

Seminar





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Donor Engagement

Eric Kerstetter
Delta Chi, Auburn 00'
Chief Revenue Officer – Drummond

Discussion Topics

- Introduction
- Consumer Insights
- Finding The Donors
- Trends in Direct Mail



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

About Drummond

Our Core Values: IREAD

I

Integrity

Our moral compass

R

Respect

How we treat others

E

Excellence

Creating client value

A

Accountability

We own outcomes

D

Discipline







Fact-based, data driven objectivity



About Drummond

We combine **service
excellence + innovation**
with **capability + capacity**.

Growth through 5 strategic acquisitions
in the last 10 years.

-  Jacksonville, FL (HQ)
-  Jacksonville North
-  Atlanta, GA
-  Doraville, GA
-  Decatur, GA
-  Detroit, MI

Drummond

Certifications

- Data Security

- ISO 27001
- HIPAA Type 2
- SOC 2 Type 2



- Production Certification

- ISO 9001



- Color Certification

- G7 Master
- Color Cert



- Mail Certification

- Highest Designation outside USPS



Who We Serve

Industry Verticals

Retail +
Hospitality



Finance +
Insurance



Healthcare +
Pharma



CPG +
MFG



Government, Edu,
+ Non-Profit



Resellers





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Donor Engagement

Consumer Insight

Consumer Insight

For this State of Direct Mail Consumer Insights Report, we partnered with Comperemedia to interview **2,111 US consumers** age 18+ to understand their usage of, attitudes toward, and preferences around direct mail. These insights are invaluable for marketers looking to breakthrough the digital marketing noise and engage customers with intelligent direct mail to drive revenue and ROI.

Read on to get all the key findings and actionable insights in this groundbreaking report.

62%

of consumers say direct mail has inspired them to take action



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Methodology

2,111

US consumers age 18+ were interviewed.



Respondents were nationally representative of age, gender, income, ethnicity and region.

Respondents answered a 15-minute online survey with **~50 questions** and open-ended follow-ups.

Among other questions, respondents were asked a series of questions around their preferences and satisfaction related to direct mail and within four specific sectors:

Financial Services, Healthcare, Retail & Local Business



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar



Key Findings & Actionable Insights

01

72% of consumers read direct mail **immediately** or the same day they bring it inside their residence

02

For brands consumers do not know, **direct mail is the preferred channel of communication** with 44% of respondents selecting this channel

03

62% of consumers say **direct mail has inspired them to take action**

04

Half of consumers sometimes or often **share direct mail with friends and family**

05

Offers and promotions are key motivators for existing customers to take action

06

The majority of consumers **still opt to receive some paper statements** from brands



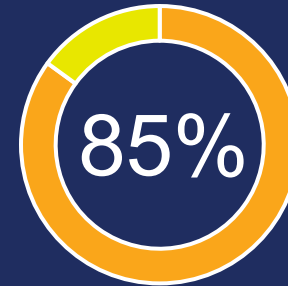
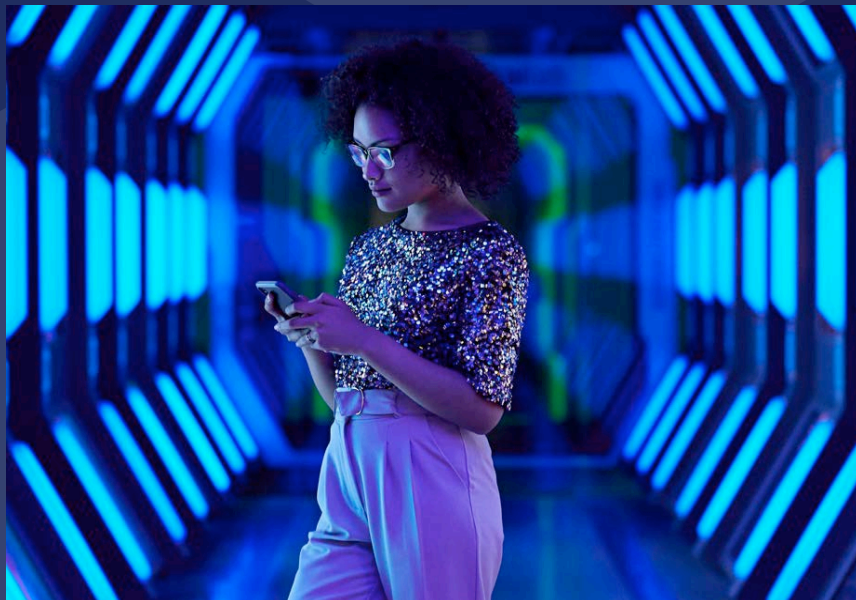
FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

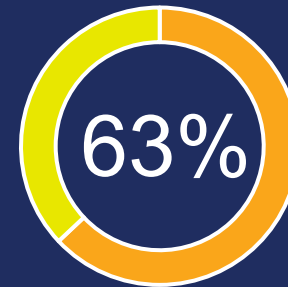
Key Finding 1

72%

of consumers read direct mail immediately or the same day they bring it inside their residence



Regularly read direct mail either **immediately**, the same day or at a later time



Keep direct mail for less than two days

ACTIONABLE INSIGHT

With the majority of consumers opening direct mail immediately, you should invest in triggered omnichannel campaigns based on mail delivery date. Coordinate emails to go out the day after the direct mail arrives or an email to look out for a promotion that's on the way.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: Total n=2,111

Q: What do you typically do with direct mail you receive from any brand? (Select one response.) /
How long do you typically keep direct mail from any brand? (Select one response.)

Seminar

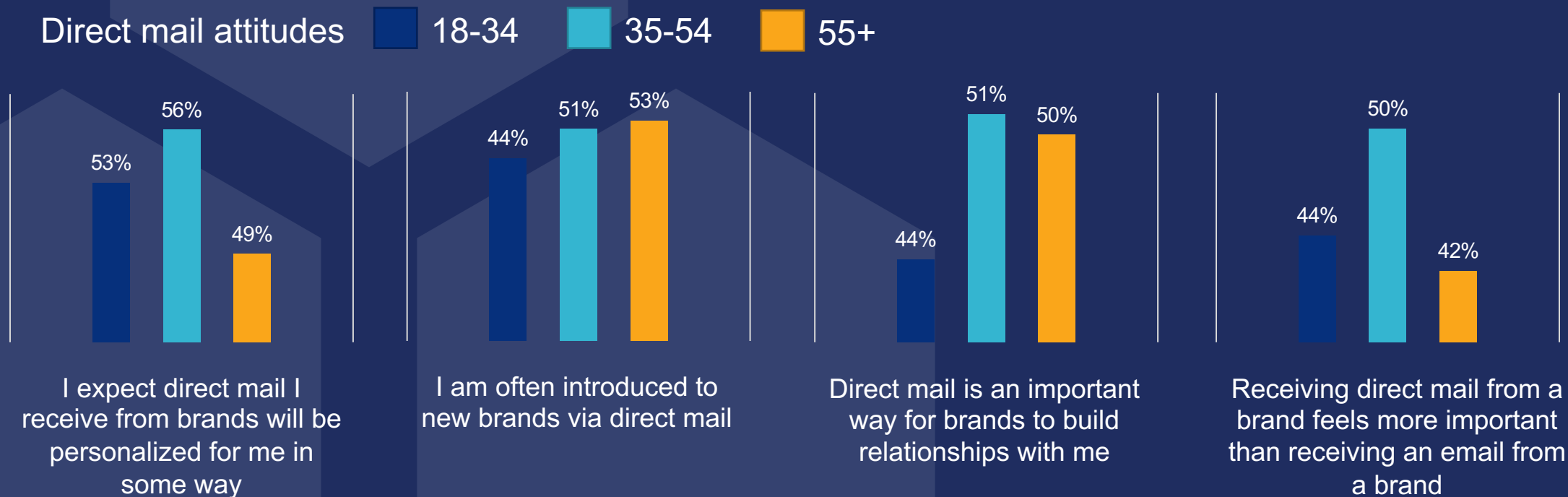
Key Finding 2

44%

of respondents aged 18-34 agree direct mail is an important way for brands to build relationships with them

ACTIONABLE INSIGHT

Direct mail is an excellent channel for new customer acquisition to build awareness and loyalty. Invest in new customer acquisition campaigns and ongoing retention campaigns to grow CLTV and ROI.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: n by Age = 545 | 684 | 845

Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)

Seminar



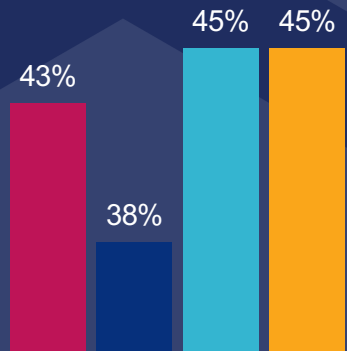
Key Finding 3

62%

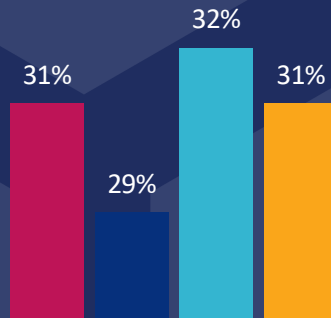
of consumers say direct mail has inspired them to take action

Specific action taken on direct mail by age

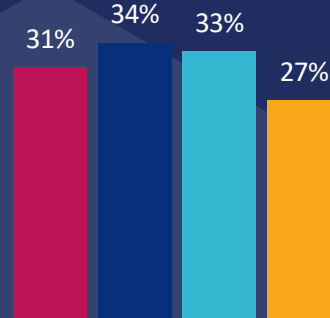
■ Total ■ 18-34 ■ 35-54 ■ 55+



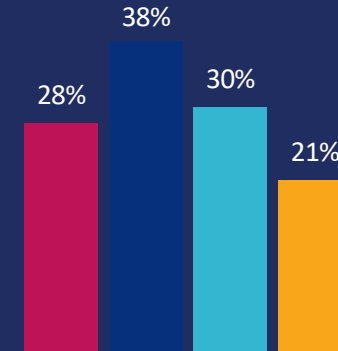
Visited the brand or service website



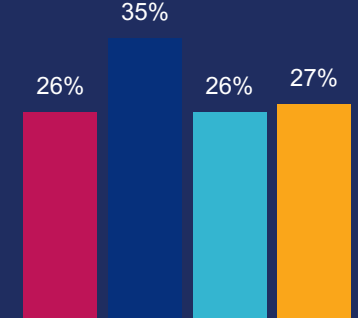
Bought a product/signed up for a service



Visited a retail location to check out a product in person



Searched for the brand/product/service online (e.g. Google, Bing etc.)



