



LAUTMAN
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& COMPANY

Membership and Donor Development

Mailing Smart in a Tough Economy

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The economy is tough, but...

- Historically, even in recessions, donors don't stop contributing.
- Donors are still giving now – but giving smaller gifts and to fewer organizations.
- Make your organization one of the top three charities on your donor's list.

How?

- Make your organization relevant.
- Keep your case for giving strong.
- Demonstrate to your donors how their support is helping.
- Make sure your donors know how much you appreciate their support!

Today's presentation

1. Assessing your situation
2. Proven strategies for reducing costs and increasing revenue
3. Donor stewardship and cultivation
4. Q&A

1. Assessing Your Situation

Taking Stock

- Organization's fiscal health?
- Response rates and average gifts – on track?
- Are major donors still giving?
- Determine if you need to cut ... and where you need to fight for dollars.

An Ax ... or a Scalpel?

- You can trim expenses without sacrificing revenue.
- If dramatic reductions are needed, consider both short term and long term impact.
- Example: Cutting new donor acquisition will reduce file size in years to come.
- Prepare your defense!

2. Proven Strategies for Reducing Costs and Increasing Revenue

New Donor Acquisition

- Make sure you are exchanging donors
- Test any expensive elements in your package
- If you use premiums, make sure they are cost-effective

A lower ask can be effective

- Don't be afraid to test a lower introduction ask in an acquisition.
- You can often acquire more donors and even net more money.



RONALD McDONALD HOUSE HOLIDAY GIFT FORM

Yes, I want to provide a safe haven and "home away from home" for sick children and their families. I have signed one of the coupons below and enclosed this entire form with my gift of:

\$20 \$40 \$60 \$80 \$100 Other \$ _____



At two months old, baby Logan and his mother share a special moment together (see reverse).

Please return this entire form with your gift payable to RONALD McDONALD HOUSE OF DURHAM, INC. in the enclosed envelope. Your contribution is tax deductible to the full extent of the law. Thank you.



2 Nights \$20

\$20 will sponsor a family for two nights at the House

Signed _____



4 Nights \$40

\$40 will sponsor a family for four nights at the House

Signed _____



6 Nights \$60

\$60 will sponsor a family for six nights at the House

Signed _____



8 Nights \$80

\$80 will sponsor a family for eight nights at the House

Signed _____



10 nights \$100

\$100 will sponsor a family for ten nights at the House

Signed _____



RONALD McDONALD HOUSE OF DURHAM, INC.
506 Alexander Avenue | Durham, NC 27705

Test #1: Ronald McDonald House Of Durham



ANSA - NANASP
2009 Conference
Connecting the Worlds
of Health and Nutrition

Lower Initial Ask

Ronald McDonald House of Durham							
	Qty			Gross	Ave	Cost to	Investment
Package	Solicited	# Resp.	% Resp.	Revenue	Gift	Raise \$1	Per New Donor
Control- \$20 Ask	28,863	331	1.15%	\$9,214	\$27.84	\$1.16	\$2.30
Test- \$10 Ask	28,859	403	1.40%	\$10,441	\$25.91	\$1.02	\$1.59

- Lower average gift lifted response by 22%
- Average gift was still very strong
- Cost to raise a dollar and investment per donor were lower with the lower ask.

CONTRIBUTION FORM

Yes, please use **100% of my contribution** to provide warm, nutritious meals to New York City's homebound elderly. I am enclosing a check to **CITYMEALS-ON-WHEELS** for:

- \$35 Seven meals to a homebound elderly New Yorker
- \$50 Emergency Food Package: 12 non-perishable meals to a needy senior
- \$100 Two Emergency Food Packages for a homebound neighbor
- \$260 52 weekend lunches to an elderly New Yorker
- \$520 One year of weekend meals for a homebound senior
- \$_____ Other Amount

*Respond by October
15th and your gift
will be matched to
provide twice as
many meals!*

Please make checks payable to
Citymeals-on-Wheels
355 Lexington Ave • New York, NY 10017
www.citymeals.org

Your donation is 100% tax-deductible.

