



# Lessons for Charitable Mailers From The Political Market

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PRESIDENTIAL ELECTION

# The Political Market

- The world of politics is fast-paced and ever-changing. In this session, marketers from charitable mailers will learn strategies for planning ahead, how to properly follow trend analysis and decision making to an ever-evolving roller coaster that is the political market. We will look inside of what makes a successful direct mail program and one that's built not just for an "election season" but a program built to last.

Housefile Cadence  
– messaging your  
base properly



Acquisition  
Strategy – when to  
test the market &  
when to let it rip!



Budgeting for  
high- and low-end  
markets



Cashflow –  
package  
actualization,  
KPIs, & timing

Plan,  
Budget &  
Schedule

# Building an Audience & Message



Key early testing strategies



Multi-channel surveying



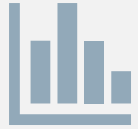
“Selling the mission”



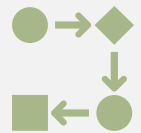
Engaging donors on the importance of timeliness



Making your donors feel like they are an extension of you



Key metric touchpoints  
that matter



Patterns & trendlines to  
inform your next decision



Adjusting on the fly

How to  
make sense  
of it all