



LAUTMAN
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NEILL
& COMPANY

Revamp Your Fundraising in Preparation for Economic Recovery

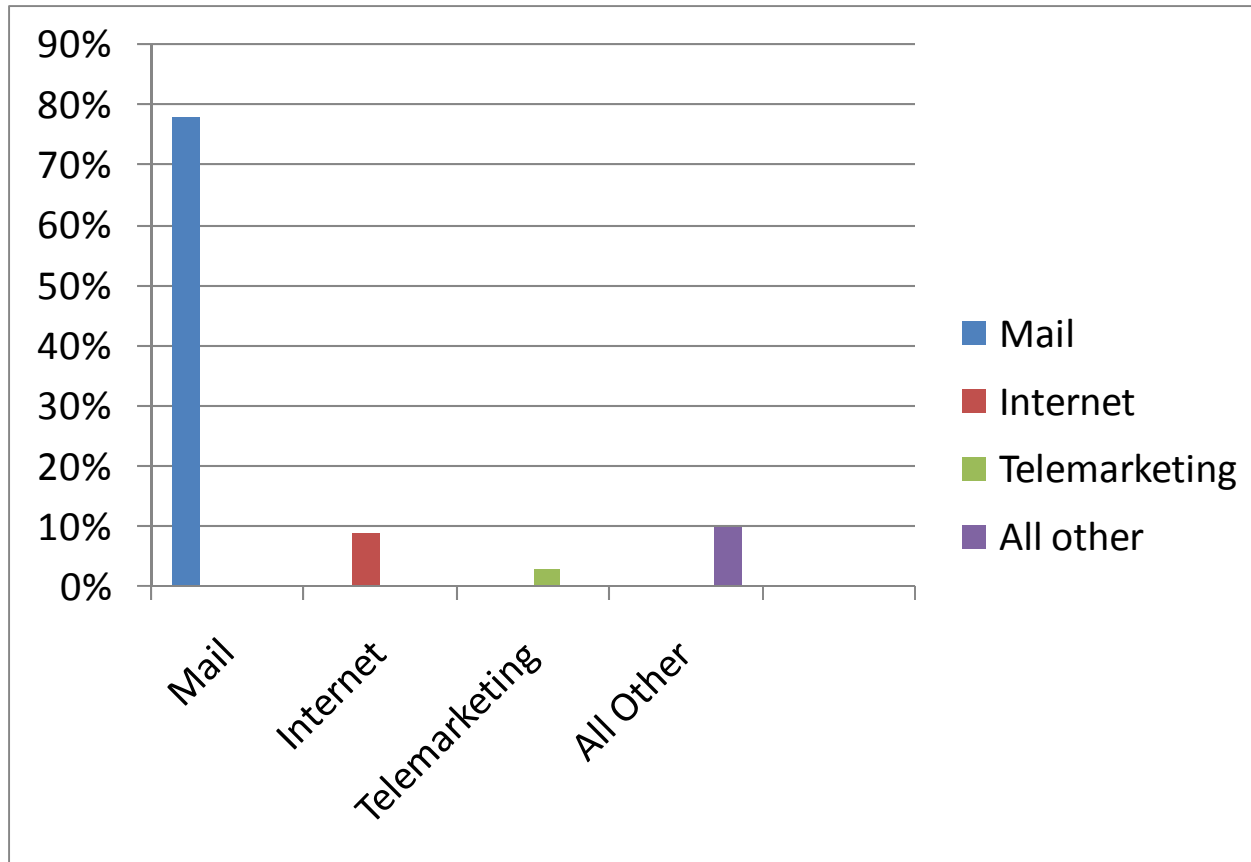
Presented By:

Lisa Maska, CFRE, Partner, Lautman Maska Neill & Company
Lynn Mehaffy, CFRE, Account Supervisor, Lautman Maska Neill & Company

Why Direct Mail?

