



# DIRECT MARKETING STATISTICS FOR NONPROFIT MARKETERS



Personalization is the key to fundraising success. Here are some statistics highlighting direct mail and its role in the omnichannel fundraising strategy.



**16.8**  
PER WK.



**605**  
PER WK.

On average, Americans receive 605 emails and 16.8 pieces of mail every week.

1: Small Biz Genius and USPS OIG

For every 36 emails you receive on average, you get 1 piece of mail in your mail box



**x36**

**x1**



2: Small Biz Genius and USPS OIG



**17**  
DAYS

The average lifespan of an email is 17 seconds, compared to direct mail's average lifespan of 17 days.

3: RetailWire

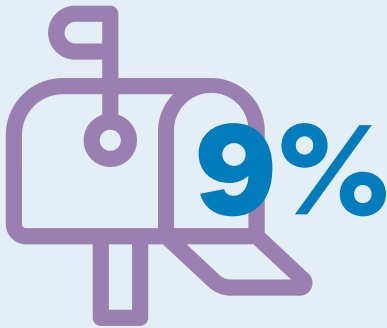
73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.

**73**  
%



4: ANA | DMA Response Rate Report, 2018

Direct mail response rate to house files is 9% (compared to 1% email, 1% paid search, .3% online display, 1% social media).



5: Canon Solutions America



**135**  
%

Adding a name to your direct mail piece can increase response rates by 135%.

6: Philanthropy Journal

**60%**



**44%**



60% of donors value a personalized experience when interacting with nonprofits, but only 44% are satisfied with the level of personalization they currently receive.

7: Accenture Consulting

59% of survey respondents said would give up to 10% more for a more personalized experience; 25% would donate up to 25% more; and 8% said they would donate up to 50% more.

**59%**



10% MORE FOR PERSONALIZATION

**25%**



25% MORE FOR PERSONALIZATION

**8%**



50% MORE FOR PERSONALIZATION

8: Misc. sources

**15**  
%



Prospects are 15% more likely to respond to an oversized mail piece if they have never done business with you.

Individuals who are given a variable ask amount based upon their previous gift are 20-50% more likely to renew at the same level or increase their gift.



**20%  
—TO—  
50%**



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