



AppealMaker[®]
DIRECT MAIL SUITE

2025



**State of
Direct Mail**



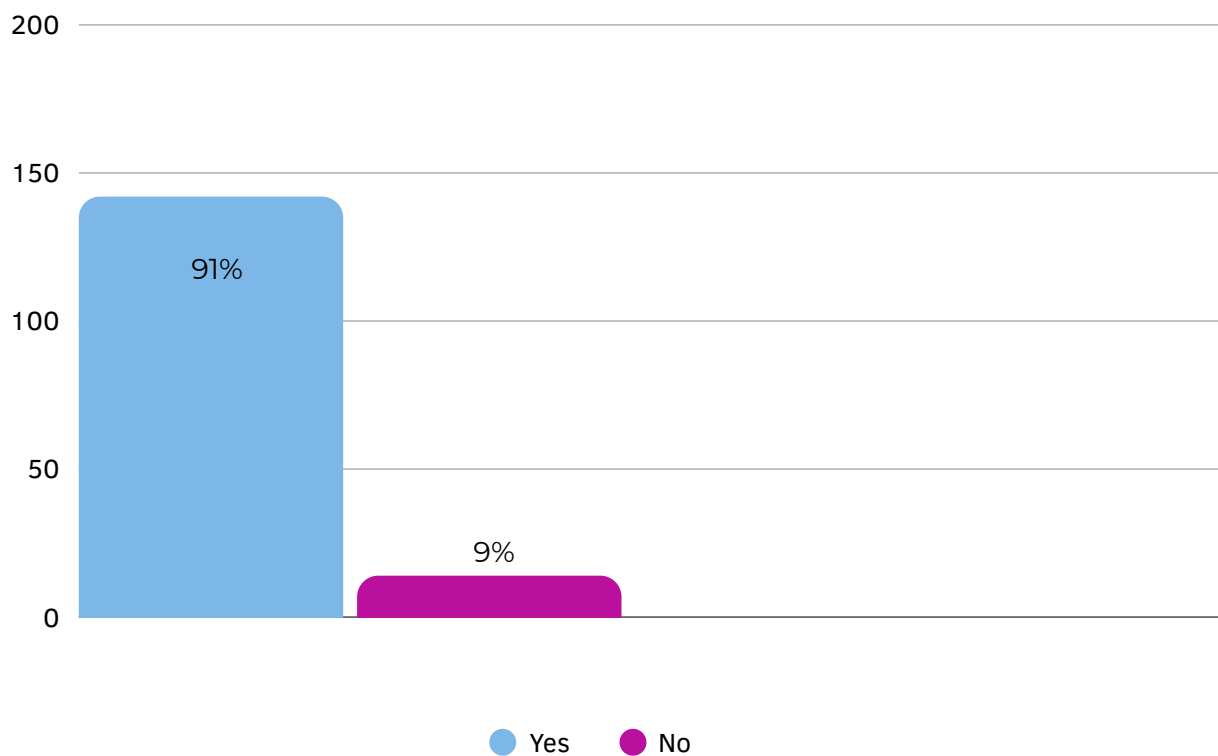
WWW.APPEALMAKER.COM



Do You Use Direct Mail?



156 Answered

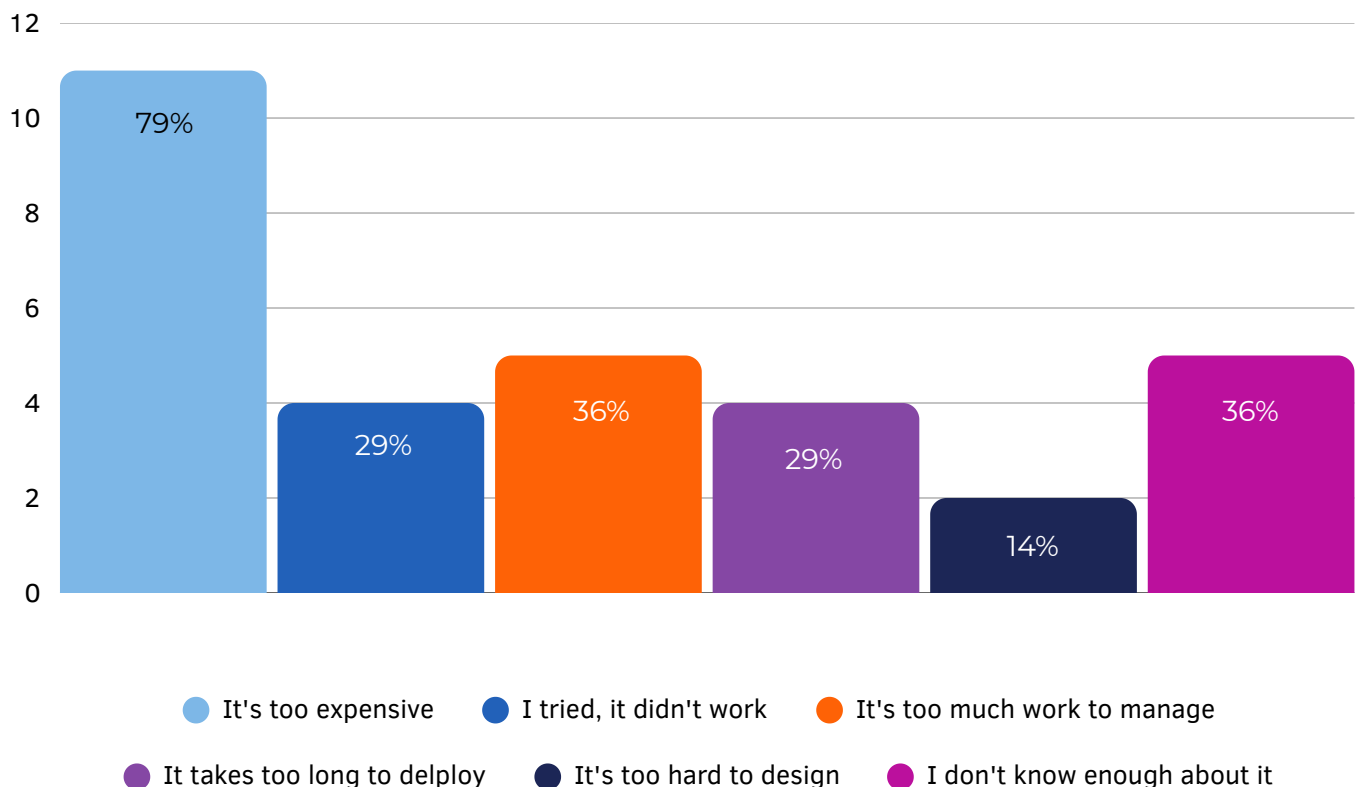


91% of fundraisers surveyed said that they use direct mail.

Why do you *not* use direct mail?



