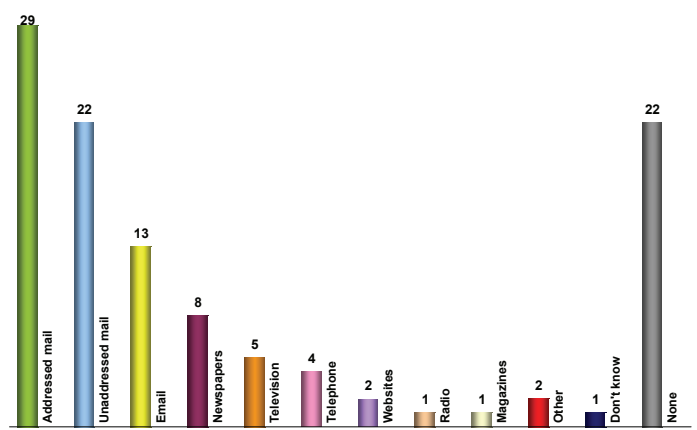




What media should
charities & clubs
consider to reach their
member and prospects?

MEMBER RETENTION PREFERRED MEDIA



Existing members prefer to receive promotional communications from charities & clubs via:

26% Addressed mail **22%** Unaddressed mail **13%** Email

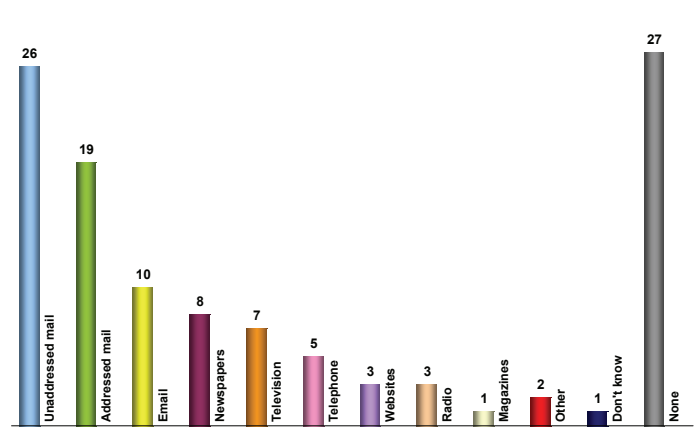
Key demographics

- People aged 18-29 generally had a greater preference for receiving communications from charities & clubs, with only 8% requesting none.
- The preference for email was greater amongst younger groups and those households earning over \$100k.

INSIGHTS

Mail is clearly the preferred channel for communications from charities & clubs, with email and newspapers following. This suggests an integrated approach using this combination of media channels would be most effective.

MEMBER ACQUISITION PREFERRED MEDIA



Non-members prefer to receive promotional communications from charities & clubs via:

26% Unaddressed mail **19%** Addressed mail **10%** Email

Key demographics

- Those aged 18-29 named email as their second preference, well above the average.

SPOTLIGHT ON DIRECT MAIL

Where there is an existing relationship, the preference was clearly for addressed mail, which suggests that loyalty communications are key for charities & clubs when dealing with existing members and donors.