Looked up reviews of the brand/product/service

ACTIONABLE INSIGHT

Because consumers most often visit a brand website after receiving a direct mail piece, ensure every touchpoint in your campaign has consistent visuals and message match to create an engaging customer experience optimized for conversion.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: Total n=1,300; n by age = 302 | 451 | 547

Q. Now, which of the following best describes the action you took after receiving this specific piece of direct mail?
(Select all that apply.)

Seminar

Key Finding 4

64%

Offers and promotions are key motivators for all customers



Offer or promotion caught my eye

Was already interested in brand/product/service

Piece was personalized to me

Found the piece particularly creative

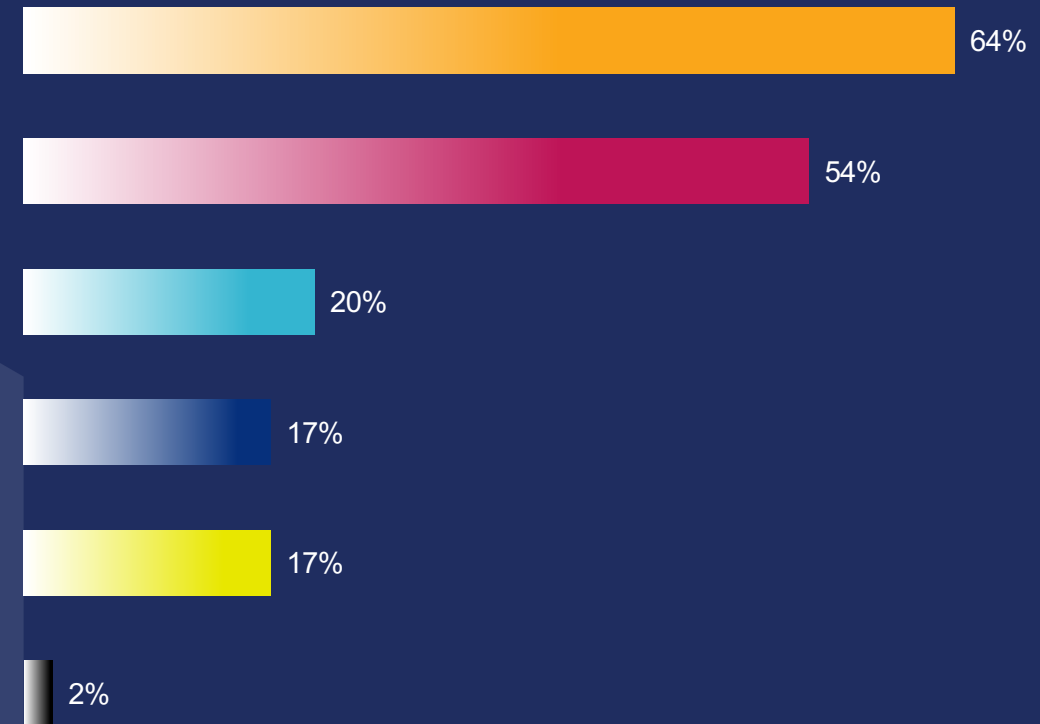
Someone I know recently purchased from brand and recommended me

Other

ACTIONABLE INSIGHT

Create personalized offers based on purchase history to stand out from digital noise and motivate consumers to convert.

What part/aspect made you take action?



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: Total n= 1,300;
Q: Now, which of the following best describes the action you took after receiving this specific piece of direct mail?
(Select all that apply.)

Seminar

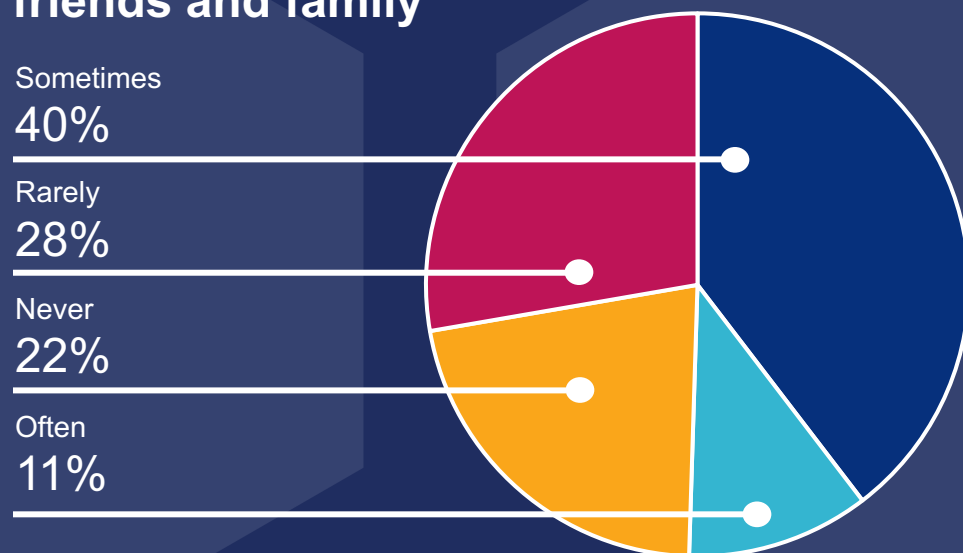
Key Finding 5

51%

of consumers sometimes or often **share direct mail** with friends and family

30% of consumers say they would take action on a direct Mail piece if someone I know had recently purchased from this brand and recommended them to me.

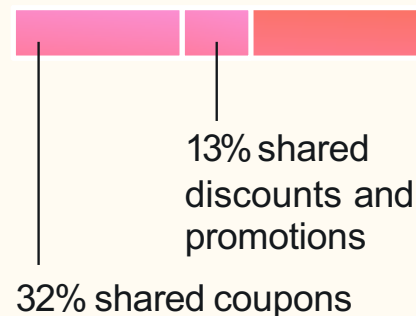
Frequency of sharing direct mail with friends and family



ACTIONABLE INSIGHT

Leverage the shareability and virality of direct mail by including additional promo codes or offers to share.

Of the 78% who reported sharing direct mail with friends and family:

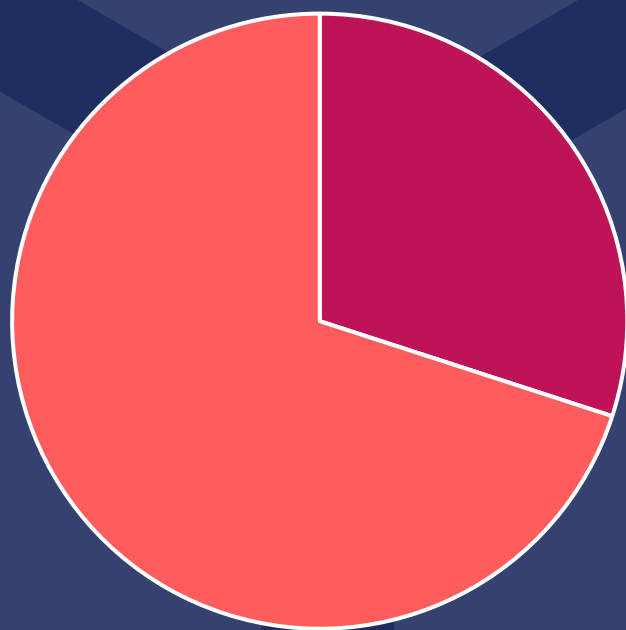


Base: Total n=2,111 Q: How often do you share direct mail pieces or offers with your friends or family? (Select one response.)
Base: Total N=1,655 Q: You mentioned you share direct mail pieces or offers with your friends and family. What specific direct mail pieces or offers have you shared in the past? Please use specific examples when possible. (Please briefly describe.)
Base: Total n=2,111 Q: Imagine you were bringing in a piece of direct mail into your residence. Which of the following elements of a direct mail piece would inspire you to take action? (Select all that apply.)

Key Finding 6

70%

of consumers opt to receive at least some paper statements from brands



30%

have opted into paperless statements for every brand that offers it.

ACTIONABLE INSIGHT

Offer the option to go paperless to support sustainability initiatives and be eco-conscious but give consumers options to provide the best customer experience.

Nearly three-fourths (72%) of 18-24 year olds report they still receive at least some paper statements from brands, with 17% reporting they have not opted in to paperless for any brand.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: Total n=2,111

Q: Which of the following statements best describes your relationship with paperless statements? (Select one response.)

Seminar





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Donor Engagement

Demographic Insight

AGES 18-34

Consumers ages 18-34 are significantly more likely to prefer to receive letters and envelopes than those 35+

Those 18-34 are significantly more likely to prefer letters and envelopes than those 35+, potentially due to the information typically found in this format matching their life stage (e.g. credit card approvals, education information, etc.)



For consumers 18-34 design and copy are important elements of a direct mailpiece



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Factors that inspire consumer action



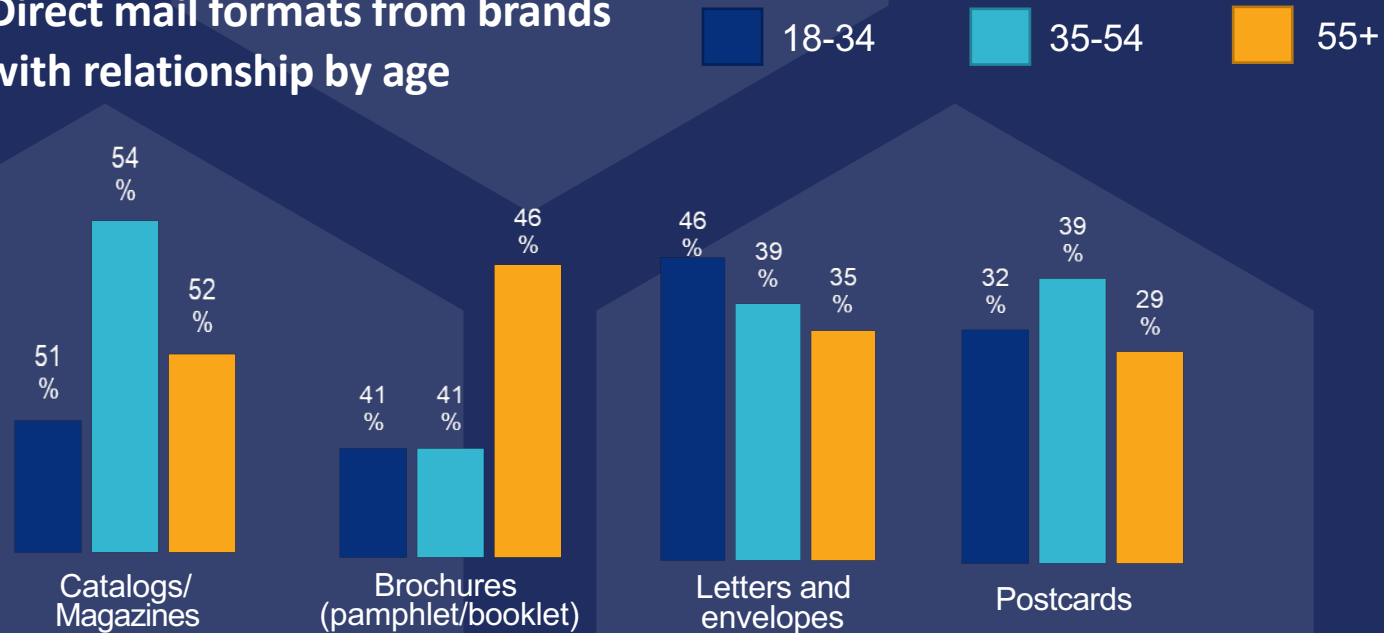
Base: n by Age = 565 | 696 | 850 | Q: Which of the following direct mail formats do you prefer to receive from brands you already have a relationship with? (Select all that apply.)
Base: Total n=2,111 | Q: Imagine you were bringing in a piece of direct mail into your residence. Which of the following elements of a direct mail piece would inspire you to take action?

