

# 21 Hot Tips

## To Raise More Money!

**Presented By:**

**Lynn Mehaffy, CFRE, Vice President**  
**Victoria Viera, Account Executive**



# 1. Who you Mail is More Important Than What You Mail ...

Lists Summary By List Source	Qty Mailed	# Resp	% Resp	Gross Revenue	Ave. Gift	Cost Per Thous.	Total Cost	Net Revenue	CTRAD	Per New Don
Donor Lists (16)	12,697	256	2.02%	\$10,781	\$42.11	\$368	\$4,671	\$6,110	\$0.43	\$23.87
Buyer & Subscriber Lists (11)	8,778	116	1.32%	\$7,228	\$62.31	\$388	\$3,405	\$3,823	\$0.47	\$32.96
Compiled Lists (3)	5,284	44	0.83%	\$1,955	\$44.43	\$320	\$1,691	\$264	\$0.86	\$6.00
Multi Donors (on 2 or more lists)	11,940	169	1.42%	\$7,591	\$44.92	\$368	\$4,394	\$3,197	\$0.58	\$18.92
<b>Total Mailing</b>	<b>38,699</b>	<b>585</b>	<b>1.51%</b>	<b>\$27,555</b>	<b>\$47.10</b>	<b>366</b>	<b>\$14,161</b>	<b>\$13,394</b>	<b>\$0.51</b>	<b>\$22.90</b>

## 2. Mailing Smaller Can be Smarter ...

Find the areas – even if they are small – that are most responsive.

Geographical Summary											
Segment	Quantity Mailed	% total Quantity	Resp.	% total Responses	Percent Response	Gross Revenue	% total Revenue	Average Gift	Total Cost	Net Income	Cost to Raise \$1
Ramsey	17,959	28.50%	208	26.87%	1.16%	\$7,143	23.61%	\$34.34	\$6,261	\$882	\$0.88
<b>Hennepin</b>	<b>45,061</b>	<b>71.50%</b>	<b>566</b>	<b>73.13%</b>	<b>1.26%</b>	<b>\$23,117</b>	<b>76.39%</b>	<b>\$40.84</b>	<b>\$15,710</b>	<b>\$7,407</b>	<b>\$0.68</b>
Total	63,020	100.00%	774	100.00%	1.23%	\$30,260	100.00%	\$39.10	\$21,971	\$8,289	\$0.73

Geographical Summary											
Segment	Quantity Mailed	% total Quantity	Resp.	% total Responses	Percent Response	Gross Revenue	% total Revenue	Average Gift	Total Cost	Net Income	Cost to Raise \$1
<b>Dekalb</b>	<b>16,227</b>	<b>27.50%</b>	<b>162</b>	<b>18.71%</b>	<b>1.00%</b>	<b>\$7,849</b>	<b>17.28%</b>	<b>\$48.45</b>	<b>\$6,261</b>	<b>\$1,588</b>	<b>\$0.80</b>
Fulton	35,671	60.45%	309	35.68%	0.87%	\$13,766	30.31%	\$44.55	\$15,710	(\$1,944)	\$1.14
House	7,107	12.04%	388	44.80%	5.46%	\$23,005	50.66%	\$59.29	\$2,566	\$20,439	\$0.11
Total	59,005	99.99%	866	100.00%	1.47%	\$45,413	100.00%	\$52.44	\$20,534	\$24,879	\$0.45

### 3. Font Matters ... Use Courier!


- Courier font works best for Meals on wheels donors. It's big and they're older than most (50% over 65).
- We've tested against Times New Roman, Palatino and Garamond – and Courier always comes out the winner.

## 4. Size Matters ... Bigger is Better

Segments	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift
Control	11,786	415	3.52%	\$53,121	\$128.00
<b>Test – Larger Font</b>	<b>11,785</b>	<b>517</b>	<b>4.39%</b>	<b>\$72,928</b>	<b>\$141.06</b>

- Readability is key when it comes to clearly communicating with your donors. Serif fonts in at least 12 pt size are best.
- In this test, increasing the font size increased both response and average gift, yielding a \$19,807 increase in revenue!

## 5. Don't Include Photos in Your Letter



Meals on Wheels and More

Dan Pruett  
President & CEO

*Meals on Wheels,  
I don't have a lot to give.  
I live alone and I'm 79 years old.  
I eat oatmeal every morning and soup  
and crackers every evening. I hope you can  
enroll me in the program.  
Hope you can help me.*

February 2011

Dear Supporter,

When Meals on Wheels received the above note from 79-year-old Violet along with a worn five-dollar bill – we were deeply touched. While Violet wrote, “I hope you can enroll me in your program,” she was also determined to contribute the little she had to give.

These days, five dollars sure doesn't go as far as it used to. It's what you or I might spend on a cup of coffee. Or perhaps for a magazine that catches our eye when we're in line at the market.


But for a senior living below the poverty line, making do on less than \$10,830 a year, five dollars can be a lot of money.

It was probably hard for Violet to ask for help. Like a good number of elderly people we serve, Violet was used to doing things for herself. Thankfully, though, she knew she had to contact us.

Her health, maybe even her life, depended on it!

You see, Violet was a retired bookkeeper, who lived alone in a tiny apartment. With no savings, she lives day by day relying on her monthly Social Security check – at times being forced to choose between paying the rent and buying her food and medicines.

Meals on Wheels and More • 3227 E. 5th St. • Austin, Texas 78702 • [www.mealsonwheelsandmore.org](http://www.mealsonwheelsandmore.org)



## Don't Include Photos in Your Letter (cont.)

Package	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Control	7,416	339	4.57%	\$13,451	\$39.68	\$352	\$2,608	\$10,844	\$0.19
Test - Photos in Letter	7,416	310	4.18%	\$10,169	\$32.80	\$352	\$2,609	\$7,560	\$0.26

- Including photos in the letter decreased the response rate and lowered the average gift.
- The package with photos in the letter raised \$3,284 less net income than the control package.