14 Answered (multiple answers accepted)

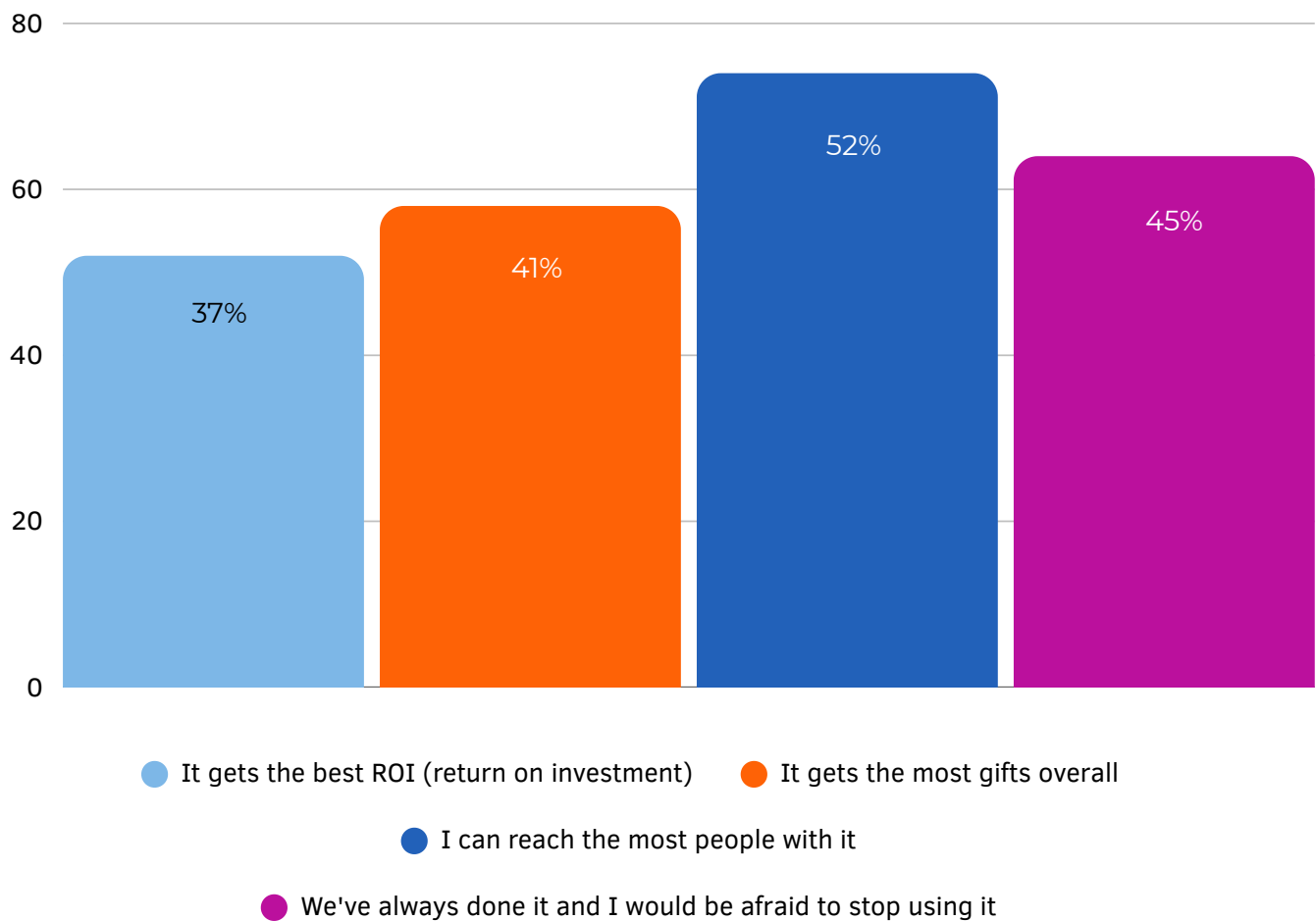


AppealMaker offers a faster, more efficient & affordable way to connect with your valued supporters.

What are the reasons you use Direct Mail?



142 Answered (multiple answers accepted)

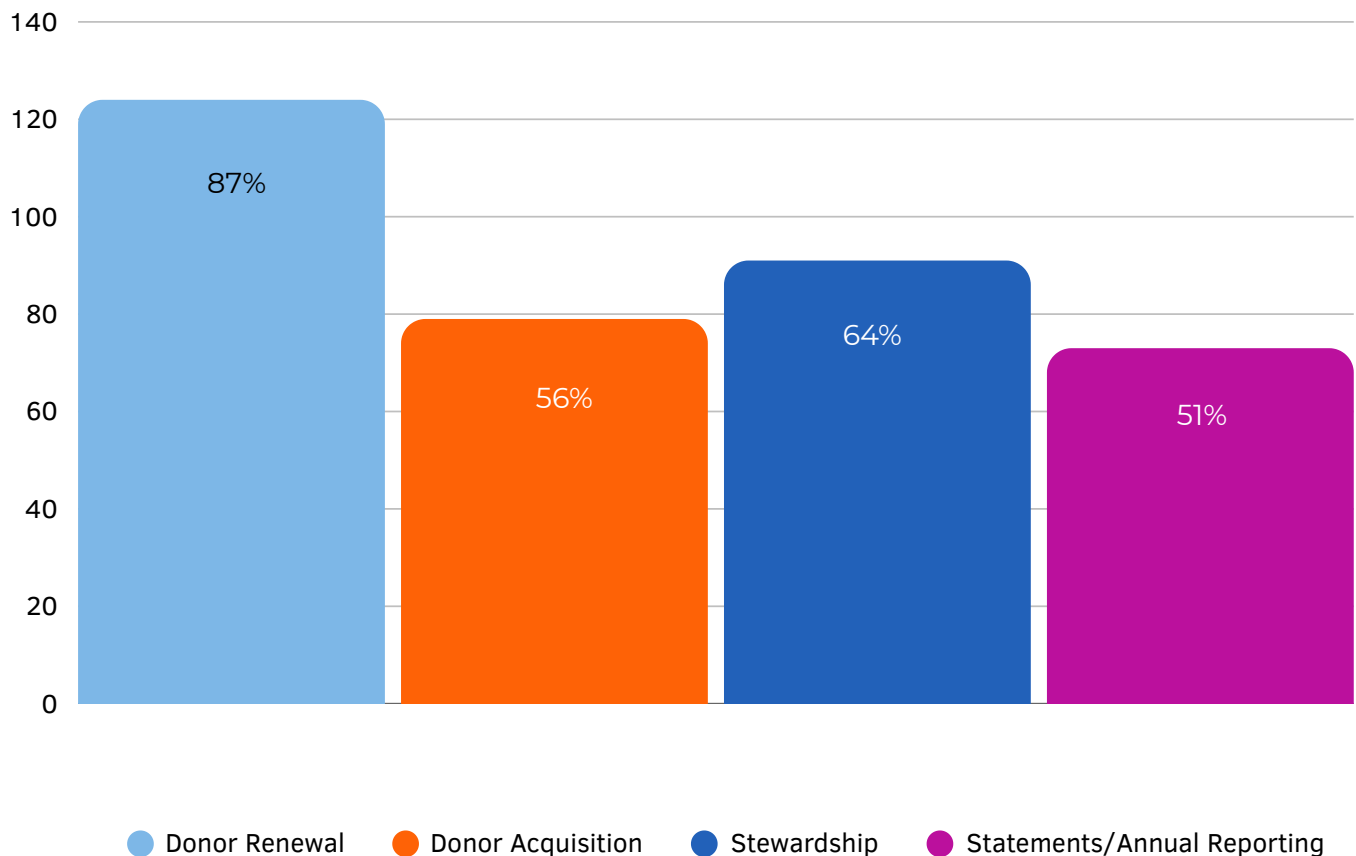


Over HALF of responders said they can reach the most people with direct mail.

For which objectives do you use direct mail?



