

**MARKETING 102**  
**Build Your Base**  
**of Support:**  
***Marketing that Works***



Meals on Wheels National Conference - Chicago  
August 31, 2011  
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Senior Consultant, TRG Arts

**GOALS**

- ❖ Understand what marketing is and isn't.
- ❖ Learn what tools work best for different goals.
- ❖ Learn to love your database!
- ❖ Make offers your patrons can't refuse.
- ❖ Evaluate results to become a learning machine.

## **OUR AGENDA**

Part I: What is Marketing?

Part II: Marketing Builds Relationships

Part III: Love your Patrons = Love Your Database

Part IV: Media Tools Pros & Cons

Part V: Campaign in a Box

## **PART I**

What is marketing?

## What is marketing?



Marketing isn't about promoting what you do.

## Two Fundamental Questions

*What do you do?*



*For whom?*

- ❖ WHAT DO YOU DO? Your mission is why you exist and what guides your work.
- ❖ FOR WHOM? You feed seniors and work to end senior hunger. Others tell stories onstage, help in crises, place orphans with families.



## What is Marketing?

To achieve the mission, we need to:

- ✓ Find people who care.
- ✓ Get these people to act.

That's marketing.



How does marketing work?



Buy it or  
else!

How does marketing work?



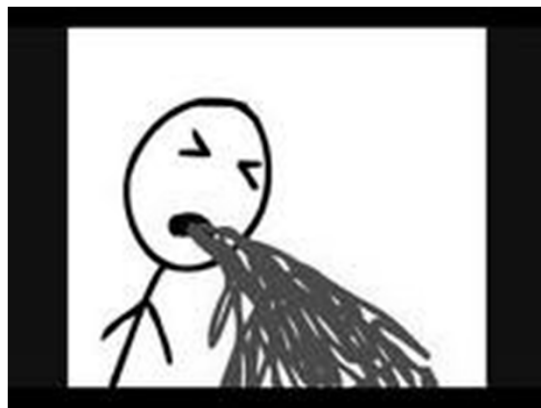
"You really need this!"  
(NO!)

How does marketing work?



"I want to suck your  
blood!"

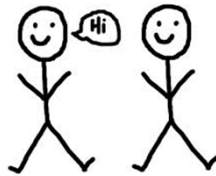
Bad Marketing



**YUCK!**

## PART II

### Marketing Builds Relationships



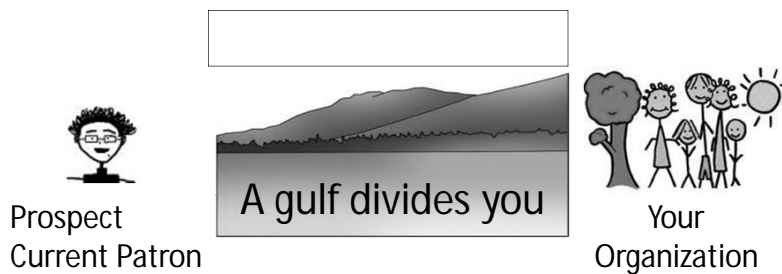
### Relationships Are...

- ❖ Long-term vs. short-term
- ❖ Two-way vs. one-way communication
- ❖ Mutually beneficial

## Marketing Builds Relationships

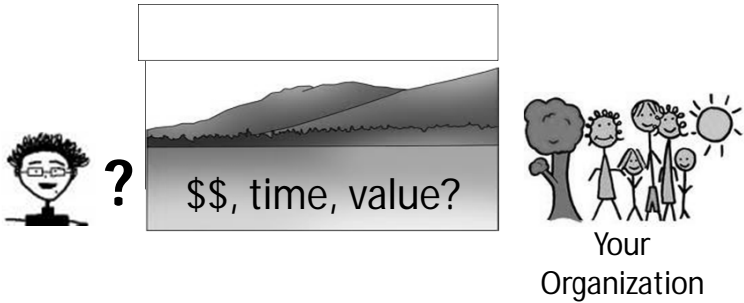
- ❖ Long-term vs. short-term: *lifetime value*
- ❖ Two-way vs. one-way: *engagement and trust*
- ❖ Mutually beneficial: *we are both fulfilled by supporting the mission*

## Building Relationships

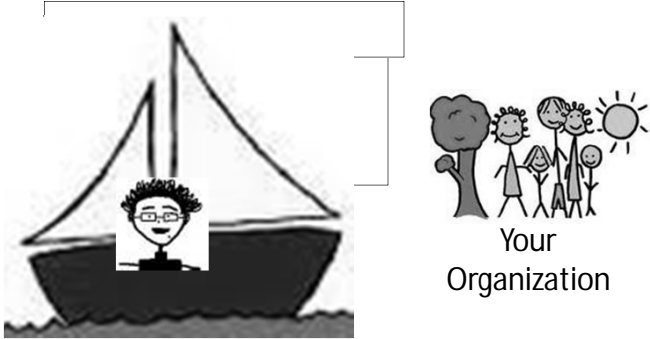




# Building Relationships



# Marketing Gets People to Act



Not this



But this!



