

# The Future of Fundraising

Why Nonprofit Associations Should Add Digital, Omni-Channel to Their  
Traditional Direct Mail

A White Paper by MEGA, Inc. and Connects 360, LLC



# Direct Mail Remains Powerful, But Alone It's No Longer Sufficient

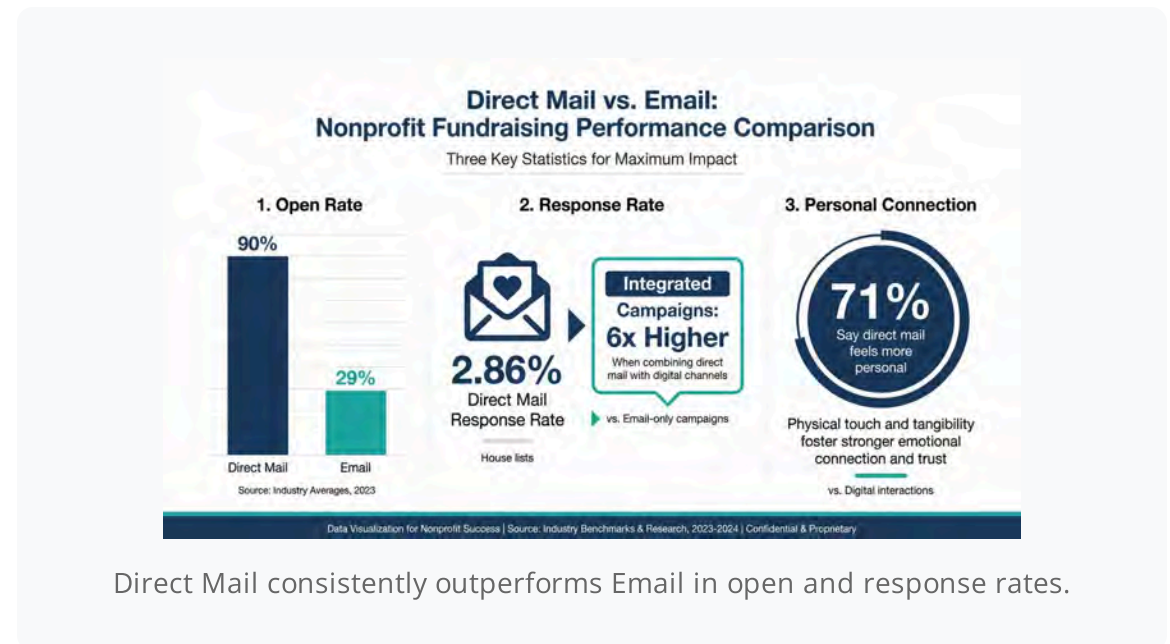
| **Key Finding:** Traditional direct mail delivers strong results but has critical limitations in a digital world.

## Direct Mail Strengths

- ✓ 90% open rate vs. 29% for email
- ✓ 71% find it more personal than digital
- ✓ 2.86% average response rate
- ✓ Builds trust and brand legitimacy

## Critical Limitations

- ! Limited reach & frequency (single interaction)
- ! Difficult to track behavior & attribute results
- ! Misses younger, digital-native supporters



**The Challenge:** Donor journeys are no longer linear. Supporters toggle between mailboxes, social media, email, and search engines, creating a fragmented engagement landscape.

# Omni-Channel Integration Drives Transformative Results

Key Finding: Combining direct mail with digital channels increases response rates by 23-46%



- 01 Expanded Reach & Diversified Engagement**  
Multiple touchpoints increase message recall. Reaches digital-first supporters who may never open physical mail.
- 02 Improved Conversion & Results**  
68% lift in website visits, 53% increase in lead generation, and 6x higher response rates for integrated campaigns.
- 03 Stronger Relationships & Loyalty**  
Consistent messaging across channels builds trust. Offers flexibility to meet diverse donor preferences.
- 04 Actionable Data & Optimization**  
Unified view of each donor. Clear attribution allows for dynamic, personalized follow-ups based on behavior.

# ConnectsMail 2.0—The Technology That Powers Omni-Channel Success

Key Finding: Integrated technology platform bridges direct mail and digital worlds with 12+ tools



## Social Match

Pre-mailing ads on FB/IG prime the audience.



## Mail Tracking

Precise delivery data for timed follow-ups.



## Informed Delivery

Clickable digital preview via USPS email.



## Call/Text Tracking

Measure offline response & capture data.



## Online Follow-Up

Retargeting ads for website visitors.



## Lead Match

Identify anonymous website visitors.



*The Integrated Donor Journey*

## CONNECTSMAIL 2.0 +PLUS ADDS:

YouTube Ads   Demand Gen   Advanced Geotargeting

The Result: Every campaign is amplified, every interaction is measured, and every donor feels seen.

# Getting Started—A Simple 5-Step Roadmap

Recommendation: [Launch your first integrated omni-channel campaign with MEGA and Connects 360](#)



STEP 01	STEP 02	STEP 03	STEP 04	STEP 05
<b>Consultation &amp; Goal Setting</b>	<b>Audience &amp; Data</b>	<b>Campaign &amp; Creative Design</b>	<b>Launch &amp; Execution</b>	<b>Tracking &amp; Optimization</b>
Understand your unique fundraising goals—acquisition, reactivation, or recurring gifts.	Prepare your mailing list with data enrichment for both mail and digital targeting.	Design cohesive assets—direct mail piece and digital ads with consistent branding.	Manage the full campaign across mail, social media, Google, and USPS Informed Delivery.	Access real-time dashboard tracking every interaction from delivery to donation.

The Bottom Line: For nonprofit associations, a digital omni-channel strategy is no longer optional—it is essential.

[PARTNER WITH MEGA & CONNECTS 360](#)  
→

# The Future of Fundraising

Why Nonprofit Associations Should Add Digital, Omni-Channel to Their  
Traditional Direct Mail

A White Paper by MEGA, Inc. and Connects 360, LLC

