



LAUTMAN
MASKA
NEILL
& COMPANY

Replace Lost Revenue:
Build a Reliable Funding Stream from
Individual Donors

Presented By:

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John McArdle, Account Supervisor

uncommon minds for uncommon missions

www.lautmandc.com

Giving USA: Individuals Provide the Most Stable Funding Stream, Even in Times of Recession

Shifts in revenue streams by type of donor:

- Individual giving **down** 0.4%
 - Most stable!
- Charitable bequests **down** 23.9%
- Foundation grantmaking **down** 8.9%
- Corporate giving **up** 5.5%
 - **Many in-kind & technology gifts**

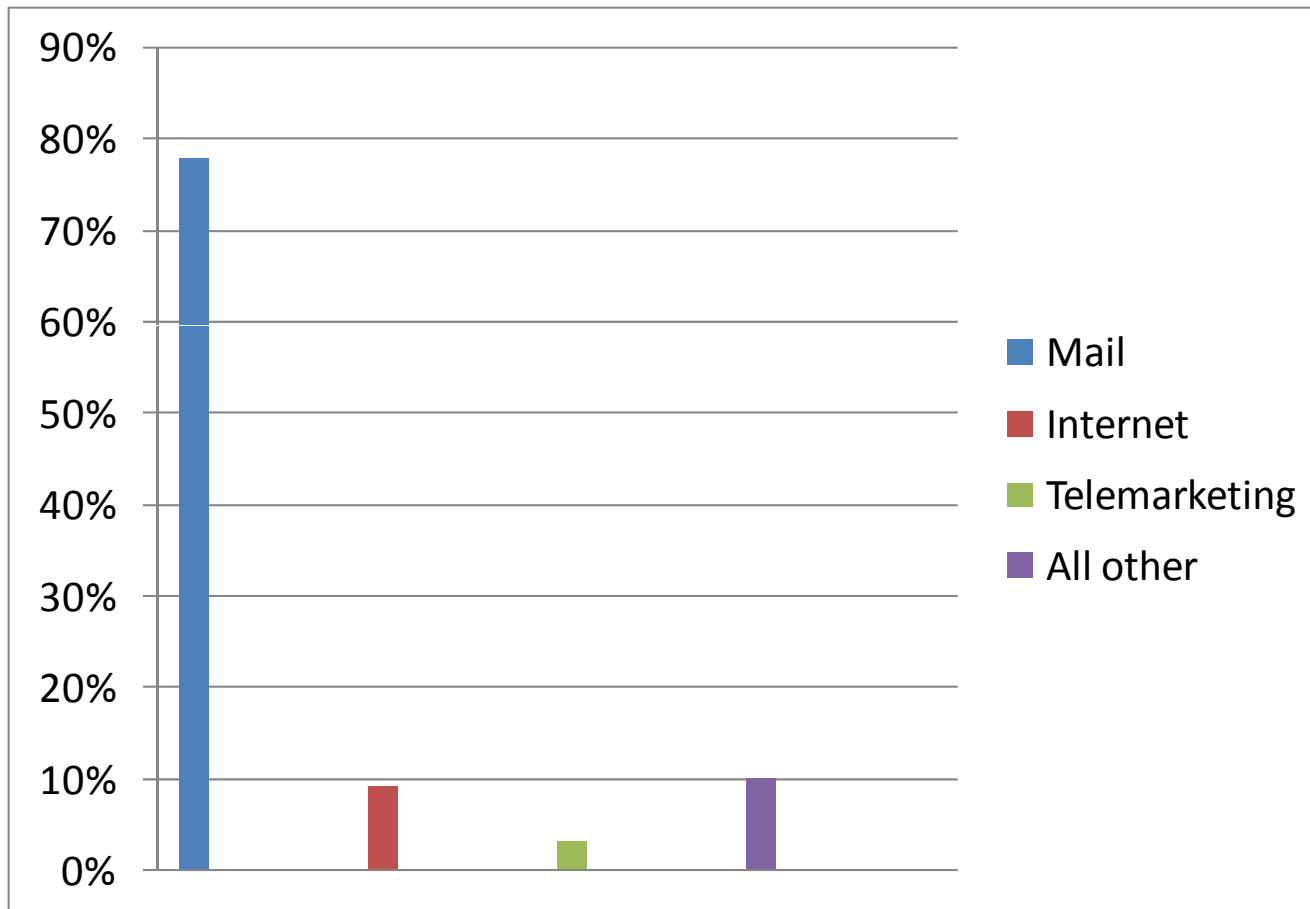
“Using models we have developed, we estimate that the human services, health, international aid and environment/animals subsectors saw increased contributions,” said Patrick M. Rooney, Ph.D., executive director of the Center on Philanthropy. “This focus on vital needs is consistent with what historians tell us happened during the Great Depression.”



Why Direct Mail?

- There is proven and continued success in the mail (even in a deep recession)!
- Raise money cost-effectively.
- Quantifiable results.
- Educate the public and enhance visibility.
- Create and/or broaden the donor base.
- Recruit prospects for other fundraising/efforts (major gifts, planned giving, volunteers, etc).

Direct Mail is a Primary Source of Individual Giving



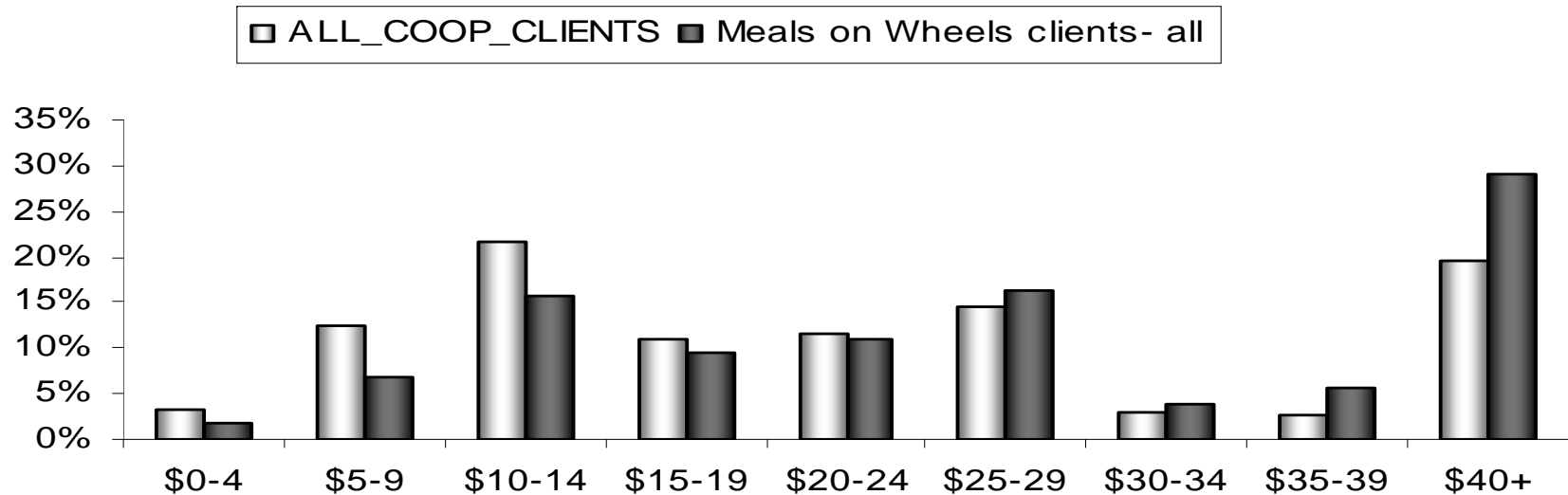
**Target Analytics – Index of National Fundraising Performance

