

E-Marketing Is Not the Answer

By Viken Mikaelian

In fact, it's mostly for mindless fundraisers who think they can run on autopilot with outsourced help from a vendor that supplies electronic tools online such as tax reference libraries for prospects and financial advisors, articles on gift laws, automated email blasts, complicated calculators, etc. Do you really think people read this stuff?

One of the scariest things I see is that many fundraisers are entirely, foolishly depending on this stuff and on the Internet for marketing, and worse, simultaneously abandoning direct mail and other print media for outreach to new donors and prospects. It is terrifyingly stupid, ugly, lazy, and cheap.

Now, before you turn a deaf ear to my advice, understand that I am in the e-marketing business, too. So read on with an open mind.

If you were going to follow a leader who is "with it" and savvy about the Internet, who would you choose? Hard to beat Google. If anybody can safely rely on Internet marketing, it would be Google. Right?

Sorry. Wrong. Even the company that dominates online advertising

does not rely on online advertising, and instead consistently uses sophisticated direct mail techniques to get its message across to new customers.

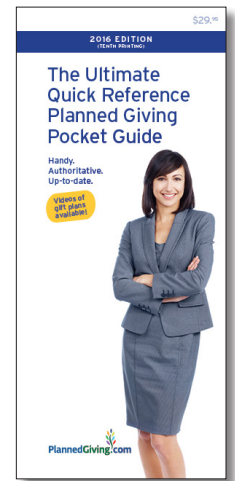
And you think you're going to attract planned giving donors with e-marketing reference libraries on laws pertaining to planned gifts? Do you think planned giving is Entertainment Weekly where people are dying to read the next issue? Is there a large empty space between your ears? If I have offended you, good. Keep reading.

Okay, you say, "My prospects are young and all 'with it' and they are always facebooking and tweeting and are on top of it."

Correct. That's all they are doing.

Let me hand you a quote from a recent issue of Target Magazine, reporting on one marketer's plan: "Its designers figured the campaign would target a younger, more web-savvy audience that they didn't think would be moved by paper materials. But many marketers have found that to be a flawed assumption, and studies earlier this year by ICOM and Experian showed that young adults

FREE FOR
OUR CLIENTS



If you have not received your *free* copy, call us!

800-490-7090

Every fundraiser needs this planned giving pocket guide.

**PlannedGiving.com**

Valley Forge, Pennsylvania
(800) 873-9203
Success@PlannedGiving.Com



plannedgiving.com/twitter
plannedgiving.com/linkedin

do, in fact, respond better to print.”

Oops.

The non-profit marketer mentioned in the story was *World Vision Micro*, and it hastily added print marketing to the campaign to wrest victory from failure.

Here’s what Target editor Thorin McGee said about this:

“World Vision Micro found, as many have during the Internet era, *that changing with the times is seldom as important as looking critically at the evidence and making the decisions it shows you have to make*. Whether that means *doing something new on social media or putting reps back on the old-fashioned telephone*.”

I agree.

What is scariest to me is the huge number of fundraisers operating *absent or in*

dire conflict with fact due to bad advice from their peers and vendors: failing to collect or ignoring evidence, making marketing decisions based on “monkey see, monkey do,” fads, peer pressure, and/or hype, not hard factual information. Frankly, I’m amused by so many fundraisers running around like headless chickens in this fashion or following the Pied Piper to their demise.

And I so appreciate the rare few (many of them my clients) who recognize facts and do not abandon their simple, common sense reliable marketing modalities that are working well for them, day in and day out.



I hope you found this white paper stimulating and useful.

My mission is to make available to you the best know-how, insight, and tools so you can keep yourself, your career, and your organization permanently ahead of the curve.

Contact me. Let me know how you’re doing. And let me know how I’m doing.

Let’s improve and succeed together.

Viken Mikaelian
Founder
PlannedGiving.com


PlannedGiving.com

Valley Forge, Pennsylvania
(800) 873-9203
Success@PlannedGiving.Com



plannedgiving.com/twitter
plannedgiving.com/linkedin

WANT TO REPRODUCE THIS ARTICLE?

© Copyright 2016

Readers are invited to distribute the contents of this article in hard copy or in electronic form on the conditions that its contents remain unchanged, and that PlannedGiving.Com be credited as its source.