

Direct Mail Report Card

The ResponsEvaluator

Rate your Direct Mail package on each of the items that follow. Check off the number that best assesses your package.

- 5 Outstanding
- 4 Very Good
- 3 Good
- 2 Fair
- 1 Poor
- 0 Embarrassing!

	Rating 0 1 2 3 4 5	Total
1. The outer envelope provokes curiosity, commands attention. (Studies show the recipient takes 7 seconds to decide whether or not to open the envelope.)		
2. The opening paragraph is powerful and moves the reader into the copy.		
3. The <i>right</i> person has signed the letter— someone difficult to say No to or who has high name recognition. The signature is in a second color and looks like it was penned.		
4. The letter reads like a personal message from the signer.		
5. There are more “you’s” than “I” or “me” (count them!) Give yourself a lower score if you use of “us” and “we” instead of “I” and “me.”		
6. Each first line of a paragraph is indented		
7. Uses short words, emotion, short sentences, and two or three sentence paragraphs. There are no ten-dollar words, foreign expressions, abbreviations, or acronyms. Uses mostly Anglo-Saxon root words, not Latin.		
8. The letter does not talk about the needs of the institution.		
9. There’s a human interest story that is dramatic and compelling.		
10. The message expresses a sense of urgency— makes the case for immediate action. Allows the reader to be a hero.		



	Rating 0 1 2 3 4 5	Total
11. The P.S. is striking. (There is no P.S.? Shame!)		
12. Use a serif type— at least 12 points. Looks like a typewritten letter		
13. There's plenty of white space and the package is tastefully designed.		
14. The ask comes early and is repeated.		
15. The message indicates the amount to be given, or a series of giving options.		
16. The benefits to the donor are clear and compelling.		
17. There's a <u>careful</u> use of underlining and bullets . . . because they can slow down the reader and lose their emphasis if overdone.		
18. The letter is as long as it needs to be (a poorly written one-page letter is not read. A well-written multi-page letter is.). The response device makes it easy to act.		
19. The response device makes it easy to act.		
20. The response device asks for email address and cell phone number (32% of the households of the country do not have a land phone— and most people are quick to answer their cell.)		

**TOTAL
SCORE**

HERE IS YOUR GRADE

Total	Grade	Meaning
95 - 100	A+	Written by a Direct Mail Genius
85 - 94	A	Consider an increase in pay
75 - 84	B	Shows promise— do some editing
65 - 74	C	Needs work
55 - 64	D	Needs lots of work
54 and below	F	Start all over