



THE ANATOMY OF A REPLY DEVICE & A DONATION FORM

Tactical Details to Optimize Payment Processing

TODAY'S OBJECTIVES

Please submit
questions
throughout!



Learn what behavioral & decision science is



And how to apply it to your layouts to improve response



Give you testing ideas galore to take home today!

LEGENDARY MARKETER DAVID OGILVY:

***“THE TROUBLE WITH MARKET RESEARCH IS THAT
PEOPLE DON’T THINK HOW THEY FEEL,
THEY DON’T SAY WHAT THEY THINK
AND THEY DON’T DO WHAT THEY SAY.”***



WHY FOCUS ON OPTIMIZING REPLIES??



**DECISION & BEHAVIORAL SCIENCE APPLIED TO DIRECT
RESPONSE**

INFLUENCING DECISIONS THROUGH CHOICE ARCHITECTURE



CHAPMAN CUBINE
ALLEN+HUSSEY

WHAT IS DECISION SCIENCE & BEHAVIORAL ECONOMICS?

- The study of human actions and how we make the choices we do
 - *Specifically, how humans really make decisions in the real-world...*
- Behavioral science studies the way that **emotions**, the **environment**, and **social factors** influence our decisions.
- Many of our decisions are the result of processing that takes place before we are even aware of what we are looking at
- At the core of behavioral science is the idea that people don't actually know what motivates them. **We're all more influenced by our "choice environment" than we realize.**

NUDGES & EXPERIMENTS

Behavioral science provides us with two significant tools for improving our layouts and influencing decision making: Nudges and running experiments.

- **Nudges:** Are tried and true solutions that shape the choice architecture to help people make the right decision.
 - *Guided Paths and Industry Best Practices*
- **Experiments:** Are a controlled way for behavioral scientists to establish baselines, isolate variables that change human behavior, and provide evidence that your idea for changing the choice architecture is working.
 - *Test, Test, Test!*

Optimizely Blog



TODAY'S CHANNELS

DM REPLIES & DONATION FORMS



DIRECT MAIL

- Direct mail *still* makes up a majority of most nonprofits' individual giving revenue
- Direct mail *still* has a 37% higher response rate than email

50% more donors respond to direct mail when receiving the same call-to-action across multiple channels

35% of donors say they prefer to respond to direct mail by giving online or via mobile devices



Donors are three times more likely to give online in response to a direct mail appeal than an e-appeal.

DIGITAL GIVING

- Digital giving has seen **double-digit growth year-over-year** for several years
 - Nonprofits have reported a 77% increase in online revenue over the past 5 years!
- Average gifts online tend to be (much) higher online
- Digital acquired donors ***are more likely than DM acquired donors*** to cross channels in their giving habits
- **Digital savvy people still check their mail! (... so again, multichannel is important...)**

“REPLYING” ONLINE

- **Vanity URLs — short easy to read and type URLs, also referred to as DM URLs**
 - Package or Audience specific URLs that redirect to customized donation forms or specialized landing pages that align with the messaging in the package
- **QR codes — they’re back!**
 - COVID-19’s contactless payments have made QR codes much more



