only culprit for the backlog. There were winter storms in the Northeast. And USPS continued to deal with capacity and logistics challenges that were

only amplified due to the higher volume.

The latest update from USPS shares that mail is four to six weeks behind, and these delays are nationwide. We are waiting on updated information from the USPS and an estimated date for when they will be current.

These delays have forced some nonprofit partners to extend their year-end processing, keeping their books

open for several weeks longer than they are accustomed to. In the first half of January, mail postmarked back to early December was being received at our facility in Hagerstown, Maryland.

Despite the USPS delays, not only was the volume higher in Q4 this year, the amount of donations processed was significantly higher than last year (Figure 2). For the quarter, Merkle RMG processed 15% more

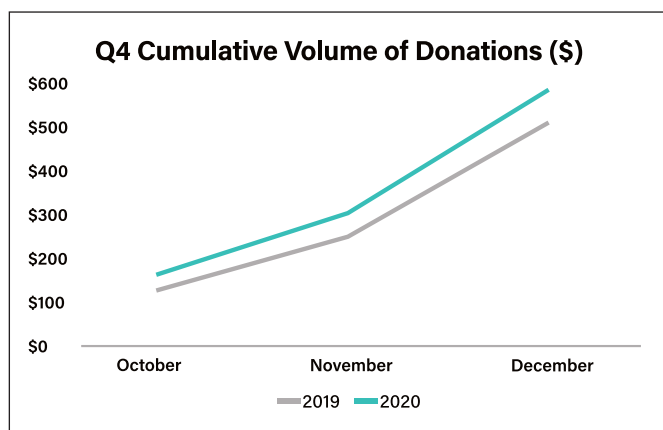


Figure 2: 2019 and 2020 Q4 cumulative volume of donations (\$)

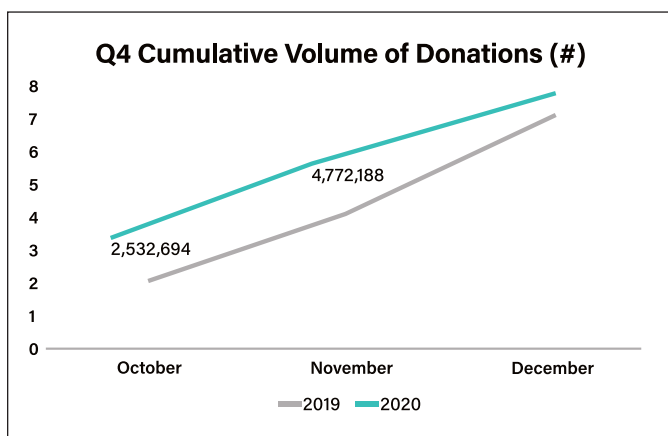


Figure 1: 2019 and 2020 Q4 cumulative volume of donations (#)

In October, donations were 22% higher than the previous year (Figure 1). But as we moved further into the quarter, that trend began to slow. At the end of November, donations were only 15% ahead, and by the end of December, donations dropped to 10% more than in 2019. Like so many other things, the pandemic is partially to blame for this decline. The USPS saw historic mail volumes throughout the holiday season—

in donations than in 2019. The cumulative revenue trend for the quarter is similar to the volume trend. The average gift was 5% higher in Q4 this year than in last year.

The human services sector had the greatest year-over-year increase of 84%. In December, the revenue was nearly double compared to 2019.

Nonprofits had a remarkable year in 2020—not just in fundraising but also in their ability to adjust and improvise. Who knows what 2021 has in store for our industry, but we know we have the resiliency and fortitude to succeed no matter what is thrown our way.

Note: The organizations included in the analysis are current clients that were fully onboarded prior to January 1, 2019. Political organizations, like party committees, campaigns and PACs were not included in the analysis.

Amy Bobrick is VP of strategy for Merkle Response Management Group. Amy works with nonprofits to implement strategic initiatives to address fundraising and stewardship challenges. She can be reached at ambobrick@merkleinc.com or 301-797-4468.

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Deadline for Articles and News Notes: 15th of the second month preceding issue date (e.g., deadline for May issue is March 15).

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News Notes

The U.S. Postal Service

recently announced financial results for the first quarter of fiscal year 2021 (Oct. 1, 2020 to Dec. 31, 2020) in a press release. Net income was reported at \$318 million while net loss was reported at approximately \$650 million—this excluded non-cash workers' compensation adjustments and a time-limited peak surcharge. During the holiday season, more than 1.1 billion packages were delivered despite challenges brought on by the pandemic. Compared to the same quarter the previous year, Marketing Mail revenue declined 5.6% (\$246 million), First-Class Mail revenue declined 2.7% (\$177 million) and sales from Shipping and Packages increased by 42.1% (\$2.8 billion). Additionally, total operating expenses were reported at \$21.1 billion, an increase of 5.3% (\$1.1 billion). This number was impacted by an increase in retirement benefits expenses of \$176 million. "Our strong growth in package volume during the holiday quarter shows how dramatically our business and revenue mix is shifting," Postmaster General and CEO Louis DeJoy said in the release. "While our positive financial results this quarter are certainly welcome, we continue to face systemic imbalances that make our current operating model unsustainable, and the economic impacts of the COVID-19 pandemic will continue to challenge the organization. It is essential that the Postal Service adopts comprehensive reforms so that we are able to meet the changing needs of our business and residential customers, and ensure our ability to provide reliable, universal mail and package delivery for all Americans."