142 Answered (multiple answers accepted)

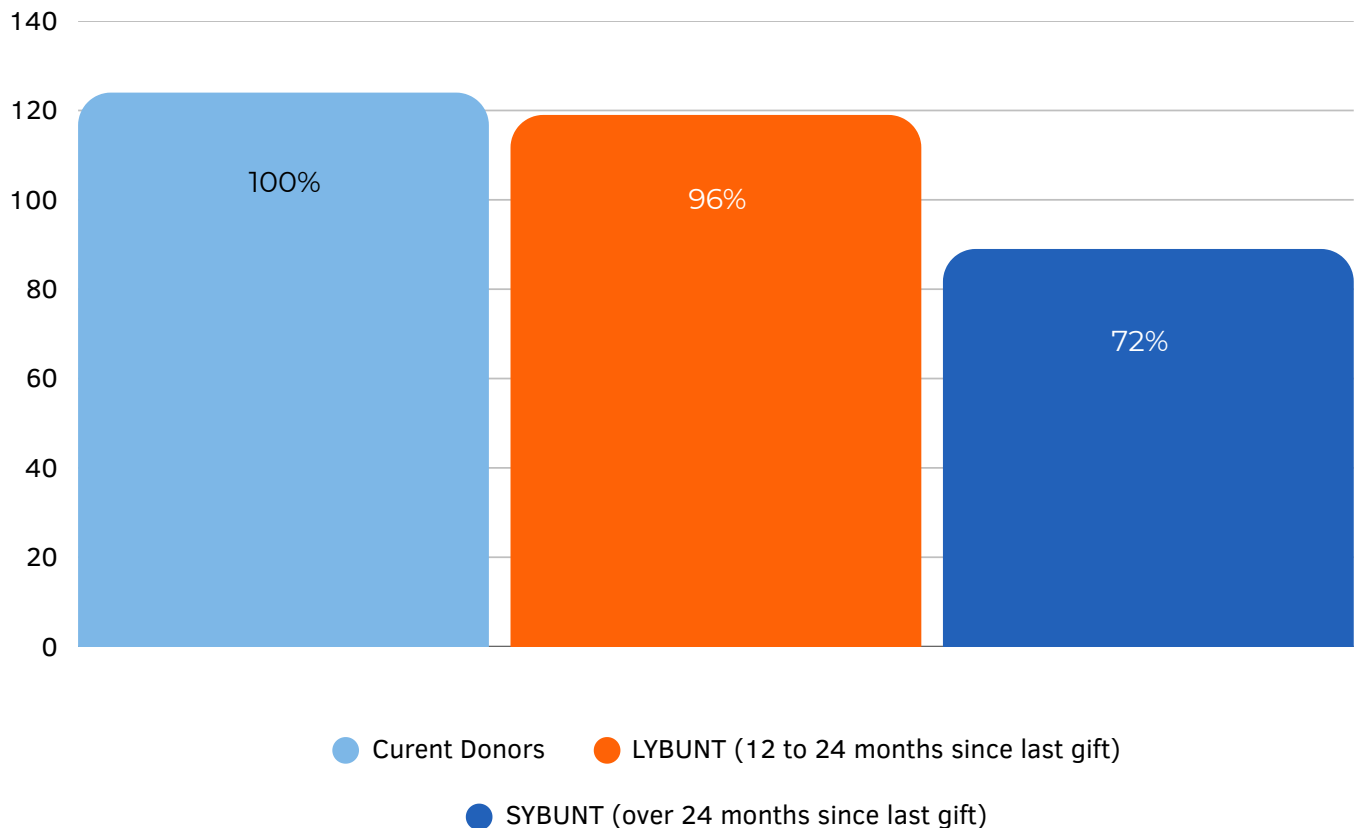


87% of responders include a direct mail appeal for donor renewals.

For which of the following segments do you use direct mail?



124 Answered (multiple answers accepted)

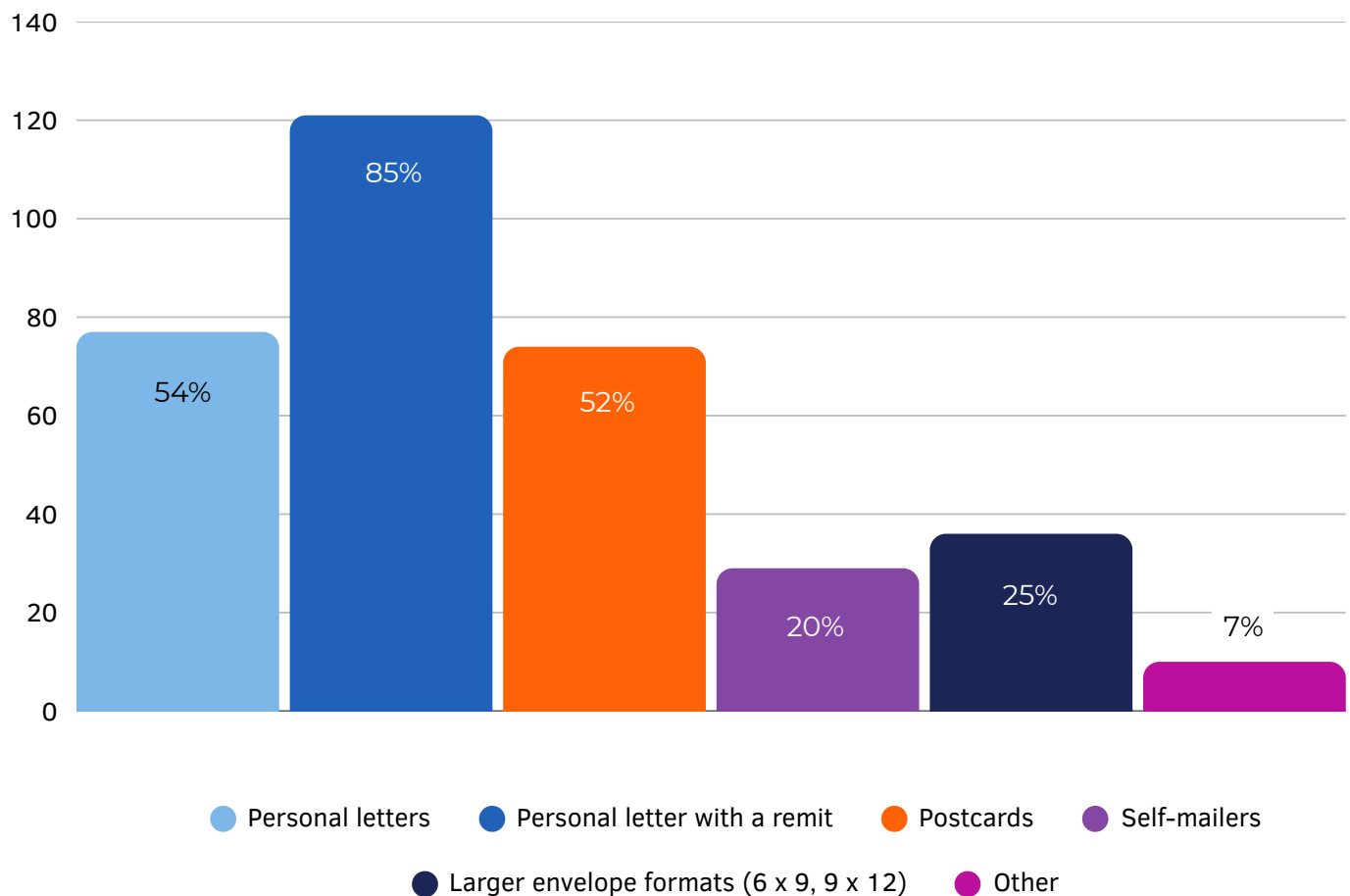


Over 70% of responders still use direct mail to reach long-lapsed donors (SYBUNTS.)

Which direct mail formats do you use?