CITYMEALS "FAMILY" ALBUM



*Your gift makes home-delivered
meals possible for frail, elderly New Yorkers
like these who need your
friendship
and support.
Thank you.*



Test #2: Citymeals on Wheels

Lower Initial Ask

Citymeals on Wheels							
	Qty			Gross	Ave	Cost to	Investment
Package	Solicited	# Resp.	% Resp.	Revenue	Gift	Raise \$1	Per New Donor
Control- \$36 Ask	50,006	328	0.66%	\$20,130	\$61.37	\$0.86	\$1.12
Test- \$30 Ask	50,006	368	0.74%	\$20,981	\$57.01	\$0.82	\$0.97

- Lower initial ask lifted response by 12%
- Cost to raise a dollar and investment per donor were lower with the lower ask.

Donor Appeals

- Use strongest, proven strategies,
- ...But don't be afraid to test!
- Make sure copy illustrates your effectiveness
- Tell your donors why they should give to you and why they should give today.
- Copy should thank donor throughout

File Segmentation

- Work hard to keep donors active
- Invest in personalization and special treatment for higher dollar donors
- Move lapsed donors (especially those with only one past gift) to acquisition
- Mail deeper into your lapsed donor file – lapsed reactivation rates have increased over the last 18 months!



Ronald McDonald House Contribution Form

Yes! I want to help Ronald McDonald House of New York provide an affordable "home away from home" for children with cancer and their families. Enclosed is my gift of:

\$20 \$35 \$50 Other \$ _____

12345678
SAMPLE

Jane Q. Sample
Lautman & Company
1730 Rhode Island Avenue NW
Washington, DC 20036-1001



In order to keep fundraising costs low we occasionally exchange donor names with other carefully selected nonprofit organizations. Please check here if you do not want your name to be exchanged.

Please return this form with your check made payable to Ronald McDonald House of New York, Inc.
Your contribution is tax deductible to the full extent of the law. Ronald McDonald House of New York, Inc., 405 East 12nd Street, New York, NY 10021.

Detach here and return the form above with your gift.

What Our Families Say About the "New" Ronald McDonald House.

The renovations at RMDH were worth the wait. Our room looks so modern and bright!
— Hartung family



9th floor terrace

I think the renovation at the Ronald McDonald House made a difference. The rooms are much better and it feels much more comfortable.

— Carryl family



Redecorated guest room

We love the upgrades to the Ronald McDonald House! The computer lab & the playroom in the basement help the entire family spend time together. The living room is the perfect place to open a book and relax. Thank you!

— Brunskow family



The new children's library

Test a smaller reply form to reduce cost.

- 8 1/2 x 11 vs.
8 1/2 x 3 1/2



ANSA-NANASP
2009 Conference
Connecting the Worlds
of Health and Nutrition

Smaller Reply Form

Ronald McDonald House of New York								
	Qty			Gross	Ave		Net	% Cost
Package	Solicited	# Resp.	% Resp.	Revenue	Gift	Cost	Revenue	Recovered
Full Reply Form	21,469	1,809	8.43%	\$66,132	\$36.56	\$11,496	\$54,636	575.24%
1/3 Reply Form	21,473	1725	8.03%	\$67,697	\$39.24	\$10,099	\$57,598	670.33%

- Smaller reply form had a slightly lower response but a higher average gift.
- The smaller reply cost 12% less and generated 5% more net profit.
- Small changes can add up over time!

Online communications

- Make sure to send pre- and post-appeal emails to boost income.
- These inexpensive touch-points can lift online and offline revenue.



MEALS ON WHEELS SERVING CENTRAL VIRGINIA 2008 HOLIDAY MEAL CAMPAIGN

Feed a Senior This Holiday Season

We are committed to providing over 23,000 nutritious meals during the holidays to the elderly and disabled in need. But, we need your help to do it. [Click here to send a holiday meal.](#)

For many of us, the holiday season means gathering with friends and family for a holiday feast and presents. But imagine what the holidays would be like if you were homebound and had outlived your loved ones.

Your contribution today can send a home-delivered meal and a friendly visit to someone who is homebound and alone this holiday season. A gift of \$50 will provide 10 holiday meals and \$100 will provide 20 holiday meals. [Click here to send a holiday meal.](#)

Donate Now!



Holiday Cards Available Now!

Meals on Wheels Holiday Cards are a wonderful way to spread goodwill this holiday season to your friends, family and colleagues.

All card sales are used to provide food and friendship to the homebound elderly and disabled in our community. [Click here to see the 2008 Holiday Cards](#)



Integrated Holiday Meals Campaign

Donors received two mail campaigns and two e-appeals roughly three weeks apart from mid November through Christmas.

