

Direct Mail Benchmarks 2026

Data Submission Guidelines - Page 1 of 3

Important Things To Know:

Please provide sum totals only, with no raw data or identifying information.

Please use the calendar year (January 1 through December 31) for a given year, rather than your fiscal.

Please include only one-time gifts.

Partial data is acceptable. If you don't do acquisition, or can't provide Other Channel results, please feel free to submit only House File performance.

[Please submit your data using the Intake Form here.](#)

House File Performance				
Anyone in your DM audience who has made a donation to your organization previously, no matter the year, amount or frequency. This could include active, mid-level, lapsed, and long-lapsed donors.				
KPI	Definition	2023	2024	2025
Total Pieces Mailed	The total number of direct mail pieces your org sent to your House File in the specified calendar year.			
Total Direct Mail Donors	The total number of individuals from your House File who made a direct mail gift in the specified calendar year.			
Total Direct Mail Gifts	The total number of direct mail donations received by your organization from your House File in the specified calendar year.			
Total Direct Mail Costs	The total amount your organization spent on its direct mail appeals (House File only) in the specified calendar year. Include design, print, lettershop, and postage. Exclude labour, consultancy fees, and taxes.			
Total Direct Mail Revenue 2024	The total of all gross direct mail revenue received by your organization from your House File in the specified calendar year.			
Total Renewed Direct Mail Donors	The total number of individuals who made a direct mail gift in a given calendar year <i>and</i> made a direct mail gift in calendar year prior.			
Total Reactivated Direct Mail Donors	The total number of individuals who made a direct mail gift in a given calendar year <i>and</i> did not make a direct mail gift in calendar year prior <i>and</i> has at least one prior direct mail gift on file from any other previous year.			
Total Lapsed Donors	The number of direct mail donors you included in your direct mail program in the calendar year 2023, who did not make a direct mail gift in that year.			

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Acquisition Performance				
Individuals who have never given to your organization, ever. These are often prospects found within list trades or rentals. Exclude long-lapsed donors.				
KPI	Definition	2023	2024	2025
Total Pieces Mailed	The total number of direct mail pieces your organization sent to your Acquisition audiences in the specified calendar year.			
Total Donors Acquired	The total number of prospective donors that responded to the acquisition mailings in the specified calendar year with a one-time gift.			
Total Direct Mail Acquisition Costs	The total amount your organization spent on its direct mail acquisition appeals in the specified calendar year. Include fees for list trades or rentals, and hard costs such as design, print, lettershop and postage. Exclude labour, consultancy fees, and taxes.			
Total Revenue from Direct Mail Acquisition	The total of all acquisition gross direct mail revenue received in response to your organization's acquisition appeals in the specified calendar year.			

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Other Channels Performance

We know that direct mail donors don't always respond via the direct mail package. Some donors may call in their donation, others may visit your website to make their gift. If your organization includes these types of other revenue sources in its direct mail revenue reporting, you can share those results in this table.

KPI	Definition	2023	2024	2025
Total Other Channel Donors	The total number of donors who responded to a direct mail campaign with a donation through a non-mail channel.			
Total Other Channel Gifts	The total number of donations attributed to mail campaigns that were made through non-mail channels.			
Total Other Channel Revenue	The total gross revenue raised through other channels that is also attributed to mail campaigns.			