## Marketing is an Invitation

- 1) Targeted
- 2) Personalized
- 3) Timely
- 4) Clear logistics reduce risk
- 5) RSVPs measure response



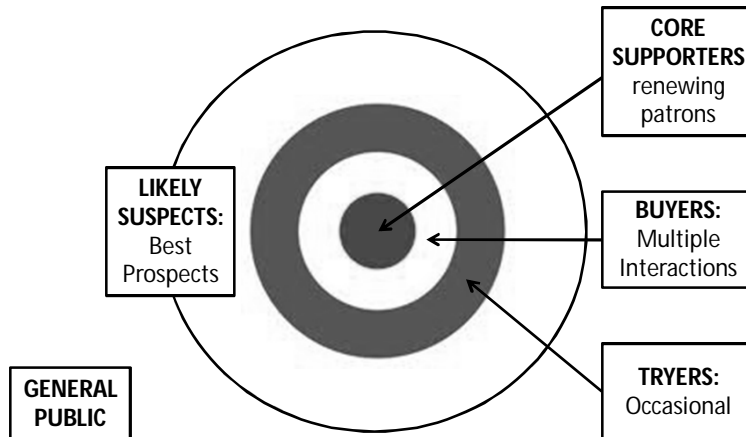
For people who care!

## Marketing is Targeted



- ❖ First find the people who care
- ❖ Contacting people who don't care = SPAM (and very expensive)

## Targeting in Your Organization



## Marketing is Personalized

- ❖ “Dear Friend” = dark ages
- ❖ If you don’t care who I am, why should I care who you are?
- ❖ Generic communication = generic response



## Marketing has Personality

- ❖ Brand is an organization's personality – don't be afraid to have one!
- ❖ You have nothing to lose but people's attention.
- ❖ If you're generic and bland, there's no such danger!



Would you rather get this?

**RENEW YOUR  
SUBSCRIPTION NOW**

# RENEW AND PICK UP YOUR TREAT!

Arts Club renewal deadline May 31

Hedgehogs courtesy of

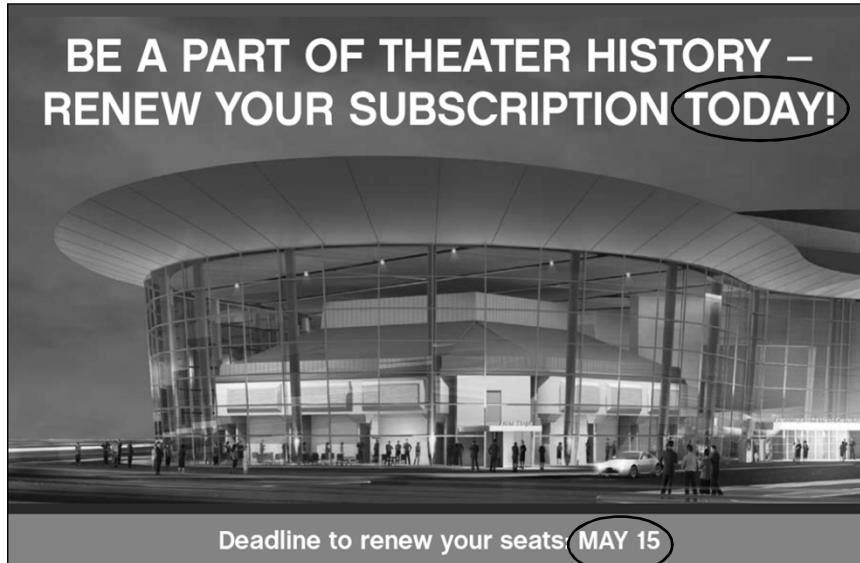


2011  
SEASON  
2012

# SUBSCRIBERS MAKE BETTER LOVERS



## Marketing is Time-Sensitive



## Marketing Reduces Risk

- ❖ PRICE: in my budget?
- ❖ TIME: do I have time?
- ❖ SOCIAL: will I fit in?
- ❖ INSECURITY: what if I don't understand it?
- ❖ RISK: what if I don't like it?

# COSÌ FAN TUTTE

by Mozart

SHE LOVES ME. SHE LOVES ME NOT.

