

http://www.donorpowerblog.com:80/donor_power_blog/2008/12/another-reason-to-personalize-your-fundraising.html

[« Warren Buffett's fundraising advice](#) | [Main](#)

Another reason to personalize your fundraising

Posted by guest blogger Andrew Rogers

Direct marketers have long understood that perhaps the most powerful words you can print on a mail piece are your donor or prospect's own name. New research from the UK suggests another way personalized mail increases the perceived value of the message you're communicating.

A British market-research firm with the unlikely name of [CCB fast.MAP](#) found that 46% of people surveyed believe "unpersonalized leaflets, coupons, and samples" are bad for the environment. However, once the mail package is personalized, only 20% consider it un-green. The study was reported on the UK marketing-news site [Brand Republic](#) last month.

How much should we read into this? Perhaps not a lot: Jeff always reminds us to put less stock in what people tell researchers than in how they behave in real life.

Still, it's easier to engage in conversation with someone -- and convince them of your interest in, and relevance to, them -- when you know and use their name. Anyone can toss a generic flyer or coupon at them. When you call someone by name, you're engaging them as a person. And at least for a moment, they may place a higher value on what you're trying to tell them.