National Study of Donors to Senior Nutrition Programs

- 128,479 MOW donors nationwide were analyzed and their giving behavior was compared to 72 million donors in a national database.
- 44% of MOW donors came from large urban areas, 29% were smaller urban, 13% suburban and 10% rural.

MOW Gets a Higher Average Gift

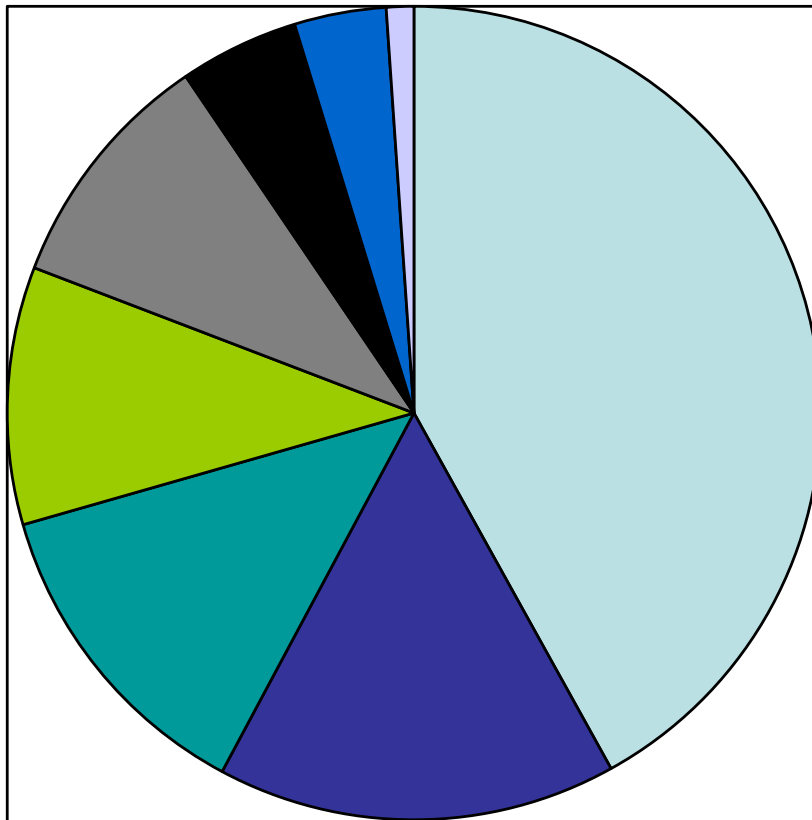
- The average amount of a donor's last gift to MOW is \$35.32 compared to other nonprofits' gift of \$27.62.
- And 29% of last gifts to MOW was \$40+ compared to 20% for other nonprofits.



MOW Donors are Affluent and Philanthropic

- 39% of MOW donors analyzed had household income of \$100K+ compared to national nonprofits who had just 29% of HHI at \$100K+.
- On average, the typical MOW donor supported 19 other charities compared to the national average of 11 other charities.
- Remember, past giving is more important than wealth.
- And, who are MOW donors supporting?

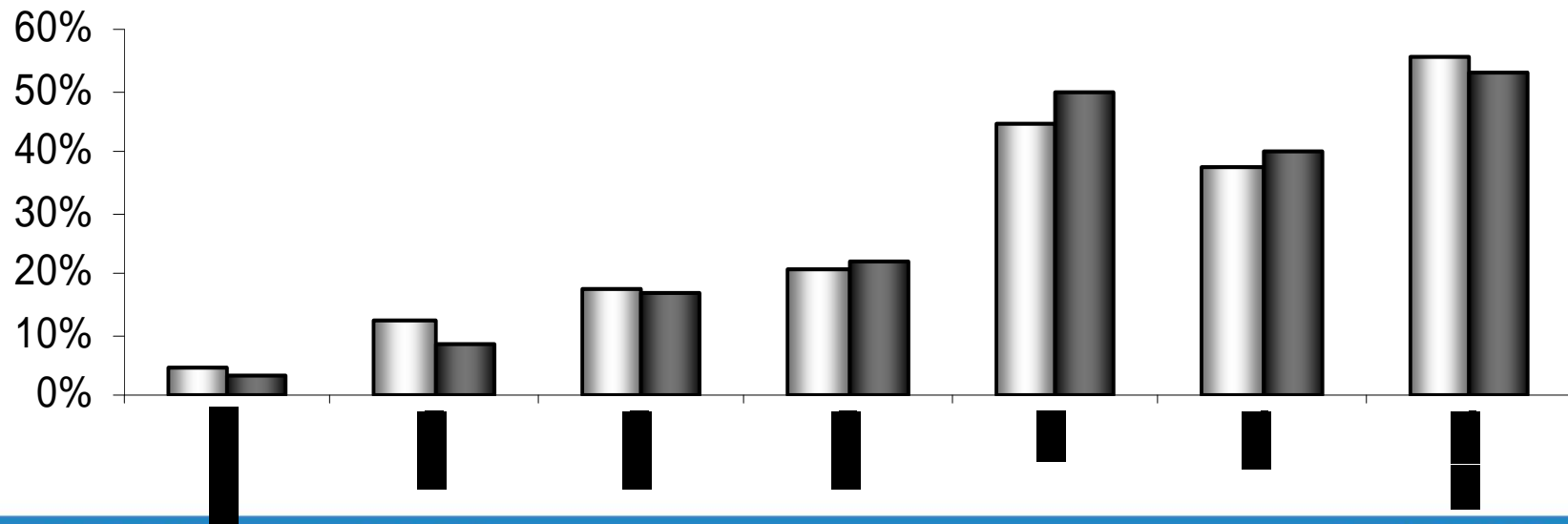
MOW Donors Support Up To 19 Other Nonprofits!