142 Answered (multiple answers accepted)

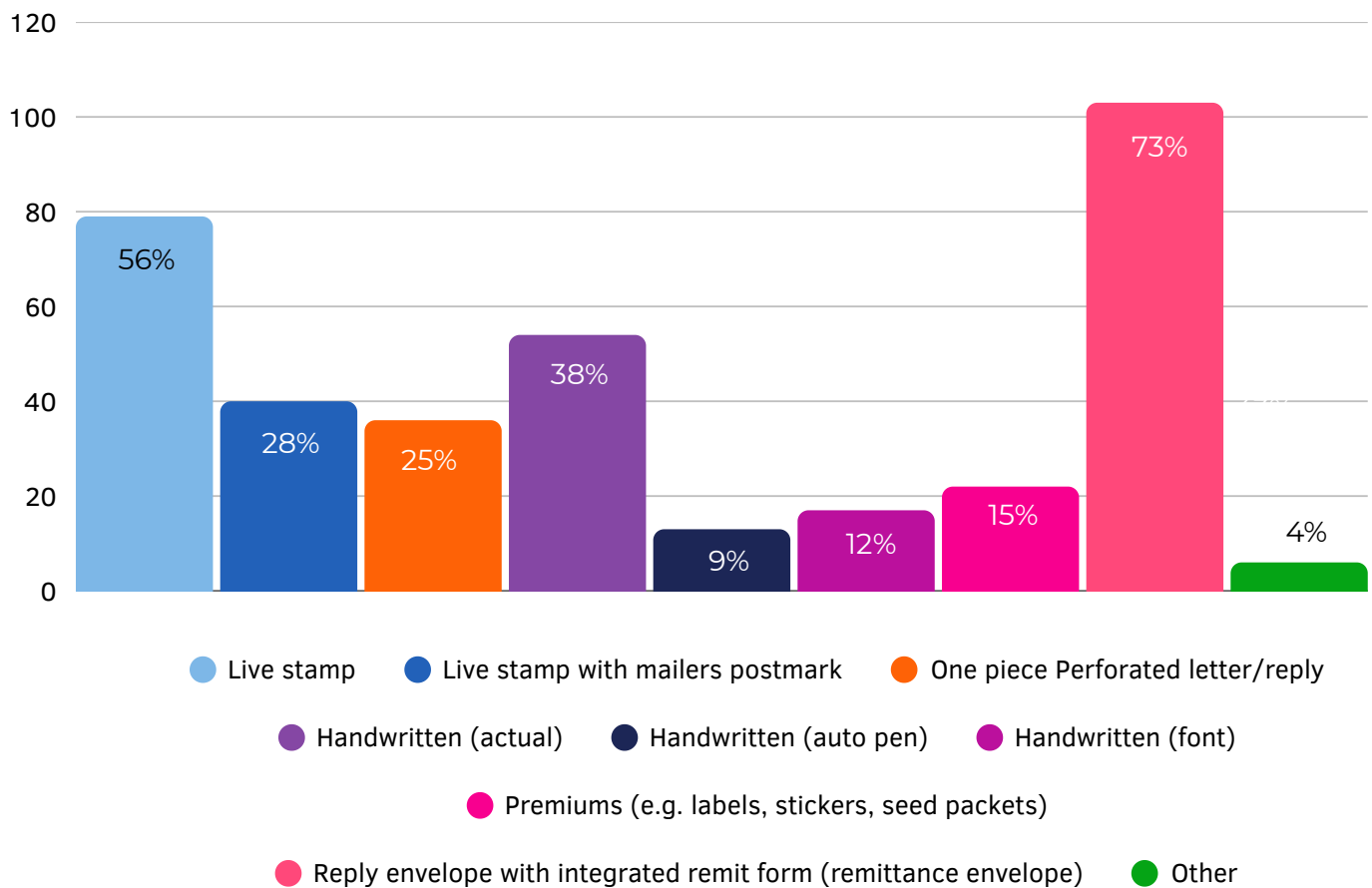


Letters with personalized remit slips still make up the vast majority (85%) of nonprofit direct mail appeals.

Which direct mail mechanisms do you use?



142 Answered (multiple answers accepted)

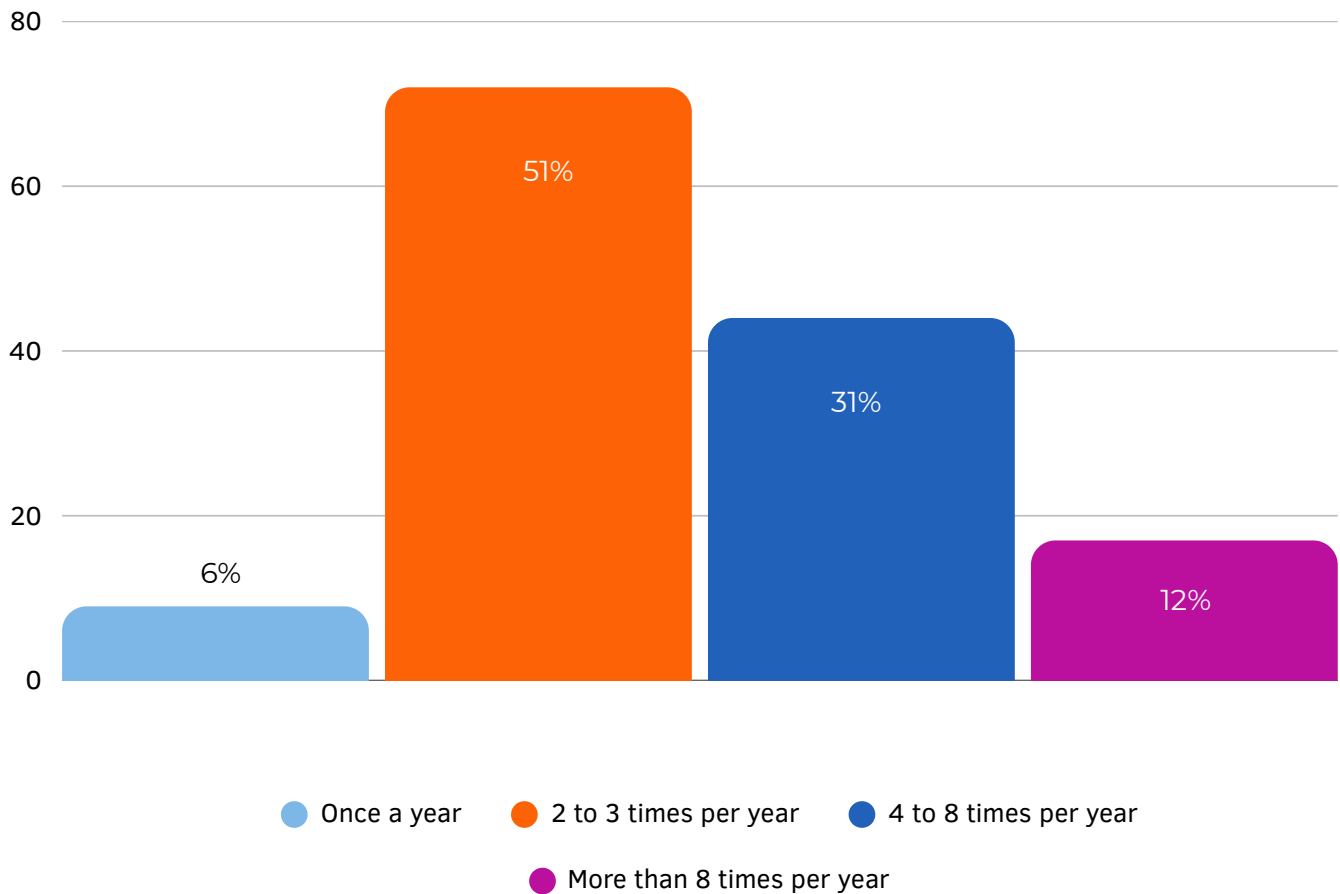


AppealMaker offers a faster, more efficient and affordable way to connect with your valued supporters.

How often do you send direct mail?