AGES 35-54

Those aged 35-54 are more interested in postcards than other age groups, likely due to being time-starved

Catalogs and magazines are of top interest among all age groups.

Direct mail formats from brands with relationship by age



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: Total n= 565 | 696 | 850
Q: Which of the following direct mail formats do you prefer to receive from brands you already have a relationship with? (Select all that apply.)



Seminar

AGES 35+

Consumers 35+ are more likely to engage with direct mailpieces from brands they have a relationship with than their younger counterparts

Consumers 35+ are significantly more likely to report that they are very or somewhat likely to engage with direct mailpieces from brands they have a relationship with compared to 18–34 year old consumers.



50%

of consumers age 35-54 agree that receiving direct mail from a brand feels more important than receiving an email from a brand.

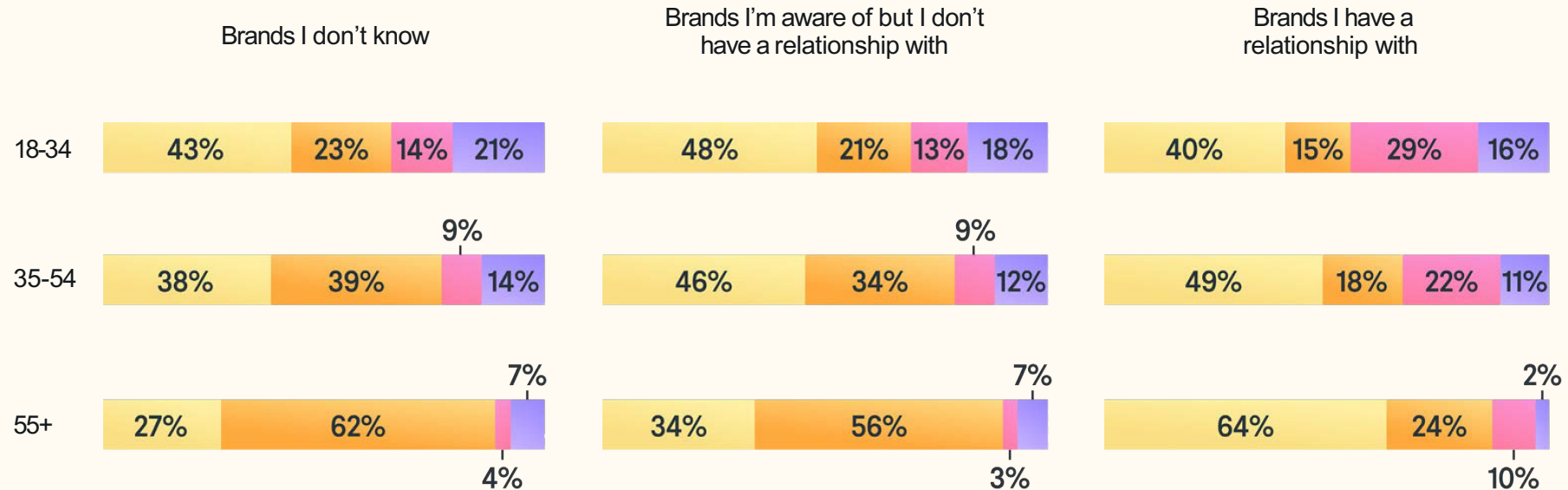
Base: n by Age = 545 | 684 | 845 | Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)
Base: n by Age = 565 | 696 | 850 | Q: Please indicate how likely you are to engage with direct mail pieces from the following. (Select one for each row.)

AGES 55+

Older consumers (55+) are significantly more likely to prefer communications via direct mail from all brand types compared to younger consumers

Communication preferences by age

Email Direct mail Text messages Social media messages



Base: n by Age = 565 | 696 | 850

Q: Which of the following types of communication do you most prefer to receive from brands you don't know/brands you know, but don't have a relationship with/brands you have a relationship with? (Select one response.)

AGES 55+

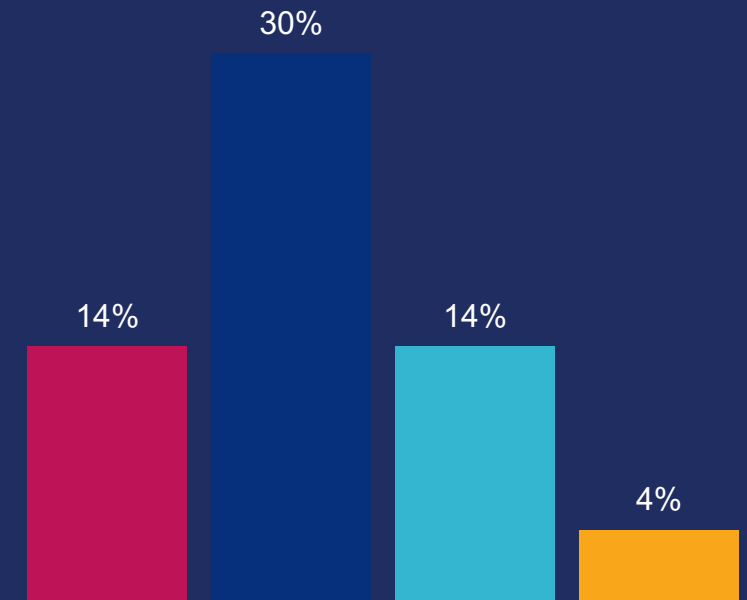
64%

of those 55+ report direct mail overall has inspired them to take action, with offers and promotions most important to this age segment



Direct mail has inspired action in...

55+ 35-54 18-34 Total



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Base: Total n = 2,111; n by Age = 565 | 696 | 850

Q: Has any piece of direct mail ever inspired you to take some kind of action? Action can include searching for the brand online, visiting a brand website, checking the brand's social media, looking up reviews of the brand/product, buying a product, or visiting a brand location. (Select one response.)

Seminar



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Donor Engagement

How consumers act on direct mail

62%

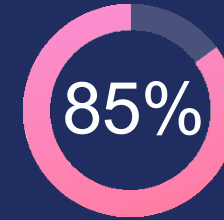
of consumers report direct mail has inspired them to take action

A majority of consumers visit the brand or service website directly and 50% search for the brand/product/service online. This is true across the four sectors analyzed, with most consumers likely to visit the brand or service website.



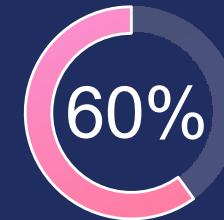
Base: Total n=2,111

Q: Has any piece of direct mail ever inspired you to take some kind of action? (Select one response.) / What do you typically do with direct mail you receive from any brand? (Select one response.) / How long do you typically keep direct mail from any brand? (Select one response.) / Q: Imagine you were bringing in a piece of direct mail into your residence. Which of the following elements of a direct mail piece would inspire you to take action?(Select all that apply.)



Regularly read their direct mail either immediately, the same day or at a later time

Only 15% of consumers rarely read direct mail and typically recycle or throw it away.



of consumers overall would be inspired by offers or promotions that catch their eye

Consumers are also inspired if they are already interested in a product/service. Images of an item/brand/service that consumers have previously purchased are most appealing, suggesting that while direct mail can be used at the beginning of the marketing funnel, it can also be used as a tool for re-contacting or re-engaging consumers.

Direct mail drives store visits when consumers are looking to learn more about brands

Method to learn more about a brand from direct mail

24%

Visit store, if they have one

27%

Use a search engine

16%

Generic URL

14%

Personalized URL

9%

Phone number

9%

QR code

Base: Total n = 2,111
Q: Imagine you received a piece of direct mail from a brand you are interested in and want to learn more. Which of the following methods would you be most likely to use to get more information? (Select one response.)



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Offers are the most important factor in consumers reading a direct mailpiece

Likelihood to open/read from brand interested if...

Your first and last name

51%

A local event or location

60%

Name of an item you recently purchased or viewed online

58%

Image of an item you recently purchased or viewed online

59%



Single offer or promotion

72%

QR code

37%

Personalized URL

42%

Your first name

48%

Multiple offers or promotions

73%

Base: Total n=2,111
Q: Imagine you receive a piece of direct mail from a brand you are particularly interested in. How likely are you to open/read this piece of mail if it had the following included?