HELP US CONTINUE TO SERVE THE URGENT NEED

DONATE NOW

Put your gift to work immediately at www.lcdp.org/2021

Your gift is tax-deductible EIN#52-1942551

1:15

inicadelpueblo.salsalabs.org

LA CLÍNICA DEL PUEBLO

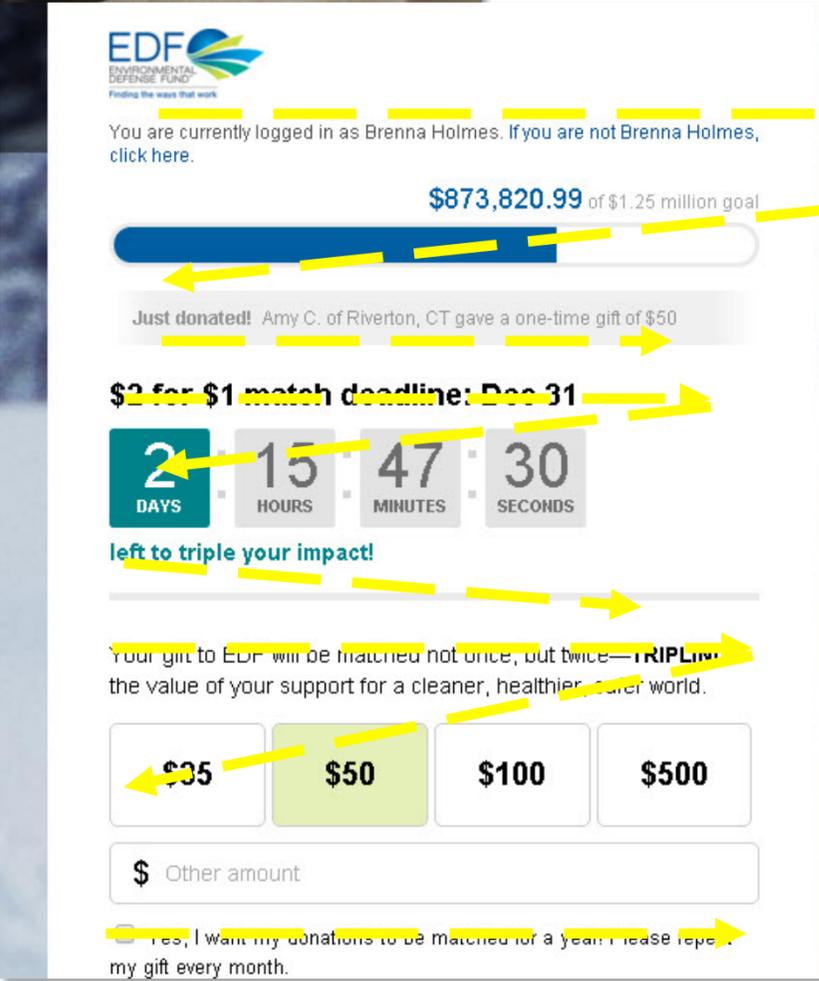
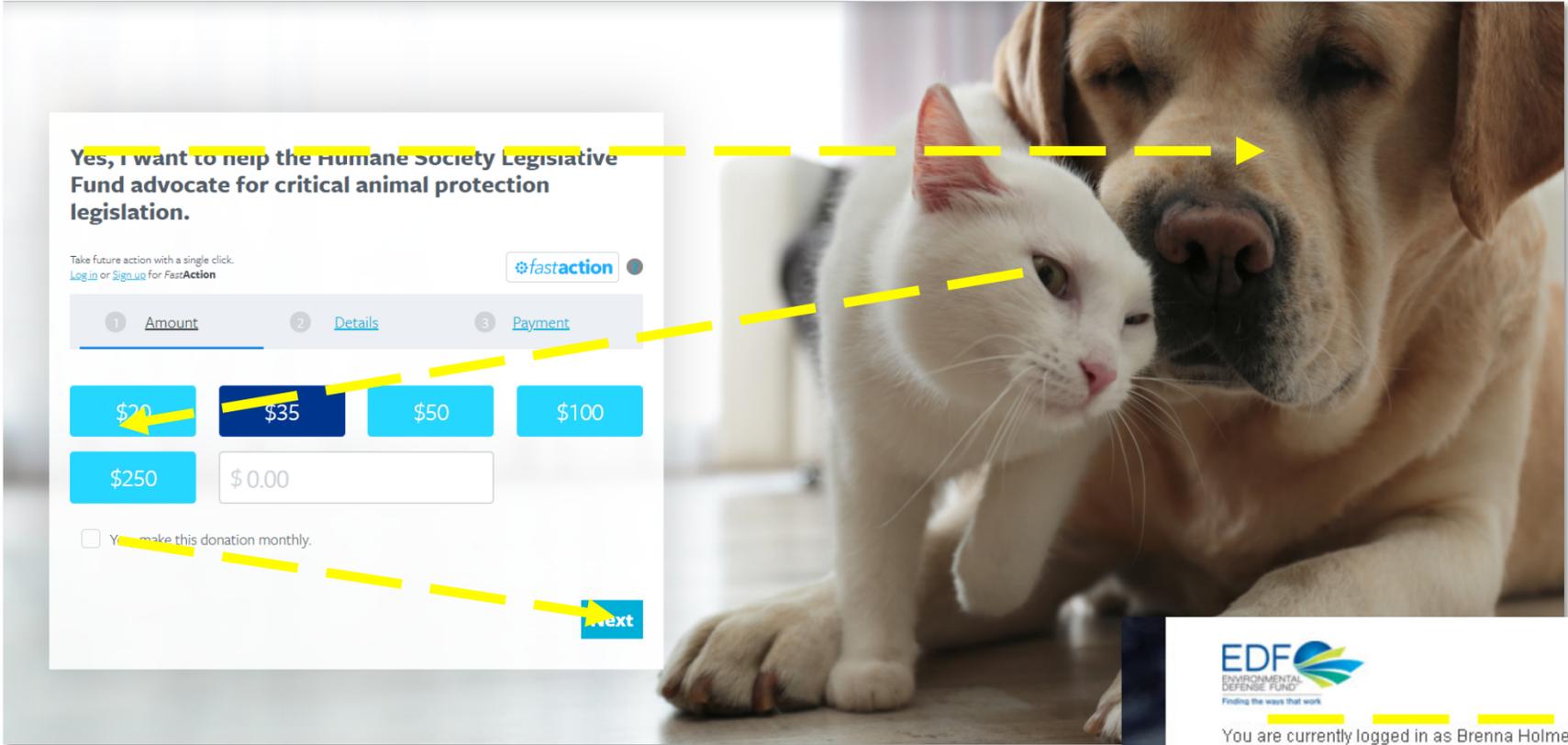
Your Support Makes an Impact