- Health Charities
- Environmental
- International Relief
- Domestic Relief
- Advocacy
- Animal Welfare
- Public Broadcasting
- Cultural/Museums

MOW Donor Age and Gender

- MOW donors are older than most. 50% are over the age of 65 compared to the national average of 44% over 65.
- 22% of MOW donors are between 55-64 and 17% are 45-54, and only 8% are under the age of 45.
- Over half of MOW donors are women (53%).



About the Lautman Maska Neill & Company Meals on Wheels Co-op

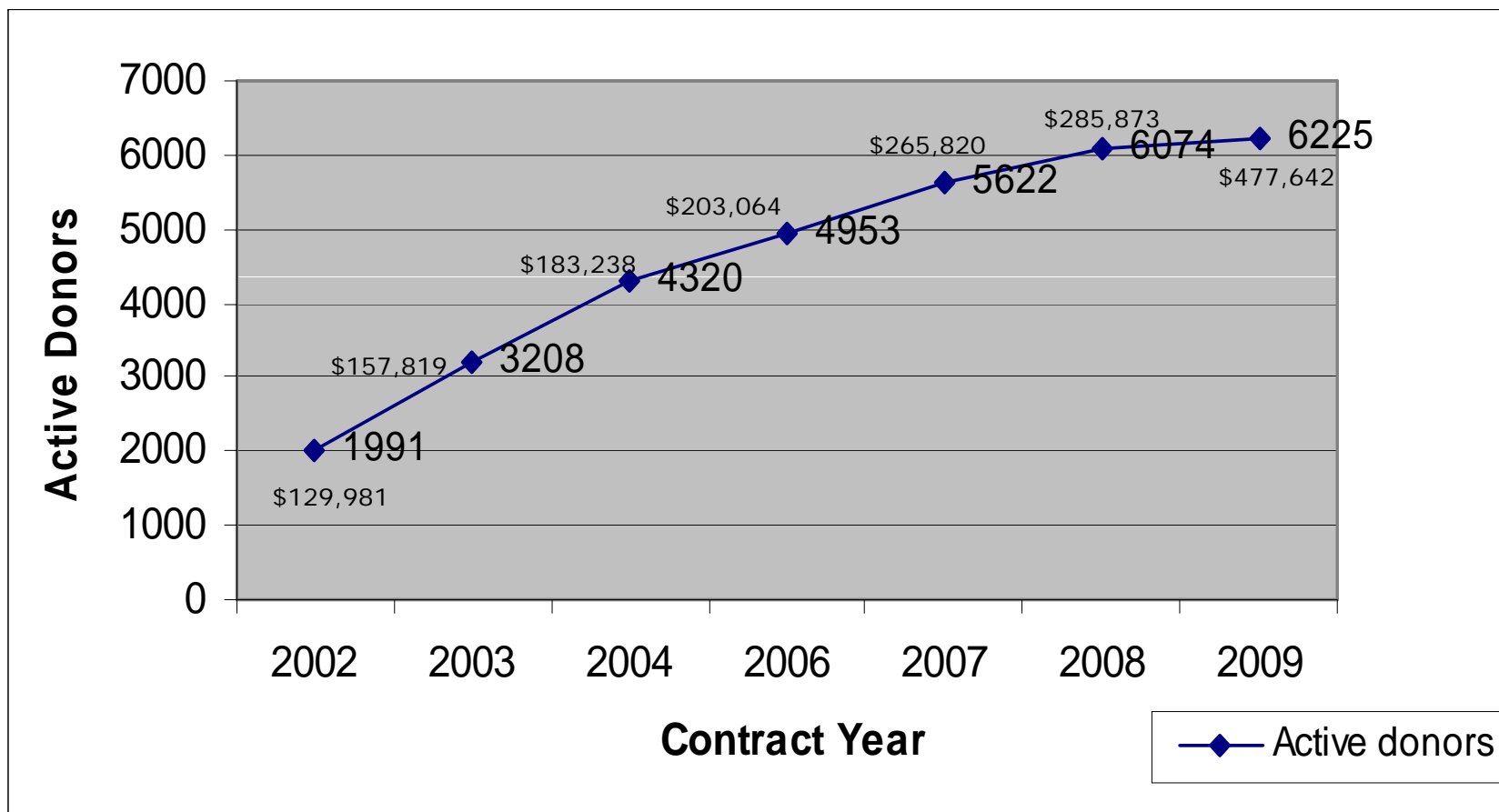
- A cooperative fundraising campaign with 26 partners in 14 states nationwide in AR, CA, CO, GA, KS, LA, IL, MI, MN, NC, PA, TX, VA, WA.
- Campaign offers two new donor acquisitions, welcome kits, seven donor renewals, high dollar donor upgrades, donor cultivation, planned giving and E-Appeals.
- Co-op partners increase revenue with help from outside expertise and reduce mailing costs by sharing expenses (printing, postage, copywriting, design, list purchases, etc).
- Testing MOW message and creative helps you capitalize on what's working and avoid what's not.

What you can achieve with direct mail

MOW Providers	Active Donors	Annual Gross Rev.	Number of Partners
Arkansas	2,100	\$87,200	1
California	31,500	\$1,756,550	6
Colorado	18,500	\$934,825	2
Georgia	1,900	\$22,619	1
Illinois	13,000	\$453,420	1
Louisiana	1,200	\$22,700	1
Michigan	4,200	\$152,872	1
Texas	14,300	\$807,055	4
Virginia	13,200	\$624,311	1
Washington	15,600	\$1,024,255	2
Total	115,500	\$5,885,807	20

Senior nutrition programs weathered the recession very well,
acquiring over **115,000 new donors** and
almost \$5.9MM in gross revenue!

Donor and revenue growth from direct mail from a small senior nutrition organization



Direct mail program was launched in 2000 with less than 50 existing individual donors.

Getting Started: Acquiring new donors

- “Acquisition” – sent to people who have never before supported you.
- The primary goal of acquisition is to acquire new donors.
- New donors help increase revenue each year and replace donors who stop giving.
- More people = more money!
- Most organizations need to mail at least two acquisitions annually to keep growing.

Basic first steps:

- Secure a 501c3 designation from the IRS (to mail at nonprofit rates)
- Choose a readily identifiable “meals on wheels” name, use a DBA (“doing business as”) if necessary
- Apply for a nonprofit bulk mailing permit
- Register with the Attorney General’s office to solicit funds – it’s required!