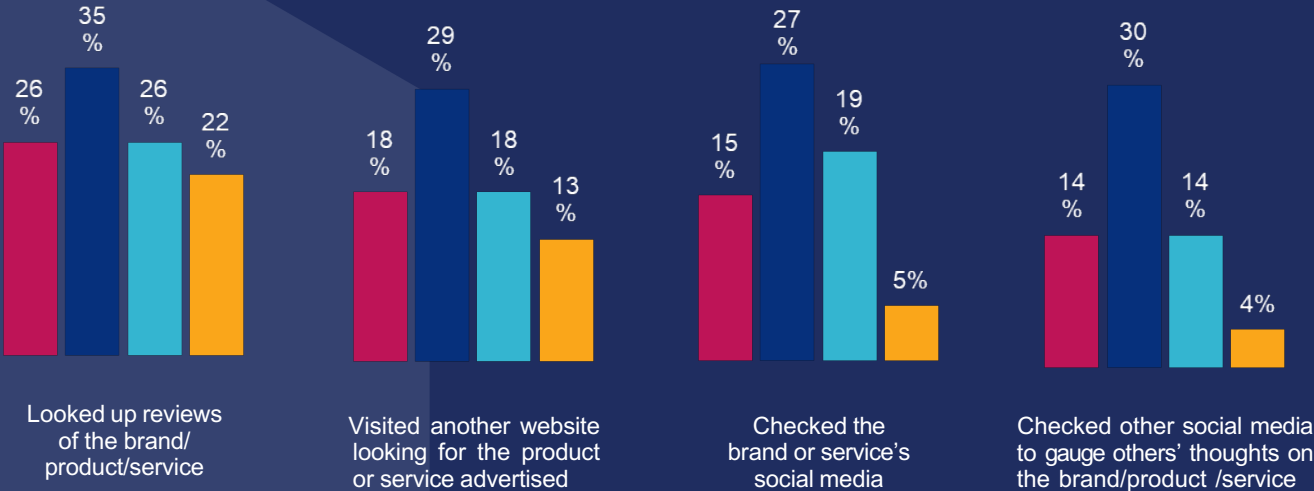
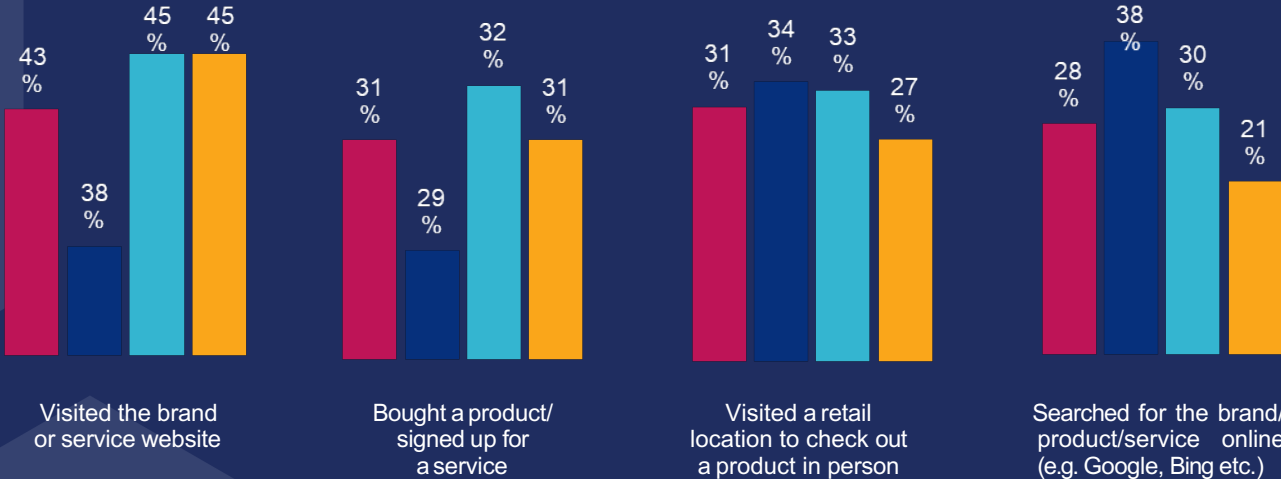
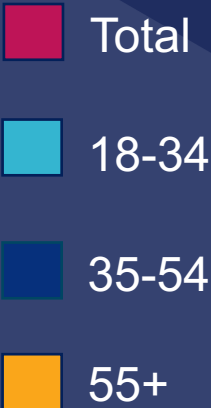


FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Consumers most commonly visit a brand website after receiving a direct mailpiece

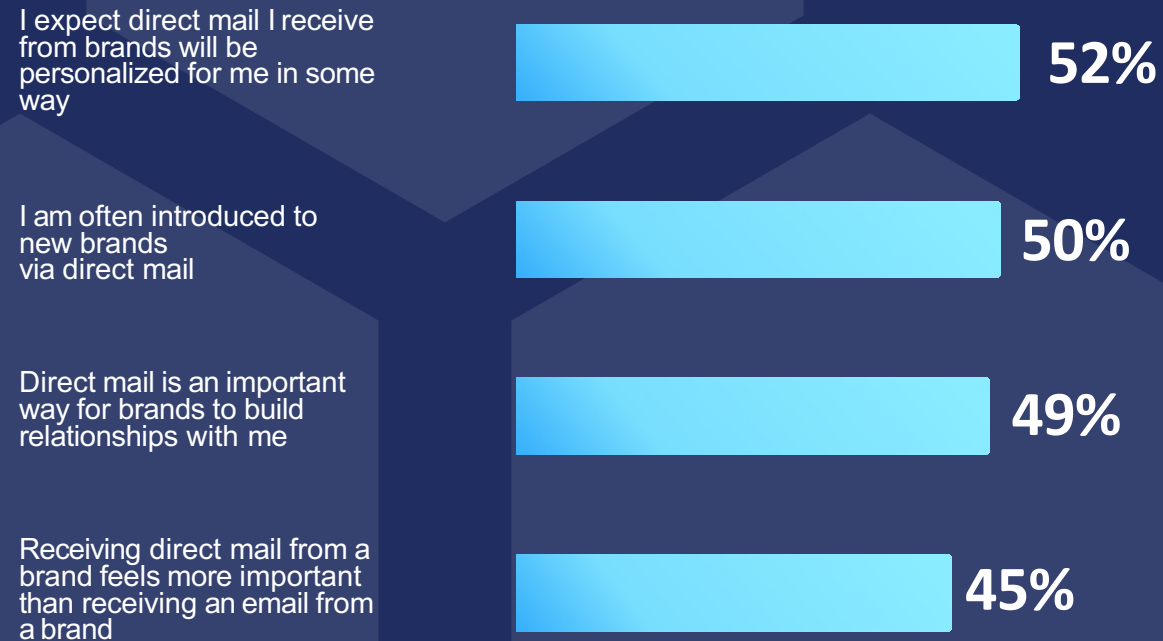
Specific action taken on direct mail by age



Base: Total n = 1,300; n by Age = 302 | 451 | 547
 Q: Now, which of the following best describes the action you took after receiving this specific piece of direct mail? (Select all that apply.)

Half (52%) of consumers expect direct mail to be personalized

Direct mail attitudes



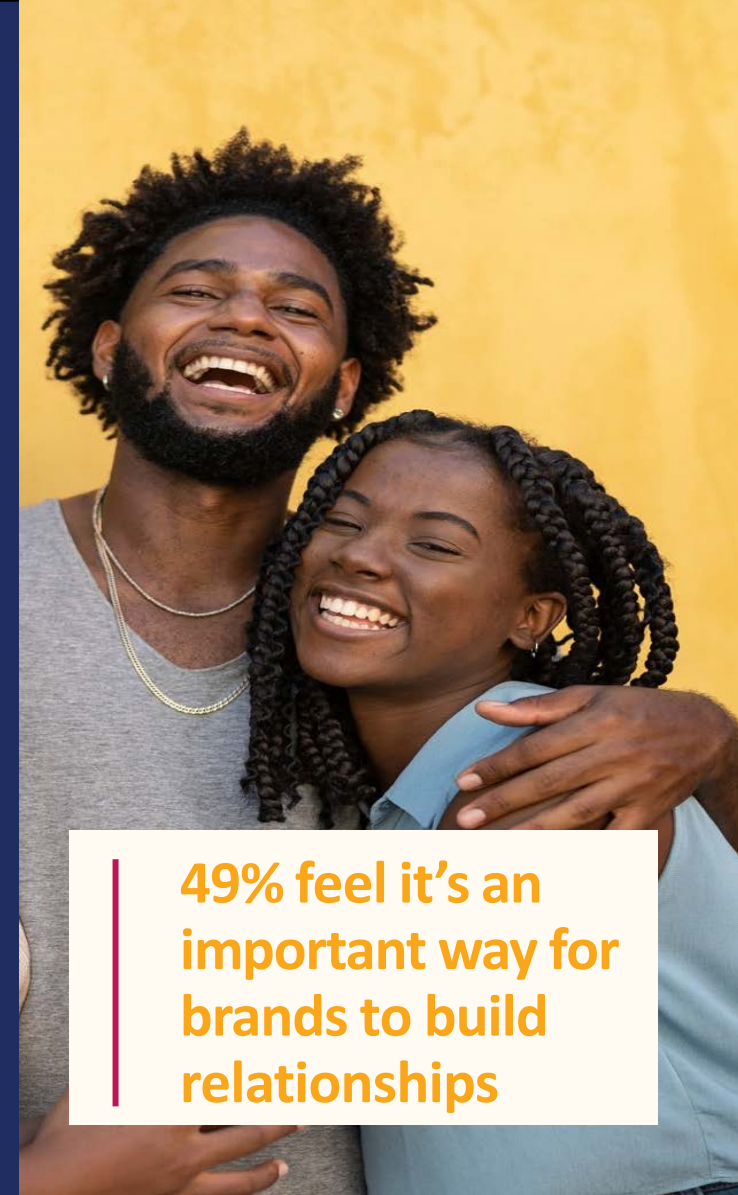
49% feel it's an important way for brands to build relationships



FOUNDATION
FOR FRATERNAL
EXCELLENCE

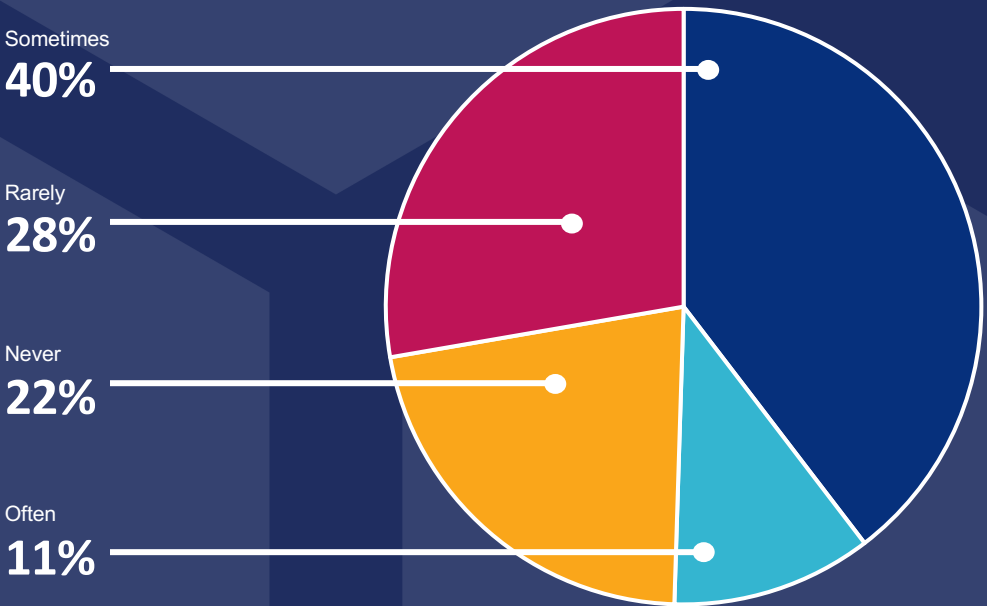
Base: Total n=2,111
Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)

Seminar



Half of consumers sometimes or often share direct mail with friends and family

Frequency of sharing direct mail with friends and family



Base: Total n=2,111
Q: How often do you share direct mail pieces or offers with your friends or family? (Select one response.)