Will you make a tax-deductible donation of \$35, \$50, \$75, \$100 or more today to support La Clínica del Pueblo? Your gift will help make sure we can continue to provide critical care and services to members of your community who might otherwise have nowhere else to turn.

As essential workers, Latinos are among those experiencing the highest rates of COVID cases, hospitalizations, and deaths. They are, quite literally, risking their lives just by doing their jobs.

Yet thousands of our immigrant families face uncertain futures due to exclusionary immigration policies.

What would you do if you believed that a trin to a



DIFFERENTIATION & COLOR

Yes, I want to help the Humane Society Legislative Fund advocate for critical animal protection legislation.

Take future action with a single click. [Log in](#) or [Sign up](#) for FastAction

[fastaction](#)

1 Amount 2 Details 3 Payment

\$20 \$35 \$50 \$100

\$250 \$0.00

Yes, make this donation monthly.

Next

01 DONATION 02 BILLING 03 PAYMENT 04 COMPLETION

FREQUENCY

ONE-TIME MONTHLY

AMOUNT

\$100 \$250 \$500

\$1,000 \$2,500 \$5,000

OR \$ _____

Want to make a memorial or honorary gift? [Click here.](#)

CONTINUE TO BILLING INFORMATION

1 Amount 2 Details 3 Payment

\$36 \$50 \$72 \$100

\$250 \$500 \$0.00



THE POWER OF COLOR

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

UserTesting.com



CHAPMAN CUBINE
ALLEN + HUSSEY

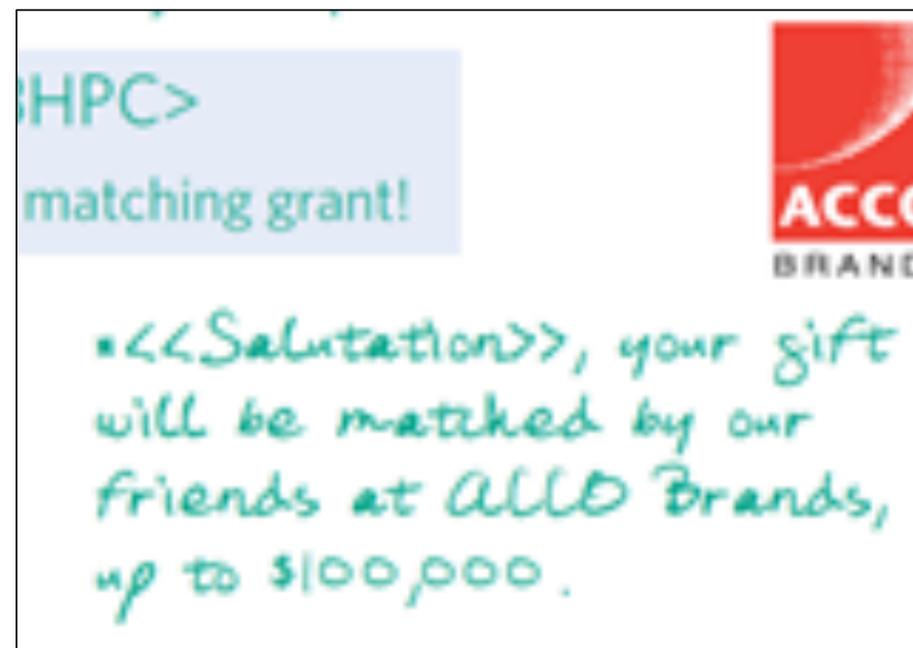
COLOR EMOTION GUIDE

OPTIMISM	CLARITY WARMTH	Nikon, UPS, National Geographic Channel, Denny's, NBC, Google
FRIENDLY	CHEERFUL CONFIDENCE	Nickelodeon, Hooters, Amazon, IMDb, CAT, Chevrolet, Sprint, Diversity
EXCITEMENT	YOUTHFUL BOLD	Kellogg's, Kmart, Oracle, Payless, Pennzoil, Subway, eBay
CREATIVE	IMAGINATIVE WISE	Syfy, Monster, YouTube, Coca-Cola, CNN, Netflix, Orisles, Shell, eBay
TRUST	DEPENDABLE STRENGTH	Dell, JPMorgan, AT&T, Flickr, Mobile, Barbie, Pin, Lego, Fanta, Ikea, Best Buy
PEACEFUL	GROWTH HEALTH	John Deere, Whole Foods, Girl Scouts, GE, American Express, Twitter, Intel, Orkut, Target, Starz, Harley-Davidson, DHL
BALANCE	NEUTRAL CALM	Mercedes, Apple, Land Rover, Animal Planet, Android, HP, NASA, Lynx, Lays, Frito Lay, Hertz, Goodyear, Sm Chips, Ferrari, Sm Chips