- Raise money cost-effectively.
- Quantifiable results.
- Educate the public and enhance visibility.
- Broaden the donor base.
- Recruit prospects for other fundraising efforts (major gifts, planned giving, volunteers, etc).

Individual Giving By Source



**Target Analytics – Index of National Fundraising Performance

Acquisition – 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.

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

Use Lapsed Donors to Fuel Growth!

	Quantity Mailed	Number of Gifts	Response Rate	Gross Revenue	Average Gift	Cost per Segment	Net Revenue	Raise \$1
Atlanta								
Lapsed (48+ months)	3,288	101	3.07%	\$4,718	\$46.71	\$1,043	\$3,675	\$0.22
Austin								
Lapsed (72+ months)	6,956	170	2.44%	\$10,115	\$59.50	\$2,490	\$7,625	\$0.25
Denver								
Lapsed (37+ months)	2,433	46	1.89%	\$3,072	\$66.78	\$891	\$2,181	\$0.29
Richmond								
Lapsed (37+ months)	6,208	242	3.90%	\$13,050	\$53.93	\$2,015	\$11,035	\$0.15
San Francisco								
Lapsed (37+ months)	4,447	135	3.04%	\$9,416	\$69.75	\$1,669	\$7,747	\$0.18
Snohomish								
Lapsed (37+ months)	2,304	50	2.17%	\$2,410	\$48.20	\$775	\$1,635	\$0.32

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

Some successful themes:

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

Our most successful donor renewals is our Annual Holiday Meals Campaign



ELDERLY NUTRITION/MEALS ON WHEELS
A PROGRAM OF PEOPLE RESOURCES, INC.
40 N. East Street, Suite C
Woodland, CA 95776

2009 HOLIDAY MEAL CAMPAIGN!

Respond Now To Send Holiday Meals to Yolo County's Vulnerable and Homebound Seniors

Ms. Jacqui Davis
231 Eaton Street
Oceanside, NY 11572-4315



2009 Holiday Meal Campaign

ELDERLY NUTRITION PROGRAM | MEALS ON WHEELS

40 N. East Street, Suite C, Woodland, CA 95776

*I remember when the holidays were joyful.
But since my husband died I am all alone.
Now this is the saddest time of the year.*

- Claudia, age 81

November 9, 2009

Dear Ms. Davis,

It's difficult for most of us to imagine the loneliness that comes with being homebound - especially during the holidays.

No family gatherings, no conversation in the kitchen with dear friends. Not even a smile from a grandchild.

Sadly, this emptiness is the reality for many of our elderly neighbors who will spend this holiday season alone - and far too often, hungry.

That is why your help is so urgently needed - and why I have enclosed the special holiday placemat for you today.

When you sign and return your placemat along with a generous contribution to Meals on Wheels, you can send a home-delivered holiday meal and a friendly visit to someone who is homebound and alone in our community.

And chances are, for this elderly neighbor, loneliness is as great a problem for them as hunger. That's why our friendly

Contribution Form

Yes! Please use my gift to help provide food and friendship to Yolo County's homebound elderly this holiday season. I have enclosed a check to Meals on Wheels:

- | | |
|---|--|
| <input type="checkbox"/> \$520 - 65 Meals | <input type="checkbox"/> \$960 - 4 months of meals |
| <input type="checkbox"/> \$640 - 80 Meals | <input type="checkbox"/> \$1,440 - 6 months of meals |
| <input type="checkbox"/> \$760 - 95 Meals | <input type="checkbox"/> Other \$ _____ |

Ms. Jacqui Davis
231 Eaton Street
Oceanside, NY 11572-4315

12345
R9BSEED

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
OF WEST MICHIGAN**

Sharon TerHaar
Executive Director

Start your letter off strong
and get right to the point

Dear Supporter,

Meals on Wheels urgently needs your help today to fulfill our promise.

You see, Meals on Wheels was created around one central idea: to provide nutritious meals to elderly neighbors in Western Michigan so they can remain healthy and independent. That's a promise we made 36 years ago, and we stand behind it today.

