

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

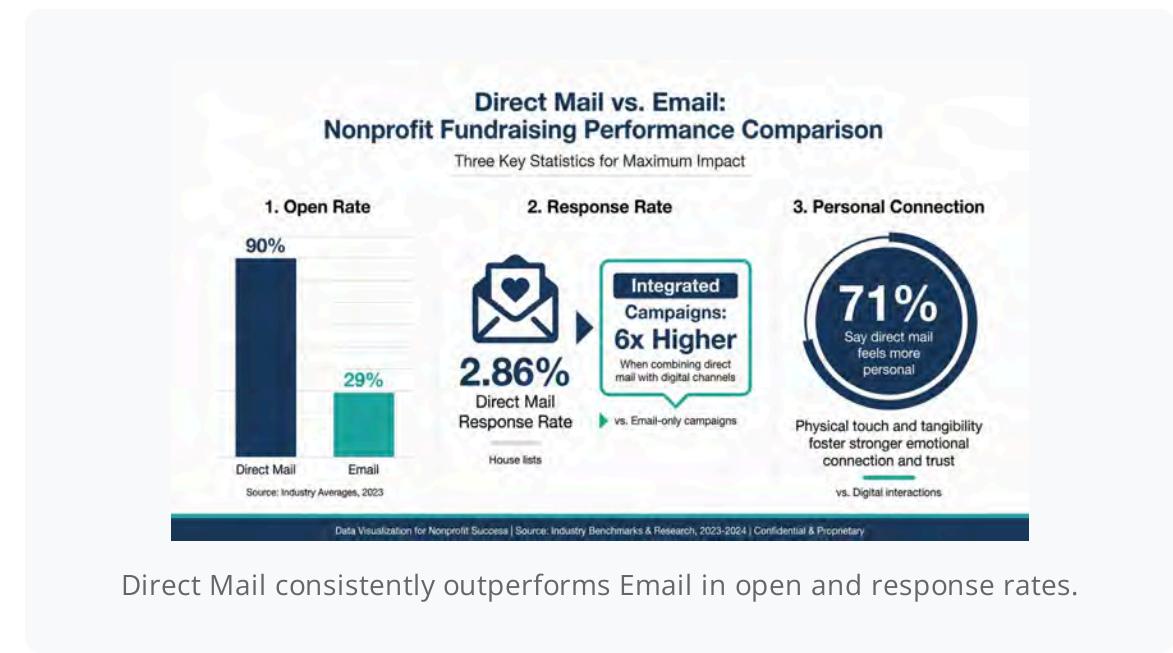
Key Finding: Traditional direct mail delivers strong results but has critical limitations in a digital world.

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.

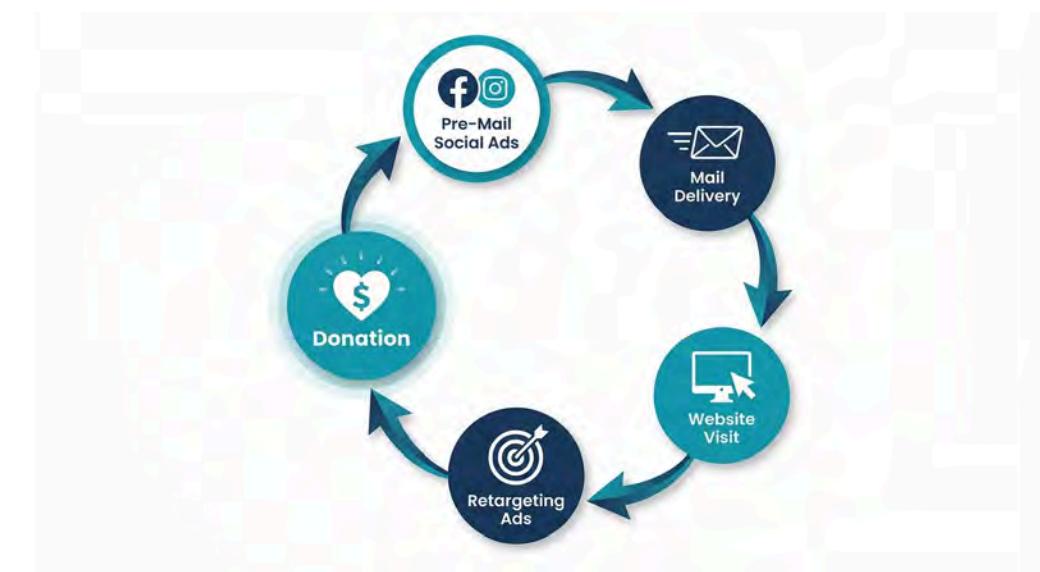
04 Actionable Data & Optimization

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

Consultation & Goal Setting

Understand your unique fundraising goals—acquisition, reactivation, or recurring gifts.

STEP 02

Audience & Data

Prepare your mailing list with data enrichment for both mail and digital targeting.

STEP 03

Campaign & Creative Design

Design cohesive assets—direct mail piece and digital ads with consistent branding.

STEP 04

Launch & Execution

Manage the full campaign across mail, social media, Google, and USPS Informed Delivery.

STEP 05

Tracking & Optimization

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.

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