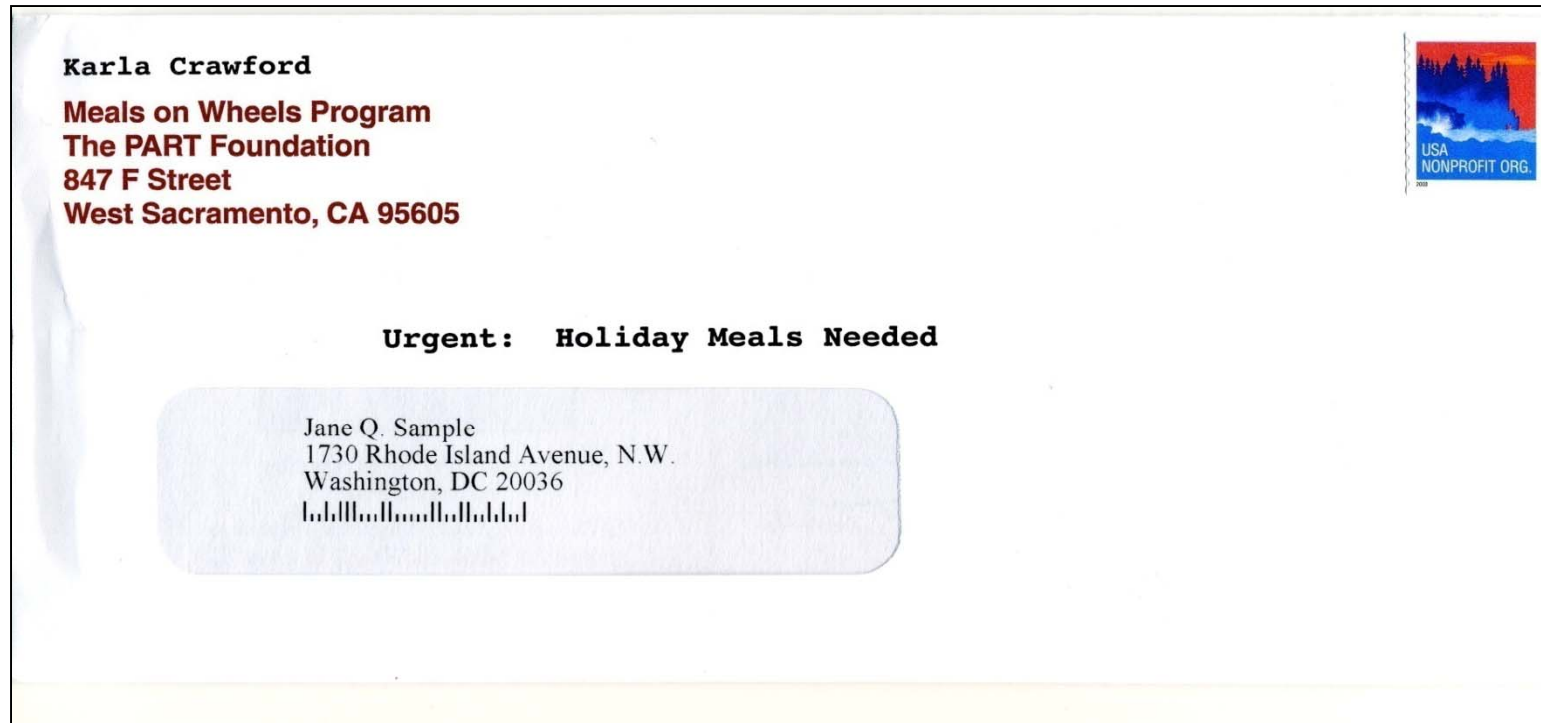
Timing Is Everything – Best Times To Mail

- November/December
- September/October
- January/February
- April/May
- Avoid summertime unless ...

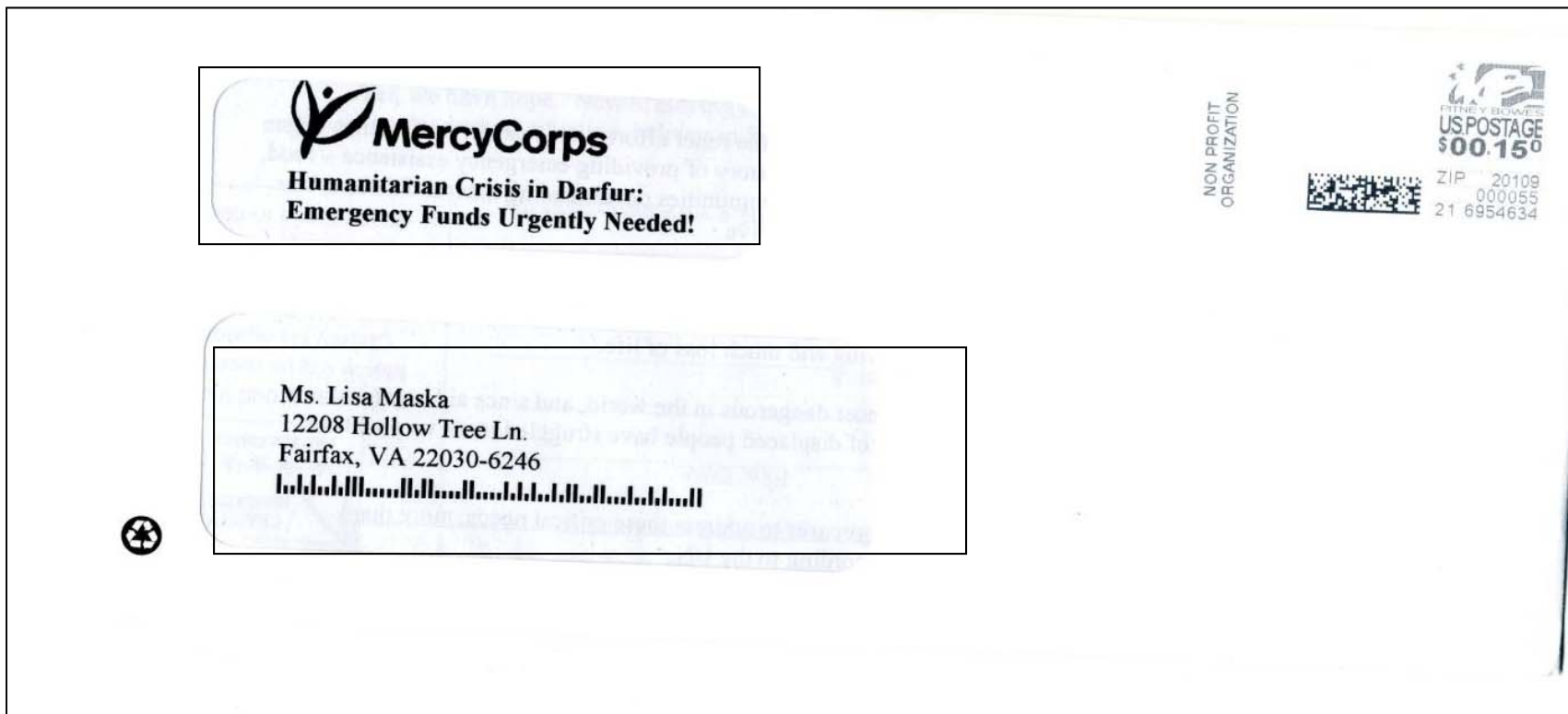
Get Your Envelope Opened: *It's the first thing a new donor sees*

- Should look simple ... like a real letter from your organization
- Should have a teaser
- Should NOT look commercial
- Should identify the sender
- Should include a live stamp
- Some exceptions do exist ...