## 6. Use the Credit Card Option Carefully ...

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Control	50,122	517	1.03%	\$26,471	\$51.20	\$379	\$19,014	\$7,457	\$0.72
Credit Card Test	50,121	506	1.01%	\$23,022	\$45.50	\$379	\$19,013	\$4,009	\$0.83

- Including the option to pay via credit card may seem like an easy way to get more gifts through the mail, but results are actually mixed.
- In this test, including a credit card payment option in the acquisition mailing actually decreased the average gift and resulted in less income overall.



## Use the Credit Card Option Carefully (cont.)

Package	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Control - No Credit Card	7,544	559	7.41%	\$41,788	\$74.75	\$423	\$3,194	\$38,594	\$0.08
<b>Test - Credit Card Option</b>	<b>7,545</b>	<b>548</b>	<b>7.26%</b>	<b>\$45,755</b>	<b>\$83.49</b>	<b>\$423</b>	<b>\$3,194</b>	<b>\$42,561</b>	<b>\$0.07</b>

- However, some Meals on Wheels organizations have seen that including a credit card payment option in their appeal mailings can actually increase average gift enough to yield higher net revenue.
- Why? Your existing donors trust you and are comfortable sharing their credit card number with you.

## 7. Don't Ask for CVV Information

Segments	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income
Control Reply	14,356	936	6.52%	\$35,752	\$38.20	\$602	\$8,643	\$27,109
Test - Credit Card Security Code	14,352	818	5.70%	\$33,325	\$40.74	\$602	\$8,642	\$24,682

- Asking for CVV (Card Verification Value) numbers will decrease response!
- It costs just pennies more to process a credit card or debit card payment without providing the CVV number to the bank – the savings isn't worth what you'll lose in revenue.

## 8. Less Can Mean More

Decreasing the first ask amount can actually increase response rate and raise more funds overall.

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Control Package - \$36 Ask	50,006	328	0.66%	\$20,130	\$61.37	\$344	\$17,212	\$2,918	\$0.86
<b>Test - \$30 Ask</b>	<b>50,006</b>	<b>368</b>	<b>0.74%</b>	<b>\$20,981</b>	<b>\$57.01</b>	<b>\$344</b>	<b>\$17,212</b>	<b>\$3,769</b>	<b>\$0.82</b>

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Control (\$20 Ask)	28,863	341	1.18%	\$9,494	\$27.84	\$369	\$10,664	(\$1,170)	\$1.12
<b>Test Ask (\$10 Ask)</b>	<b>28,859</b>	<b>415</b>	<b>1.44%</b>	<b>\$10,683</b>	<b>\$25.74</b>	<b>\$369</b>	<b>\$10,663</b>	<b>\$20</b>	<b>\$1.00</b>

# Less Can Mean More (cont.)

## THANKSGIVING GIFT FORM

Yes, please use **100% of my enclosed contribution** to provide food and friendship to New York City's homebound elderly. Please deliver the **placemat** I have signed with Citymeals' Thanksgiving Dinner.

- \$36 Six meals to a homebound elderly New Yorker
- \$54 One month of weekend meals plus a holiday meal
- \$108 18 holiday meals: Serves festive dinners on holidays throughout the year
- \$240 Four Emergency Food Packages: 77 non-perishable items in each box
- \$516 86 weekend plus holiday meals for an elderly New Yorker
- \$\_\_\_ Other Amount



## THANKSGIVING GIFT FORM

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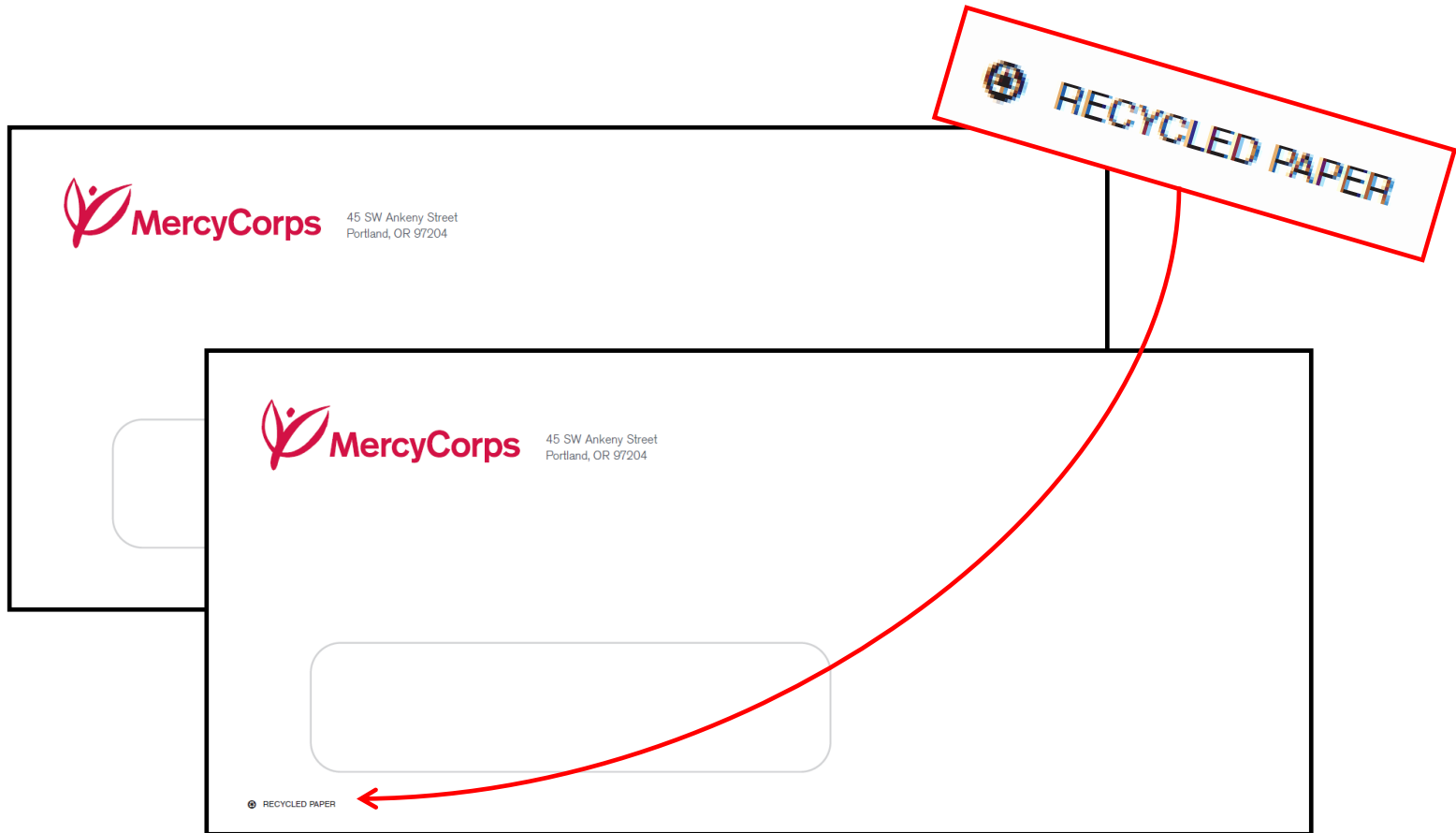
- \$30 Five meals to a homebound elderly New Yorker
- \$54 One month of weekend meals plus a holiday meal
- \$108 18 holiday meals: Serves festive dinners on holidays throughout the year
- \$240 Four Emergency Food Packages: 77 non-perishable items in each box
- \$516 86 weekend plus holiday meals for an elderly New Yorker
- \$\_\_\_ Other Amount



