

# Adding Crypto, Stock and DAF Giving to Direct Mail *Workshop*

June 18, 2024



# Today's Host



## Pat Duffy

**Co-Founder**

**The Giving Block**

# Agenda



- 01** Why Modernize Direct Mail?
- 02** Direct Mail is Getting Younger
- 03** How to Add Crypto, Stock and DAF to Direct Mail
- 04** Q&A

# Housekeeping



- Submit questions in “Q&A” as we go
- This session is being recorded and will be shared following the webinar
- The full presentation deck will be available in your Knowledge Base
- We will have a dedicated time at the end for questions and discussion

Section One

# Why Modernize Direct Mail?

# Open Rate



Email

**20–30%**

Direct Mail

**90%**

**\*Data & Marketing Association**

# NPO Discount



The United States Postal Service (USPS) offers nonprofit organizations discounted postage rates for direct mail campaigns, which can range from **30–50%** depending on the mailing.

# Complementary

- Personal
- Physical
- Donors like receiving mail
- Improved story telling



Section Two

# Direct Mail is Getting Younger



# Millennials



*"Which is more effective at getting you to take action?"*

**Email**  
Effectiveness

**24%**

**Direct Mail**  
Effectiveness

**30%**

# Millennials



**Website Visits**  
After Direct Mail

**47%**

# Problem #1

Young donors have **NO**  
**options.**

# Problem #2

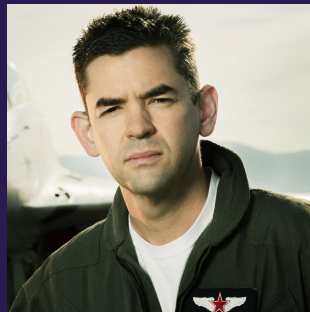


- First Direct Mail gift via QR code
- Canceled life insurance due to check policy



**Pat Duffy**

Co-Founder, The Giving Block



**Jared Isaacman**

Founder & CEO, Shift4

"Funding is priority #1. Without funding, nonprofit missions die. When charities are bad at accepting my funds, I naturally assume they're bad at deploying those funds."

**Section Three**

# **How to Add Crypto, Stock and DAF to Direct Mail**

# Strategies

- A) If you have space, you can add a QR code for each individual giving method you'd like to feature in your direct mailers. Just make sure to prioritize the options which will convert highest. For instance, if you're not segmenting your audience and it's older, prioritize stock and DAF above crypto. If you're segmenting, prioritize crypto and stock for younger donors, and stock and DAF for older donors. And, of course, a QR code to your "Donate" page if you don't already have that!
- B) Alternatively, the most space-efficient way to add a QR code to your mailer is to add one QR code for your "Donate" page, and one for your "Ways to Give Page", listing the crypto, stock and DAF options that page supports next to the QR code. (If your Ways to Give page does not make it easy to flip through the giving options and donate on mobile, then you need to fix that mobile experience!)

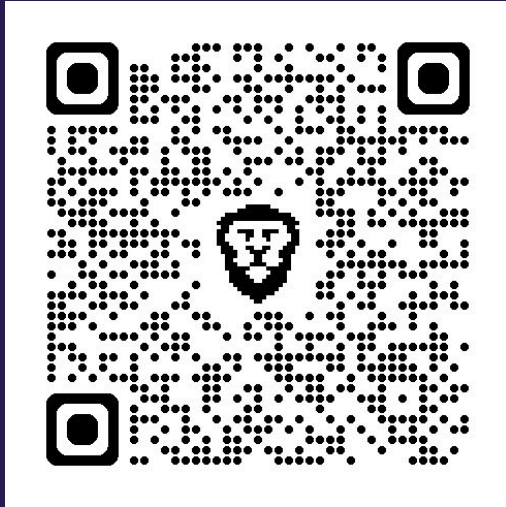
# QR Code Examples



**Scan this Code  
with Your Phone**



# QR Code Examples



**Scan this Code  
with Your Phone**

# How to Create a QR Code



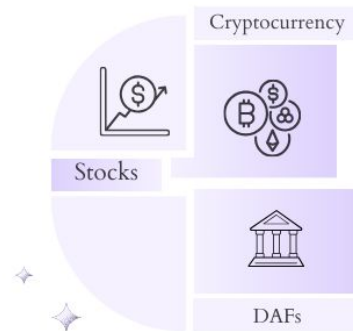
- A) Go to QR Code Monkey
- B) Paste your donation page link in.
- C) (OPTIONAL) add a logo/image to the code
- D) Click "Create QR"
- E) Click "Download"

# How to Create a QR Code



## Give Stock, Crypto or DAF

Give tax efficient options in seconds to better support our mission. Learn how some donors use these options to increase their impact and lower their tax bill.



Closing Section

# Q&A