Simple works best for direct service



A double window works for emergencies



Make Your Copy Stand Out


- Don't be afraid to ask for money! And repeat the ask several times throughout the letter.
- Tell a story. People give to people, not to institutions.
- Copy should be relevant and urgent. Use the news (if appropriate).
- Use statistics (carefully) to reinforce the need.
- Make a strong case for why a donor should give to your organization and why they should give today.
- Avoid feel good topics that are not urgent (Mother's Day/Holiday Cards).

MEALS ON WHEELS CONTRIBUTION FORM





Yes! I will help provide life-saving, nutritious food to our homebound elderly neighbors in Snohomish County. I have checked off one of the meal tickets below and enclosed a contribution of:

\$35 \$50 \$70 \$105 Other \$ _____

Jane Q Sample
123 Main Street
Any town, ST, 12345


Please make checks payable to:
Senior Services of Snohomish County
Attn: Meals on Wheels Program
P.O. Box 86
Mukilteo, WA 98275-9909

Please check one of the boxes below and return this entire form with your contribution. Your donation is 100% tax-deductible.

<input type="checkbox"/>	\$35 MEAL TICKET THIS TICKET WILL PROVIDE ONE WEEK OF NUTRITIOUS MEALS		AN901A 0307120
<input type="checkbox"/>	\$70 MEAL TICKET THIS TICKET WILL PROVIDE TWO WEEKS OF NUTRITIOUS MEALS		0307121
<input type="checkbox"/>	\$105 MEAL TICKET THIS TICKET WILL PROVIDE THREE WEEKS OF NUTRITIOUS MEALS		0307122
<input type="checkbox"/>	\$ _____ MEAL TICKET GIFTS OF ANY AMOUNT WILL HELP		0307123

Make It Easy To Say Yes! *Your reply form should...*

- Restate the case for giving
- Include clear instructions to donor
- Tie the ask amount to a specific need
- Include your organization's name, address, phone number and website

Test it yourself to make sure
your directions are clear.

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 Donor
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
Total Mailing	38,699	585	1.51%	\$27,555	\$47.10	366	\$14,161	\$13,394	\$0.51	\$22.90

Start Building A Relationship

New donor cultivation is critical:

- Traditional thank you letter
- Call donors who make bigger gifts \$100, \$250 or \$500
- Thank you postcard
- Make sure you thank before you ask again!



Postcards are inexpensive and easy.

New Donor Welcome Package



Meals on Wheels and More

Our Mission is to nourish and enrich the lives of the homebound and other people in need through programs that promote dignity and independent living.

Meals on Wheels and More was founded in 1972 by eight volunteers to prevent hunger among our elderly neighbors and to improve their ability to remain healthy and independent in their own homes for as long as possible. Today, we are a multi-service organization with 5,000 volunteers that serve 2,300 homebound elders and disabled every day.


Our **Meals on Wheels** serves the poorest, most frail, and physically impaired adults in Austin and Travis County. Without adequate food and nutrition services, older adults lose their independence and suffer more disabilities.

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 in our area are having to choose between food, medications and housing. That's why we offer hearty, nutritious meals, along with friendly visits, to seniors in our community. Meals on Wheels is a lifeline for the homebound elderly in Austin and Travis County.

Compassion in Action



Meals on Wheels and More

Welcome!

WAYS TO GIVE...

- **MAKE A GIFT ONLINE**
- **JOIN THE SUPPER CLUB** (see reverse)
- **GIFTS OF STOCK:** By buying securities you pay no capital gains tax for 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 Meals on Wheels and More will be there for those in need for years to come. It's simple.


REQUESTS: You can name Meals on Wheels and More in your will, living trust, life insurance policy, or retirement plan. You can name a specific amount, and/or, as a percentage of your assets.

CHARITABLE REMAINDER TRUSTS: We can help you determine ways you can donate to Meals on Wheels and More now while still receiving income and tax benefits through a trust for life or a term of years.

Yes, I would like to help Meals on Wheels and More care for our elderly neighbors for years to come. Please contact me to discuss will or estate plan.

NAME _____
 PHONE NUMBER _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

www.mealsonwheelsandmore.org



Meals on Wheels and More

JOIN OUR SUPER CLUB! Become a Monthly Donor

Generous donors who make monthly gifts provide Meals on Wheels and More with the steady income needed in order to provide food, friendship and other critical services to homebound neighbors.

I would like to make a monthly contribution to support Meals on Wheels and More. Please enroll me in the Supper Club with a monthly gift of \$ _____.

Please charge the amount written above:

Visa MasterCard
 AmEx Discover

NAME ON CARD _____
 CARD NO. _____
 EXPIRATION DATE _____
 SIGNATURE _____

I authorize Meals on Wheels and More to bill and send me my monthly Meals on Wheels and More bill on a regular basis. I have had a reasonable opportunity to review my monthly bill and accept any bill with a statement of my approval.

Meals on Wheels and More
 1177 E. 16th St. • Austin, TX 78702
 www.mealsonwheelsandmore.org

How Well Did You Do?

Analyzing Your Results

- **Response rate**
 - $\text{total number of gifts} \div \text{total quantity mailed}$
- **Average gift**
 - $\text{total gross revenue} \div \text{total number of gifts}$
- **Net revenue or investment**
 - $\text{gross revenue} - \text{total costs}$
- **Cost to raise a dollar**
 - $\text{total costs} \div \text{gross revenue}$
- **Cost to acquire a new donor**
 - $\text{net loss/investment} \div \text{total number of new donors}$

If you've mastered acquiring new donors and motivated them to become annual supporters ...
you are ready to take it to the next level!