**New to Opera?**  
**Special Offer!**  
**TRY OPERA \$25**  
 for just **\$25**  
(see reverse for details)

"Full of Mozart's incomparable music, light one moment, intense the next, and always witty, lush and lusty." - Arizona Daily Star

**MAY 6, 9, 12, 14**

**PITTSBURGH OPERA**  
 THE BOLD NEW VOICE

PITTSBURGH OPERA  
**COSÌ FAN TUTTE**  
 by Mozart

891 PENN AVENUE  
 PITTSBURGH, PA 15222

NON PROFIT ORG.  
 U.S. POSTAGE  
**PAID**  
 PITTSBURGH, PA  
 PERMIT NO. 1702

**May 6 (8 pm), May 9 (7 pm), May 12 (8 pm), May 14 (2 pm)**

A pair of devoted lovers swear their eternal faith and fidelity. They meant it at the time, but *The Bachelorette* has nothing on these girls! Within 24 hours, their young men discover just how fickle love (and lovers) can be.

Come celebrate Mozart's 250th birthday and delight in this "school for lovers" with irresistibly beautiful music performed by a cast of deliciously talented singers.

**UNDERSTAND EVERY WORD** - English translations projected above the stage.

Free Meet the Artists event after the May 9th performance.

Call: **412.456.6666**  
 Click: [www.pittsburghopera.org](http://www.pittsburghopera.org)  
 Visit: Theater Square Box Office • 608 Penn Avenue, Pittsburgh, PA 15222

**Special Offer for First-timers!**

**New to Opera?**  
**TRY OPERA \$25**  
 for just **\$25**

If you've never tried opera, this is the one to try! This Mozart opera is so irresistible, we're giving you great seats at a low price to entice you. Use code #643 when you order. First come, first served; subject to availability.

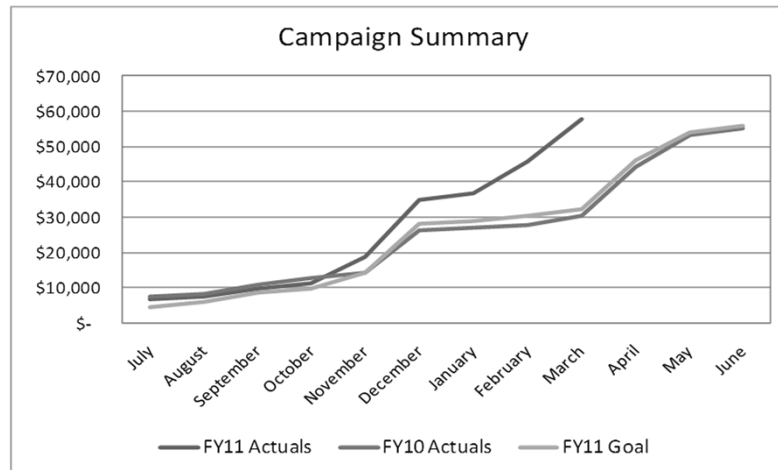
Approximate running time: two hours and 40 minutes with one intermission. Sung in Italian with English translations over the stage. Free pre-opera talks 1 hour before curtain with Artistic Director Christopher Hahn. Helpful pronunciation hint: Co-SEE fan TOO-eh.

Mellon EQUITABLE RESOURCES PNC LANXESS DUQ

- ✓ The Story
- ✓ Repeat price
- ✓ Understand every word
- ✓ Easy to buy



## Marketing is Measurable



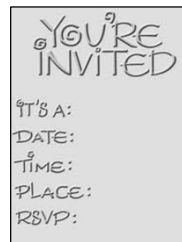
## RSVPs: Who Cares & How Much!

<b>YOUR TOP RESPONDERS</b>	<b>Responders</b>	<b>% of total</b>	<b>Revenue</b>	<b>% of total</b>	<b>Avr Order</b>
2010 Renewing Subs	7,165	82%	\$ 5,234,829	89%	\$ 730.61
Lapsed subs (2009-2005)	310	4%	\$ 145,110	2%	\$ 468.10
2010 Single Ticket Buyers	674	8%	\$ 265,320	4%	\$ 393.65
Lapsed STBs (2009-2005)	336	4%	\$ 134,002	2%	\$ 398.82
<b>SUBTOTAL</b>	<b>8,485</b>	<b>97%</b>	<b>\$ 5,779,261</b>	<b>98%</b>	<b>\$ 681.12</b>
ALL OTHER SEGMENTS	231	3%	\$118,209	2%	\$ 511.73
<b>TOTAL</b>	<b>8,716</b>		<b>\$5,897,470</b>		<b>\$676.63</b>

QUICK REVIEW:  
Marketing Builds Relationships

- ❖ Long-term vs. short-term
- ❖ Two-way vs. one-way
- ❖ Mutually beneficial

It's an invitation!