Please make checks payable to:  
**Citymeals-on-Wheels**  
355 Lexington Avenue  
New York, NY 10017  
[www.citymeals.org](http://www.citymeals.org)

Your donation is 100% tax-deductible.

# 9. Surprising Test Results!



## Surprising Test Results! (cont.)

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income
Control	20,052	961	4.79%	\$32,339	\$33.65	\$301	\$6,038	\$26,301
Test - Recycle Bug	20,053	868	4.33%	\$28,035	\$32.30	\$301	\$6,038	\$21,997

- Including the “Recycle Bug” on the test package actually decreased the response rate and average gift.
- In the end, the test package with the recycle bug raised \$4,304 less than the control package!

# Back of Reply Form

**I'd like to make a gift with my credit card:**    VISA    MasterCard    Discover    American Express

Amount \$ \_\_\_\_\_ Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

Please keep me updated on all of Mercy Corps' lifesaving work. Email address: \_\_\_\_\_

For more information, please call 888-842-0842.

**I'd like to make a gift with my credit card:**

Visa    MasterCard    Discover    American Express

AMOUNT TO CHARGE: \$ \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_/\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

For more information, please call 888-842-0842. To contribute online, please visit [mercycorps.org](http://mercycorps.org).

## We promise to be good stewards of your donation.

We are proud that Mercy Corps received Charity Navigator's highest four-star rating.



Your donation directly helps people in need. Thank you for your support!

## Surprising Test Results! (cont.)

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income
Control	18,220	583	3.20%	\$19,657	\$33.72	\$329	\$5,997	\$13,660
Test - BBB/Charity Nav.	18,219	573	3.15%	\$18,756	\$32.73	\$329	\$5,997	\$12,759

- Including the Charity Navigator and BBB logos and information on the back of the reply form actually decreased response and average gift.
- Ultimately, the test package raised \$901 less than the control package.









# 10. Remind Donors They are Family

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income
Control Reply Form	30,184	2,001	6.63%	\$52,727	\$26.35	\$509	\$15,369	\$37,357
Test "Supporter Since . . ." Reply	30,183	2,140	7.09%	\$61,936	\$28.94	\$509	\$15,369	\$46,567

- Lasering a small note on the reply form that reads "Donor Since YYYY" can have a big impact on your results, increasing both response rate and average gift.
- In this test, including "Supporter Since..." on the reply form increased revenue by \$9,209!
- Note: It is advisable to use this technique only when you are confident your data regarding donor first gift dates is accurate.

# Remind Donors They are Family (cont.)

	<b>Marine Corps Heritage Foundation Contribution Form</b>				
	<input type="checkbox"/> <b>YES</b> , I support the campaign to tell our Corps' entire story — our glorious, unfolding history — at the National Museum of the Marine Corps. Enclosed is my contribution of:				
	<input type="checkbox"/> \$50 <input type="checkbox"/> \$80 <input type="checkbox"/> \$100 <input type="checkbox"/> Other _____				
	Jane Q. Sample 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036	<b>Supporter Since: 2008</b>			
		Please return the top portion of this form with your check made payable to MCHF. To charge your donation, please see reverse side of this form. Use a ball point pen and do not detach backing.			
		Thank you for your support!			
3800 Fettle Park Drive, Suite 104, Dumfries, VA 22025   <a href="http://www.marineheritage.org">www.marineheritage.org</a>   1-800-397-7585					
	Jane Q. Sample 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036		Jane Q. Sample 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036		Jane Q. Sample 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036

# 11. Lapsed Donors Don't Think They're Lapsed

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income
Control Reply Form	20,664	227	1.10%	\$6,133	\$27.02	\$493	\$10,182	(\$4,049)
Test "Last Gift Date . . ." Reply	20,664	245	1.19%	\$7,751	\$31.64	\$493	\$10,182	(\$2,431)

- Including a small note on the reply form that reads "Last Gift Date YYYY" can also increase both response rate and average gift.
- In this test, including "Last Gift Date..." on the reply form increased revenue by \$1,618 among the lapsed donor segment!

# Lapsed Donors Don't Think They're Lapsed (cont.)



## Marine Corps Heritage Foundation Membership Acceptance Form

I **accept** your invitation to support the National Museum of the Marine Corps by becoming a member of the Marine Corps Heritage Foundation. I have enclosed a gift of:

~~\$25~~  ~~\$35~~  \$50  \$75  \$100  \$250  \$500  Other \$ \_\_\_\_\_

*\*Special Offer!* See reverse for Member Benefits.

**Last Gift: 2007**

My gift is in honor of:

---

Please make any necessary changes to your name, rank or address at left.

Please return the top portion of this form with your check made payable to MCHF. To charge your donation, please see reverse side of this form. Use a ball point pen and do not detach backing.

Thank you for your support!