But in this tough economy, it's harder than ever before to keep that promise. We get more calls, more referrals from hospitals and more requests for services every day. And thanks to advances in medicine, older Americans are living longer.

Our frail neighbors are counting on us, and we're counting on you to make a special gift today. Your gift would help:

- Violet, who sent us a letter along with a worn \$5 bill asking for help. At 80 years old, she suffered from severe malnutrition and weighed just over 100 pounds.



DIRECTIONS: TAKE WITH FOOD

Dear Supporter,

For millions of homebound seniors, every week involves an impossible choice between medicine and groceries – which means following a doctor’s orders to “take with food” remains a heartbreaking Catch-22.

Just consider this:

- At least 80% of older Americans live with at least one chronic condition – and the costs of medications are skyrocketing.
- Nearly 7.1 million Americans aged 65 or older live in poverty.

These seniors need our help.

Yet, despite changes to America’s health care system passed this year, the incredible financial burden of medicine and health care will not be lifted from seniors any time soon.

Use statistics to create urgency and show the need



Meal providers in California used the news of budget cuts to in-home health services to highlight the growing need for meals on wheels

BREAKING NEWS:

Seniors will flock to Meals on Wheels Programs after losing In-home Health Services

As the enclosed letter went to press, an already dire situation took a dramatic turn for the worse. The governor has just slashed \$226 million in home health care programs for seniors and the disabled in California. While in-home care is often considered bathing and dressing assistance for someone who is disabled, meals are actually a critical part of in-home programs. Budget cuts to this program mean that 2,000 seniors and disabled in Orange County will lose this vital assistance, and 4,500 more will have their services reduced. And when they do, many of them will turn to Meals on Wheels for help.

My greatest fear is that we will be unable to help our elderly neighbors in this time of great need. We estimate that an additional 400,000 meals will be required each year to ensure these seniors don't fall through the cracks. I need your help today to meet this increase in need.

We must rely on the support of generous individuals, businesses, and volunteers – people like you – who help make our work possible. We cannot meet this increased need without you - and I hope I can count on your help. Please make a generous gift today.

Sources For Statistics About Seniors

Association on Aging www.aoa.gov

A profile of Older Americans: 2009

Center for Disease Control www.cdc.gov

Chronic Disease CDC 2007: Report on Aging

National Council on Aging www.ncoa.org

Feeding America www.feedingamerica.org

Hunger 101/Senior Hunger

What's Our Ultimate Goal?



New Donor Welcome Package



Senior Services
of Snohomish County



Our Mission is to promote independence, preserve dignity and enhance the quality of life through the provision of services for older adults and people with disabilities.

Our **Meals on Wheels** program was founded 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.



We serve the poorest, most frail, and physically impaired adults in our area. 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 are having to choose between food, rent or

medications. 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 homebound elderly in Snohomish County.

Promoting Independence, Preserving Dignity

Welcome!

**JOIN
"FRIENDS OF SENIORS!"
Become a Monthly Donor**

Generous donors who make monthly gifts provide Senior Services 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 Services of Snohomish County. Please enroll me in "Friends of Seniors" with a monthly gift of \$ _____.

Please charge the amount written above to my:

Visa MasterCard
 Discover

NAME ON CARD _____

CREDIT CARD NO. _____

EXPIRATION DATE _____

SIGNATURE _____

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

Senior Services
8225 44th Ave. W., Ste O
Mukilteo, WA 98275
425-355-1112
www.sssc.org

WAYS TO GIVE...

- ✱ MAKE A GIFT ONLINE
- ✱ JOIN "FRIENDS OF SENIORS" (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 Services will be there for those in need for years to come. It's simple.
- BEQUESTS: You can name Senior Services 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 Services now while still retaining income and tax benefits through a trust for life or a term of years.