142 Answered (multiple answers accepted)

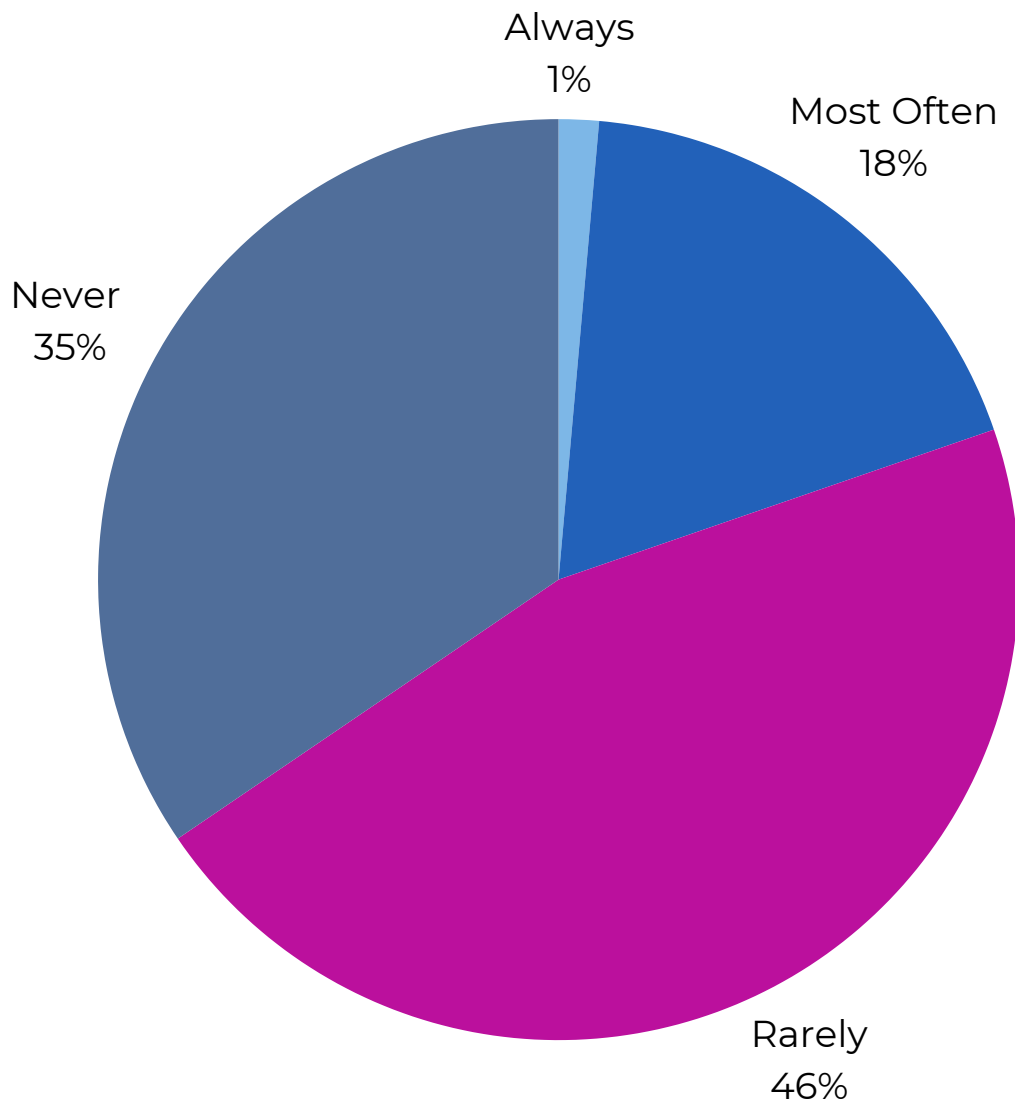


94% of responders send direct mail more than once a year, with over 40% mailing 4 to 8 times per year.

Do you send follow-up mailings?



142 Answered

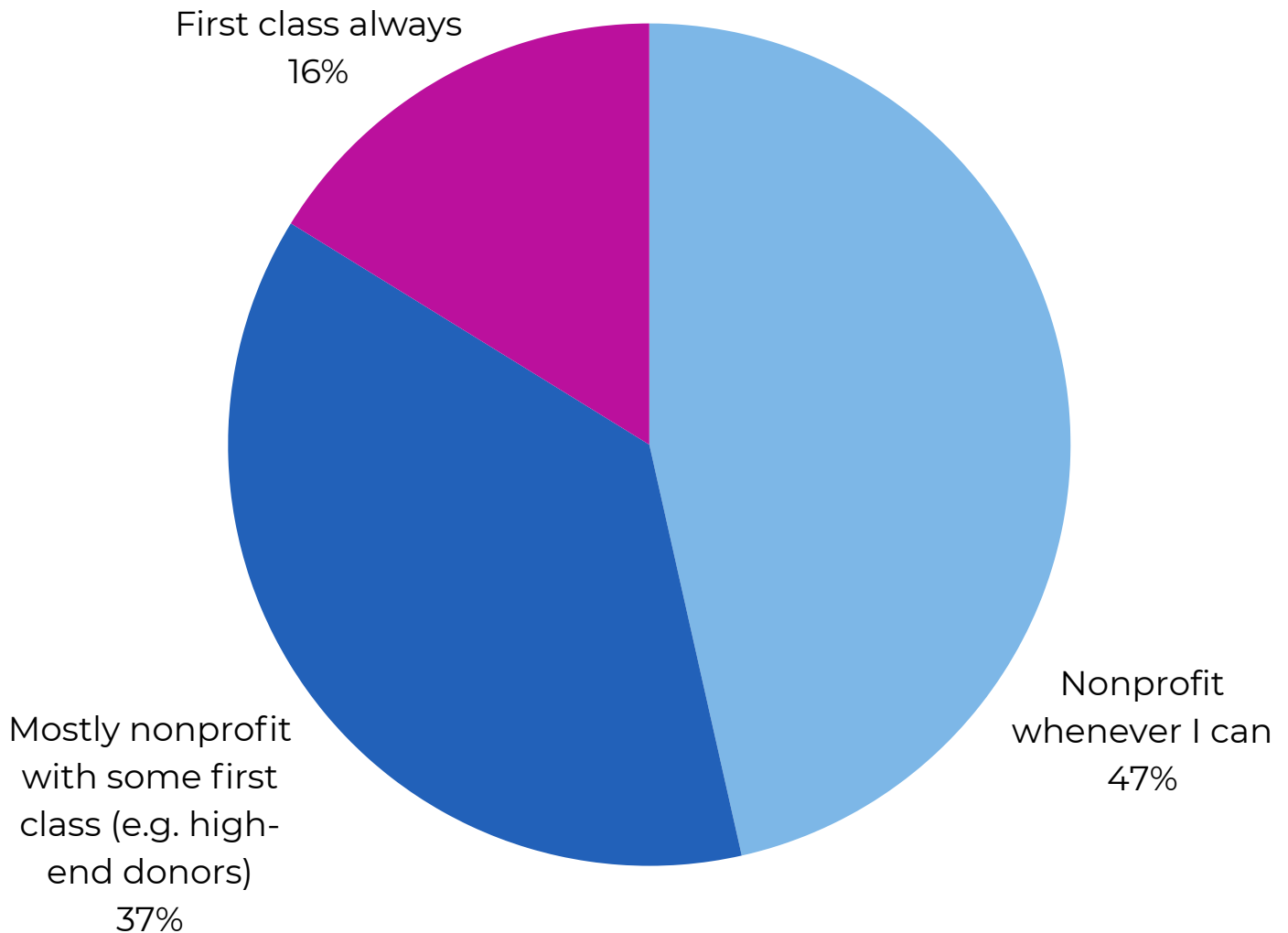


Less than 20% of responders send follow-up mailings, a truly missed opportunity. If you make one change this year, it should be to include follow-up mailings in your plan.

Which postage class do you use?