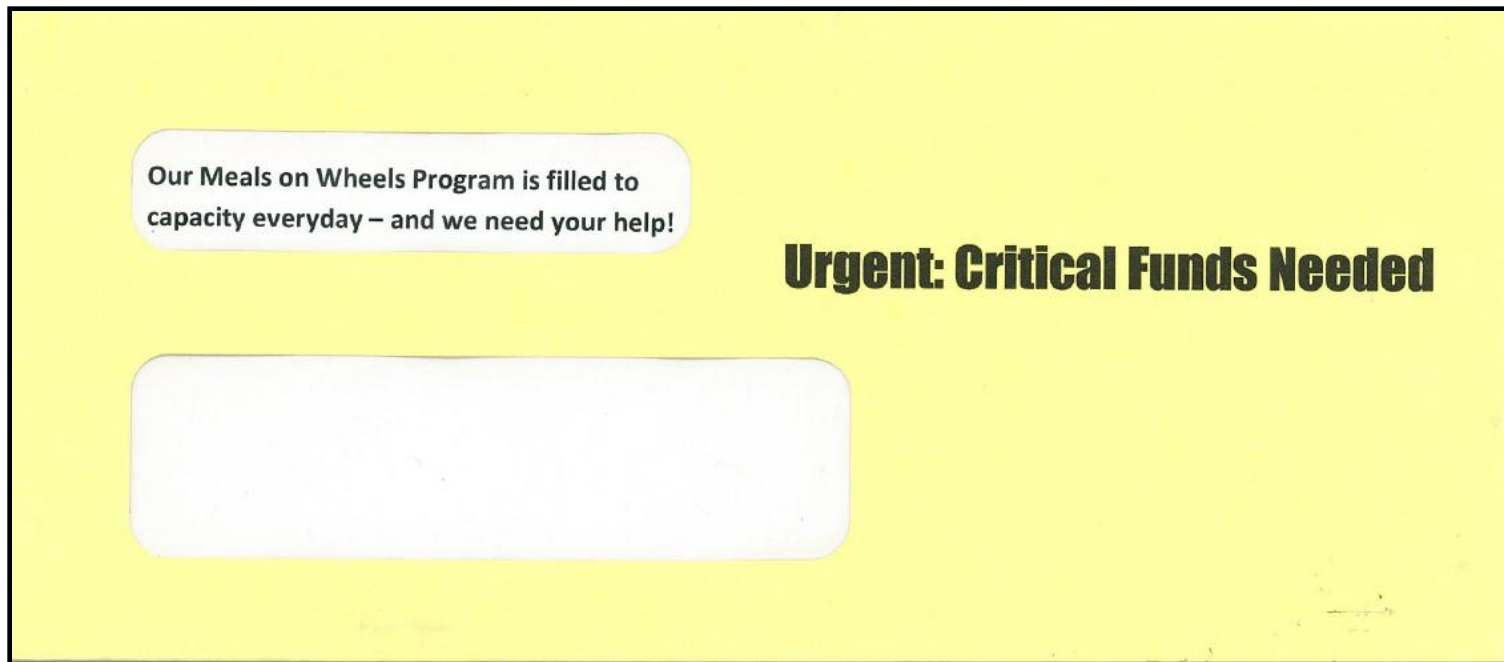
3800 Fettler Park Drive, Suite 104, Dumfries, VA 22025 | [www.marineheritage.org](http://www.marineheritage.org) | 1-800-397-7585



Jane Q. Sample  
1730 Rhode Island Ave, NW  
Suite 301  
Washington, DC 20036

## 12. It's a Critically Urgent Emergency ...

Don't be afraid to use urgent language, it works!



Critical Funds Needed!



Denise Klein  
Chief Executive Officer

August 1, 2011

Dear Memorie,

Through your extraordinary support of Senior Services and our Meals on Wheels program, you have proven yourself a caring friend to our elderly and neighbors with disabilities.

And because I know you share my commitment to providing for the most vulnerable among us, I am writing to ask for your help.

Right now, Meals on Wheels provides 1,700 meals every day, yet as we look toward the end of the year we see a dire situation: **we lack the necessary funds for 36,000 meals** - a full 21 days of food for homebound neighbors. We must raise an additional \$64,000 to cover the cost of these meals.

That's why I'm turning to our most loyal supporters to request your increased support to help us cover this terrible gap in funding.

Specifically, I hope that you will consider making a generous donation of \$45 or more today. Only with your additional support will we be able to raise the \$64,000 needed to continue providing daily meals to our community's elders.