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

PHONE NUMBER _____

www.sssc.org

Dianna L. Kunz

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



Special Program Update Enclosed

Here's a photo of Jewell as a young woman when she moved into the Five Points neighborhood. She never dreamed that she would be old, alone and dependent on others for her next meal.

Donor Cultivation Package with No Ask

Volunteers of America
Colorado Branch



Our Goal is to feed, shelter and support the most vulnerable seniors in our community by providing them with the critical services they need to enhance their quality of life.

Our **Meals on Wheels** program was founded 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.

We serve the poorest, most frail, and physically impaired adults in Denver and Fort Collins. 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 are having to choose between food, rent or medications.



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 homebound elderly in the Denver and Fort Collins area.

we feed. we shelter. we support.

Invest in Email Marketing

- E-Appends are the easiest way to build your list.
- Asking for email in direct mail hurts 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)*

E-appeals work!

Partner City	# of Email Campaigns	Total # of Emails	# of Gifts	Gross Revenue	Average Gift
Denver	9	4,700	281	\$31,436	\$112.00
San Francisco	2	1,870	30	\$4,321	\$154.00
Snohomish	7	1,688	54	\$4,744	\$91.00

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

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

From: Meals On Wheels of San Francisco <Giving@mowssf.org>
Reply-To: Giving@mowssf.org
Date: Tuesday, December 22, 2009 10:02 AM
To: Sean Powell <sean@pmgdirect.net>
Subject: It's not too late to feed a senior this holiday.



2009 Holiday Meal Campaign

1375 Fairfax Avenue, San Francisco, CA 94124

Dear Mr. Powell,

It's not too late! You still have time to make a difference in the life of a homebound senior this holiday. As a caring supporter of Meals On Wheels of San Francisco, your gift will help us feed more of our neighbors.

The need for our services has grown tremendously this year. More of our frail neighbors depend on us today for meals — and friendship. But, we depend on you to reach them.

Your gift to our Holiday Meal Campaign will make sure our seniors are not left alone and hungry this holiday season.

Sadly, many seniors we serve don't have families to gather, share food and cheer with over the holidays.

That's why your gift today is so important. It allows Meals On Wheels of San Francisco to deliver a hot meal and a friendly visit this holiday.

So, please reach into your heart today. Your gift will feed someone who is hungry and will let them know that you care.

- **\$24 can provide 4 meals**
- **\$36 can provide 6 meals**
- **\$54 can provide 9 meals**

Thank you for your ongoing compassion and generosity. Together, we'll reach out to every elderly man and woman who needs us this holiday.

Best wishes,

A handwritten signature in black ink that reads "Ashley C. McCumber".

Ashley C. McCumber
Executive Director

P.S. **Your tax-deductible gift today** will make a world of difference. Thank you.




Send a holiday meal. Donate today!

This message is sent from Meals On Wheels of San Francisco to sean@pmgdirect.net. We respect your privacy and if you think you received this message in error or would not like to receive these messages in the future, you may [unsubscribe here](#). You will be immediately removed from our list.

Meals On Wheels of San Francisco
1375 Fairfax Avenue
San Francisco, CA 94124
415-920-1111
www.mowssf.org

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 donors name and address to make it easy and fast for them to give.



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: *

\$24 \$36 \$54 Other:

First Name: *

Last Name: *

Email: *

Street: *

Street 2:

City: *

State/Region: *


Zip/Postal Code: *

Credit Card Type: *


Credit Card Number: *

CVV2: *
 [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.



2009 Holiday Meal Campaign

1375 Fairfax Avenue, San Francisco, CA 94124

Thank you for your holiday gift!

Lynn, thank you for feeding a senior this holiday. Your gift will tell them "you are not forgotten." The support of caring neighbors like you truly does make a difference.

Your Receipt:

Donation Information:

Donor Name: Lynn Mehaffy

Donation Amount: \$36.00

Donor Address:

1730 Rhode Island Ave NW

Washington, DC 20036

[Meals on Wheels San Francisco](#) | [Volunteer Opportunities](#)

Share / Save A set of social media sharing icons including a plus sign, a circular refresh icon, a square icon, a Facebook 'f' icon, and a dropdown arrow.