(not considering small mailings where there is no choice)

142 Answered



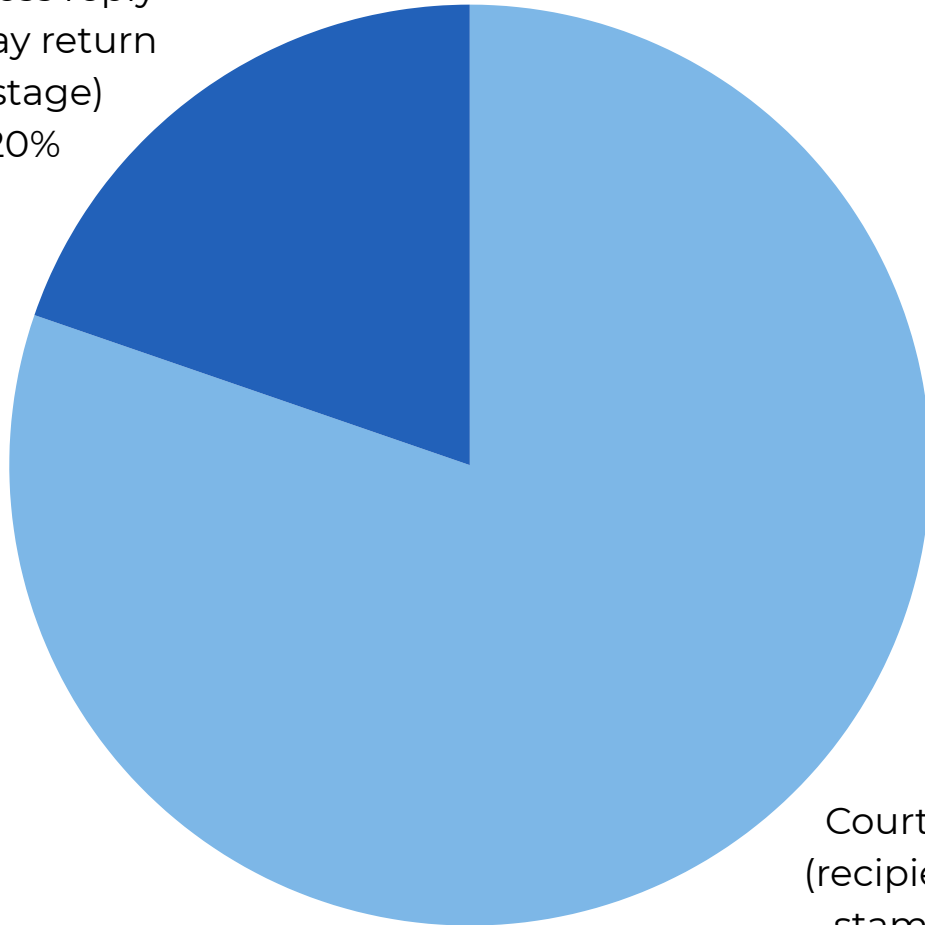
A surprising 16% of responders always use first class postage on their appeals, with 37% employing a mix that included first class.

Which type of reply envelope do you use (most often)?

142 Answered



Business reply
(we pay return
postage)
20%



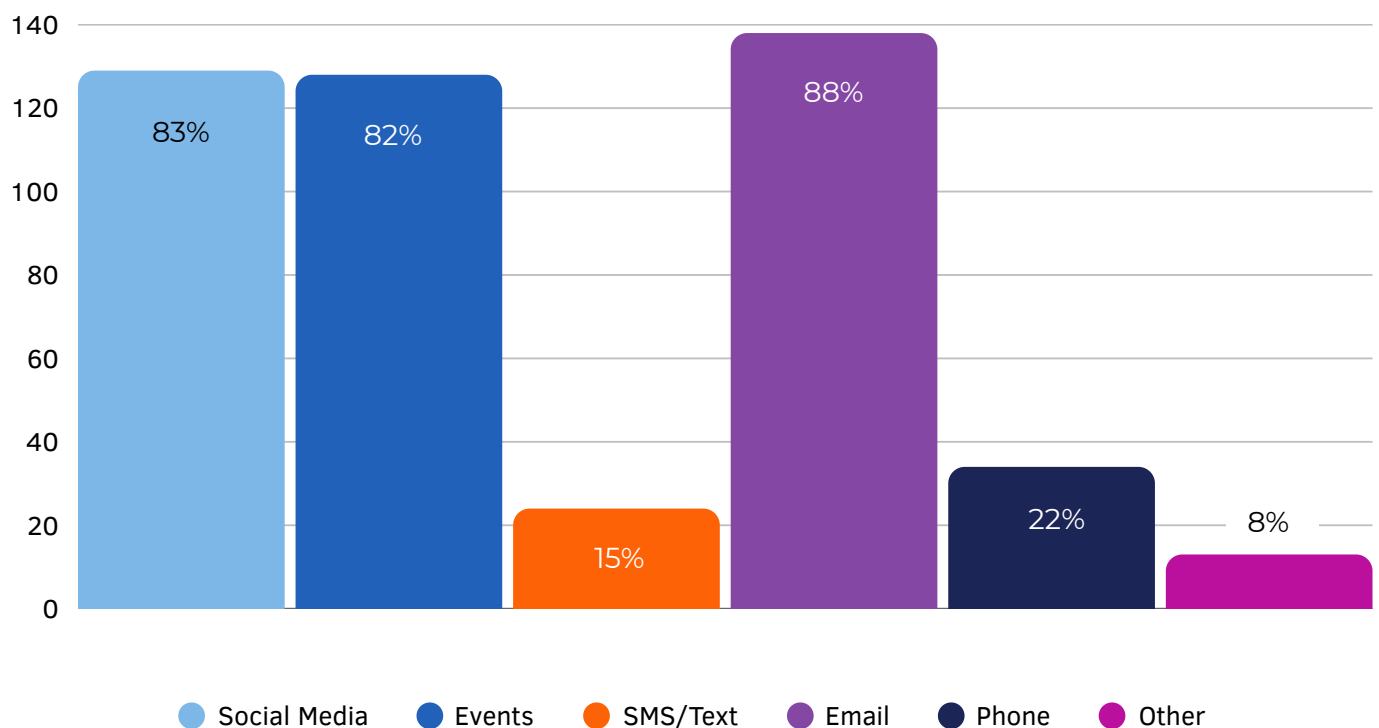
Courtesy reply
(recipient adds a
stamp before
returning)
80%

80% of responders use a courtesy reply envelope vs a prepaid business reply envelope.

What other channels do you use for new donor acquisition?