Base: Total N=1,655
Q: You mentioned you share direct mail pieces or offers with your friends and family. What specific direct mail pieces or offers have you shared in the past? Please use specific examples when possible. (Please briefly describe.)



What pieces of direct mail were shared?

32%

shared coupons

13%

shared discounts/
promotions



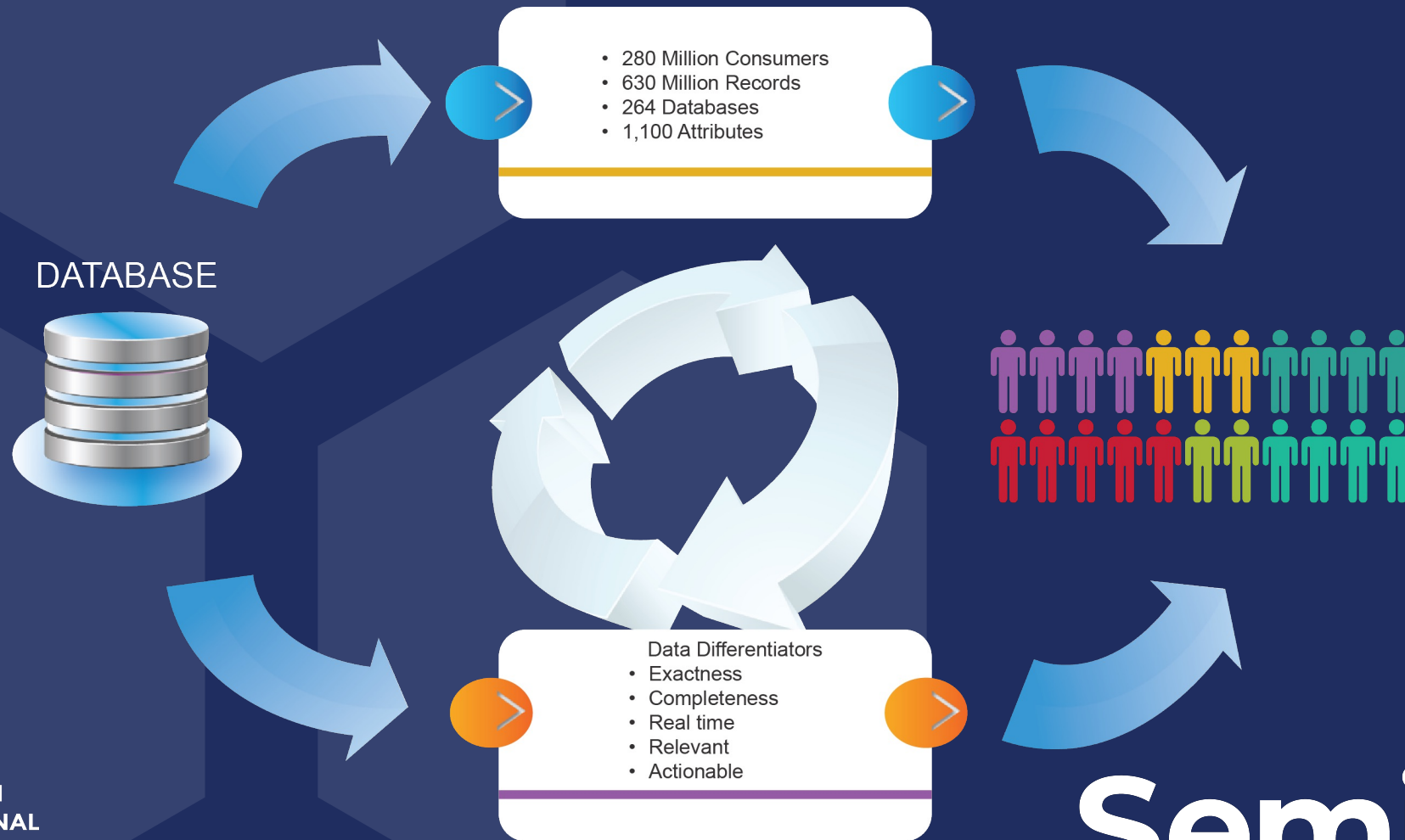
FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Donor Engagement

Finding The Donors

Intelligent Data



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Compiled vs Source Data



Compiled Data

- Segment
- Cluster Group
- Age range
- Income Range



Providers

- Acxiom
- Epsilon
- Info USA
- Experian



Shared Databases

- XXXXXXXX
- YYYYYYYY
- ZZZZZZZZ



Source Data

- Exact Age
- Exact Income
- Exact Ethnicity
- Exact Address



Intelligent Data

- 264 Databases
- Transactions
- County Records



Intelligent Data

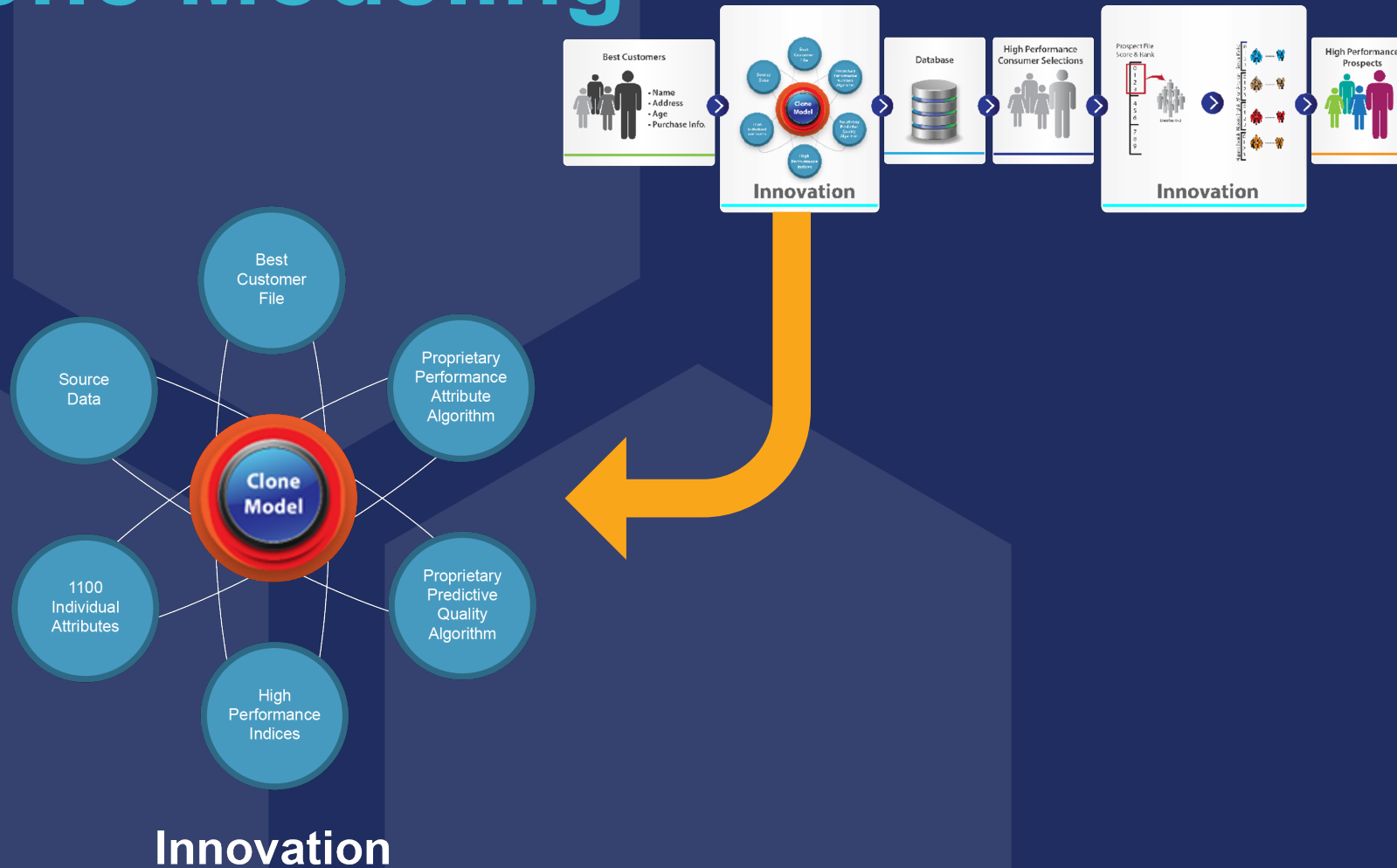


FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar



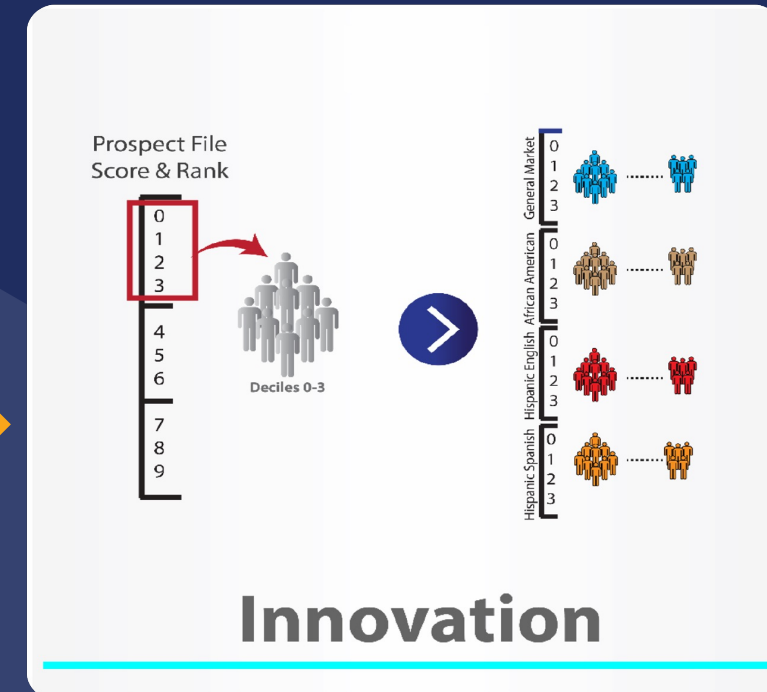
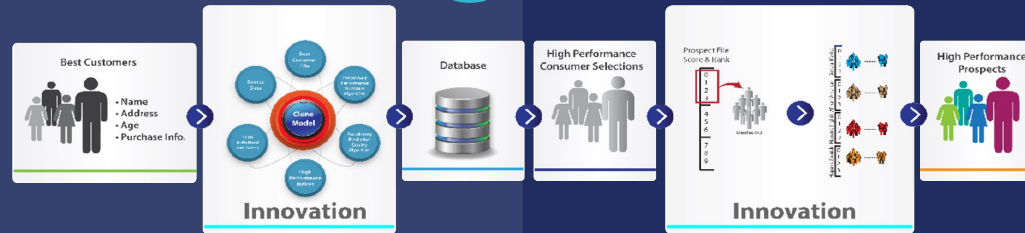
Clone Modeling