**PART III**

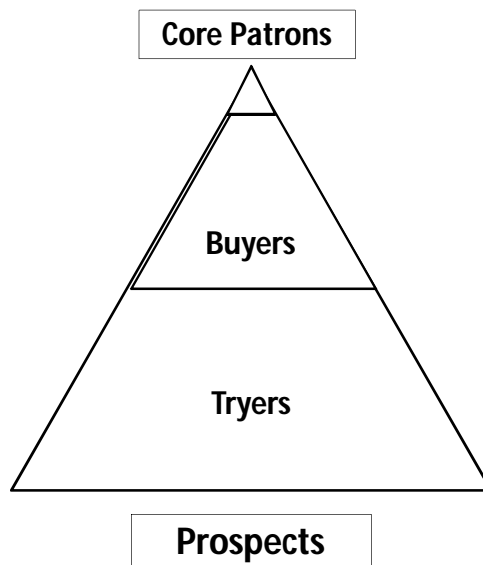
LOVING YOUR PATRONS  
MEANS LOVING YOUR DATABASE!



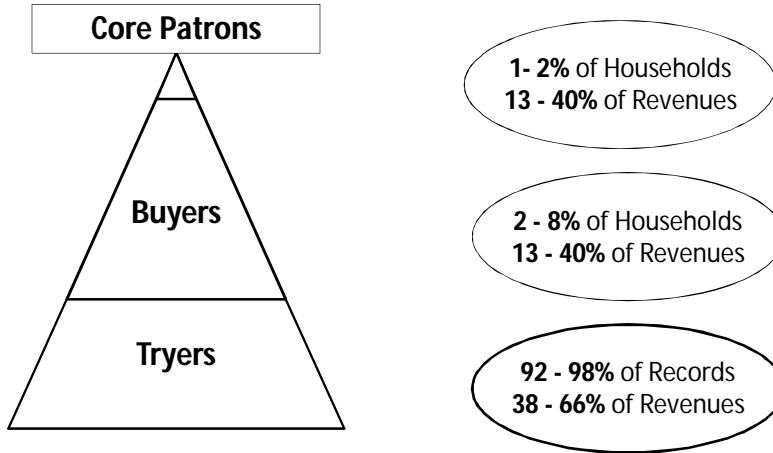
## Your Patrons are not created equal

- ❖ Renewing: Til death do us part!
- ❖ Multi-buyers: I like you
- ❖ New: I'd like to know you better
- ❖ Lapsed: You've got competition
- ❖ Prospects: The possibilities are infinite
- ❖ General Public: Who are you?

## Pyramid of Patron Loyalty



## Patron Loyalty National Trends



## Loyalty Math at Nonprofit X 100 New Donors

New Donors			
	Year 1	Year 2	TOTAL
Revenue	\$ 2,500	\$ 500	\$ 3,000
Cost of sale	\$ 1,875	\$ 375	\$ 2,250
<b>NET REVENUE</b>	<b>\$ 625</b>	<b>\$ 125</b>	<b>\$ 750</b>
	<i>Per Donor</i>		<b>\$ 8</b>

- Average gift: **\$25**
- Cost to acquire (COS): **75%**
- Renewal rate: **20%**

## Loyalty Math at Nonprofit X

### 100 Annual Fund Donors

<b>Renewing Annual Fund Donors</b>			
	<i>Year 1</i>	<i>Year 2</i>	<i>TOTAL</i>
Revenue	\$ 10,000	\$ 7,000	\$ 17,000
Cost of sale	\$ 500	\$ 210	\$ 710
<b>NET REVENUE</b>	<b>\$ 9,500</b>	<b>\$ 6,790</b>	<b>\$ 16,290</b>
		<i>Per Donor</i>	<b>\$ 163</b>

- Average gift: **\$100**
- Cost to renew (COS): **5%**
- Renewal rate: **70%**

## Loyalty Math at Nonprofit X

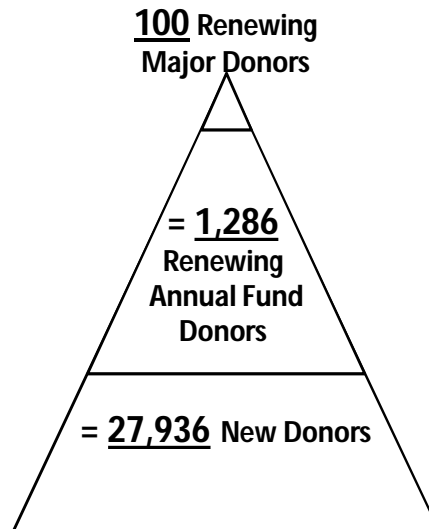
### 100 Renewing Major Donors

<b>Renewing Major Gift Donors</b>			
	<i>Year 1</i>	<i>Year 2</i>	<i>TOTAL</i>
Revenue	\$ 120,000	\$ 96,000	\$ 216,000
Cost of sale	\$ 3,600	\$ 2,880	\$ 6,480
<b>NET REVENUE</b>	<b>\$ 116,400</b>	<b>\$ 93,120</b>	<b>\$ 209,520</b>
		<i>Per Donor</i>	<b>\$ 2,095</b>

