

Direct Marketing Appeal Assignment



Prepared For: Peter H.

Course: Direct Marketing and Merchandising FUND 5556

Date: March 7, 2020

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Summary of Direct Marketing

The direct marketing appeal I had selected was based on the organization, 'Canadian Mental Health Association'.

The colours teal and white for the outer envelope are the same colours as the organization logo. Although coloured packaging can cost greater than plain white, the colour teal was purposely selected to stand out amongst other regular mail packaging.

The two page letter consists real statistics found on multiple mental health organizations. The fonts on the outer envelope and first paragraph on the two page letter for the addressee Prospect, Peter Hoppe are the same. This was purposely selected to give it a personal effect than using standard fonts.

Information on statistics and a few images are cited on the footnotes of the two page letter.

Please note:

Information on all stats images such as the people icons, blue chart, and grey pie charts were not provided as all were designed using various softwares such as Canva, Adobe Illustrator, and Adobe InDesign.

List of what reply card included

- The organization logo, name, address, contact number
- Registered Charity number
- A positive response line - ie. "Yes! I can support."
- Donor's contact information, name, address, telephone number, email address
- Type of gift option : ***One-time Donation , Monthly Donation***
- Payment options for each giving option.
 - ie. One-time Donation - cheque, post-dated cheque, credit card
 - Monthly Donation - Pre-authorized Void cheque , credit card
- Monetary Donation options
 - ie. One-time Donation - \$25, \$50, \$100, and other
 - Monthly Donation - \$5, \$10, \$15, and other
- Credit card option and information
 - ie. Visa, Mastercard, American Express
 - Name on credit card, number, expiry date, and Donor's signature
- Payment and cancelation clause (pre-authorized agreement and steps to cancel)
- Information who to make cheque payable to
- Pre-authorized date ie. 20th of each month
- Back of reply, I had included a request to be added to mailing list (optional)



**Canadian Mental
Health Association**
Mental health for all

Peter H.
c/o Humber College
2199 Lake Shore Blvd. West
Etobicoke, Ontario M8V 1K8

March 2020

Dear Peter,

Have you ever had one of those days when you wake up wondering why you feel sad but can't figure out why?

Perhaps feeling overwhelmed in a situation because the pressure is just unbearable. It's no doubt that you would have most likely experienced something similar at least once in your life.

Now ask yourself, how do you recover when experiencing this?

According to a new survey, over half of Canadians (53%) consider anxiety and depression to be epidemic in Canada, with fifty nine percent of individuals range between ages 18 to 34 year olds.

Over the last decades, researchers have found a link between other health concerns, such as physical illnesses, heart disease, and diabetes are caused-related to mental illness. There has been research when suffering from a mental illness, it can alter hormonal balances and sleep cycles, which affects your mood, thinking, and behaviour.

Eighty-five per cent of Canadians say mental health services are among the most underfunded services in our health-care system—and the majority agree (86%) that the Government of Canada should fund mental health at the same level as physical health.

Less than 4% of medical research funding goes towards mental illness research. Yet, 20% of Canadians will experience a diagnosable mental illness at least once in their life.

It is unfortunate to say, that there are so many sufferers from mental illness who are not receiving even just the basic support someone needs, by talking to someone without feeling ashamed or judged. Not everyone has access to the right support system. We offer various programs and support to all.

Did you know?

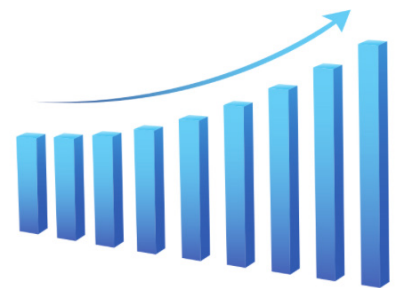
Facts about Mental health in Canada.



1 out of 5 Canadians will personally experience a mental illness in their lifetime.



5 out of 10 leading causes of disability worldwide are mental disorders.



4000 suicides

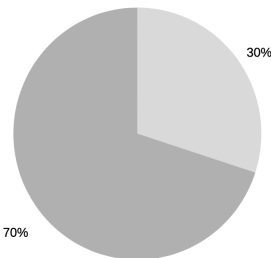
About 4,000 Canadians commit suicide each year. It represents 24% of all deaths among 15 to 24 year olds.

3.4 million Canadians are affected by major depression.

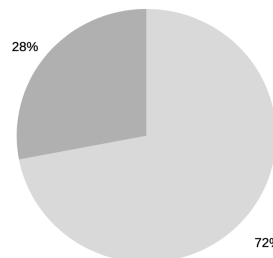


"My name is Andrew and I work full time at an industry which requires high demands of work. There were many sleepless nights because I felt overwhelmed, not realizing this was only the beginning. As days passed, my thoughts grew deeper. I started to feel alone and felt I had no one to talk to, without feeling judged. I never knew how powerful our thoughts can be until someone noticed the difference in me and referred me to seek help. Five years later, I still seek support when needed and I feel better as can be. I couldn't be more thankful for these programs and to all the people who help support it.