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Clone Modeling



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Best Customer
Clone



Intelligent
Data

High Performance
Customers and
Prospects



Juan Garcia

- DOB
- Gender
- Ethnicity
- Family Unit
- Children DOB
- Children Gender
- Language
- Country of Origin
- Income
- Occupation
- Marital Status
- Assets
- Wealth Index
- Many more

Intelligent Direct Mail



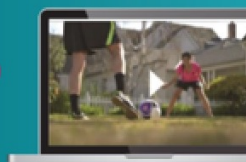
Juan Garcia
17456 Bell Street
City, ST 55555-6780



Intelligent Email / E-Video



Juan Garcia
jgarcia@gbl.com



Intelligent Digital Display



Juan Garcia
IP: 216.84.167.106



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Donor Engagement

Trends in Print

Direct Mail Delivers

Sources: DMA, inkit.io, USPS Marketer's Guide, Data Targeting Solutions

- Direct mail household response rate is **9%**
 - Compared to .6% email, .6% paid search, .2% online display, .4% social media
- Direct mail median household return on investment is **29%**
 - Compared to 12% email, 23% paid search, 16% online display, 30% social media
- The average response rate for direct mail sent to previous customers is **18.4%**
- The response rate for direct mail among people aged 18-21 years old is **12.4%**
 - 77% of Millennials pay attention to direct mail advertising
 - 90% of Millennials think direct mail advertising is reliable
 - 57% have made purchases based on direct mail offers
 - 87% of Millennials like receiving direct mail



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Direct Mail Delivers

- Integrated Campaigns Drive Better Results
 - Adding a person's name and full color in the direct mail campaign can increase response by **135%**
 - Direct mail with digital ads yield **28%** higher conversion rate
 - Marketing campaigns that used direct mail and one or more digital media experienced **118%** lift in response rate
 - **60%** of Millennials expect consistent brand experiences across channels
 - Direct mail boosted ROI by **20%** when it was part of an integrated campaign



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Facts on Combining Digital & Print

The Goals for Coordinating Digital and Direct Mail

According to marketing decision-makers

Purchasing

71%

Visiting a website

67%

Getting sign-ups

41%

Visiting a physical store/business location

40%

Downloading an app or asset

21%

Revisiting an abandoned cart

13%

Timeline of Innovations

1968

Virtual Reality

1983

Near Field Communication

1990

Augmented Reality

1994

QR Codes

2014

Retargeted Direct Mail

2016

Informed Delivery®

2017

Informed Delivery®

40% conversion rates when digital and direct mail are combined³

68% of marketing respondents said combining digital and direct mail increased website visits⁴

40% of marketing respondents said combining digital and direct mail increases ROI⁴



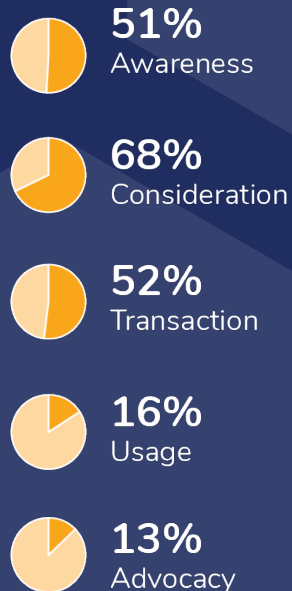
FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Digital & Direct Mail

Where Digital & Direct Mail Coordination Was Most Effective

According to Marketing Decision Makers

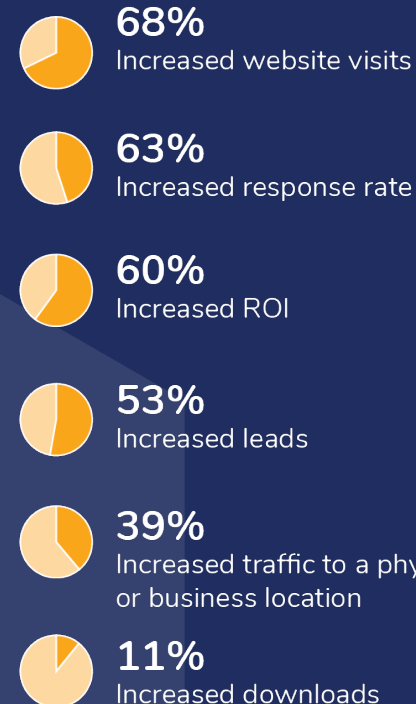


Myth

Direct mail only penetrates the upper marketing funnel.

Fact

In our survey, marketing respondents found direct mail to be effective across the entire customer journey.



Myth

Direct mail is ineffective at driving digital actions.

Fact

Direct mail that's more dynamic drives website visits, increases digital response rates, lead generation & ROI.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar



The Basics – Paper

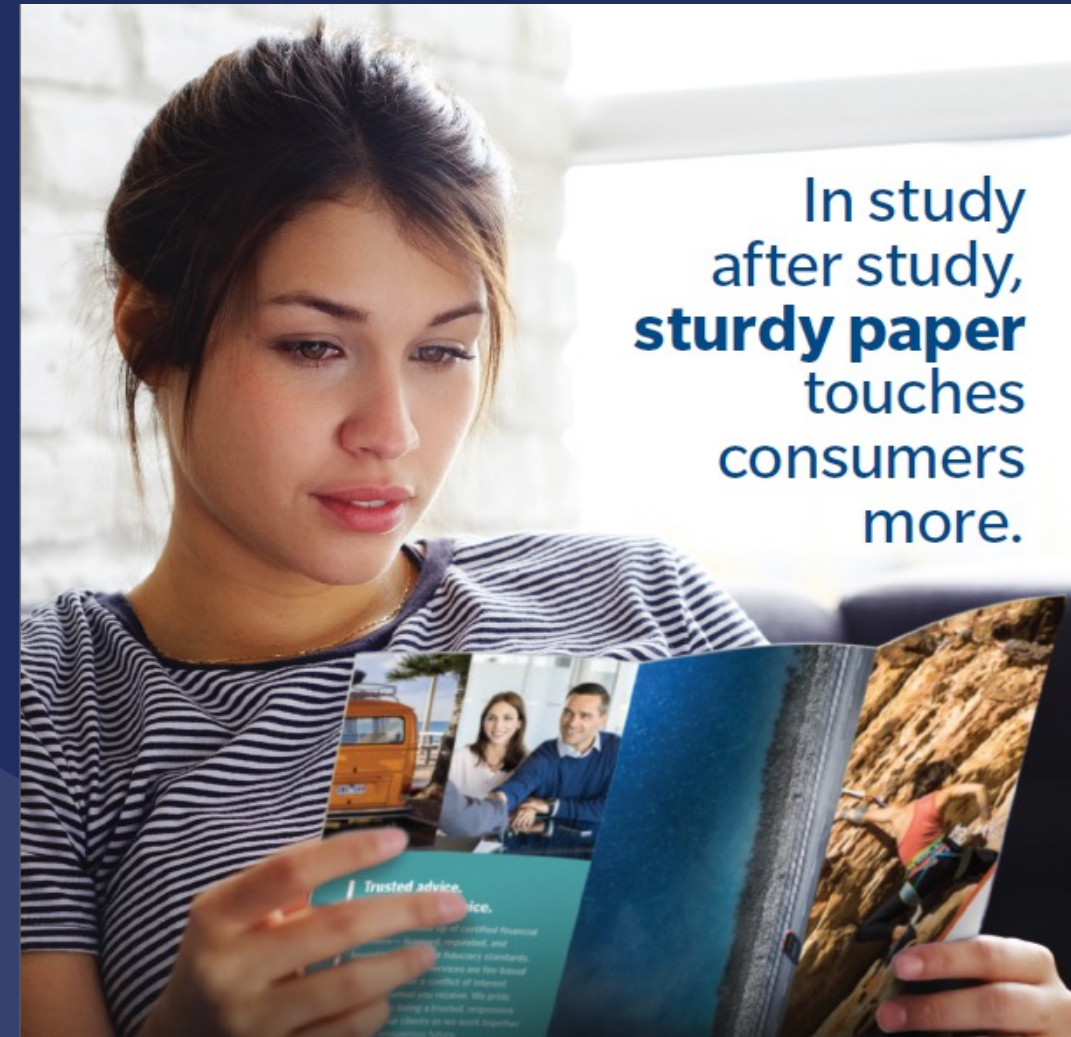
- Optional heavier weights, differentiates from similar mail pieces
 - 12, 14 & 16pt stocks available



 WestRock



FOUNDATION
FOR FRATERNAL
EXCELLENCE



In study
after study,
sturdy paper
touches
consumers
more.

38%
Response lift¹

By changing to sturdier paper stock,
a national retailer achieved
substantially higher response rates.

