



DW Mail Insider

January 2009

USPS Ends FY 2009 with a \$3.8 Billion Loss

While \$3.8 billion sounds bad, it could have been a lot worse if Congress had not deferred a \$4 billion payment to prefund future retiree health care costs.

Both the USPS and the Mailing & Fulfillment Service Association (MFSA) have concluded that the recession took a severe toll on the USPS in FY 2009. In fact, mail volume plunged by 12.7% or 25.6 billion pieces in FY 2009.

Declining mail volume is not the only cause for the USPS's struggles. The Congressional requirement that the USPS deposit \$55.8 billion to prefund retiree health care costs by FY 2016 has significantly worsened the USPS's financial situation.

Spread the Warmth

In December we embarked on a mission to make a positive impact in our community and display our capabilities. The result was our Spread the Warmth campaign.

We distributed more than 300 pairs of gloves and asked recipients to give the pair of gloves to someone in need.

In addition to handing out gloves, the campaign highlighted Urban Peak, a long-time DW Mail customer. Urban Peak is a non-profit Denver organization dedicated to helping homeless youth find a better way of life. Learn more about their efforts at www.urbanpeak.org.



The campaign demonstrated many of DW's capabilities including:

- Supervising the printing process
- Purchasing and inspecting materials
- Assembling & Shipping the gloves kit
- Setting up a web site where recipients can share their Gloves Stories

We Have Extras!

Would you like to spread a little warmth? Request your gloves kit at info@dwmallc.com.

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New Year Resolution Fun Facts

- 45% of American adults usually make New Year's resolutions
- The most common resolutions are to lose weight, to exercise or to quit smoking
- 39% of people in their twenties achieve their resolutions while less than 15% of people over 50 achieve their resolutions
- 75% of resolutions make it past the first week and 46% make it past 6 months



Increase Your Direct Mail Response

We often hear experts claim that the response rate to a direct mail campaign is always between 1% and 3%. But after 13 years in business we know that it can be much better or much worse. In the next few issues we will share some tips we have found most effective for increasing response rates. Here are the first three...

1. Make it Personal

Recent InfoTrend research found that using personalization can increase response rates by up to 4.5% and has a positive return on investment. While this used to mean a personalized letter, today the possibilities for personalization are about as big as your imagination. Popular trends include setting up personalized URL's (PURL's), printing a map with personalized driving directions, and much more.

2. Invest in your Mailing List

The difference between junk mail and direct mail is your mailing list. If someone who lives in an apartment receives a mail piece offering to refinance their home they grumble and throw the piece away. The company who sent the piece has wasted money on printing, mailing and postage. To get a good response send your piece to recipients who want it. Identifying your target market is only half the battle. Selecting the right list and maintaining it is also critical.

3. Be Persistent

Sending just one piece of mail will generate some results, but far less than your campaign's full potential. Most marketing experts suggest mailing at least three pieces and up to six to the same mailing list. The first piece is an introduction, while subsequent pieces spark interest, create trust and spur recipients to take action. If your budget allows for 15,000 pieces consider delivering three pieces to 5,000 recipients.

DW offers many services to support increased response rates. Give us a call to learn more and watch out for next month's edition of the DW Insider for three more tips to increasing response.

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