Donor Renewals – raising net revenue

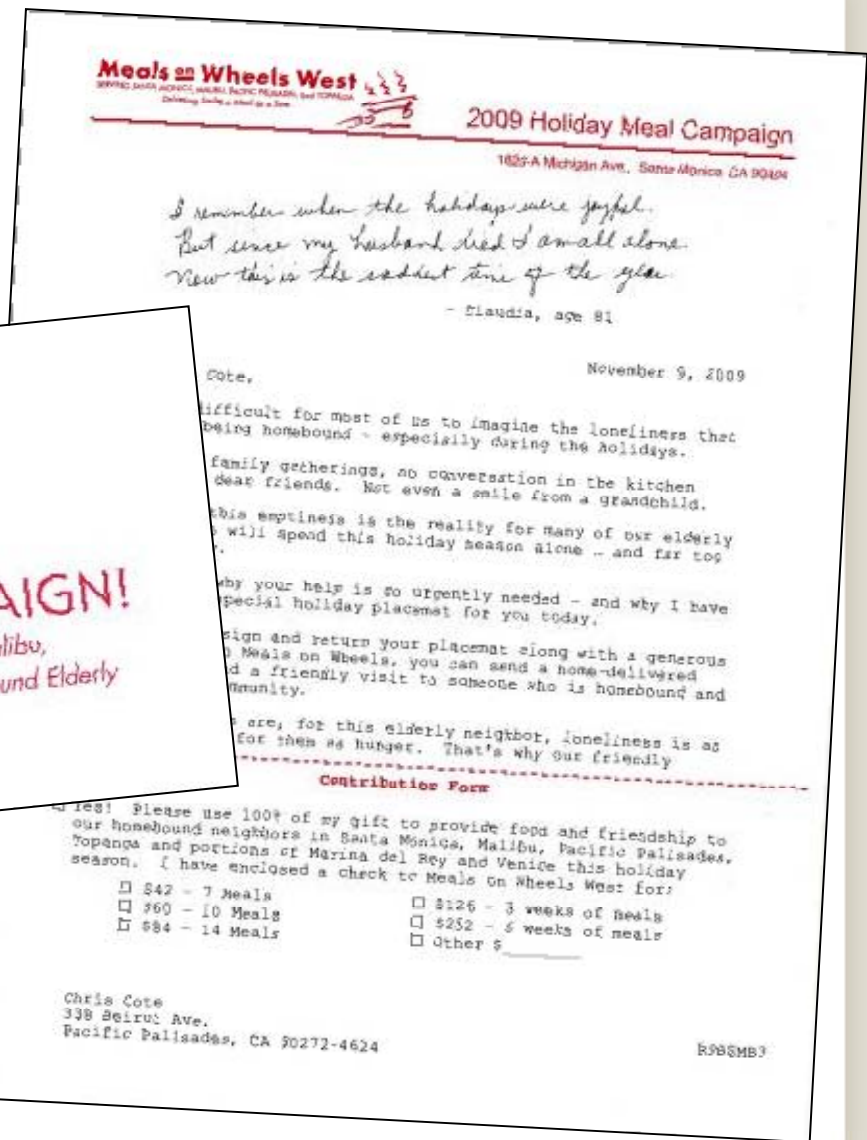
- The primary goal of a renewal appeal is to raise net revenue and increase operating funds.
- Educate donors and keep them involved in your mission.
- Allow donors to contribute when they want and to topics that appeal to them.
- Upgrade average gift per donor.
- Renew donor support annually.

Mailing Five Times or More Per Year = High Donor Retention

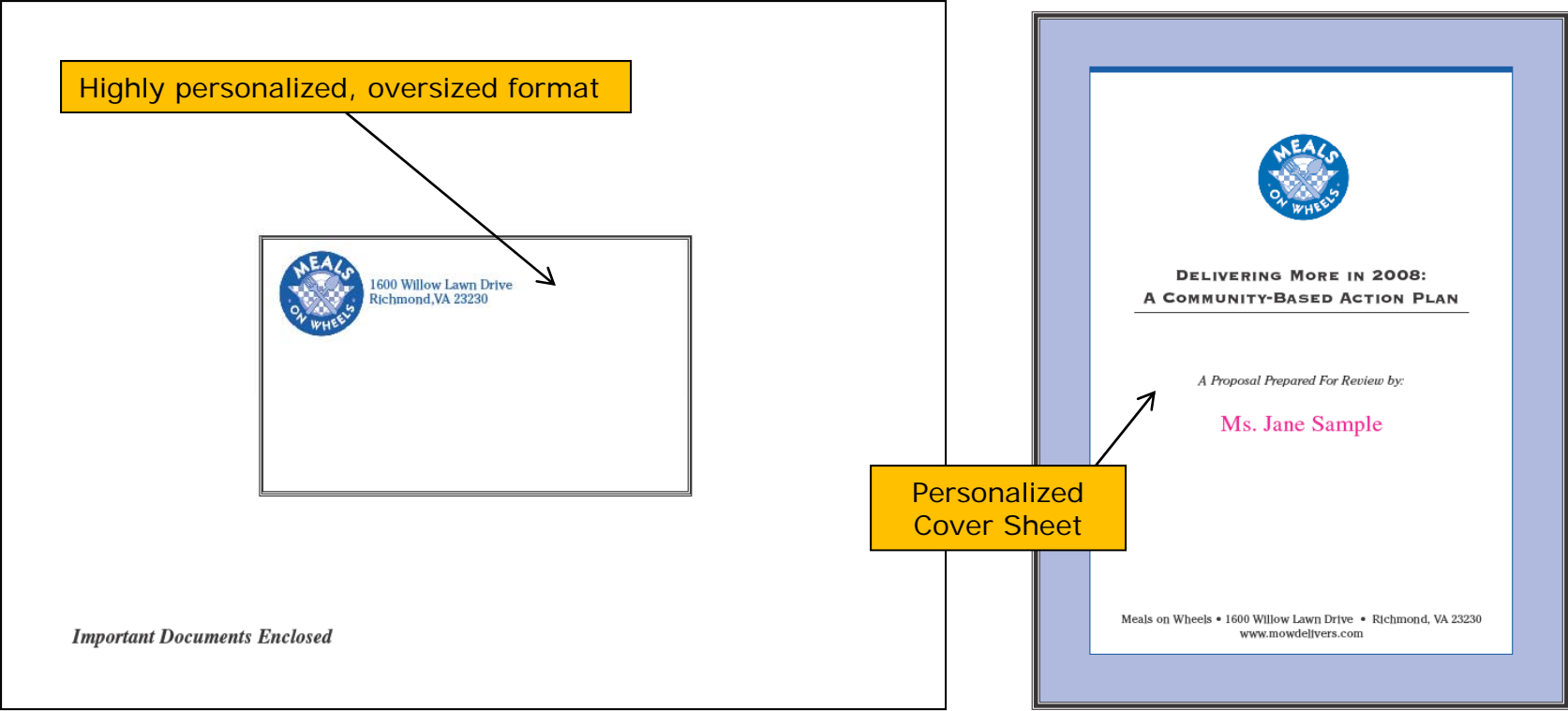
Give donors more opportunities to give, and vary themes to cover more donors areas of interest or passion. Some successful themes:

- January -- Year in Review
- February -- Critical Needs or Wait List
- April -- Senior Malnutrition
- Early June -- Summer Heat or Home Repair
- September -- Emergency Food Package
- November -- Holiday Meals
- December -- Follow-up or Year End

Our most successful donor renewal is our Annual Holiday Meals Campaign



High Dollar Mini Proposal Upgrade





Executive Summary

OUR CHALLENGE: MEET THE GROWING NEED FOR SERVICES

Meals on Wheels has emerged as one of the premier Senior Service agencies in the nation. We're acclaimed for our innovative programs and services aimed at helping our region's highly vulnerable and underserved homebound seniors.