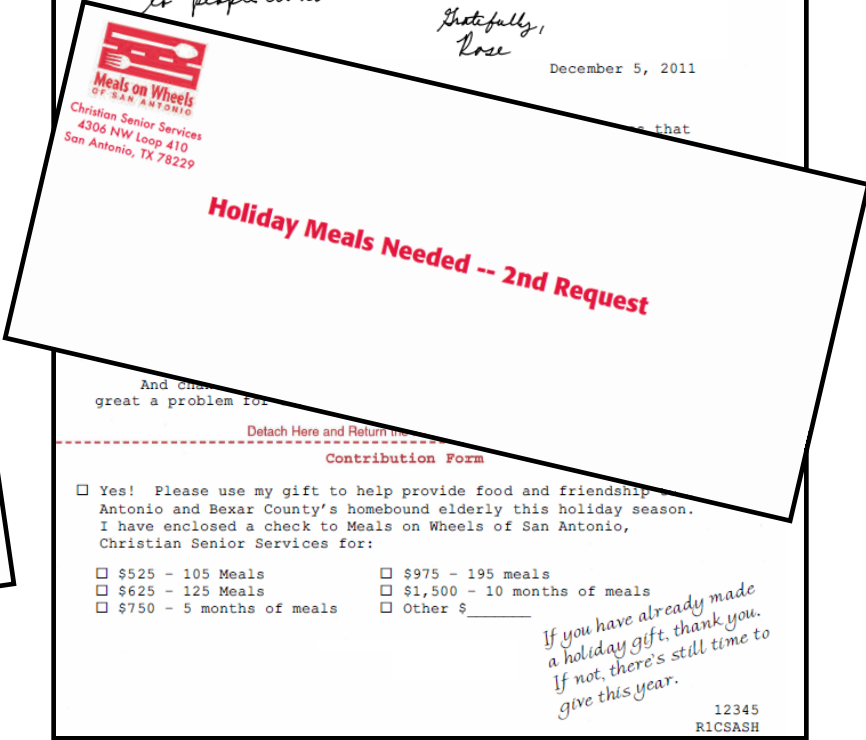
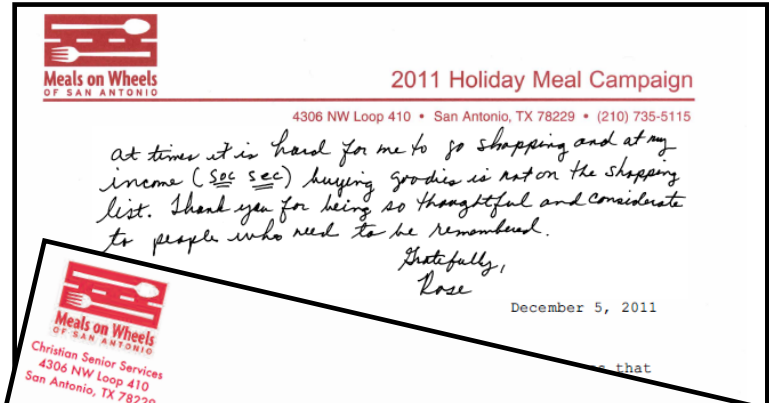
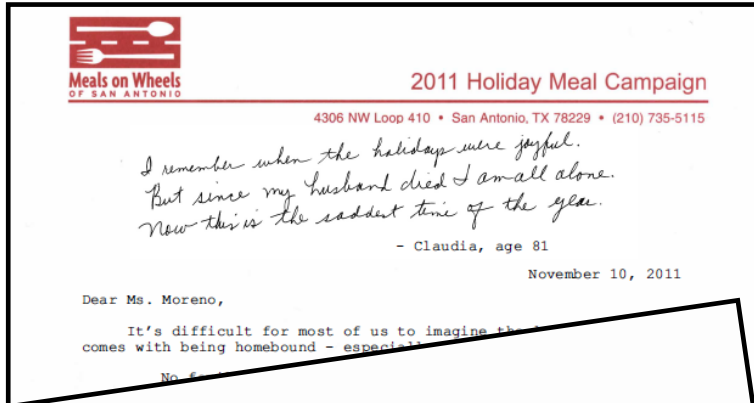
Right now, we're at a critical juncture because funding has simply not kept pace with the growing need in our community. A senior

## 13. If Something Works Well - Do it Again!

	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Results for all partners September '08 Renewal	62,191	7,983	12.84%	526,334	\$65.93	\$551.54	\$ 34,301	\$ 492,033	\$0.07
Results for all partners September '09 Renewal	75,708	10,526	13.90%	660,354	\$62.74	\$482.09	\$ 36,498	\$ 623,856	\$0.06

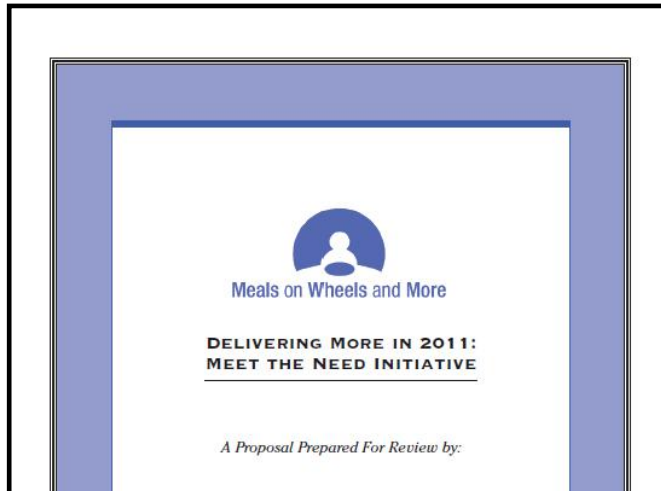
- Mailing the same letter two years in a row proved that a strong message can be effective with donors, even when they've seen it before.
- Response rate to this package actually increased when it was mailed a second time.