Thank you CMHA and all donors who help make a difference."



70% of young adults living with mental health problems report their symptoms started in childhood.



28% of people aged 20 - 29 experience a mental illness.



By age 40, **50%** will have or have had a mental illness.

The needs of our communities are greater than before. In order to our agencies to continue their vital work, it is crucial we meet our **"Mental Health Campaign"** goal of **\$10.5 million** in the next 3 years.

By meeting this goal, our agencies will continue to:

- offer walk-in counselling to those facing mental health issues
- mind over matter
- help victims of domestic violence
- ensure isolated seniors are not forgotten
- offer local community group meetings
- brainhealth initiatives

Our goal can be met, but only with your help. I invite you to join today's generation of heroes by making a sacrificial gift to the Canadian Mental Health Association and help make a difference in someone's life.

Your generosity is truly appreciated!

Michelle Rowl de Ocampo-Ga

Michelle de Ocampo-Ga, *National Director of Organization*

ps. All we need is a little bit of love or care, even if it's from a person we have never met. **Thank you** for being **YOU!**

250 Dundas St. West, Suite 500 Toronto, Ontario M5T 2Z5 | Phone: 416.646.5557 Toll Free: 1.800.875.6213 | www.cmha.ca
Registered Charity 10686 3665 RR0001

Outer Envelope - Front



“A simple gift can make a world of difference.”

1000069392-K1A0K9-BR01



Peter H.
Department of Fundraising Management
c/o Humber College
3199 Lake Shore Blvd West
Etobicoke, ON
M8V 1K8



8.5" height

11" width

Front of envelope
8.5" x 11" Booklet Gummed Envelope
Can be purchased from ULine.ca

Designed By: MICHELLE de Ocampo-Ga

Outer Envelope - Back



8.5" height

11" width

Back of envelope
8.5" x 11" Booklet Gummed Envelope
Can be purchased from ULine.ca

Designed By: Michelle de Ocampo-Ga

Prepaid Reply Envelope - Front



5" height

7" width

Front of prepaid reply envelope
7" x 5" Envelope
Can be purchased from ULine.ca

Prepaid Reply Envelope - Back



5" height

7" width

Designed By: Michelle de Ocampo-Ga

Back of prepaid reply envelope
7" x 5" Envelope
Can be purchased from ULine.ca



**Canadian Mental
Health Association**
Mental health for all

250 Dundas St. West, Suite 500
Toronto, Ontario M5T 2Z5
Phone: 416.646.5557
Toll Free: 1.800.875.6213
Registered Charity: 10686 3665 RR0001

Yes! You can count on my support.

One Time Donation

☐ Cheque ☐ Post-dated cheques ☐ Credit Card

Please make cheques payable to
Canadian Mental Health Association

☐ \$25.00 ☐ \$50.00 ☐ \$100.00 ☐ Other _____

Monthly Gift

☐ Pre-authorized void cheque ☐ Credit Card

For pre-authorized giving, bank account
will be debited on **20th** of each month.

☐ \$5.00 ☐ \$10.00 ☐ \$15.00 ☐ Other _____

Name _____

Address _____

City _____ Province _____

Postal Code _____

Telephone _____

☐ Visa ☐ MasterCard ☐ American Express

Card Number _____ Expiry ____ / ____

Name on card _____

Signature _____

Email _____

I understand that I may change or cancel this credit card agreement
at any time with written notice to the organization listed on this form



Reply Card - Front

4.5" height

6.5" width

Yes! Please add me to your mailing list.

Email Address _____

Reply Card - Back





**Canadian Mental
Health Association**
Mental health for all

250 Dundas St. West, Suite 500
Toronto, Ontario M5T 2Z5
Phone: 416.646.5557
Toll Free: 1.800.875.6213
Registered Charity 10686 3665 RR0001

Facts about Mental Health.....

1 CANADIAN in 5
will personally
experience a
mental illness in
their lifetime.

4000 SUICIDES.

About 4,000
Canadian commit
suicide every year.

Mental illness
indirectly affects all
Canadians at some
time through a family
member, friend, or
colleague.

And we need your support!

6" width



Lift Note - Front

4" height

Designed By: Michelle de Ocampo-Ga

Lift Note - Back



**Canadian Mental
Health Association**
Mental health for all



*years of
community*

Countdown to
CMHA Mental Health Week
May 4-10, 2020

58
Days

18
Hours

12
Minutes

51
Seconds

#GetLoud
about what mental health really is.

The strongest people are
those who fight unseen
battles.



6" width



4" height

**Postcard
Marketing Gift
Front**



The strongest people are
those who fight unseen
battles.



One thing at a time.



4" height

**Postcard
Marketing Gift
Front**



6" width

One thing at a time.