- Average gift: **\$1,200**
- Cost to renew (COS): **5%**
- Renewal rate: **70%**

## Loyalty Math at Nonprofit X

*Net Revenue over 2 years*



### RETENTION:

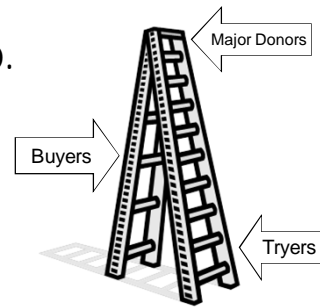
*Love the One You're With!*

- It's much cheaper and easier to keep donors than acquire them.
- 50% of donors do not renew their gifts and, by the fifth year, almost 90% have stopped giving
- Most donors stop giving because of a lack of meaningful communication or they have no sense of impact



## Move Them Up The Ladder

- ❖ Patron Loyalty is a plan.
- ❖ Always think of the next step.
- ❖ The more they invest, the more loyal they become.



## Remember our Fearful Patron?



## Marketing Creates Expectations

- ❖ You'll acknowledge my step of faith
- ❖ You'll value my investment
- ❖ You'll deliver what you promise
- ❖ This is the start of a great thing!



How do we meet these expectations?

**BY LOVING  
YOUR DATABASE**





## Keep It Clean

- ❖ Complete Contact Information
- ❖ No invisible patrons
- ❖ Hygiened



## How Big is Your Database? Size Matters

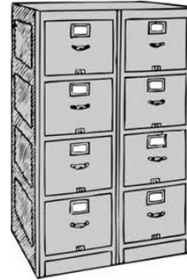
### Key Factors

- ❖ Recency
- ❖ Frequency
- ❖ Monetary Value

**RFM**

## Segment Your Database

- ❖ Current, renewing, lapsed, prospect
  - By Year
  - By Activity
- ❖ Use Response Reports to analyze segments



## **PART IV:**

### Direct Marketing & Media

Get the right message to  
the right person at the  
right time.



## Key Elements of Direct Marketing

- ❖ TARGET / LIST – “who”
- ❖ OFFER – “what”
- ❖ DEADLINE – “when”
- ❖ CALL TO ACTION – “how”

## Media Tools: Pros & Cons

- ❖ Direct Mail & Email
- ❖ Telesales
- ❖ Live Media
- ❖ Website
- ❖ Social Media

## Mail Is Not Dead!



2009 DMA SURVEY	Response Rates	Total revenue generated
Mail	1% - 3%	\$446B
Email	2.4%	\$26B
Radio	1.4%	
Print ads	0.5%	

## Mail Linked To Web Use

- ❖ **33%** of people who respond to direct mail do it *online*
- ❖ When consumers get direct mail first:
  - 16% more site visits
  - 22% more page views
  - 15% more time on site
- ❖ Consumers spend **30%** more when multiple media are used vs. single media



## Mail In Multi-Channel Marketing

❖ While most marketers use an average of 4 media channels, half launch campaigns with direct mail.



❖ Overall, marketers are adding new media rather than subtracting traditional media.



Google™



## Email Is Not Dead!

### Who uses email?

All online adults - **92%**  
(18 - 65+)

% who send or read on  
typical day - **61%**

Gender	%	%
Male	90	59
Female	93	64
<b>Race/Ethnicity</b>		
White	93	63
African American	87	48
Hispanic	88	53
<b>Age</b>		
18-29	94	64
30-49	91	63
50-64	91	61
65+	87	46
<b>Education</b>		
Some high school	90	39
High school	84	46
Some college	94	64
College graduate	96	77
<b>Household income</b>		
< \$30,000	86	47
\$30,000 - \$49,999	89	59
\$50,000 - \$74,999	94	67
\$75,000+	97	78

Source: The Pew Research Center's Internet & American Life Project, November 3-24, 2010 tracking survey. N=2,257 adults ages 18 and older. Interviews conducted in English and Spanish.

