

MODERNIZING DIRECT MAIL: Fundraising with Crypto, Stocks, and DAFs

What is Direct Mail Fundraising?

Direct mail fundraising remains a powerful tool and strategy for nonprofits to engage donors, convey compelling messages, and solicit donations through physical communication pieces. When raising funds through crypto, stock, and donor-advised funds (DAFs), it's essential to tailor your direct mail strategy to address these unique giving options.

There are many types of direct mail strategies your nonprofit can implement. Here are the most effective and commonly used:

- **Letters:** Personalized appeal letters sent to prospective and existing donors.
- **Postcards:** Short, impactful messages designed for quick reads.
- **Newsletters:** Regular updates that include donation appeals.
- **Brochures:** Informational pieces that outline giving options and benefits.
- **Self-Mailers:** Inserts folded and mailed without an envelope.

Best Practice: Remember to incorporate these donor communications not only in your physical mailings but also in your in-person fundraising and programmatic events

Now it's time to craft your impactful direct mail appeals.



Kick-start your direct mail design journey with our customizable Canva designs! Enjoy inserts, postcards, and template language to create beautiful, effective donor communications effortlessly. Let's make your next campaign a success!

Two Powerful Strategies to Modernize Your Direct Mail

#1

Enhance Your Existing Direct Mailings with Targeted Language

Sample Footer Language:

"Did you know you can donate crypto to us directly? Consider making a life changing gift of [Insert Crypto Amount & USD Equivalency] now to support our mission."

[Insert QR Code]
[Insert Crypto Giving Page URL]

#2

Build Dedicated Donor Communications Focused on Crypto, Stock or DAF Donations

Sample Appeal Letter Language:

How Your Crypto Gift Can Make a Difference Today
1 BTC = [Insert Impact]
4 ETH = [Insert Impact]
12 SOL = [Insert Impact]
500 USDC = [Insert Impact]

Fuel our mission to [Insert Mission].
[Insert Postcard With QR Code as Part of Your Direct Mail Package]

Best Practice: The goal of dedicated donor communications, such as an appeal letter, is to showcase your programmatic work and specifically highlight how crypto, stock and DAFs can advance your mission.



Seamless Giving Must-Have: Incorporating QR codes into your fundraising direct mail and physical communication pieces can streamline donors' access to giving. Place the QR code prominently on your materials, linking it directly to your donation page. Ensure the code is large enough to scan easily and surrounded by clear instructions, inviting donors to support your cause with a simple scan.

Go the Extra Mile! When conducting your next donor survey, include questions about crypto, stock, and donor-advised fund (DAF) donations. Understanding your donors' knowledge and likelihood to use these giving types can significantly enhance your fundraising strategies. Gathering this information will help tailor your campaigns, educate donors, and unlock new revenue streams for your organization.

Helpful Direct Mail Knowledge Base Templates

- [Direct Mail Fundraising: Strategies & Templates to Integrate In Your Fundraising Plans](#)
- [Your Giving Experience Guide](#)

What Is a QR Code?

A QR code (Quick Response code) is a type of barcode that can be scanned using a smartphone or QR code reader to quickly access information.



What Is QR Code Monkey?

[QR Code Monkey](#) is a free QR code generator tool that your nonprofit can incorporate into your fundraising planning.

Benefits of Using a QR Code

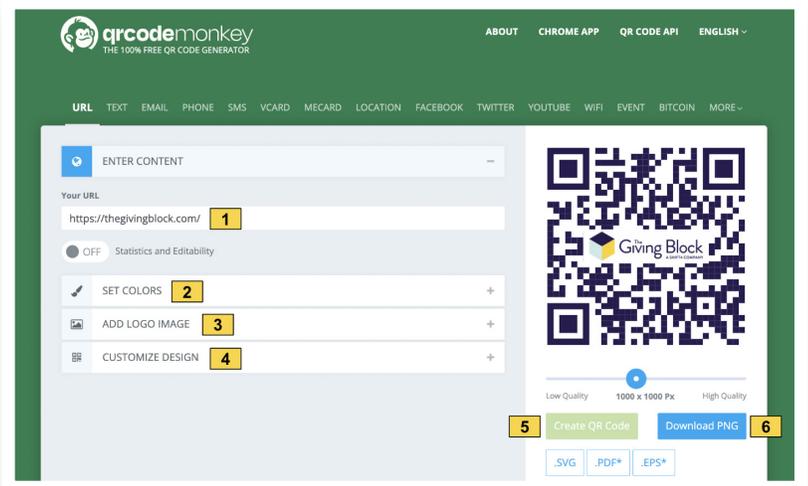
- It's FREE!
- Enhances the donor experience with quick access
- Broadens your organization's reach
- Allows tracking donor insights & campaign effectiveness

How to Use QR Codes In Your Direct Mail Campaigns

- **Direct Donation Pages:** Link directly to your giving pages for easy donations.
- **Engaging Content:** Connect to videos, testimonials, and stories showcasing your nonprofit's impact, fostering a stronger emotional connection with potential donors.
- **Social Media:** Encourage social media sharing to amplify your message.

And it's easy to use! Here is a step-by-step guide on how to generate a QR code for your next direct mail campaign.

1. Enter your desired URL (e.g., your crypto giving page).
2. Update the QR color scheme with your brand colors or leave it as is.
3. Add your nonprofit's logo.
4. Customize the shape of your QR code if desired.
5. Select "Create QR Code."
6. Save the QR code in your desired file type and add it to your fundraising materials.



Have questions or need extra support?

Contact our [Support Team](#) via email and we'll be happy to assist you