

DMW DIRECT STUDY SHOWS MAJOR TURNAROUND FOR PUBLIC TV DIRECT MAIL DONOR ACQUISITION

PLYMOUTH, Mass. – April 29, 2010 – Data released today show that the long decline in new donor acquisition by direct mail among public television stations ended in 2009. Performance increased by 16.3% from 2008 through the end of 2009, according to research conducted by DMW Direct Fundraising (<http://www.dmwfundraising.com>), which supplies fundraising services to public television affiliates from New England to Hawaii.

The study was conducted by analyzing data from more than 700 campaigns for 73 stations from 2005 through the end of 2009, representing 34 million pieces mailed.

In 2009, stations in the group raised \$295.21 per thousand mailed — a 16.3% increase over 2008 — with an average gift of \$42.10, up from \$41.64 in 2008. Over the entire five-year period from 2005 through 2009, performance averaged \$260.21 per thousand with an average gift of \$40.61. Performance bottomed out in 2006, when \$236.58 per thousand was raised with an average gift of \$39.80.

Tom Hurley, President of DMW Direct Fundraising, says that not all stations saw the same results. “Stations that maintained a consistent program through the period largely saw stability in performance over the past two years, while stations that cut their programs fared less well as a group, but did see an increase last year.”

Hurley added, “Each station is unique, but the data suggest that an overall four-year downward trend has clearly now turned upward.” Numerous other studies indicate that direct mail is the channel that generates public television’s most loyal donors, based on overall retention rate.

According to Hurley the real performance rate may actually be higher as the data only include those donors who responded directly to the mail appeal and not those who exercised the option of going directly online to make their gifts.

About DMW Direct

DMW Direct is a full-service direct response advertising agency with offices in Plymouth, Mass., St. Louis, Mo., and Wayne, Pa. The ECHO Award-winning firm — which ranks among the prestigious *Advertising Age* “Top 50 Direct Marketing Agencies”— provides strategic counsel and planning, creative, data analytics, broadcast, media, production, fulfillment, and interactive/multi-channel direct response marketing solutions. Industries served include non-profit, insurance, financial services, consumer products, and B2B.

DMW Direct Fundraising provides direct marketing services for mission-driven enterprises engaged in the arts, education, human development, and animal and environmental protection. Its clients include some of the top names in non-profit fundraising, including more than 50 of the nation’s public broadcasting stations. Tom Hurley, President of DMW Direct Fundraising, can be reached at 508-202-4007 or via e-mail at thurley@dmwdirect.com. Visit DMW Direct’s Website at <http://www.dmwfundraising.com>.