

Tried and TESTED

At Stelter, our direct mail package has been honed over time through testing. It's what we know gets the best response for our nonprofit clients. But we never stop testing. Donor engagement and preferences change over time, and you never know what small thing can make a difference in how a donor responds to your message.

As you plan your mailings for this year, consider introducing some simple tests to see if you can boost response.

Elements to Test in Your Direct Mail Campaigns

There are a million aspects you can test—but keep in mind that to have a true test you should only test one variable at a time.



THE ENVELOPE

- + Teaser on outer envelope vs. no teaser
- + Window envelope vs. close-face outer envelope
- + #10 mailing envelope vs. 6 x 9-inch mailing envelope
- + Indicia vs. stamp



THE PACKAGE

- + 4-page newsletter vs. single-page newsletter
- + Self-mailer vs. packaged newsletter



THE OFFER

- + One offer vs. a different offer
- + A single offer vs. multiple offers



THE CONTENT

- + Donor story vs. impact story
- + Photography with groups of people vs. photography showcasing an individual
- + Text article vs. infographic



THE LETTER

- + Cover letter vs. no cover letter
- + Personalized cover letter vs. nonpersonalized cover letter
- + Cover letter from someone who has a role at the organization vs. cover letter from a donor or person impacted by the organization
- + Full-color vs. 2-color cover letter (or 2-color vs. 1-color)



THE REPLY DEVICE

- + Prepopulated reply card vs. blank reply card
- + Business response envelope (nonprofit pays return postage) vs. courtesy reply envelope (donor must affix a stamp)

Testing should never be one-and-done; it should be ongoing. Run a test. Track and analyze the results. Adjust your mailing based on what you learn. Test again.

Ready to Get Started?

Stelter can help to recommend, craft and execute your next direct mail test. Contact us at 800-331-6881 or stella@stelter.com to get started honing your planned giving mailings for better results today!