Integrated campaign results

Meals On Wheels									
Holiday Meals Campaigns									
Holiday Meals Campaign	Solicit Date	Qty Solicited	# Resp.	% Resp	Gross Revenue	Ave Gift	Total Cost	Net Revenue	Cost to Raise \$1
Mail Campaigns									
November Renewal	11/12/2008	10,579	1,088	10.28%	\$91,710	\$84.29	\$4,362	\$87,348	\$0.05
December Renewal	12/3/2008	9,883	846	8.56%	\$67,077	\$79.29	\$3,873	\$63,204	\$0.06
Total Raised		20,462	1,934	9.45%	\$158,787	\$82.10	\$8,235	\$150,552	\$0.05
Total Goal		19,000	2,005	10.55%	\$140,350	\$70.00	\$9,138	\$131,212	\$0.07
Online Campaigns									
November E-Blast	11/27/2008	7,969	38	0.48%	\$3,722	\$97.95	\$110	\$3,612	\$0.03
<i>629 opened, 132 people, clicked 144 links, 48 unsubscribed</i>									
December E-Blast	12/18/2008	7,644	52	0.68%	\$7,060	\$135.77	\$110	\$6,950	\$0.02
<i>655 opened, 107 people clicked 113 links, 41 unsubscribed</i>									
Total Raised		15,613	90	0.58%	\$10,782	\$119.80	\$220	\$10,562	\$0.02
Total Integrated Campaign			2,024		\$169,569	\$83.78	\$8,455	\$161,114	\$0.05
Total Goal			2,005		\$140,350	\$70.00	\$9,138	\$131,212	\$0.07

Telemarketing

- Eliminate donors who have said “no” in previous TM campaigns
- Remember, a “no” can be converted to a “thank you” call

Planned Giving

- Promote planned giving like crazy!
- Buckslip in acknowledgments
- Check-off box
- Targeted bequest promotion mailing
- Include bequest language on your website

Planned Gift Stories in Newsletter

Feature planned giving stories in your newsletter, to show donors how a “regular” person like them can make a difference.

Families in Gaza Struggle to Survive

Al Mawasi, Gaza Strip

Life has never been easy for the 6,000 people of Al Mawasi, an isolated strip of small farms, shanty houses and modest apartments near the Mediterranean Sea. According to the UN, since the 1970s, Israeli settlements and military checkpoints have restricted residents' access to the sea (and their ability to fish) to the west, and to schools and jobs to the east.

Today, despite the withdrawal of Israeli forces last summer, residents say things haven't improved. The Hamas government has not paid public workers in Gaza since February and, Israeli border closures are blocking exports from Gaza's most fertile agricultural region. As a result, the economy is spiraling rapidly downward.

"Life is so difficult now," says Najwa, whose husband can only find sporadic part-time work picking potatoes in nearby fields for about \$1.40 an hour. "There are no jobs. There is nothing for us."

Mercy Corps is committed to helping Gaza families persevere through this latest crisis. We are providing staple food supplies — including sacks of flour and sugar and large bottles of vegetable oil — to 450 families in Al Mawasi, including Najwa's family. And a potential job program would provide



Mercy Corps is delivering food aid to Najwa Abu Kfir's family and hundreds of other hungry families in Gaza.

employment to members of the most vulnerable families.

Like other Gazans, Najwa remains remarkably hopeful. "God willing, the economic situation will get better, and my husband will find a job for the family."

A Legacy of Compassion



Throughout her long life, Clara Wolenski touched many hearts. Today, after her recent passing at age 94, she continues to touch lives — this time, thousands of families displaced by the terrible conflict in Sudan.

Deeply affected by the horrors she witnessed during World War II, Clara came to the United States as a widow in the 1940s. She settled in New York and went to work as a loving governess and caretaker for several families. Clara continued this work until she was in her 70s.

As her days drew to a close, Clara told a long-time friend that she wanted her life savings to go to help families displaced by the violence in Darfur. She decided to leave a large portion of her savings to Mercy Corps to help ease the suffering of men, women and children in this region.

After a life of caring service, Clara's compassionate love on in Darfur today, her generosity is making a tangible difference in the lives of families who have lost so much ... their homes ... their livelihoods ... their loved ones.

Please consider including Mercy Corps in your estate plans. To receive personalized information about making a bequest or purchasing a charitable gift annuity, please contact Jennie Pesbody at 1-800-292-3333, ext. 418, or at jpsbody@mercycorps.org.