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@mowsf.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!

A handwritten signature in black ink that reads "Ashley C. McCumber". The signature is written in a cursive style with a long horizontal flourish at the end.

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

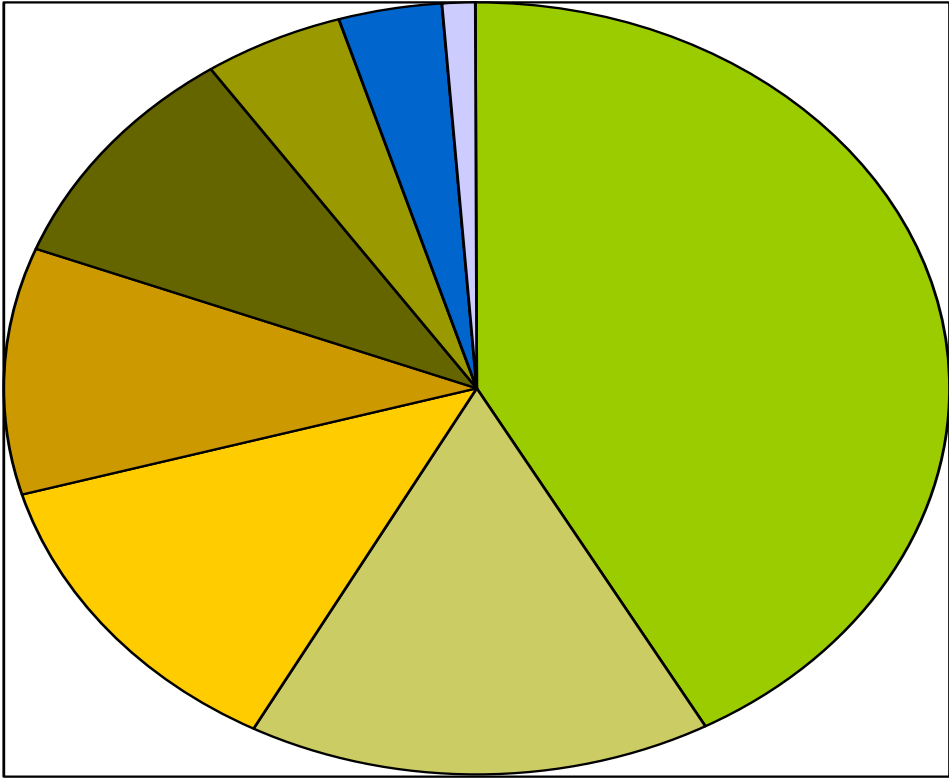
Study of Donors to Senior Services

- 170,000 donors to senior service organizations 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.

Your Donors are Affluent and Philanthropic

- 39% of 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.
- The average amount of a donors 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.
- Remember, past giving is more important than wealth.
- And, who are MOW donors supporting?

MOW Donors Support 19 Other Nonprofits



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

What does it mean for Fundraising?

- Your donors are getting a lot of mail – make sure enough of it is from you. Mail at least five times a year with a direct ask.
- Your donors are giving – don't be afraid to ask often and ask for more (just tell them why you need it)!
- Make your ask emotional, it's more effective for female donors.
- Invest in planned giving, your donors are making and changing their will.

About the Direct Mail Co-op

- A cooperative fundraising campaign with 22 partners in 10 states nationwide in AK, CA, CO, GA, LA, IL, MI, TX, VA, WA.
- Campaign offers two new donor acquisitions, seven donor renewals, high dollar donor upgrades, donor cultivation 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.

Thank you!

Lisa Maska, CFRE
Partner

lmaska@lautmandc.com
202.296.9660 ext. 206

Lynn Mehaffy, CFRE
Account Supervisor

lmehaffy@lautmandc.com
202.296.9660 ext. 210