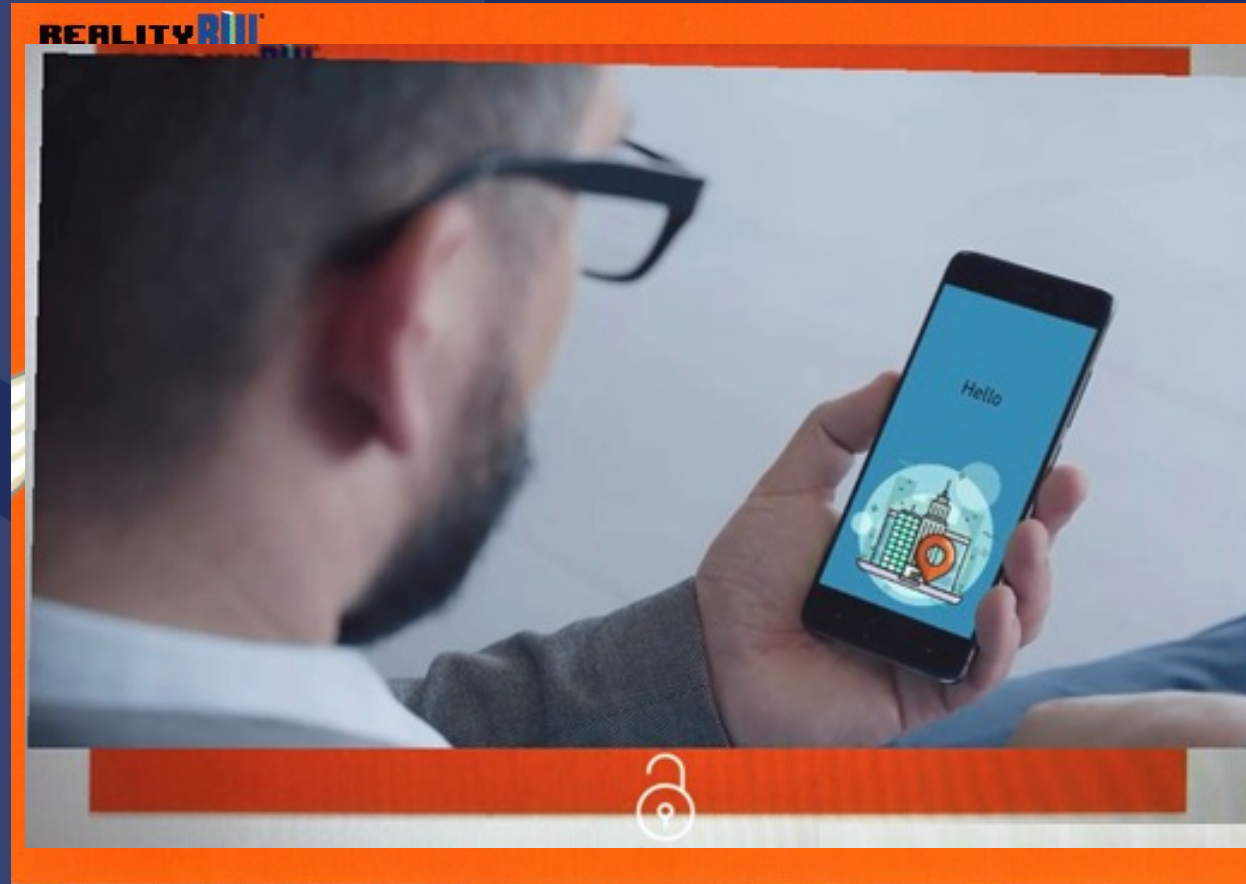
18%
Are more
likely to buy²

Consumers said the sturdiness
of a printed collateral sample
would Definitely or Probably impact
their likelihood to purchase the
advertised product.

 **Stronger
bottom line³**

Market testing has shown switching
to sturdier paper stock can improve
financial performance.

Augmented Reality



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Static QR Code

- Enabling Cross Media Campaign
- Redirects to set URL
- Ability track engagement via Google Analytics




DELTA CHI
EDUCATIONAL FOUNDATION

DCEF International Headquarters
3845 N. Meridian St.
Indianapolis, IN 46208



Access Highlights of Your Personal Giving History

Use the camera on your mobile device to capture this personalized QR code. It is a link to a personal page (PURL) showing some highlights of your giving history to the Delta Chi Educational Foundation.



DCEF Annual Membership Meeting - Just Brotherhood

June 10-13, 2021 in Lexington, Kentucky
@ The Lexington Marriott City Center Hotel

Register your attendance: <https://bit.ly/DCEFevent>

The Delta Chi Educational Foundation is hosting its 2021 Annual Membership Meeting & Summer Alumni Reunion in Lexington, Kentucky @ The Lexington Marriott City Center this summer: June 10-13. Designed more as an alumni reunion, the weekend's festivities are designed to be low key, full of opportunities to enhance your Brotherhood experience, and minimal structured programming. We will be offering the 3rd Annual Trustee Society Experience on Friday night to all Trustees.

If you haven't made plans yet to attend, there's still time and we hope you will decide to come!

THE
KNIGHT ERRANT



MERLIN

Captain of Industry -
Chip Merlin

Virtual "A's Academy"
Foundation
Annual Report

June 13 - Sunday: Depart
* Sendoff Breakfast 7:30-9:00am

All Donors are invited to attend the weekend festivities, including Friday night's Donor Derby; Voting Members (\$200+ lifetime) should attend the Membership Meeting on Saturday morning; Trustees and one guest can attend the complimentary Trustee Society Experience in conjunction with the Donor Derby on Friday night.

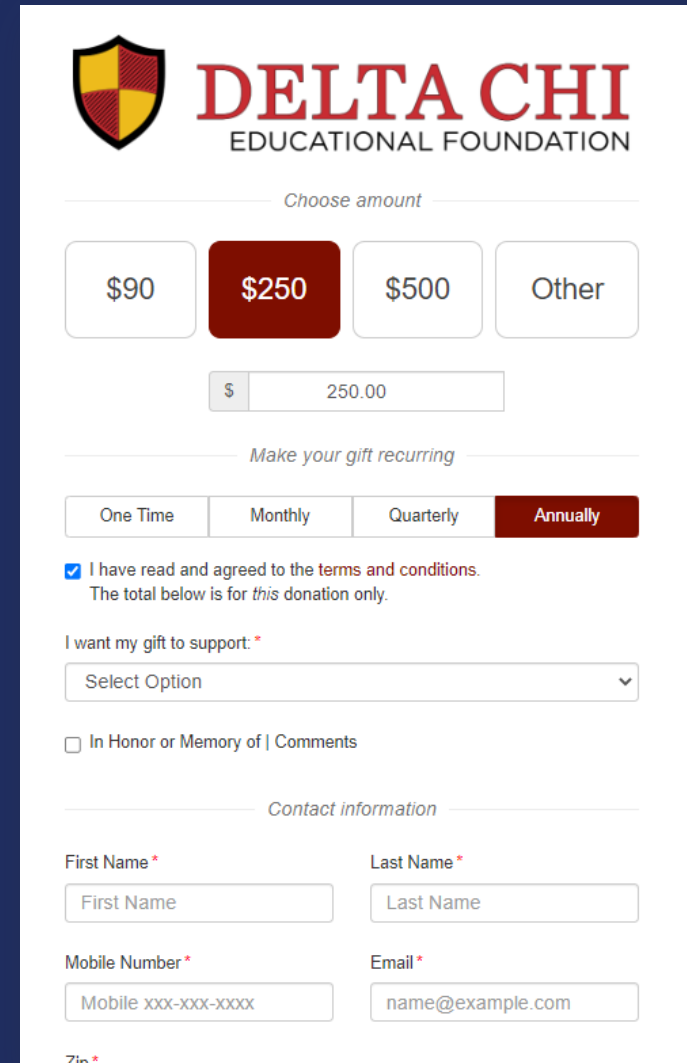


FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Static Microsite

- Able to initiate immediate action
- Ability to track the number of clicks to the site



The image shows a donation form for the Delta Chi Educational Foundation. At the top is the foundation's logo, which consists of a shield with a yellow and red design, followed by the text "DELTA CHI" in a large, red, serif font, and "EDUCATIONAL FOUNDATION" in a smaller, black, sans-serif font below it. The form is divided into sections by horizontal lines. The first section is titled "Choose amount" and contains four buttons: "\$90", "\$250" (which is highlighted in red), "\$500", and "Other". Below these buttons is a text input field with a dollar sign icon and the value "250.00". The second section is titled "Make your gift recurring" and contains four buttons: "One Time", "Monthly", "Quarterly", and "Annually" (which is highlighted in red). Below this is a checkbox that is checked, with the text "I have read and agreed to the terms and conditions. The total below is for this donation only." followed by a dropdown menu labeled "Select Option". Below the dropdown is a checkbox labeled "In Honor or Memory of | Comments". The third section is titled "Contact information" and contains four input fields: "First Name" and "Last Name" (both with asterisks), "Mobile Number" (with an asterisk and a placeholder "Mobile xxx-xxx-xxxx"), and "Email" (with an asterisk and a placeholder "name@example.com"). At the bottom, there is a partially visible "Zip" field with an asterisk.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Personalized QR Codes

- Enabling Cross Media Campaign
- Redirects to personalized microsite
- Ability track engagement via Google Analytics at the individual piece



FOUNDATION
FOR FRATERNAL
EXCELLENCE


DELTA CHI
EDUCATIONAL FOUNDATION

DCEF International Headquarters
3845 N. Meridian St.
Indianapolis, IN 46208
dcef.com



PERSONAL URL

STOP - LOOK! This isn't your ordinary QR code. THIS is your Personal URL (PURL) and it shows your personal giving history. This dynamic link has been customized just for you! Hold your phone camera over the corners, then follow the link that pops up. Enjoy! Thank you!

62nd International Delta Chi Convention
July 27-31, 2022
Hyatt Regency St. Louis at the Arch - St. Louis, MO



The Board of Directors of the Delta Chi Educational Foundation proudly invites you and your family to attend the 62nd International Delta Chi Fraternity Convention in St. Louis, Missouri, July 27-31, 2022. The Trustee Society Experience, Gateway to the West Sporting Clays Shoot & Reception at Strathallan Farms Club will be held Friday afternoon, July 29, and is open to all donors having given \$1,000+ annually to the General Fund. The Annual Membership Meeting will be held on Saturday, July 30, open to all; Donors having given \$200+ lifetime are Voting Members of the Foundation. Cap-off your experience at the formal Closing Banquet and awards ceremony on Saturday night!

www.deltachi.org/convention/

THE
KNIGHT ERRANT



Captain of Industry –
John Mica

A Portrait in Leadership –
Sean Conrad

Foundation Annual Report

Endowment Fund

In 2016, an endowment fund many of the operations of the Foundation. Another piece of the puzzle, more opportunities for endeavors of Delta Chi.

Your donation to this fund, years to come, providing a lasting legacy. Donate today using your article on our partnership can contribute to the

FREE

We want to make it easy to protect what they love.

will – it's an essential tool

and protect the people, pets, and causes you care about. Scan the QR code to the right to use this

free will-writing tool to get started in 20 minutes or less, at no personal cost.



Seminar




pURL Landing Page

- Ability to target at the individual level
- Provide localized content, that is likely already available
- Track click through rates, provide individual donor information



FOUNDATION
FOR FRATERNAL
EXCELLENCE

**DELTA CHI**
EDUCATIONAL FOUNDATION

Welcome to your personalized **Lifetime Giving Progression** page!