# If Something Works Well - Do it Again! (cont.)

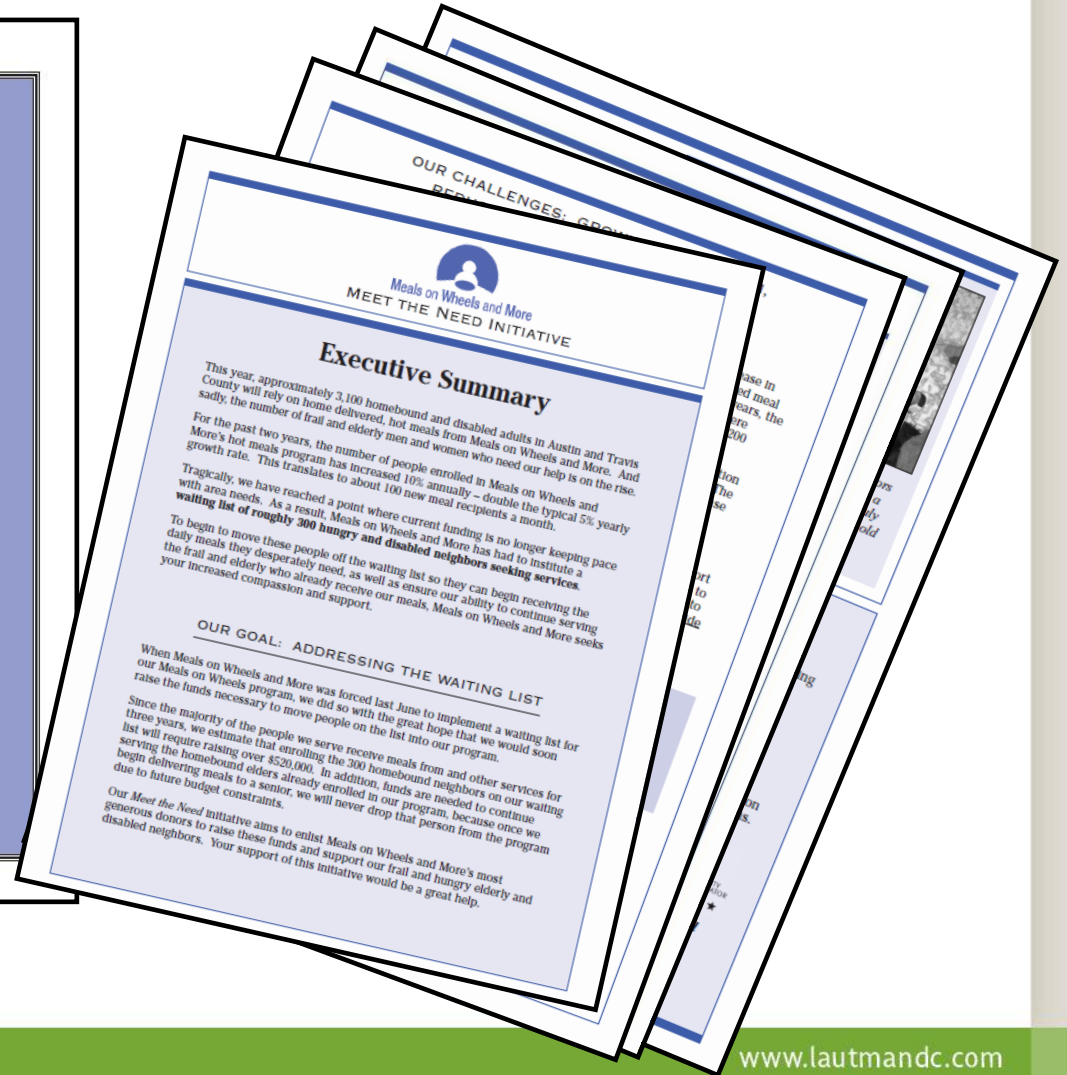




# 14. Use a Special Ask to Get Upgrades ...



The image shows a "SPECIAL GIFT FORM" for Meals on Wheels and More. At the top left is the logo. Below it, the address is listed: "Meals on Wheels and More, 3227 E. 5th Street | Austin, TX 78702, www.mealsonwheelsandmore.org". The form is titled "SPECIAL GIFT FORM" and has two sections. The first section is for the recipient: "TO: Dan Pruett, President & CEO, Meals on Wheels and More". The second section is for the sender: "FROM: John Q. Sample, Lautman Masko Neil & Company, 1730 Rhode Island Avenue, NW, Washington, DC 20036". Below these sections, there is a line for a signature: "YES, I want to help Meals on Wheels and More provide our elderly neighbors with nutritious, home-delivered meals and other critical services. Enclosed is my special gift of: [Ask Line] [Mail Code & ID Number]". At the bottom, there is a small note: "Please make your check payable to Meals on Wheels and More and return it with this form in the enclosed envelope. Your gift is 100% tax-deductible."



# 15. Don't Ask for Email in the Mail ...

Segment	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift	Cost Per Thousand	Cost Per Segment	Net Income	CTRAD
Control - No Email Ask	7,596	652	8.58%	\$45,531	\$69.83	\$433	3,289	\$42,242	\$0.07
Test - Email Ask	7,597	651	8.57%	\$37,887	\$58.20	\$433	3,289	\$34,598	\$0.09

- Donors sometimes find being asked for their email address offputting.
- In this test, providing a line for donor email addresses decreased the average gift – lowering revenue by \$7,644!
- Additionally, this organization only received 25 email addresses as a result of the test ... and only 2 of them were email addresses they didn't already have!

## 16. Email Should be Relevant, Regular and Engaging

- Content is king! Your emails must be interesting to the reader, and must be sent in regular, predictable intervals.
- Sometimes they may present new information, other times they may alert supporters to an urgent situation. Sometimes they should ask for money, other times they should ask for an action to be taken.
- Every time you send an email, you should consider how it will be received – Will it be interesting enough to forward to a friend? Will it inspire action? Will it motivate a donation?
  - If you can't answer yes to one of these questions, go back to the drawing board.



Senior Services

## Take our Emergency Food Box Quiz!

Providing emergency food boxes like the one below is a critical part of our Meals on Wheels program. Senior Services of Snohomish works to prevent suffering and hunger in our elderly neighbor's lives. **We encourage you to take the quiz below to learn more about how your gifts help seniors in our area!**

1. How many Emergency Food Boxes does our Meals on Wheel program provide every year?

- 100    250    775    1,000

2. How many meals are in each Emergency Food Box?

- 2    3    4    5

3. How many seniors live in poverty in the US?

- 2 million    3 million    5 million    7 million

4. How much does an Emergency Food Box cost to distribute?

- \$10    \$12    \$16    \$20

Get The Answers



## 17. Don't Just Email - Show Me You Know Me

- Email campaigns should be segmented (not “blasted” out to everyone) so not every supporter receives the same message.
- Options for segmenting your data – donor vs. non donor, type of campaign: appeal, acquisition, sustainer, renewal, cultivation.
- Whenever possible, version your emails to reference the topic the supporter is most interested in (use the data you have to your advantage). It helps with response rate!
-

# 18. Cultivation is Key

## Senior Connections



**Our Mission** is to provide essential home and community-based care that maximizes independence. We help needy, homebound elderly people remain independent and healthy in their own homes by providing home-delivered meals, personal contact, and support for individuals and their families.

Founded 40 years ago, our **Meals On Wheels** program serves the poorest, most frail, and physically impaired elderly people in metro Atlanta and middle Georgia. We deliver more than 15,000 meals each week – and the number continues to grow.



We believe that all seniors have the right to live independently, with dignity and respect, in their own homes. Without adequate food and nutrition services, older adults lose their independence and suffer more disabilities. Our drivers not only bring healthy meals, but also a friendly visit and safety and security check for each senior's well-being.

Studies show that proper nutrition is the key to well-being for the elderly, and that half of all hospitalized seniors suffer from malnutrition so severe that it either caused their illness or prevents them from getting better.

Sadly, an increasing number of low-income seniors must choose between food, medications, and housing. That's why we offer hearty, nutritious meals along with friendly visits to seniors in our community. Our Meals On Wheels program is a lifeline for the homebound elderly in metro Atlanta and middle Georgia.