Virtuous, a responsive fundraising platform for nonprofits, and **NextAfter**, a fundraising research lab and consultancy, released a new report titled "The State of Multi-Channel Donor Communications." In the report, researchers found that multichannel donors give more than three times as much as single-channel donors, but only 3% of nonprofits

sent multichannel communications to online and offline donors. Other key findings include 14% of organizations sent at least one email to offline donors, and 55% of organizations sent at least one mailed message to the online donor in four months; one in five organizations did not communicate to the offline donor in four months; and the online donor received 10 times more communications compared to the offline donor. To download the report, visit multichannelnonprofit.com/data.

Greg Fox has been appointed as chief strategy officer for Moore, according to a press release. A 36-year veteran of direct response fundraising, Fox joins Moore after a long tenure at Merkle, Inc., where he is credited for launching the company's full-service strategic data-based marketing agency for nonprofits. He has helped raise billions of dollars for many nonprofit organizations, including the American Heart Association, the American Cancer Society, Susan G. Komen, ALSAC/St. Jude's Children Research Hospital and many more.

*Is something exciting
happening in your company
or organization?*

Tell us about it!

Email the editor, Nhu Te,
at dmawadvents@dmaw.org



DMAW Educational Foundation

Professors' Institute 2021 Provides Many New Ideas

By Rob Richerson, PhD



The Professors' Institute was a great experience for me and an exciting opportunity for the University of Maryland Eastern Shore. We are building out more

of our direct and digital marketing classes, and the Professors' Institute provided new ideas for teaching and for connecting our students to opportunities in the industry. While organizing a virtual conference can be challenging for some, I think the organizers handled it exceptionally well. The case study presented by Jordanna Sussman was excellent, and the hands-on analytics exercise provided a tool that professors can immediately use in the classroom.

I appreciated the variety of content presented at the conference (case study, analytics exercise, Collegiate MAXI information, conversations with professionals), and I enjoyed the meaningful breakout sessions where we could network and share ideas with other professors. The presentation on the Collegiate Maxi competition made me excited to help our students organize a team for competition, and the career panel helped me see the opportunities that can open up to our students by connecting with the DMAW/EF.

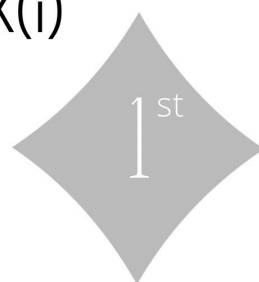
Rob Richerson is an assistant professor of marketing at the University of Maryland Eastern Shore in Princess Anne, Maryland. He teaches a variety of marketing courses including Creative Marketing Content and Marketing Research. You can reach him at wrricherson@umes.edu.

PROFESSORS' INSTITUTE 2021: BY THE NUMBERS

Taking it to the MAX(i)

7,200

jelly beans consumed



Virtual PI offering

Number of Presenters

10

20 years hosting PI

23

schools represented

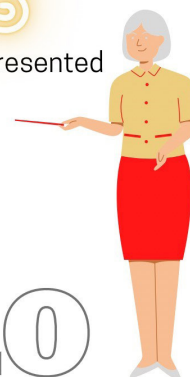
Number of Professors Attending

35



10

1st time Professors Attending



Member Spotlight



SUZANNE ANDERSON
 Director of Marketing
 RKD Group
sanderson@rkdgroup.com

Suzanne Anderson lives in Plano, Texas, with her husband, Casey, and two dogs, Baker and Connie. Her background in direct marketing began when the previous company she worked for was acquired. At that time, she was in the SaaS world working in Demand Gen for an organization that provided accounting and lease management software to large retailers.

During that time, she loved what she was doing and knew she wanted a similar role at a growing company. It was then that she found RKD Group. In her first year or two, she really enjoyed the learning curve. Nonprofit direct marketing was completely new to

her, and it was an interesting side to marketing for her. Later, she became appreciative of being a part of a sector that does so much good for the world. Suzanne says that it's been amazing to see her clients support their communities during the pandemic.

Location: Plano, Texas

Education: University of Arizona with a major in communications and a minor in marketing

DMAW Member Since: 2017

Whom do you consider your mentors?

I believe that everyone has a unique skill, knowledge or expertise to glean from. I get to work with so many amazing people, and I consider them all to be mentors of mine.

What advice would you offer a novice who wants to move up in direct marketing?

Ask questions and be an active listener. Don't be a passive attendee at meetings, especially when leadership is in the room. Second, offer to take ownership and leadership whenever you can.

What is the most helpful step you took to advance your direct marketing career?

Always being ready to take on a new challenge. I'm not afraid to go for something new, because I know I have the resources around me and determination to see it through.

Tell us about your volunteer experiences with DMAW.

I'm currently on the AdVents newsletter committee and love it! It's been great to meet members of DMAW and be a resource.

Describe yourself in three words.

Curious, honest, loyal.

Describe your life in six words.

Food, fun, movies, learning, dogs, leggings.

Suzanne's Favorites



Restaurants I LOVE trying new restaurants, so can "new" be my favorite?



Films I can watch "Whiplash" over and over. J.K. Skimmons is so good (and scary).



Books "Educated" by Tara Westover is a fave right now. I recommend it to anyone who asks.



Music I love 70s music, but I'm also a sucker for "Top 40" pop music—I can't help it!



Leisure Interests Beach vacations and hanging out at a local brewery or coffee shop.



Quote "To live a good life: We have the potential for it. If we can learn to be indifferent to what makes no difference."
 — Marcus Aurelius

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