



a.larry.ross
com.mu.ni.ca.tions

news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:

Steve Yount 972.267.1111, X205
steve@alarryross.com

FOR IMMEDIATE RELEASE

Study Shows Direct Mail Drives More Online Giving than Online Communications:

'Surprising' Findings Alter Understanding of Way Online Giving Works

DALLAS, Oct. 5, 2010 – More than twice as many donors say they were prompted to give an online gift in response to a direct mail appeal compared to when they received an e-appeal, according to a national Dunham+Company study.

The study, conducted by research firm Campbell Rinker, surprisingly found that 14 percent of donors who gave at least \$20 to charity in the previous year said that a direct mail letter prompted them to give online versus only 6 percent who said an email prompted their online gift. Further underlining the importance of direct mail to motivate online giving, more than 1 in 3 donors (37 percent) who give online say that when they receive a direct mail appeal from a charity they use the charity's website to give their donation.

The younger the donor, the more likely they are to use a charity's website to respond to a direct mail appeal. Fifty percent of members of Generation X (ages 27-47) or Generation Y (18-26) donors say they give online in response to a direct mail appeal with roughly 1 in 4 (26 percent) of Baby Boomers (47-65) turning to online giving when they want to give as a result of receiving a direct mail appeal. Only 14 percent of those older than 65 do the same.

The study was conducted among respondents who were invited to participate in an online research panel and who qualified to participate due to recent self-reported giving.

In addition, the study found that the higher the household income, the more likely the direct mail recipient was to donate online. Nearly half (46 percent) of households making \$75,000 or more say they would donate online in response to a direct mail appeal compared to 37 percent of households making \$25,000-\$74,000 and about one-third (32 percent) of households that make less than \$25,000.

"The purpose of this study was to try to understand what is driving online giving and how important offline communication is to that source of increasing income to

charity. What we found was quite surprising,” said Rick Dunham, President and CEO of Dunham+Company, which helps Christian ministries with their fundraising, marketing and media strategies. “Not only is offline communication important to driving online giving, it is actually much more important a catalyst to generating online gifts than we had anticipated.

“It is remarkable to think that as much as one-third of the response to any given direct mail appeal could come via a charity’s website. And it is especially important to realize that 1 in 4 of the core supporter demographic of most charitable organizations — the Boomer generation — is giving online when they receive a direct mail appeal ... and that these donors more likely than not represent a high-value household.”

Dunham said that the study not only shows how important offline communication is in driving online revenue but also changes the metrics for evaluating direct mail performance.

“More than ever, charities must pay close attention to the ease and relevance of their online giving facility,” Dunham said. “With the significant percentage of donors using charity websites to fulfill their giving — including their giving as a response to offline communication — charities must invest in a robust and easy-to-use system that will maximize this source of revenue.”

The study also hints at the increasing importance of online giving: 1 out of 2 donors have given online (48 percent) and 7 out of 10 households making more than \$75,000 per year have done the same -- albeit among donors who are online already and might be expected to behave this way.

One other important finding from the study showed that the power of person-to-person contact through social media is also increasing, as 15 percent of respondents said their online gift was prompted by being asked to give by someone through a social media site. This is especially important to donors younger than 40 years of age: Roughly 1 in 4 (24 percent) said this prompted them to give while only 9 percent of donors older than 40 said the same.

The study was part of a Campbell Rinker Donor Confidence Survey of 510 adults nationwide who had given at least \$20 to charity in the previous year. All respondents were contacted via the internet Aug. 24-Sept. 8, 2010. A sample of 510 has a margin of error of +/-4.4 percent at the 95 percent confidence level.

For more information, visit www.dunhamandcompany.com.

-- 30 --

Note to Editors: To arrange an interview with Rick Dunham, please contact Steve Yount of A. Larry Ross Communications at 972.267.1111 or steve@alarryross.com.