## Email

- ❖ Laser focus on building your list
- ❖ Track growth and attrition
- ❖ Watch key stats:
  - Open rates?
  - Click-throughs?
  - Opt-outs?

## Telesales

- ❖ Some people just need to talk!
- ❖ Mail alone doesn't overcome all the objections
- ❖ Acquiring new supporters requires one-on-one



## Telesales

- ❖ Measure cost-of-sale by renew and new
- ❖ Upsell, cross-sell, upgrade!
- ❖ Works best with mail and email



## Your Website

- ❖ Consumers depend on the Internet for research.
- ❖ Consumers expect speedy, personalized service, easy and transparent information.
- ❖ Consumers rate online experience *low*.
- ❖ Poor online experiences lead to lost revenue, and customers are less inclined to buy again or recommend.

## Your Website: The Essentials

- ❖ Make it a compelling expression of what you are all about--*not* your mission statement
- ❖ Grab emotionally with one powerful image
- ❖ Make it easy to navigate
- ❖ Less is more – no clutter!
- ❖ Guide them to the outcome you want
- ❖ Put your contact info on every page

The screenshot shows a web browser window displaying a fundraising page for 'A Wider Circle'. The page title is 'See what \$33 can do for children like Lei-Lani | give2gether'. The page features a large photo of a young girl, Lei-Lani, smiling. Below the photo is the text: '\$33 changed Lei-Lani's life. Give \$33 and you will give one more person a smile like this.' To the right of the photo is a 'Call to action' section with buttons for 'Donate', 'Invite', and 'Champion this cause'. A progress bar shows that \$1,823 has been raised out of a \$10,000 goal. A callout points to the progress bar with the text 'Others are giving, too!'. The page also shows 'No. of Supporters 40' and 'Already Raised \$1,823'. The browser's address bar shows the URL 'http://www.give2gether.com/projects/a-wider-circle/'.

See what \$33 can do for children like Lei-Lani | give2gether - Windows Internet Explorer provided by Yahoo!

http://www.give2gether.com/projects/a-wider-circle/

File Edit View Favorites Tools Help

WEB SEARCH My Apps

Favorites eBay desktop Suggested Sites Web Slice Gallery Yahoo! Mail

See what \$33 can do for children like Lei-Lani | give2g...

Page Safety Tools

See what \$33 can do for children like Lei-Lani | give2gether

A WIDER CIRCLE  
A WIDER CIRCLE  
Learn more about A Wider Circle on our website

Great photo

Call to action

Donate

Invite

Champion this cause

24 2

Like Tweet

rd Diaso donated \$33 Debra R. donated \$33 Ec

Your much appreciated comments

Others are giving, too!

\$10,000

\$7,500

\$5,000

\$2,500

\$1,823

\$33 changed Lei-Lani's life.  
Give \$33 and you will give one more person a smile like this.

Simple message - clear impact of gift

start

Inbox - Microsoft...

Thanks - and 5 ti...

3 Microsoft Offi...

Microsoft PowerP...

Internet Help

See what \$33 ca...

9:38 AM



## Advertising

"Half the money I spend on advertising is wasted;  
the trouble is, I don't know which half."

- ❖ Only use mass media for things with mass appeal
- ❖ Print Ads
  - Consolidate in fewer publications
    - Don't spread thin
  - Small is ok
  - Banner ads don't work

## Advertising

- ❖ Radio & TV
  - Demographics help to choose stations
  - Great for impulse buys
  - Spots are cheap because no one's listening!
  - Use the medium – music, drama!
  - Leverage with added value
  - Use a media buyer if you can

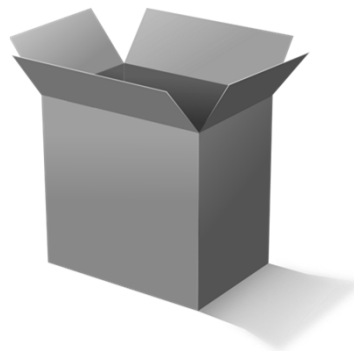
## Social Media



- ❖ Engagement
- ❖ Two-way dialogue
- ❖ Fresh content
- ❖ Support other efforts
- ❖ Personality!

## PART V

### Campaign in a Box



## Choose Your Campaign

- ❖ End of year: time-sensitive
- ❖ Annual membership drive: recurring
- ❖ Campaign to end hunger: endowment
- ❖ Spring Gala: event
- ❖ Christmas in July Sale: one-day offer
- ❖ Others!

## Campaign Components

- ❖ Revenue & Expense Budgets
- ❖ Timeline & Media Plan
- ❖ The Offer & The Call to Action
- ❖ The Target Audience
- ❖ Results Tracking

## Revenue & Expense Budgets

- ❖ How much money do we need to make?
  - Revenue
  - Units
  - Average order size
- ❖ How much money do we have to spend?
- ❖ What is our expected cost of sale?