156 Answered (multiple answers accepted)

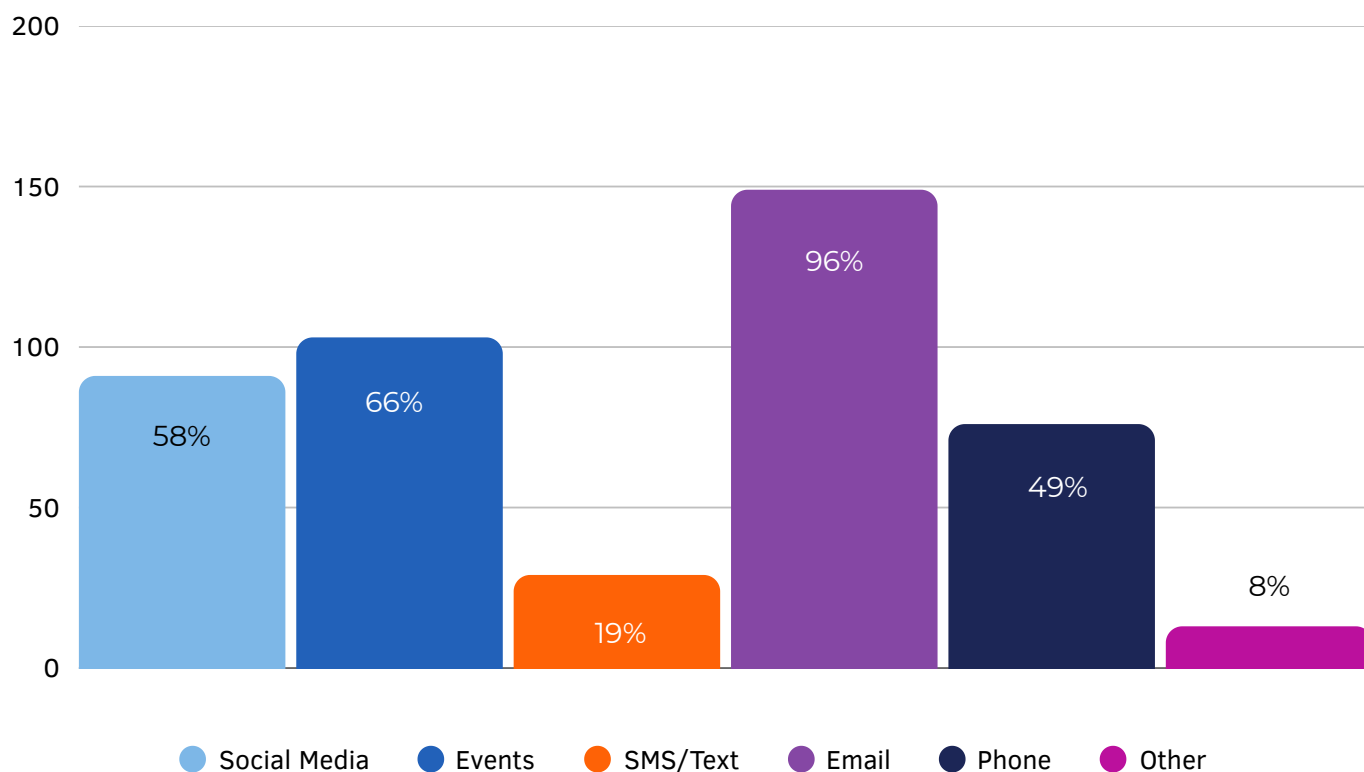


Email is the most used alternative channel for new donor acquisition, closely followed by Social Media.

What other channels do you use for donor renewal?



156 Answered (multiple answers accepted)



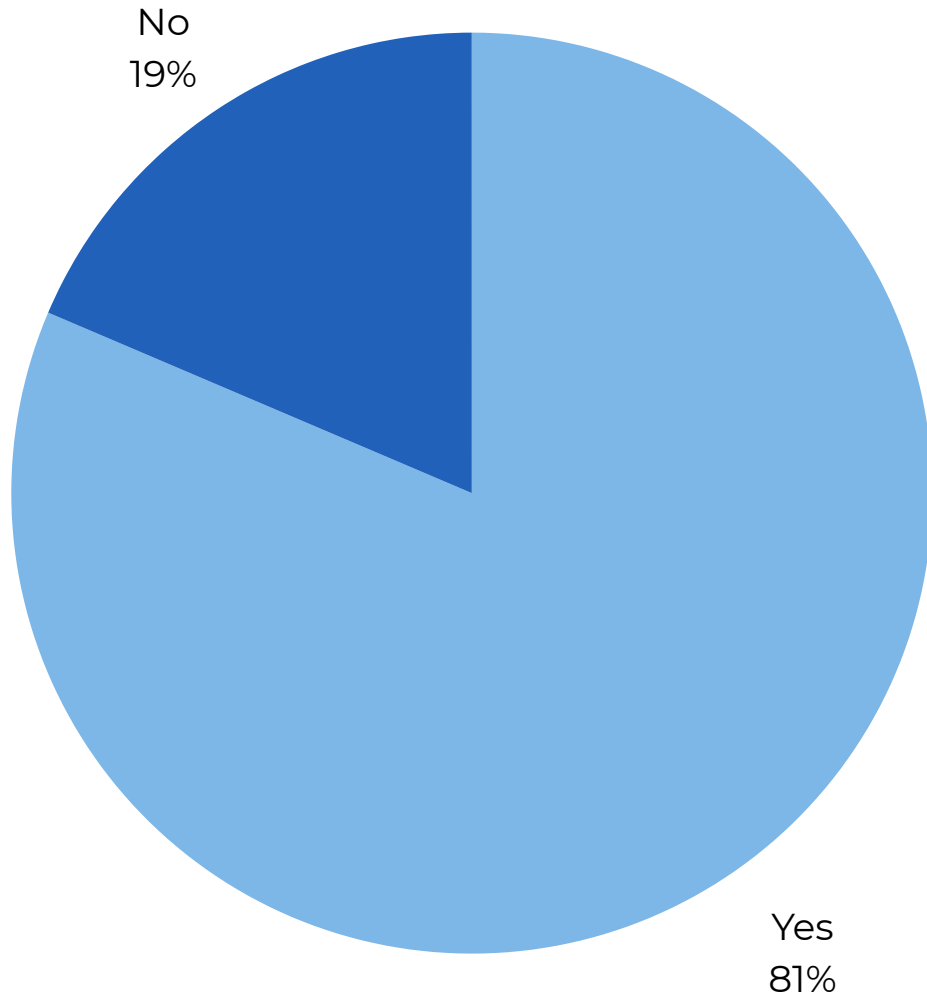
Email and social media are the two mostly used other channels for donor renewal.

Have you done multi-touch appeals?

Sending a specific appeal by way of multiple channels to the same audience in a given time frame.



156 Answered

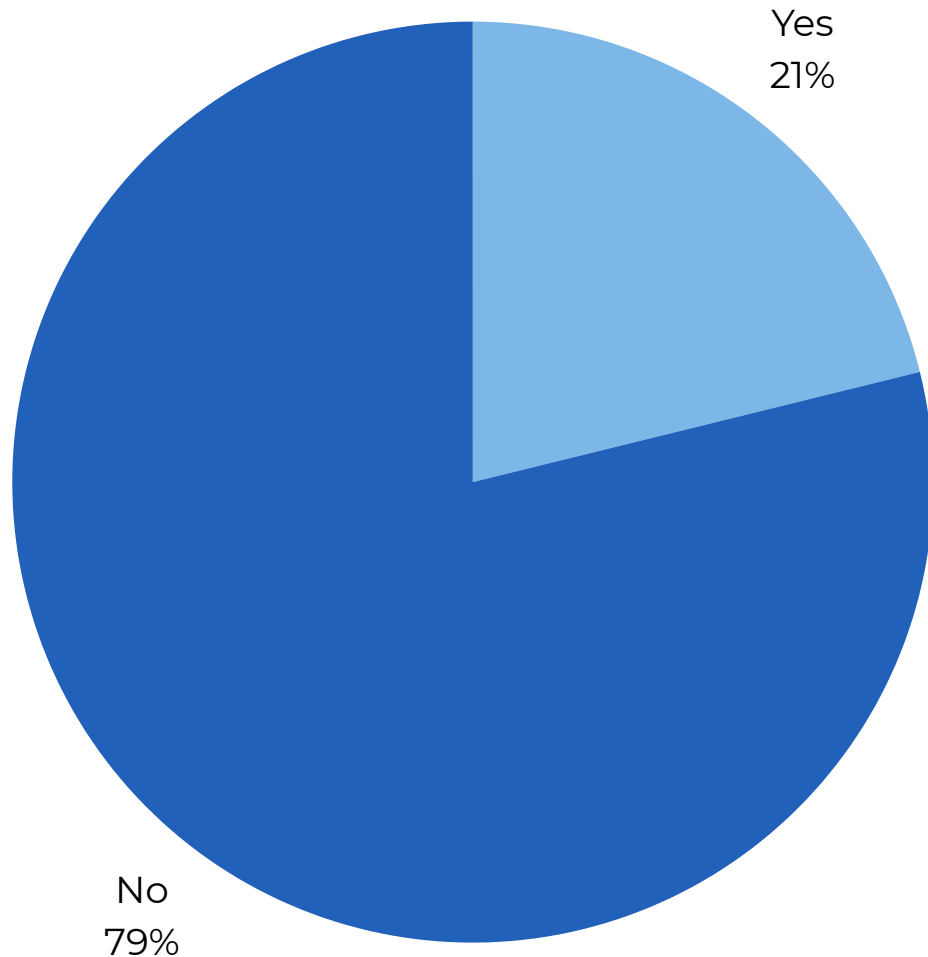


A staggering 81% of responders are already using a multi-touch approach in their campaigns.

Are you sending any automated and/or behavior-based appeals?