Providing essential home and community-based care to maximize independence



Welcome!

## Home and community-based independence

Program provides of care to a each year. home-bound tasks, grocery for, laundry keeping. We with their enjoyable,



**Centers** wellness that enrich their day active and dipate in and computer opportunity to join We are ar adults remain b.



Maintenance and **Home Repair** is critical to in-home safety for seniors. Every 35 minutes a senior dies from a fall, and research shows that in-home accidents are the second-leading cause of death for seniors. Many seniors are unable to implement safety measures and maintain upkeep of their homes on their own. As a result, we established our home repair program, in which all repair services are completed by licensed and skilled workers.



## Through Health and Wellness



### JOIN OUR CIRCLE OF FRIENDS! As a Monthly Donor

Generous donors who make monthly gifts provide Senior Connections with the steady income needed in order to provide food, friendship and other critical services to our homebound neighbors in need.

I would like to make a monthly contribution to support Senior Connections. Please enroll me in Circle of Friend's monthly giving with a donation of \$ \_\_\_\_\_.

Please charge the amount written above to my:  
 Visa  MasterCard  
 AmEx  Discover

NAME ON CARD \_\_\_\_\_

CREDIT CARD NO. \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

I authorize Senior Connections to charge my debit or credit card each month for the amount I stated above until I notify Senior Connections 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 Senior Connections will provide me with a statement of my annual gifts.

Senior Connections  
5238 Peachtree Road • Atlanta, GA 30341  
www.seniorconnectionsatl.org

## WAYS TO GIVE...

- ✦ **MAKE A GIFT ONLINE**
- ✦ **JOIN OUR CIRCLE OF FRIENDS** (see reverse)
- ✦ **GIFTS OF STOCK:** By giving securities you pay no capital gains tax on the increased value of the stock, plus you receive a tax deduction based on the full-market value of the stock at the time of the gift.
- ✦ **CHARITABLE GIFT PLANNING** ensures that Senior Connections will be there for those in need for years to come. It's simple.
- ✦ **REQUESTS:** You can name Senior Connections in your will, living trust, life insurance policy, or retirement plan. You can name a specific amount, real estate, or a percentage of your assets.
- ✦ **CHARITABLE REMAINDER TRUSTS:** We can help you determine ways you can donate to Senior Connections now while still receiving income and tax benefits through a trust for life or a term of years.

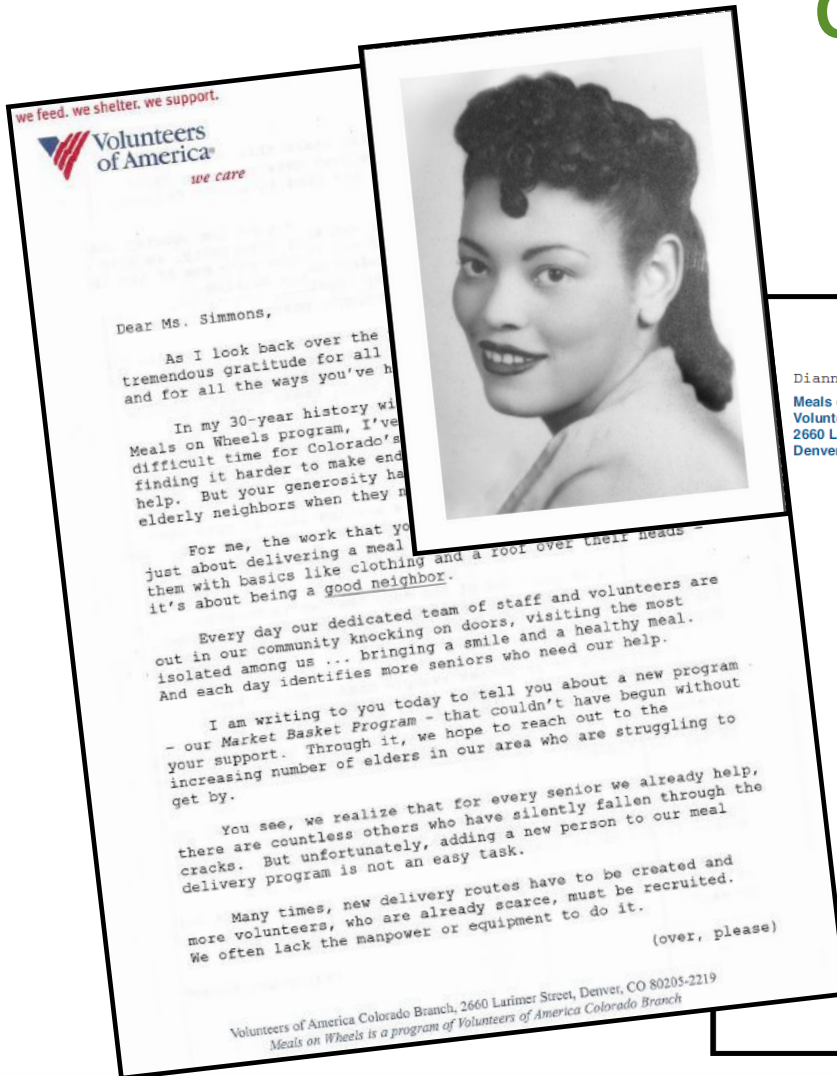
**Yes, I would like to help Senior Connections care for our elderly neighbors for years to come.** Please contact me to discuss how to put Senior Connections in my will or estate plan.

NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

www.seniorconnectionsatl.org

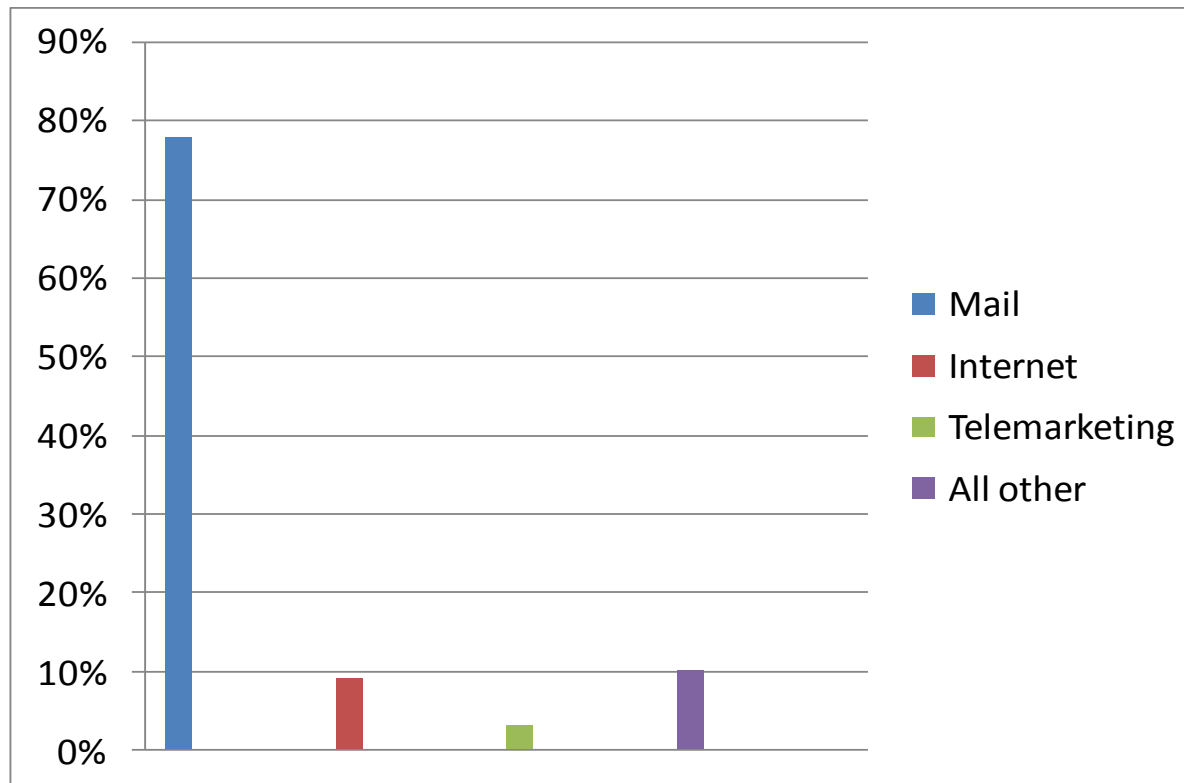
# Cultivation is Key (cont.)



Dianna L. Kunz  
Meals on Wheels Program  
Volunteers of America Colorado Branch  
2660 Larimer Street  
Denver, CO 80205

*Special Program Update Enclosed*

## 19. The Check is in the Mail ...



- 39 million donors
- 80 million gifts
- \$2.2 billion dollars

\*\*Target Analytics – Index of National Fundraising Performance



## 20. New Donors: It's all about Long Term Value...

		<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>2007</b>	<b>donors</b>	3,512	1,458	1,446	1,269
	# of gifts	4,712	2,524	2,713	2,588
	gifts per donor	1.34	1.73	1.88	2.04
	revenue	\$220,752	\$147,094	\$159,076	\$157,332
	avg gift amt	\$46.85	\$58.28	\$58.63	\$60.79
	revenue per donor	\$62.86	\$100.89	\$110.01	\$123.98

- New donors acquired in 2007 have contributed a total of \$463,502 in additional revenue over a three year period.
- Given this summary, we can project that each new donor acquired is worth \$132 in new money over three years.

## 21. Live By Your Metrics

Focus on overall fundraising metrics

- File growth
- Donor retention
- Number of gifts per donor

# Live By Your Metrics (cont.)

	2006	2007	2008	2009	2010
# of donors	3,089	5,786	6,669	8,194	8,707
# of gifts	4,513	8,736	10,483	13,467	15,105
gifts per donor	1.46	1.51	1.57	1.64	1.73
total amount	\$258,044.29	\$484,921.21	\$653,128.01	\$862,452.82	\$970,422.89
avg gift amt	\$57.18	\$55.51	\$62.30	\$64.04	\$64.25
avg per donor	\$83.54	\$83.81	\$97.93	\$105.25	\$111.45
new donor renewal candidates	906	1,579	3,512	3,136	3,370
new donor renewals	302	754	1,458	1,400	1,403
renewal rate	33.3%	47.8%	41.5%	44.6%	41.6%
# of gifts	441	1,367	2,524	2,512	2,455
gifts per donor	1.46	1.81	1.73	1.79	1.75
total amount	\$32,908.37	\$70,619.76	\$147,093.52	\$139,996.82	\$158,297.81
avg gift amt	\$74.62	\$51.66	\$58.28	\$55.73	\$64.48
avg per donor	\$108.97	\$93.66	\$100.89	\$100.00	\$112.83
multi-year donor renewal candidates	1,371	1,510	2,274	3,533	4,824
multi-year donor renewals	881	1,002	1,510	2,425	3,185
renewal rate	64.3%	66.4%	66.4%	68.6%	66.0%
# of gifts	1,581	1,971	3,116	5,174	7,172
gifts per donor	1.79	1.97	2.06	2.13	2.25
total amount	\$114,402.58	\$148,734.40	\$235,978.28	\$383,133.10	\$486,784.81
avg gift amt	\$72.36	\$75.46	\$75.73	\$74.05	\$67.87
avg per donor	\$129.86	\$148.44	\$156.28	\$157.99	\$152.84

A growing donor file, increasing donor value, strong retention of new and existing donors, and multiple gifts per year are all signs of a healthy donor file.

# Bonus Tip!

## 22. The Money's in the Meals

Segments	Quantity Mailed	Responses	Percent Response	Gross Revenue	Average Gift
<b>Control – Meal-specific Message</b>	<b>3,599</b>	<b>413</b>	<b>10.95%</b>	<b>\$30,883</b>	<b>\$74.77</b>
Test – Agency Message	3,564	333	8.83%	\$20,228	\$60.74

- The test package, which spoke about the variety of services the agency provides, had a lower response rate and a lower average gift than the meals on wheels-specific control package.
- Ultimately, the meal-specific package raised \$8,320 more than the agency package!

# Thank you!



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& COMPANY