Promote planned gifts on replies



DID YOU KNOW? Over 50% of all hospitalized seniors are suffering from malnutrition so severe that it either caused their illness or it prevents them from getting better. Your contribution today will make a real difference to someone like Vivian.

When I was a patient recently the doctor said my main problem was malnutrition. As you can see, I am still very "shaky" and unable to cook. I am so grateful for your meals. Thank you.

Please send me information on how to remember Senior Services in my will.

A copy of our most recent annual report may be obtained by writing:
Senior Services of Snohomish County,
P.O. Box 86, Mukilteo, WA 98275-9909.

Use the reply form to market planned giving.

Ensure that planned gifts reach you

Ensuring a Lasting Legacy

SINCE SEPTEMBER 2004, more than 1 million visitors to the NMAI's new home on the National Mall have experienced a remarkable museum. Dramatically beautiful and symbolically rich, the building and exhibitions represent a unique collaboration between design architects, and Native American communities. Each object in our opening exhibitions was carefully selected by our curators in consultation with, and under the guidance of, twenty-four tribal communities from across the Western Hemisphere.

Yet the dialogue with Native communities that helped create the new museum did not end with the opening of its doors. In fact, it has just begun. The NMAI is reaching out to Native peoples where they live through workshops, internships, radio programs, visiting professional programs, traveling exhibitions, and Native artist programs. These outreach efforts constitute a "Museum without walls" — one unencumbered by distance or time and accessible around the world at any hour.

Support for these activities and for the educational programs at the three Museum facilities — the George Gustav Heys Center, the Cultural Resources Center, and the Mall Museum — comes in part from the NMAI endowment. Endowment funds are investment funds that preserve principal in perpetuity and produce annual interest earnings for program support.

Limiting the NMAI endowment, like constructing the new Museum on the Mall, depends on contributions. These can come from outright gifts of cash or gifts from a charitable trust, life insurance policy, or retirement benefit, as well as through an individual's Will or other

Any of these gift opportunities can be designated and used for the endowment or left outright to be used for the NMAI's general support.

A contribution to the NMAI endowment will ensure a lasting legacy for generations to come by providing ongoing support for educational programs and outreach efforts that are integral to the mission of the NMAI — telling the stories of Native peoples from their point of view. ☺

Here is the language that we recommend you use to name the NMAI beneficiary of your Will or codicil:


I hereby give and bequeath _____ (specific dollar amount, or a percent of the residue of the estate, or the proceeds from real estate that I own located at _____) to the Smithsonian's National Museum of the American Indian, located at 4th and Independence Avenue, SW, MRC 590, Washington, DC 20560-0590, whose federal tax identification number is 53-0206027, for _____ (an NMAI endowment for support of Museum activities, or for its general purposes).

If you have named the NMAI beneficiary of your estate, charitable trust, life insurance policy, or retirement benefit, we would appreciate your sharing this information with us so that we can thank you now for your future support and welcome you as a new member of our Legacy Circle.

Education & Outreach

To learn more about the NMAI's ongoing educational programs and outreach efforts, please visit our Web site at www.AmericanIndian.si.edu and click on "Outreach."

For additional information about naming the NMAI as beneficiary of your Will, trust, life insurance policy, or retirement plan, please contact Todd Gals, development officer in the Office of External Affairs, Smithsonian National Museum of the American Indian, at PO Box 20473, Washington, DC 20026-3073; by telephone at (202) 855-4856; or by e-mail at plannedgiving@si.edu.

 Smithsonian
National Museum of the American Indian
PO Box 20473, Washington, DC 20026-3073
Website: www.AmericanIndian.si.edu Email: plannedgiving@si.edu

Make the official language easy to find.

Monthly Giving

- Passively recruit new monthly donors to boost revenue
- Promote option on back of replies
- Include buckslip in acknowledgments
- Allow donors to sign up by mail, by phone or online

Check-off box on back of reply

I WOULD LIKE TO MAKE A ONE-TIME GIFT OF \$ _____.

Please charge the amount written above to my:

VISA MasterCard American Express Discover

Card Number: _____ Exp Date: ____ / ____

Name on Card: _____

Signature: _____

- Please send me information on volunteering.
- Please send me information on how to remember Meals on Wheels in my will.

A copy of our most recent annual report may be obtained by writing:
Meals on Wheels, 1600 Willow Lawn Drive, Richmond, VA 23230 or
by visiting our Web site www.mowdelivers.com.