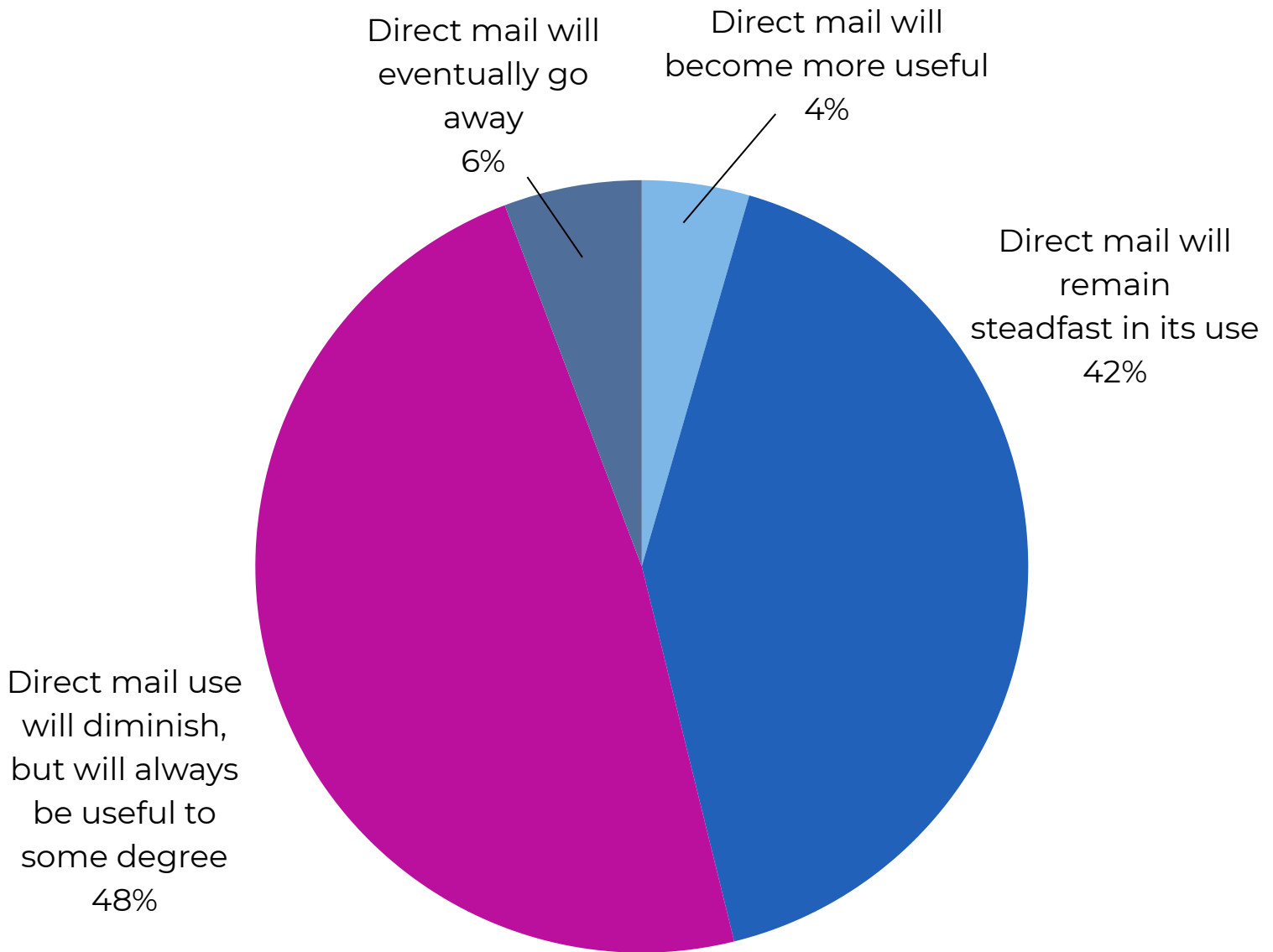
156 Answered



21% of responders are using automated systems to send triggered direct mail.

What is your opinion on the future of direct mail in nonprofit fundraising?

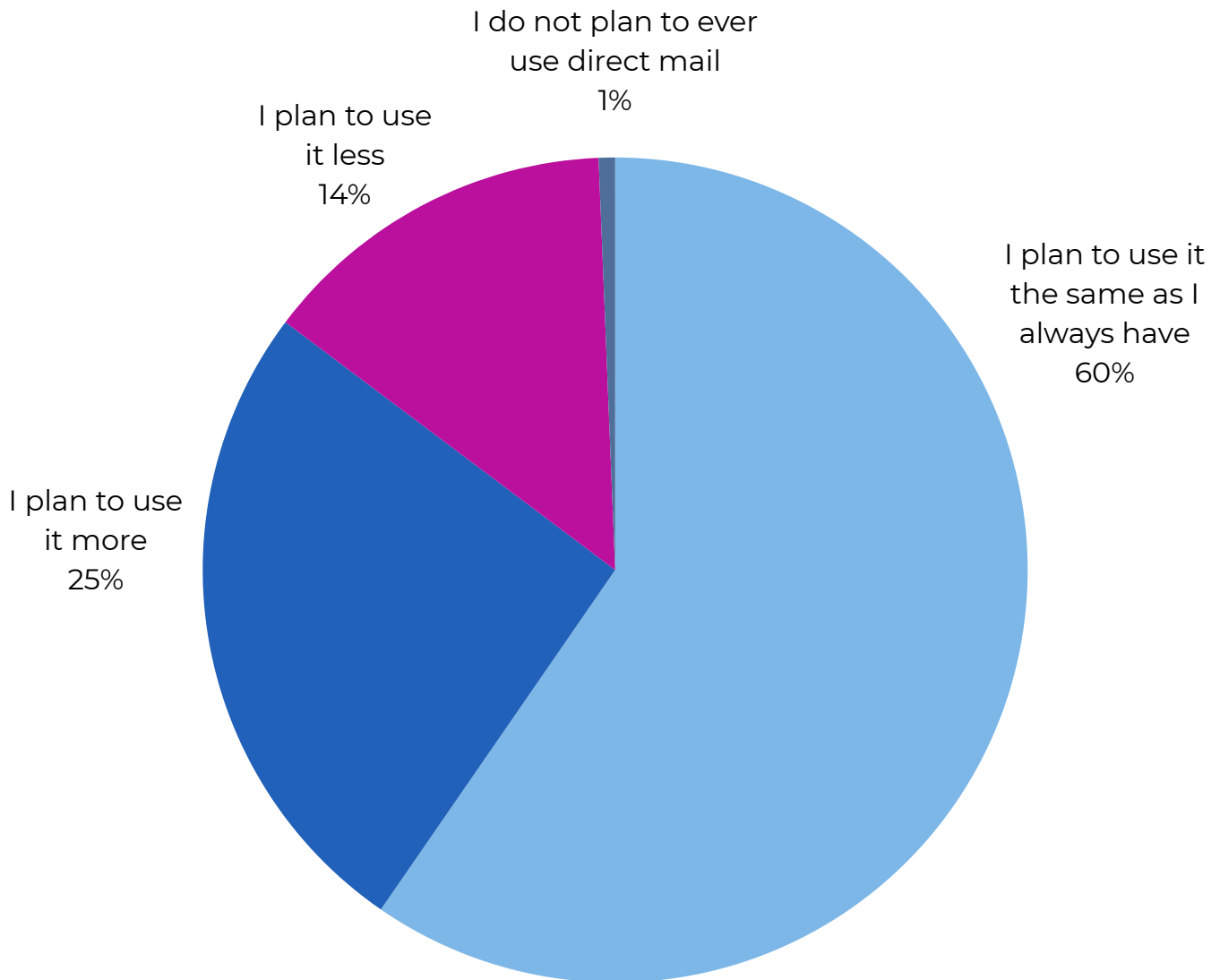
156 Answered



The future looks bright to most mailers. 94% of responders believe direct mail will remain viable despite the ever changing tech environment.

What are your plans for future direct mail use?

156 Answered



Great news for direct mail: 85% of responders say they will use direct mail at the same level or more in the future!