



meals on wheels fundraising

CO-OP

it's better together®

**\$13.1 Million
in contributions.**
That's a lot of dough.



The Co-op (the•cÓ•op) *n.*

1. Lautman Maska Neill & Company's program where senior nutrition providers nationwide join together to raise more money. **2.** Fundraising campaigns targeted towards new donors, existing donors, major donors and more. **3.** A cost-effective fundraising solution with years of proven results.

Our **Fundraising Co-op** Offers Integrated Campaigns Designed to:

- Acquire More Donors
- Renew More Donors
- Raise More Money

So You Can Feed More Seniors!



53,000 new donors.
How do you like them apples?



\$13.1 Million Raised.
We're Not Talking Small Potatoes.

What *IS* The Co-op?

The Lautman Maska Neill & Company **Meals on Wheels Fundraising Co-op** is a program where senior nutrition programs from around the country join together to conduct their direct mail and online fundraising as a group. All partners within the Co-op offer home-delivered meals to seniors, but are otherwise diverse in the supportive services they offer.

The concept of the Co-op is simple. It is based on the idea that the services of each senior nutrition program around the country are fairly similar, and that effective fundraising principles are universal.

Benefit From Proven Strategies

Since 2000, we have honed the creative approaches, lists and mailing strategies that work for home-delivered meal programs. We have created fundraising packages that donors everywhere respond to — regardless of whether they live in large metropolitan cities like Chicago and San Antonio or smaller communities like Snohomish County (Washington) and Western South Dakota.

Since regional programs often do not compete with one another for dollars in their own service area, a group of meal providers who “co-operate” in their direct response fundraising efforts has much to gain by sharing proven techniques and reducing costs.

What's *YOUR* Goal?

We offer a variety of services to help your organization raise more money and build a successful integrated fundraising program.

Find New Donors

You need committed donors — but where will you find them?

Our prospect campaigns deliver generous and committed new donors for our partners. We identify the best prospective donors, target them with proven acquisition packages, and help you grow your base of supporters. And the donors you acquire are yours to keep.

Our **prospect mailings** will help you acquire the new donors you need to grow your fundraising program.

Inspire Your Donors to Give Again and Again

To ensure the loyalty and long-term commitment of your donors, you need to go out with the right message.

Our proven strategies will inspire your donors to give multiple gifts throughout the year, providing critical revenue to fund your programs.

We offer **comprehensive donor renewal strategies** with up to seven campaigns each year designed to inspire your donors to continue, and upgrade, their support.

Upgrade Your Existing Donors

Many of your supporters will easily increase the amount of their donations — but you need the right case for support and the appropriate creative strategy.

You can increase the value of your donor file and fund your particular program needs using our **proven upgrade techniques** or a **custom upgrade campaign**.

Increase Online Giving

Communicating with your donors online can inspire them to give more money, both online and in the mail, too.

From strategy through implementation, we can help you **build an online fundraising program**. We offer digital audits to review and refresh your online strategy, as well as email strategy, copywriting, design, and implementation.

Don't have enough email addresses? We can also help you get them with **email address appends**.

Cultivate Donor Relationships

Do your donors only hear from you when you're asking for money?

If so, you are missing a critical opportunity to enhance your relationship with them by showing how much you appreciate them — as well as showing the impact of their support.

Our **cultivation mailings** can help you deepen your bond with your donors — and ultimately increase their giving.

Now that's food for thought.

Contact us to learn how Lautman Maska Neill & Company's **Meals on Wheels Fundraising Co-op** can help you.

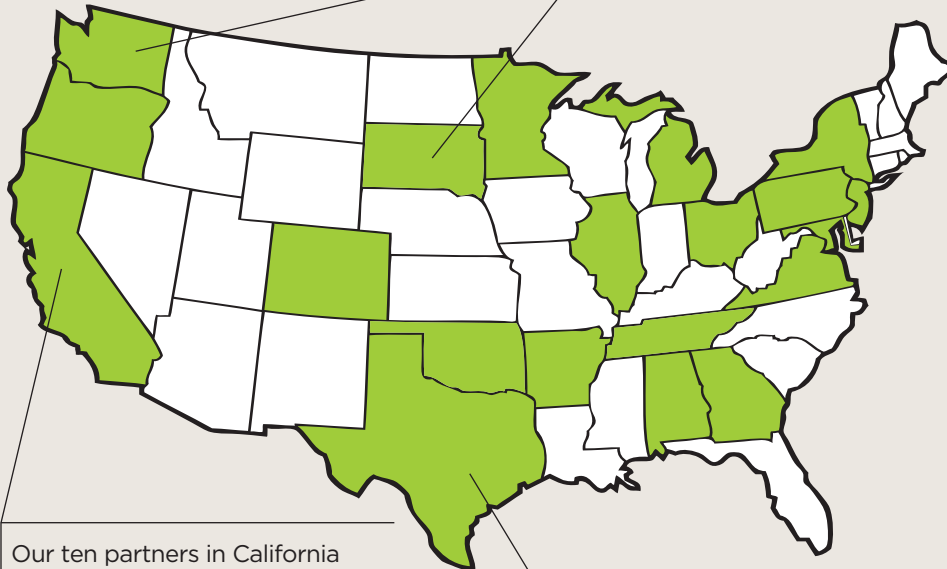
How Much Money Can Our Fundraising Co-op Raise For YOU?

Last year, the Co-op helped more than 45 organizations acquire 53,000 new donors and raise \$13,190,000 in contributions. That's the power of sharing knowledge and resources to get the most from your fundraising budget.

Here are just a few examples of recent successes:

Our partner in Spokane, Washington, raised \$283,000 — helping them offset a \$240,000 cut in state funding.

One of our newest and smallest partners in Western South Dakota raised more than \$102,700 from just two mailings.



Our ten partners in California acquired over 11,000 new donors and raised \$3,316,000 last year.

After joining the Co-op in 2008, our partner in San Antonio went from raising \$18,000 a year to nearly \$675,600 last year.

To learn more about the other states we are working in — or to add your state to our map — contact us today!

A Good Partnership is Everything

We are committed to long-term partnerships with our clients. More than half of our Co-op partners have been with us for five years or more. We pride ourselves on exceeding their expectations.

Here's what a few of our partners are saying:

Compared to last year, we have already doubled the number of new donors, and donations have increased this year by more than 55%. We are very pleased with the outcome of the direct mail.

This growth will allow us to do some things that we have not been able to do, including upgrading our emergency meals program and doing some serious outreach to find those potential clients who don't find us on their own.

Thanks again, and again.

Paul Kraintz, Director and Co-Founder, Meals on Wheels of Contra Costa, Inc., Martinez, CA

— partner since 2006

We've done mail-outs before, but when I came in on Monday we needed a wheelbarrow to get all the mail into the office!

Elaine Eubank, former President & CEO, CareLink, Little Rock, AR
— partner since 2009

Our experience with the Lautman Co-op has been nothing short of extraordinary. They took our direct mail fundraising to a whole new playing field. In fact, our revenue from direct mail more than tripled on the very first mailing we did with them. Anyone who tells you that direct mail doesn't work must not be using Lautman.

Greg Pittman, Executive Director, Meals on Wheels Texoma | Denison, Texas
— partner since 2013

The Meals on Wheels Fundraising Co-op

is a division of Lautman Maska Neill & Company, an award-winning direct response consulting firm providing integrated fundraising solutions for non-profits. We combine proven strategies with customized solutions that take mail, online, and other direct response fundraising campaigns from conception to execution to analysis. We pride ourselves on developing donor connections that result in lifelong support of your cause.



uncommon minds for uncommon missions®



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