I WOULD LIKE TO JOIN THE MEALS ON WHEELS MONTHLY GIVING PROGRAM WITH A MONTHLY GIFT OF \$ _____.

Please charge the amount written above to my:

VISA MasterCard American Express Discover

Card Number: _____ Exp Date: ____ / ____

Name on Card: _____

Signature: _____

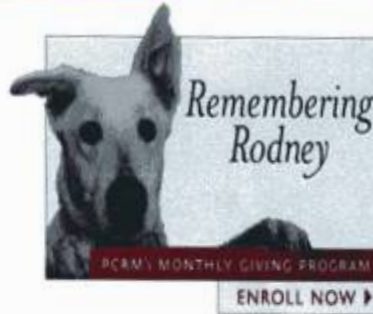
I authorize MOW to charge my debit or credit card each month for the amount stated above until I notify MOW of any changes and they have had a reasonable time to act on it. A record of each payment in my monthly bank or credit card statement will serve as my receipt and MOW will provide me with a statement of my annual gifts.

PCRM REMEMBERING RODNEY

Physicians Committee for Responsible Medicine

Fighting on Behalf of Animals

All Year Long...



Dear Ms. Hostetter,

Because of the commitment you have shown to stopping the cruel treatment of animals, [I am honored to invite you to join PCRM's Remembering Rodney Society.](#)

This special group of monthly donors to PCRM was formed to honor Rodney, a special dog who was experimented on in a veterinarian school lab. Rodney's bones were broken and organs were removed, and he was cut and sewed numerous times before he was euthanized—all in the name of science.

When you join the Remembering Rodney Society, you provide PCRM with the steady funding that is critical to continuing our work -- all year long -- to promote compassion and health and also to ensure that no more animals like Rodney are harmed.

It would mean so much to the innocent animals we fight for every day if you would become a monthly donor.

Benefits to You

- You have control over your giving. Change your donation amount or cancel at any time.
- Your membership automatically renews. That means the money we save on renewal mailings can go toward

Email invitation proves effective to convert monthly donors



ANSA - NANASP
2009 Conference
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Newsletters

- If your newsletter is glossy and slick, change to a lower-cost version.
- Consider cutting out lower-dollar and less recent segments.

Printing Tips

- Review your projects with your printer to identify cost-saving ideas.
- Eliminate bleeds, four-color printing, and non-standard formats.
- Gang-print wherever possible (envelopes and letterhead).

3. Donor Stewardship and Cultivation

Put your acknowledgments to work!

- Include reply envelope in every thank you
- Thank donors as quickly as possible
- Remind donors about other giving options
 - in memory and in honor gifts

Phone a Friend

- Call all donors who give \$250 or more - \$100+ if you can
- Call higher-dollar donors who gave last year but not this year
- Call new donors to thank them for joining

Invest in your high value donors

Access and information are what these donors want:

- Host an event on-site
- Invite donors to join in on conference calls
- Send mailings that report back (no ask)
- Cultivate relationship by sending insider information (no ask)

PCRM EVENTS

Physicians Committee for Responsible Medicine



Important Announcement for PCRM Stewards, President's Circle, and Lifetime Partner Members!

I just wanted to remind you about PCRM's second "Update from Dr. Barnard" conference call, exclusively for PCRM Stewards, President's Circle, and Lifetime Partner members. Here are the call details again:

Date:	Thursday, Aug. 23
Time:	2 p.m. EDT
Conference Call Number:	866-469-3239
Conference Call Access Code:	31829695

We invite you to join the call for an update from PCRM president Neal Barnard on PCRM's current and upcoming work. There will be a question and answer session.

The feedback from the previous update was enthusiastic. It is gratifying to have so many members engaged in our issues, pose great questions, and offer insightful comments.

SUPPORT PCRM

[Donate Now](#)

[Join PCRM or Renew Your Membership](#)

CONTACT

[Brian Halprin](#)
PCRM Membership
Coordinator



RELATED LINKS

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Conference calls can bond donors to your mission



Special Packages (no ask)



PHOTO: MASKA, JERRY / MERCY CORPS

*These are a few of
1,800 more*

from the desk of
DAN O'NEILL

April 18,

Dear Ms. Maska,

You have shown how very much you care about our world's most vulnerable people through your generosity and support of Mercy Corps. And I am sincerely grateful for your steadfast commitment to our work.