However, the needs of our meal recipients often extend far beyond daily nutrition. So Meals on Wheels is about more than providing meals. Our range of additional services and programs maintains health and well-being and improves the quality of life for seniors throughout Central Virginia.

Now in our 41st year, we're more committed than ever to the idea of "neighbor helping neighbor." Our vision is to champion a community where seniors are valued and honored. Where their physical, emotional, and social needs are met. Where they can remain self-sufficient and active. And where their past contributions and the vital role they play today are both recognized and celebrated.

But as you know, food prices, gasoline and heating oil, and prescription drugs and medical costs are spiraling higher. Older Americans with limited resources are facing a real hardship just to make ends meet. As the economy weakens, we're finding the demand for our many programs is growing rapidly.

At the same time, looking to the future, we see an elderly population that's expanding like never before. Between 2000 and 2030, the number of people over 60 in our area is expected to increase two and half times — from 140,000 to 330,000 individuals. This phenomenal "graying" of the population is already putting a strain on our most critical programs.

To fund our three-pronged approach of Providing Meals, Maintaining Health, and Improving Quality of Life, we're seeking special gifts from a select group of our most committed, most loyal friends. Our goal is to raise a total of \$425,000 or \$303 per senior to cover half the cost of our nutritious food.

Fund the demand for more services

Content-rich proposal highlighting the unmet need in the community and the additional funding needed to provide a solution to the problem.

Special reply form is very personalized



Meals on Wheels
1600 Willow Lawn Drive
Richmond, VA 23230
www.mowdelivers.com

SPECIAL LEADERSHIP GIFT FORM

TO: Richard S. Schultz
President
Meals on Wheels

FROM: John Q. Sample
Lautman Maska Neill & Company
1730 Rhode Island Avenue NW
Washington, DC 20036

YES, I want to help Meals on Wheels provide our elderly neighbors with nutritious, home-delivered meals and other life-sustaining services. Enclosed is my special gift of:

\$250

\$375

\$500

\$Other _____

[Mail Code & ID Number]

Please make your check payable to Meals on Wheels and return it with this form in the enclosed envelope.
Your gift is 100% tax-deductible.

What's our ultimate goal?



Invest in Email marketing

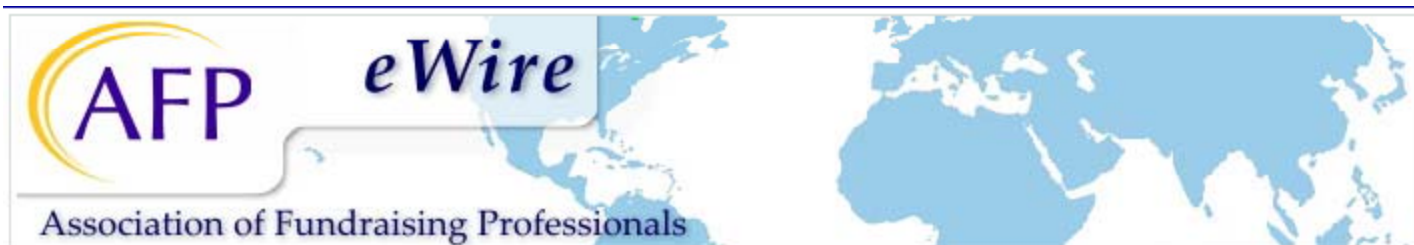
- E-Appends are the easiest way to build your list.
- Asking for email in direct mail may hurt revenue.
- Include email messages that don't ask for a gift.
- Make it fun for donors!

Multi-channel Donors Give More*

- Dual channel donors had a 26% increase in lifetime value.
- Dual channel donors continue to give as much through the mail.
- Adding online channel for mail donors increases donor value by \$44.71 over 12 months (a 39% increase).

**Convio Study (2007)*

Direct Mail Drives Donations Through Other Channels



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October 19, 2010

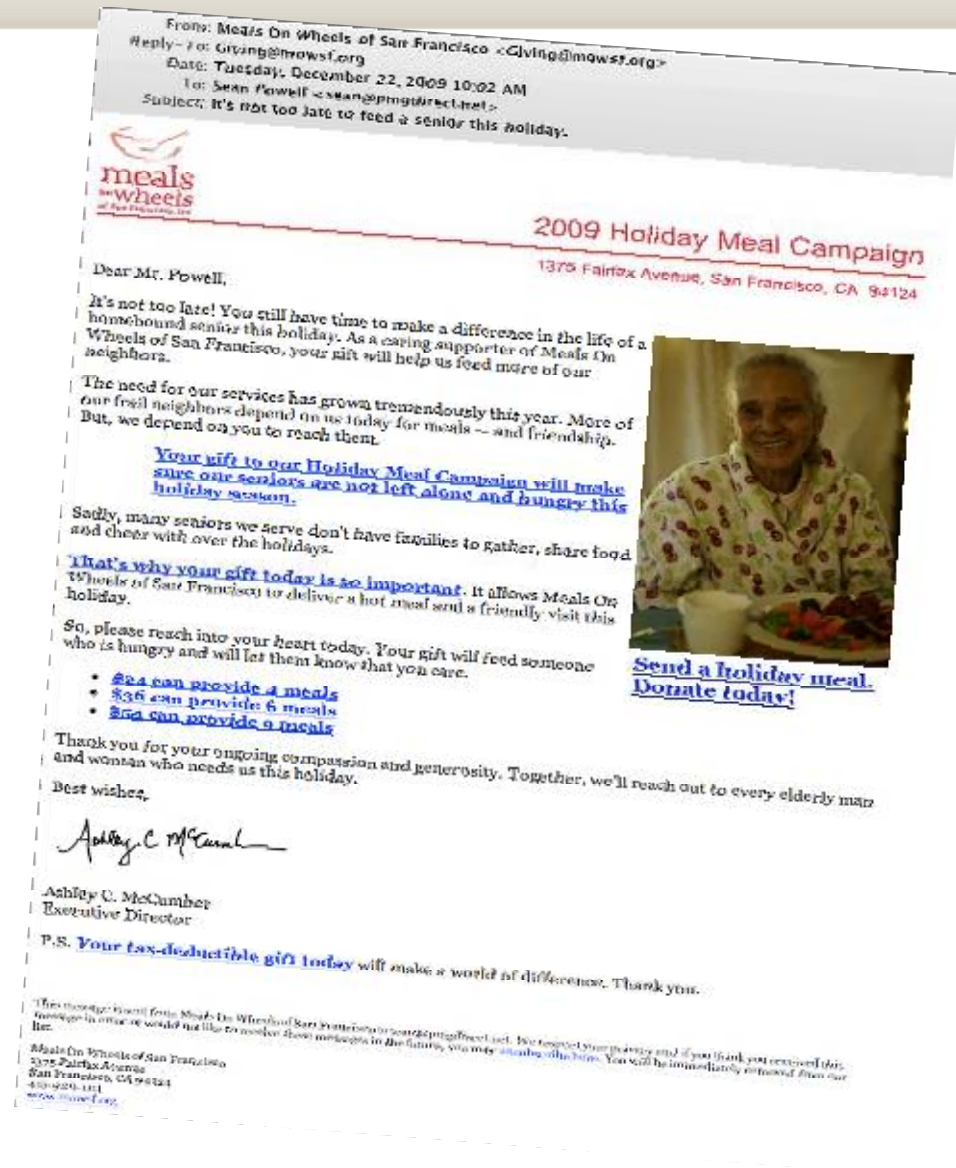


Top Story: Study Shows Direct Mail is a More Important Driver to Online Giving than Online Communications