## Timeline

- ❖ End date
- ❖ Length of campaign (# of weeks)
- ❖ When each media is deployed
- ❖ Drop dates for materials
- ❖ Material due dates from designer, mail house, post office
- ❖ Meetings: planning, sales tracking, post-mortem
- ❖ Other

## Media Plan

- Direct Mail
- Email
- Print ads
- Radio/TV
- Billboards
- Facebook, Twitter, Google AdWords, QR Codes
- Other

## The Offer

- What is it?
- When does it take place?
- What does it cost?
- What are the benefits?
- How can we make it more attractive?
- Will it change over time?

## Call to Action

- Make it easy to act
- Provide as many options as possible to respond
- Make the call to action the DOMINANT element – don't be subtle
- Include an order form
- Use action verbs: Call, Complete, Choose

**MY SUBSCRIPTION — ORDER FORM**

**1. MY INFO**  
Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

**2. MY SHOWS: PICK 4**  
 SAVING AIMEE    CINDERELLA    FIRST DATE  
 OKLAHOMA!    DAMN YANKEES    RENT

**3. MY SEATS** Seating Chart refer to chart on opposite page  
 Rear Orch/Balc   What you pay for | Where you sit! → **Orchestra/Grand Tier**  
 Side Orch/Balc   What you pay for | Where you sit! → **Rear Orch/Balc**  
 Value Orch/Balc   What you pay for | Where you sit! → **Side Orch/Balc**

**My Performance Day/Time**  
 Tuesday    Wednesday    Thursday    Friday  
 Saturday Matinee    Saturday Evening  
 Sunday Matinee    Sunday Evening

**4. MY TOTAL** For price grid and map refer to chart on the other side  
1. # of Subscriptions \_\_\_\_\_  
2. Subscription type    \$ \_\_\_\_\_  
3. Parking package    \$25  
4. Handling fee   + \$10.00  
5. Total   \$ \_\_\_\_\_

I've enclosed a check payable to The 5th Avenue Theatre  
Please use this credit card:    Visa    MC    AmEx    Disc  
Card # \_\_\_\_\_ Exp: \_\_\_\_\_  
Name on card \_\_\_\_\_  
Signature \_\_\_\_\_

QUESTIONS? CALL 206.625.1900 OR VISIT WWW.5THAVENUE.ORG

**MAIL CHECKS TO:**   ATTN: SUBSCRIPTIONS  
1326 5th Avenue Suite 735  
Seattle, WA 98101

## Target Audience

- Database segmented by recency, frequency, monetary value (RFM)
- Choose best prospects
- Estimate response rate, average order size

## Results Tracking

- ❖ Weekly sales pacing reports
  - Supports on-the-fly decisions
  - Based on historical actuals if possible
  - Tracked against weekly goals
  - Are we pacing to expectation?
- ❖ Regular response reports
  - Who's responding?
  - What are they buying?
  - How much are they spending?

## Mailing Smarts

Original Mail Plan	
Size of Mailing	10,000
Cost per Piece	\$ 0.50
Total Cost	\$ 5,000
Response Rate	3%
Average Gift	\$25



## To Clean or Not to Clean?

	Clean	Unclean
# of Gifts	300	255
Gift Revenue	\$7,500	\$6,375
Expense	\$5,000	\$5,000





## Clean it!

	Clean	Unclean
# of Gifts	300	255
Gift Revenue	\$ 7,500	\$ 6,375
Expense	\$ 5,000	\$ 5,000
Net Revenue	\$ 2,500	<b>\$ 1,375</b>
Cost per \$1 Raised	\$ 0.67	<b>\$ 0.78</b>



## Per Piece Magic!

	Original	Reduce per piece cost
# of Gifts	300	300
Gift Revenue	\$ 7,500	\$ 7,500
Expense	\$ 5,000	<b>\$ 2,500</b>
NET Revenue	\$ 2,500	<b>\$ 5,000</b>
Cost per \$1 Raised	\$ 0.67	<b>\$ 0.33</b>



## Increase the Average Gift

	Original	Cut per piece cost	Double average gift
# of Gifts	300	300	300
Gift Revenue	\$ 7,500	\$ 7,500	<b>\$ 15,000</b>
Expense	\$ 5,000	\$ 2,500	<b>\$ 5,000</b>
NET Revenue	\$ 2,500	\$ 5,000	<b>\$ 10,000</b>
Cost per \$1 Raised	\$ 0.67	\$ 0.33	\$ 0.33



