

FF&C

MIRACA direct

USING TODAY'S DIGITAL WORLD TO MAKE YOUR DIRECT MAIL CAMPAIGNS MORE SUCCESSFUL

- What makes direct mail successful
- Why digital
- What is digital
- Examples
- Resources

WHAT MAKES DIRECT MAIL SUCCESSFUL

- Part of donor journey, not about us
- Data driven
- Strategy, brand, messaging... then the creative, story
- Measuring results
- Not being satisfied

WHY DIGITAL?

- Costs less than other marketing channels
- Promotes engagement & develops relationships with groups
- Many options; videos, surveys, events
- Fail fast

WHAT IS DIGITAL?

- Search Engine Optimization
- Pay-per-Click
- **Social Media**
- Content Marketing
- **Email**
- **Mobile**
- **Analytics**
- **Influencer Marketing**

SOCIAL MEDIA

- Facebook, Instagram, TikTok, LinkedIn, Twitter, YouTube ... blah blah blah
- Strategy and messaging consistent to the brand, campaign follows
- No silos, one team
- Shareable posts

EMAIL

- Email remains one of the most effective marketing techniques
- Open rate 17-29% and click through rate 10-20%
- Optimize headlines, strong call to action, images

MOBILE

- Size, content and format to suit
- Who is your prospect and what are they doing

ANALYTICS

- Analyse; first to measure then to inform and improve
- Do the math
- Discuss as a team
- Be current. Set goals for future campaigns after this campaign.

INFLUENCER MARKETING

- Part of an acquisition strategy
- Environics
- Cryptocurrencies...
basement dwellers vs world changers

EXAMPLES

- Ruths Chair
- Pregnancy Care Centre



To hear about how Ruth is doing today and to see the new shower chairs in action go to:
www.ruthschair.ca



Registered charity #119148492 RR 0001

Thank you for your support

Yes, I want to help maintain dignity for Ruth and hundreds of others.

- \$50
 \$75
 \$100
 \$250
 Other \$ _____
 Monthly \$ _____

Payment Options:

- MasterCard
 Visa
 Cheque (made payable to Shepherd's Care Foundation)

Name on Card _____

Card Number _____

CVV _____ Exp _____

Signature _____

Email _____

Phone _____





SHEPHERD'S CARE FOUNDATION
Innovative, Christian, Age-in-Place Care

This is the true story of Ruth... and her quest for dignity while living with Dementia...

Hi, my name is Gael Taylor and I've been a Health Care Aide at Shepherd's Care Foundation for 21 years. What sets Shepherd's Care apart is how we care for our residents with **compassion and dignity**.

I'm writing to tell you a true story about Ruth, age 95, a resident at one of our Long-term care facilities.

Ruth is an incredible lady. A wonderful mom, a loving spouse to her late husband Herb, and was active in her church. Ruth started to change though – slowly at first. Then the mental deterioration came on more and more rapidly. Ruth was diagnosed with Dementia. Dementia means that you lose your loved one -one piece at a time.

Clearly, she had to be moved to a *Long-term care facility* as she was no longer able to look after herself. She was quite upset at first, she just wanted to go back home, but then after a while she seemed to accept this new and more difficult chapter of life...well, except one area.



When Ruth moved to Shepherd's Care, she had to have help with the simplest and the most difficult of tasks. She could comb her hair and wash her face... but regular bathing for herself was impossible. Having someone bathe her remained a real fight. She didn't want help with this most private of acts.

There was a solution though. Shower chairs. We have a few old ones, but they are worn out. We *desperately* need 5 new shower chairs, more if we can afford them. Chairs that allow for a dignified experience for all the *Ruths* in our care.

Shepherd's Care does its very best to provide excellent care to our residents with what we are given. But equipment wears out and the government doesn't provide everything, which is why **we depend on caring supporters like you.**

These new chairs are the ultimate in design. Comfortable. Discrete. Fully adjustable. Each chair is \$9,000. It's the price of respect. And it's not really about a chair...it's about maintaining dignity for our loved ones.

Will you help us help Ruth?

Your gift will help to provide the very best of care for Ruth and so many other residents.

Thank you for caring.

Sincerely,

Gael Taylor
Health Care Aide
Shepherd's Care Foundation

Shawn Terlson
President & CEO
Shepherd's Care Foundation

PS Please give to Ruth's Chair fund, it will make a world of difference to Ruth and to our residents.

Read the **rest of the story**...to learn more about how Ruth is doing and to see the new shower chairs in action, go to <https://www.ruthschair.ca/>

Ruth & Gael thank you



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THANK YOU AND RESOURCES:

- The 2022 Giving Report – Canada Helps
- What Canadian Donors Want – Ipsos/AFP
- Digital Marketing & Online Engagement
- Environics Prizm 5

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