In fact, today, since you are one of our closest and most devoted friends, I am writing a matter of utmost urgency.

As you may know, turmoil in the Gaza Strip is once again on the upswing. The situation is extremely fluid and unpredictable, and the human toll simply staggering. Gaza's civilian population and families, too — is truly being pushed to the edge of despair.

These are the most severe days of isolation since the start of Israel's blockade on the Gaza Strip in June 2007. That was when forces loyal to Hamas seized control of the territory, complete closure has blocked all exports from Gaza and allowed the import of only basic — limited — humanitarian supplies.

Because I am sure you are deeply concerned about this ongoing tragedy, I want to share with you a confidential document I have just received.

It is an Internal Memorandum from Ihdad Al Najjar, Mercy Corps' program manager in Gaza. In her memo, Ihdad updates me on the current status of our crucial humanitarian work there.

First, let me stress that Mercy Corps is calling for the protection of innocent civilians in Gaza Strip and in neighboring Israeli towns. We are urging Palestinian and Israeli political leaders to force those responsible for violence on both sides of the border to halt their activities immediately. And we support the lifting of the blockade in Gaza without delay.

Let me also stress that though Mercy Corps is a non-profit, we run like a business. To succeed in our efforts to ease the anguish of innocent men, women and children, we have a plan for the year and objectives we must attain.

We are now at serious risk of not reaching our annual goals for this deeply troubled region. As a result, the suffering that afflicts vulnerable Gazans will only get worse.

(over, please)

PO Box 2669 • PORTLAND, OREGON 97208-2660 • www.mercycorps.org

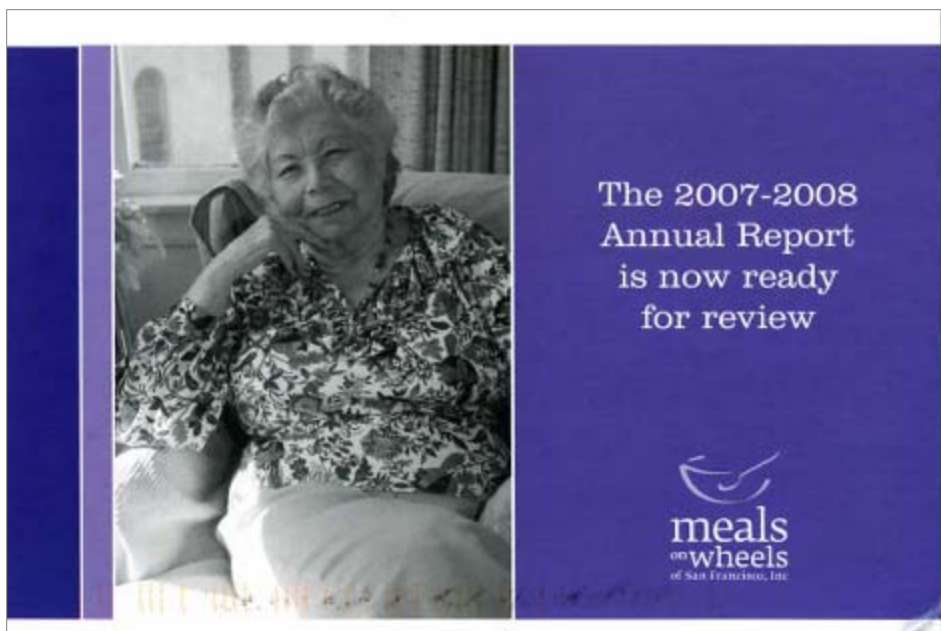


Thank-You Postcard

Send a postcard to say
“thank you” to active
donors.



Annual Report Postcard



Instead of mailing your annual report, put it online and send a postcard to donors inviting them to visit your website.

About the Co-op

- A co-operative fundraising campaign for senior nutrition providers with 15 partners nationwide in AR, CA, CO, IL, MI, TX, VA, WA.
- DM Campaign offers three acquisitions, seven renewals, high dollar upgrades and E-Appeals.
- Co-op partners increase revenue with help from outside expertise and reduce mailing costs by sharing expenses.
- Last year Co-op partners acquired over 30,000 new donors and raised \$4.2 million together.

Question & Answer Review of Package Samples



Contact Information:

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Washington, DC 20036

Phone: 202-296-9660

*Lautman Maska Neill & Company manages the
Meals on Wheels Direct Mail Co-op*