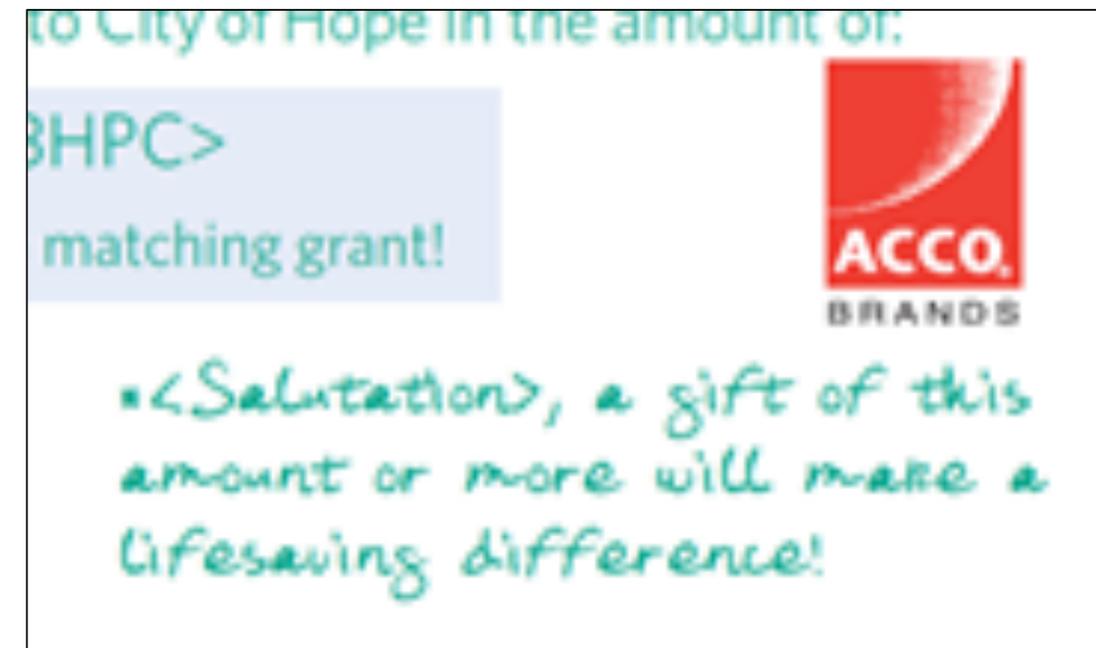


HIGHLIGHT IMPACT

CONTROL



TEST



Results: 6.71% increase in response rate and a \$1 higher average gift.

SYMBOLIC GIVING

- Elicits emotion
- Connects gifts to tangible impact

Donate to Keep Holocaust Memory Alive

Take future action with a single click.
[Log in](#) or [Sign up](#) for **FastAction**

fastaction ?

1 **Amount** 2 Details 3 Payment

\$36 \$50 \$72 \$100

\$250 \$500 \$0.00

I'd like to help cover the transaction fees for my contribution

Make this donation monthly

Make this donation a tribute

Pay with Bank Account PayPal

Pay with Card

The United States Holocaust Memorial Museum works every day to rescue Holocaust evidence, confront hatred, and prevent genocide. Your contribution will make an immediate and direct impact.

\$36 Rescues Holocaust evidence
We can translate photo captions that help us honor and remember Holocaust survivors.

\$50 Educates new generations
We can give a teacher the classroom resources to reach 150 students.

\$100 Helps preserve the truth of the Holocaust
We can make 1,000 historic documents digitally available to people worldwide.

GIVING OPTIONS

1 Amount 2 Details 3 Payment

\$36 \$50 \$72 \$100

\$250 \$500 \$0.00

I'd like to help cover the transaction fees for my contribution

Make this donation monthly

Make this donation a tribute

Pay with Bank Account 

Pay with Card

01 DONATION 02 BILLING 03 PAYMENT 04 COMPLETION

FREQUENCY

ONE-TIME MONTHLY

Make a gift with a Donor Advised Fund

MONTHLY ONE-TIME

\$10 \$15 \$25 \$50 Other

Yes, I'll add \$0.53 monthly to cover the cost of processing my donation.

Give in honor of someone »

Payment Information

SECURE

Credit Card

Checking Account



Credit Card Number:*

Expiration Date: * CVV Number: * [What is this?](#)

06 2021

Submit \$50 Donation Now

If you would like to make a tax-deductible* donation by phone or mail a donation, you can call 866-309-6207 or mail a check to Alley Cat Allies, 7920 Norfolk Ave Ste 600, Bethesda, MD 20814-2525.

Your information

Email *

Get the latest

I want to hear about the impact of my donation and more ways to help.

First * Last * Suffix

First Name Last Name

Monthly donation \$15.53 USD

Donate with your preferred payment method:

DONATE WITH 

Credit card →

Bank transfer →

INCREASING CREDIT CARD GIVING

• Typical Replies

To put your donation to work immediately, go on

Please charge my contribution in the amount of \$ _____

American Express Visa

NAME AS IT APPEARS ON THE CARD _____

CARD # _____

SIGNATURE _____

EMILY's List ■ 1800 M

Paid for by EMILY's List, www.em

MATCH MY CONTRIBUTION: FIGHT FOR FARMED ANIMALS!

To: Stephen Wells, Executive Director
525 East Cotati Avenue
Cotati, CA 94931

From: John Q. SampleXXXXXXXXXXXXXXXXXX
Address 1XXXXXXXXXXXXXXXXXXXXXXXXX
Address 2XXXXXXXXXXXXXXXXXXXXXXXXX
Address 3XXXXXXXXXXXXXXXXXXXXXXXXX
City State ZipXXXXXXXXXXXXXXXXXXXX

Dear Stephen, I'm happy to take this opportunity to double the value of my contribution to fight factory farming and protect some of the nation's most abused animals. My tax-deductible donation is enclosed:

- <<Ask1>>* becomes <<Ask1 x2>>
- <<Ask2>> becomes <<Ask2 x2>>
- <<Ask3>> becomes <<Ask3 x2>>
- Other: \$_____ is doubled up to \$100,000!