More than twice as many online donors say they were prompted to give an online gift in response to a direct mail appeal compared to when they received an e-appeal, according to a national study. [Read more.](#)

Integrated Holiday Meals E-appeal that coordinates with two mail campaigns in November and December.

The email is personalized for each donor based on their last gift.



Once a link is clicked the donor goes to a coordinated giving page that tracks revenue specifically to this campaign.

The giving form is pre-populated with a donor's name and address to make it easy for them to give.

meals on wheels
of San Francisco, Inc.

2009 Holiday Meal Campaign
1375 Fairfax Avenue, San Francisco, CA 94124

Help Feed Our Elderly Neighbors
Thank you for your commitment to our work. More of our neighbors in San Francisco need help this holiday than ever before. With your gift today we will ensure that no one is left alone and hungry. Together, we can provide food and friendship every day of the year to homebound men and women in need.

Choose donation amount: *

\$25 \$50 \$100 Other:

First Name: *
Lyn

Last Name: *
Mahaffy

Email: *
lMahaffy@lautmandc.com

Street: *
1730 Rhode Island Ave NW

Street #:

City: *
Washington

State/Region: *
select...

Zip/Postal Code: *
20036

Credit Card Type: *
select...

Credit Card Number: *

CVV: *
 [What's This?](#)

Exp. Date:
Month: Year:


Your gift is tax-deductible to the full extent allowed by law.



Once a gift has been made, donors go to a coordinated thank you screen.



Links at the bottom give the donor an opportunity to take a second action.

Donors get an immediate email thank you in response to their gift.

The message further reinforces the opportunity to take a second action and increase their interaction with the online community.

From: Meals On Wheels of San Francisco <Giving@mowssf.org>
Date: Wednesday, May 26, 2010 5:23 PM
To: Sean Powell <sean@pmgdirect.net>
Subject: Thank you for your gift



2009 Holiday Meal Campaign

1375 Fairfax Avenue, San Francisco, CA 94124

Dear Lynn,

I can't thank you enough for your recent gift of \$36. Your gift will feed a homebound senior in San Francisco who has nowhere left to turn this holiday season.

Please know that your action today will bring joy to someone's face and will nourish their body ... and soul.

I encourage you to learn more about Meals On Wheels of San Francisco and the services we provide to our homebound seniors. You can do so by:

- [Going online to learn more about our mission](#). This is a great way to see the depth of our programs — and how your gift helps!
- [Checking out our Volunteer Opportunities](#) — there are many ways to help during the holidays or any time of year.

Thanks again and you have my best wishes this holiday!

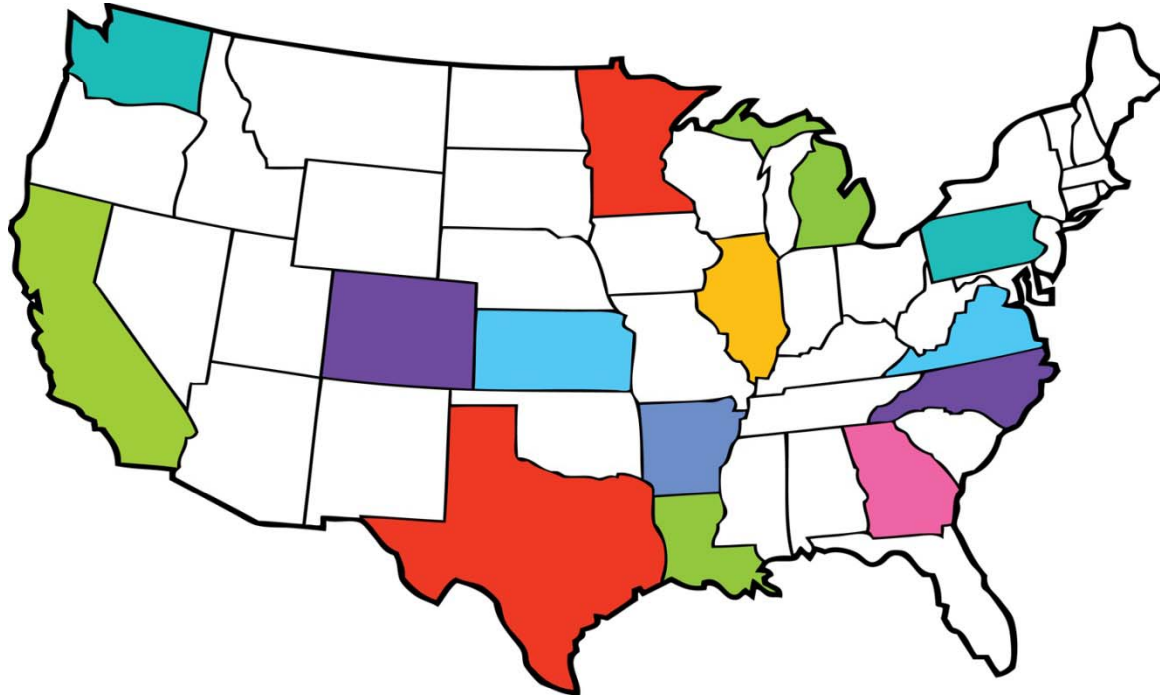
Ashley C. McCumber
Executive Director

Meals On Wheels of San Francisco is a 501(c)(3) nonprofit organization and our Federal Employer ID# is 94-1741155. Since you received no goods or services your gift should be fully tax-deductible.

Receipt
Gift Date: 05/26/2010
Gift Amount: \$36
Credit Card: xxxx-xxxx-xxxx-1111

A good partnership is everything!

Come Join Us: The Lautman Maska Neill & Company Meals on Wheels Co-op



Our cooperative fundraising campaign with **26 partners** in **14 states nationwide** will help you **capitalize on what's working** and avoid what's not, while **increasing revenue** with help from outside expertise and **reducing mailing costs** by sharing expenses.

Thank you! Questions?

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