## Increase the Response Rate

	Original	Cut per piece cost	Double average gift	Double response rate
# of Gifts	300	300	300	<b>600</b>
Gift Revenue	\$ 7,500	\$ 7,500	\$ 15,000	<b>\$ 15,000</b>
Expense	\$ 5,000	\$ 2,500	\$ 5,000	<b>\$ 5,000</b>
NET Revenue	\$ 2,500	\$ 5,000	\$ 10,000	<b>\$ 10,000</b>
Cost per \$1 Raised	\$ 0.67	\$ 0.33	\$ 0.33	<b>\$ 0.33</b>



## Do All 3!

	Original	Cut per piece cost	Double average gift	Double response rate	<b>DO ALL 3</b>
# of Gifts	300	300	300	600	<b>600</b>
Gift Revenue	\$ 7,500	\$ 7,500	\$ 15,000	\$ 15,000	<b>\$ 30,000</b>
Expense	\$ 5,000	\$ 2,500	\$ 5,000	\$ 5,000	<b>\$ 2,500</b>
NET Revenue	<b>\$ 2,500</b>	\$ 5,000	\$ 10,000	\$ 10,000	<b>\$ 27,500</b>
Cost per \$1 Raised	<b>\$ 0.67</b>	\$ 0.33	\$ 0.33	\$ 0.33	<b>\$ 0.08</b>



## More Direct Mail Magic

Planning a Direct Mail Campaign  
with your handy dandy



Revenue Budget Calculator

## Revenue Calculator

### STEP 1: Select Your List by Segments

<b>MEALS ON WHEELS Database</b>	
<i>Leads</i>	<i>Quantity</i>
Renewing donors	750
1st-year donors	250
1-year lapsed donors	1,000
2-year lapsed donors	250
3-year lapsed donors	250
Other House List	6,500
Trade Lists	9,000
<b>TOTAL</b>	<b>18,000</b>

## Revenue Calculator

### STEP 2: Project Response Rate & Average Order

<b>RESPONSE RATE CALCULATOR</b>				
<i>Lead</i>	<i>Projected</i>	<i>Quantity</i>	<i>Orders</i>	<i>Avr Order</i>
1-year lapsed	1.0%	1,000	10	\$ 26.55
2-year lapsed	0.8%	250	2	\$ 25.02
3-year lapsed	0.5%	250	1	\$ 23.98
<b>TOTAL</b>	<b>0.9%</b>	<b>1,500</b>	<b>13</b>	<b>\$ 25.00</b>

## Revenue Calculator

**STEP 3:** Calculate your per piece cost:

PER-PIECE COST CALCULATOR	Method #1	Method #2
<i>Expense</i>	<i>TOTAL</i>	<i>Per Piece</i>
Design	\$ 225	\$ 0.02
Printing	\$ 1,000	\$ 0.10
Insert	\$ 350	\$ 0.04
Mailhouse	\$ 126	\$ 0.01
Postage	\$ 1,750	\$ 0.18
<b>TOTAL</b>	<b>\$ 3,451</b>	<b>\$ 0.35</b>
<i>Divide by quantity</i>	<b>10,000</b>	
<i>Per piece</i>	<b>\$ 0.35</b>	

## Revenue Calculator

**STEP 4:** Calculate your projected revenue, expense & cost of sale

DIRECT MAIL CALCULATOR										
Fall Annual Fund Drive	Households mailed	Cost per piece	Response rate	Order size	# Orders	Revenue	Expense	COS	Orders to breakeven	NET REVENUE
Current Donors	1,000	\$ 0.35	3.2%	\$50	32	\$1,600	\$ 350	22%	7	\$1,250
Lapsed Donors	1,500	\$ 0.35	0.9%	\$25	14	\$338	\$ 525	156%	21	(\$188)
Other House List	6,500	\$ 0.35	2.1%	\$20	137	\$2,730	\$2,275	83%	114	\$455
Trade Lists	1,000	\$ 0.35	0.3%	\$15	3	\$45	\$ 350	778%	23	(\$305)
<b>TOTALS</b>	<b>10,000</b>	<b>\$ 0.35</b>	<b>1.9%</b>	<b>\$25</b>	<b>185</b>	<b>\$4,713</b>	<b>\$3,500</b>	<b>74%</b>	<b>165</b>	<b>\$1,213</b>



## **OUR AGENDA**

Part I: What is Marketing?

Part II: Marketing Builds Relationships

Part III: Love your Patrons = Love Your Database

Part IV: Media Tools Pros & Cons

Part V: Campaign in a Box



**MARKETING 102**  
**Build Your Base**  
**of Support:**  
*Marketing that Works*



*Thank you!*