**<<Salutation>>, I sincerely hope you will accept our invitation to join the Guardians Council with a leadership-level contribution of <<Ask1>> or more today. Thank you!*

Any tax-deductible gift received before August 31 will be matched up to \$100,000! Thank you for your support!

Please make your check payable to Animal Legal Defense Fund.

You can also make your donation online by going to aldf.org/FactoryFarming.

Your gift now goes twice as far to help!

Please Charge My Contribution to My:

-
-
-
-

Card Number: _____

Exp. Date: _____ CVV Code: _____ Amount: \$ _____

Signature: _____

Phone Number (Optional): _____ Mobile Landline



<<DONOR ID#>> <<SOURCE CODE>>



2021 Special Contribution

**Typical Credit Card
Gift Rates
5% to 27%-30%**

TO: Megan French
Director
Leadership Annual Gifts
City of Hope
1500 E. Duarte Road
Duarte, CA 91010

FROM: _____
Find _____

Yes, I received my 2020 Year in Review Report

Yes, I want to double my impact so City of Hope can continue trailblazing clinical trials and be at the forefront of leading-edge research, all while providing supportive care to patients and families. Please match my enclosed gift of:

- \$HPC matched to become \$HPC2 \$HPC2 matched to become \$HPC4
- \$HPC1.5 matched to become \$HPC3 Other (your gift will be matched): \$_____

<Salutation>, we value your support tremendously, and we hope you'll consider giving a special gift today. Right now, Domtar Paper will DOUBLE your gift up to \$100,000!



I have enclosed my check made payable to City of Hope.

I prefer to charge my contribution to my:

 VISA

CARDHOLDER'S NAME (please print) _____

\$ _____

AMOUNT _____ TODAY'S DATE _____

CARD NUMBER _____ EXPIRATION DATE _____

CARDHOLDER'S SIGNATURE (required) _____

Have your gift matched and put to immediate use by giving securely online at CityofHope.org/YearinReview.

Your gift is 100% tax-deductible. To give by credit card, please fill out the information at left. Or please return this form and your check made payable to City of Hope in the enclosed envelope.

Thank you!

You may have received this fundraising communication because you previously received services at City of Hope. If you do not wish to receive such communications in the future, please opt out by completing the online form at: CityofHope.org/opt-out; or submit notification in writing to: Privacy Officer, City of Hope, Wing IV, Room 409, 1500 E. Duarte Road, Duarte, CA 91010.

MY EMAIL ADDRESS



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DM FUN FACT

**CAGING COSTS MORE IF THEY
MUST KEY FROM BOTH SIDES
OF THE REPLY**



INCREASE SUSTAINER CONVERSIONS

- Default/highlight monthly
- Make it VERY clear this will be a recurring gift
- Add attention grabbing callouts

KEEP THIS FOR YOUR RECORDS

CHECK NO. _____

AMOUNT _____

DATE _____

2022 CALENDAR CONFIRMATION REPLY

YES I received my calendar. I want to ensure that Yosemite's incomparable treasures can be protected today, tomorrow and for generations to come.

I want to give: \$5* a month \$10 a month Other monthly gift \$ _____ (\$5 minimum)

Here is my one-time gift of:

\$25* \$35 \$100 \$250 My best gift \$ _____

Please see other side for payment information >>>

Brenna Holmes

A21B116

Thank you. I received my calendar, but I do not wish to donate at this time.

▼ Detach here before mailing. ▼

My check to Yosemite Conservancy is enclosed.

Please charge \$ _____

Monthly One-time

VISA MasterCard AmEx Discover

CARD NO. _____ SECURITY CODE _____ / _____ EXP. DATE _____

SIGNATURE _____

EMAIL ADDRESS _____

* A gift of \$25 or more entitles you to a variety of benefits and privileges, including listing your name in the Honor Register at the Valley Visitor Center and a Yosemite Conservancy Passport with discounts on lodging and activities in and around the park to enable you to make the most of your visit to the park.