Did you know that the Delta Chi Educational Foundation tracks all of your gifts with lifetime recognition? Every gift you make via the DCEF, whether to your Chapter Scholarship Account, ECHI account, General Fund, Endowment Fund, or Galbreth Leadership Fund, etc. is tracked and recognized. Lifetime Giving (LTG) levels each have their own set of special recognition. The DCEF would like to thank these and all donors who have achieved any LTG level!

Michael Carroll, Auburn 1971

Last Donation	\$256.41
2022 YTD	\$3,353.83
Lifetime Giving	\$170,715.83
To Next Level	\$79,284.17

DONATE NOW

Lifetime Giving Progression

Voting Member	\$200 - 499
Cornerstone	\$500 - 999
Founders' Circle	\$1,000 - 2499
Kimball's Club	\$2,500 - 4,999
Sir Edward Coke	\$5,000 - 7,499
Tie of Brotherhood	\$7,500 - 9,999
Order of the Shield	\$10,000 - 14,999
Leges	\$15,000 - 24,999
Order of the Scimitar	\$25,000 - 34,999
Hand and Key Club	\$35,000 - 49,999

Seminar



Personal URL Microsites



Secure

Each domain is secure and encrypted with our recapture pixel for audience identification.



Responsive

Each site is responsive to all devices.



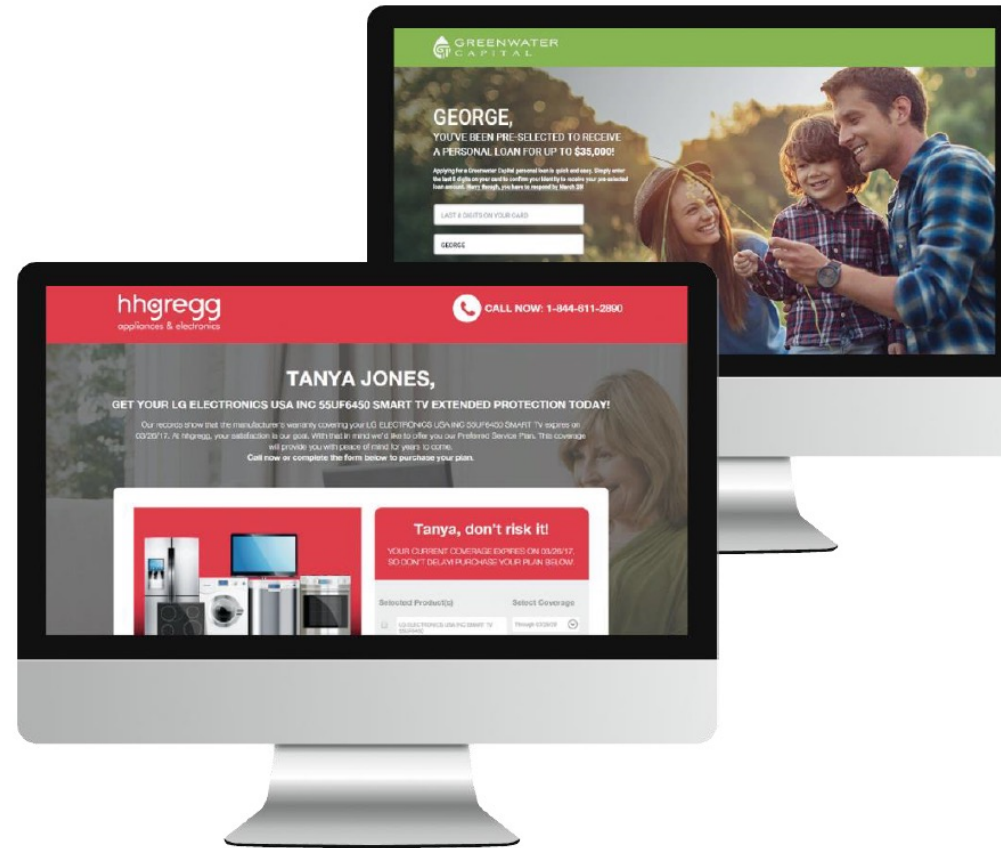
Personalized to Each Visitor

Visitors will enjoy a personalized greeting and details specific to them.



Fully trackable

Every visitor is tracked once they hit the microsite to identify products of interest.



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar



Retargeted Direct Mail / Reverse Append

- Organizations install Pixel on sites to track business rules
 - Cart Abandonment
 - Track inquiries



Surveys Says

65% of marketing respondents reported an increase in **website traffic**⁴

47% of marketing respondents reported an increase in **conversions**⁴



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Campaign Alignment



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Direct Mail – Enabling Personalization

- Leverage customer data to drive personalized messages:
 - Message
 - Images
 - Offer



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Direct Mail – Total Cost

- Direct mail is broken down into two components:
 - Print
 - Postage
- Print equates to ~20%
- Postage equates to ~80%

Direct Mail Total Cost

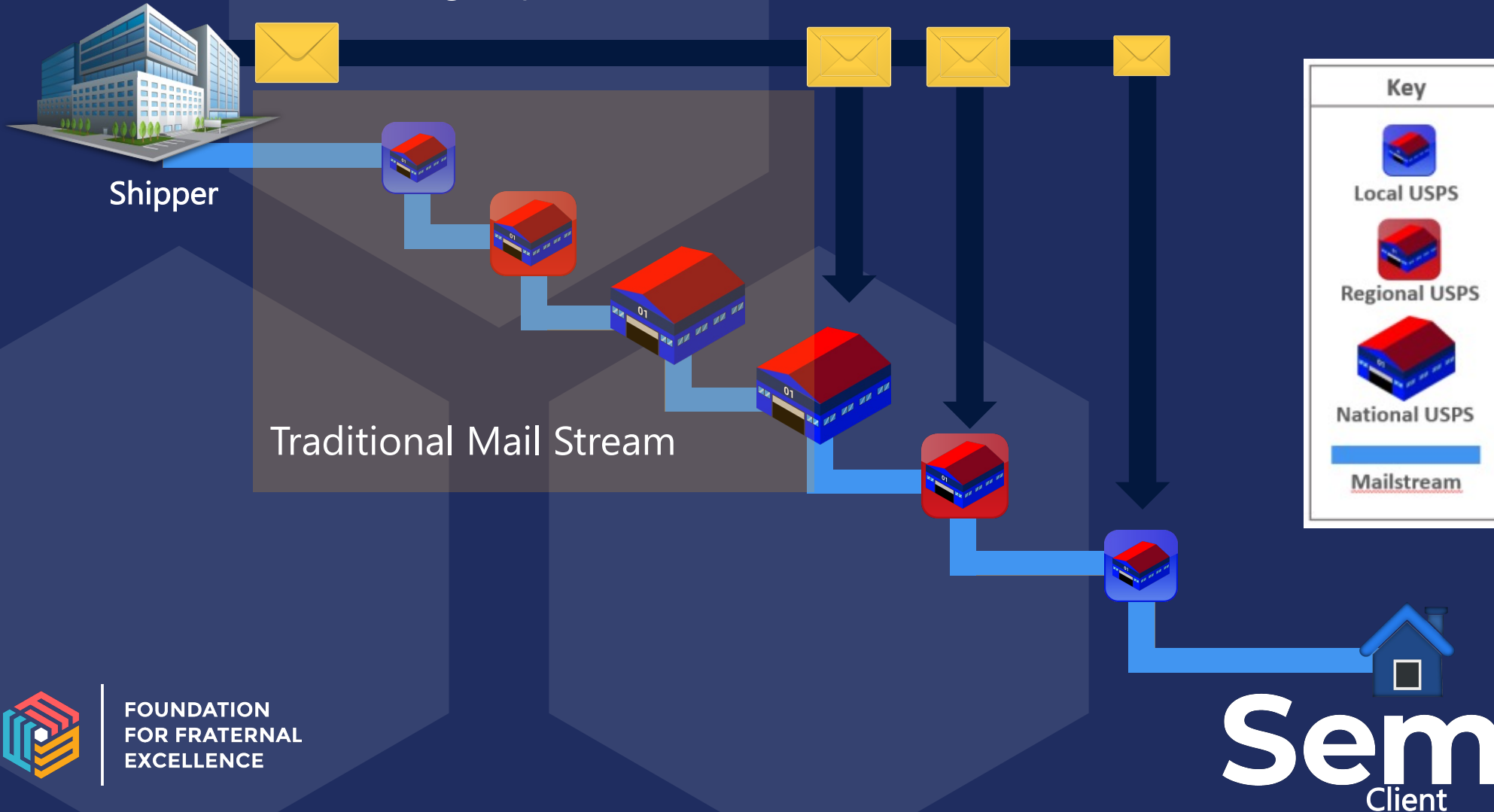


FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 

Direct Mail – Point of Entry

Postage Optimized Mail Flow

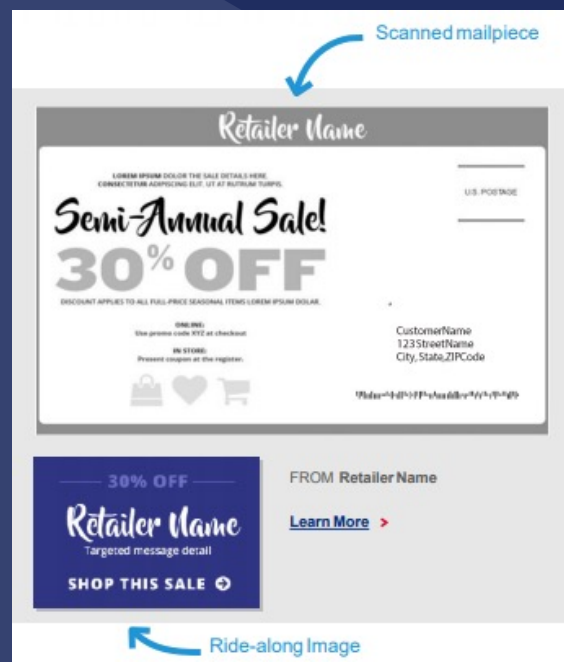


FOUNDATION
FOR FRATERNAL
EXCELLENCE

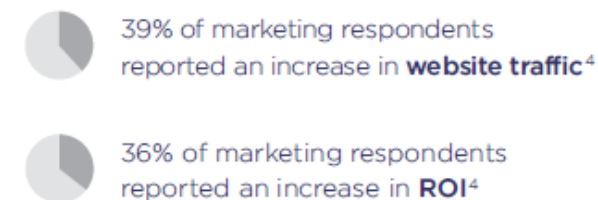
Seminar
Client

Informed Delivery by USPS

- Daily preview of their mail, showing exterior images of letter-size mail pieces
- In preview, customers also can access digital ride-along content associated with the direct mail campaign.



Survey Says



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar