

DIRECT MAIL CAMPAIGN PLANNING WORKSHEET

Campaign Name: \_\_\_\_\_

Primary Goal:  Acquisition       Renewal       Informational       Additional Gift

Projected Revenue: \_\_\_\_\_

Projected Response Rate: \_\_\_\_\_

Estimated Cost, including postage: \_\_\_\_\_

List Source(s):       In-House       External

List broker: \_\_\_\_\_

Exchange from: \_\_\_\_\_

Estimated Quantity: \_\_\_\_\_

List Name(s): \_\_\_\_\_

Target Drop Date: \_\_\_\_\_

Mail Method:       Nonprofit Standard       First Class

Indicia       Presort

Bulk Stamp       Metered

Live stamp

Mailing Service:       Mail house       Volunteers

Deadline for print goods to mailing service/volunteers scheduled on: \_\_\_\_\_

Package Contents:

Reply device:

Return envelope:  #9 closed face       wallet

Outer envelope:  window       closed face       non-standard

Letter—specify approximate length:

Other inserts:

Copywriter: \_\_\_\_\_

Copy due date: \_\_\_\_\_

Designer: \_\_\_\_\_

Initial proof due: \_\_\_\_\_

Final proof due: \_\_\_\_\_

Printer: \_\_\_\_\_

Printing due date: \_\_\_\_\_

DIRECT MAIL CAMPAIGN ANALYSIS

Campaign Name: \_\_\_\_\_

Primary Goal:  Acquisition       Renewal       Informational       Additional Gift

Initially Projected Revenue: \_\_\_\_\_

Initially Projected Response Rate: \_\_\_\_\_

Actual Drop Date: \_\_\_\_\_

Actual Quantity Mailed: (A) \_\_\_\_\_

Actual Cost, including postage: \_\_\_\_\_

Date of First Response:		
Date of ten business days after first response:		
Dollars received at ten days:	(B)	
Number of gifts received at ten days:	(C)	
Highest two gifts received at ten days:		
Lowest two gifts received at ten days:		
Total of two highest and two lowest:	(D)	

Projected Totals for Life of Campaign

Dollars: (Line B-Line D) X 2	(E)	
Gifts: Line C X 2	(F)	
Response Rate: Line F/Line A		
Average Gift: Line E/Line F		