Make an annual gift of \$1,000 or more, and you will be welcomed into the John Muir Heritage Society, and receive a year of free entrance into Yosemite and invitations to special events.

Make your gift online at yosemite.org/join

▼ Detach here and return with your donation in the envelope below. ▼

MONTH

MONTH

THANK YOU!
QUESTIONS?

**ccah.com | @ccahdirect |
bholmes@ccah.com**



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ADDITIONAL RESOURCES



PRINCIPLES OF BEHAVIORAL SCIENCE IN UX & DESIGN

1. Keep It Simple

2. Make a Strong First Impression

- People rely on unconscious processing and first impressions.

3. Make it “beautiful”

- Visceral beauty - We react to how the look of something makes us feel.

4. Trigger a Feeling

- Behavioral scientist Paul Slovic coined the now well-known term Affect Heuristic in explaining that the brain is drawn to any information that comes attached with emotion, regardless

5. “Chunk” your story

- Binding together individual pieces of information into a meaningful whole. This should be used to aid in skim-ability — Great communication helps our brains to chunk information

6. Personalize

- In a world awash with generic content, personalization makes us pay attention more to advertising messages that change behavior.

PRINCIPLES CONTINUED...

7. Participation

- People get behind those decisions they've had a voice in making – or feel they had a voice. To get them to act, give them ownership.

8. Reward

- People will do that for which they are rewarded.

9. Cheerleader

- There has never been a successful society or organization without cheerleaders. Build them into plans because even the most willing audience sometimes needs encouragement.
 - ***Evangelists & Social Proofing***

13. Loss Aversion/Fear of missing out

- Leverage urgency, deadlines & limited time opportunities



DUAL PROCESS THINKING

- **System 1** is the brain's automatic, intuitive, and unconscious thinking mode.
 - It requires little energy or attention, but it is often biased prone.
 - System 1 is more influential and guides our day-to-day decisions.
- **System 2** is a slow, controlled, and analytical method of thinking where reason dominates.
 - Unlike system 1, it requires energy and attention to think through all the choices.
 - It will filter out the automatic instincts and biases to make the best choice.
 - In essence, system 2 should monitor our system 1 thoughts. However, system 2 thinking can produce poor results or irrational results.

System 1: Fast Thinking

Daily Decisions

Unconscious

Automatic

Error Prone

System 2: Slow Thinking

Complex Decisions

Conscious

Effort

Reliable

FOR YOUR READING PLEASURE

- <https://medium.com/choice-hacking/how-to-use-behavioral-science-to-improve-your-experience-123da6618586>
- <https://thedecisionlab.com/insights/innovation/six-behavioral-science-principles-that-make-or-break-innovation-in-non-cpg-markets/>
- <https://martech.org/authentic-storytelling-5-rules-new-frontier-marketing/#.WCDif3afXyU>
- <https://www.optimizely.com/optimization-glossary/behavioral-science/>
- <http://www.appstate.edu/~robinsonla/index/Senses/color.html>

DM URL ANATOMY

- **Vanity URL/Short Link/DM URL = the actual visible URL as printed/displayed**
**Also sometimes used to refer to the package-specific word or phrase after the “/”*
 - www.CityOfHope.org/ScotchMatch
 - www.cityofhope.org/scotch-match
 - cityofhope.org/scotch-match
- **Form Title = the name of the page in the eCRM**
 - The Form Title should include the DM URL (post /) so there is a record in the eCRM to tie the form to the vanity URL (and thus the package) years after mailing
- **Target URL = the long ugly URL that contains all the tracking, including source code and UTM parameters for Google Analytics reports**
- **Redirect = the functionality of making a Vanity URL point to and connect to the Target URL**

Fun Facts:

Internet browsers are NOT case-specific.

And you don't need to type “www” into browsers anymore!

Best Practice:

Request additional redirects to cover likely typos!

THANK YOU AGAIN!

PLEASE REACH OUT AND/OR CONNECT!

CCAHA.COM | @CCAHDIRECT | BHOLMES@CCAHA.COM



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