



Senior Connections

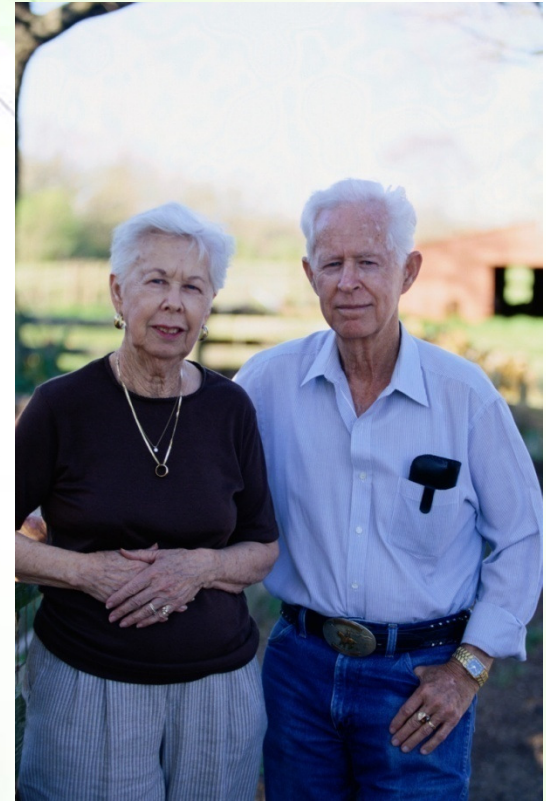
Dignity. Choice. Care.

Debra Furtado
Chief Executive Officer
Senior Connections, Atlanta, GA
770.455.7602

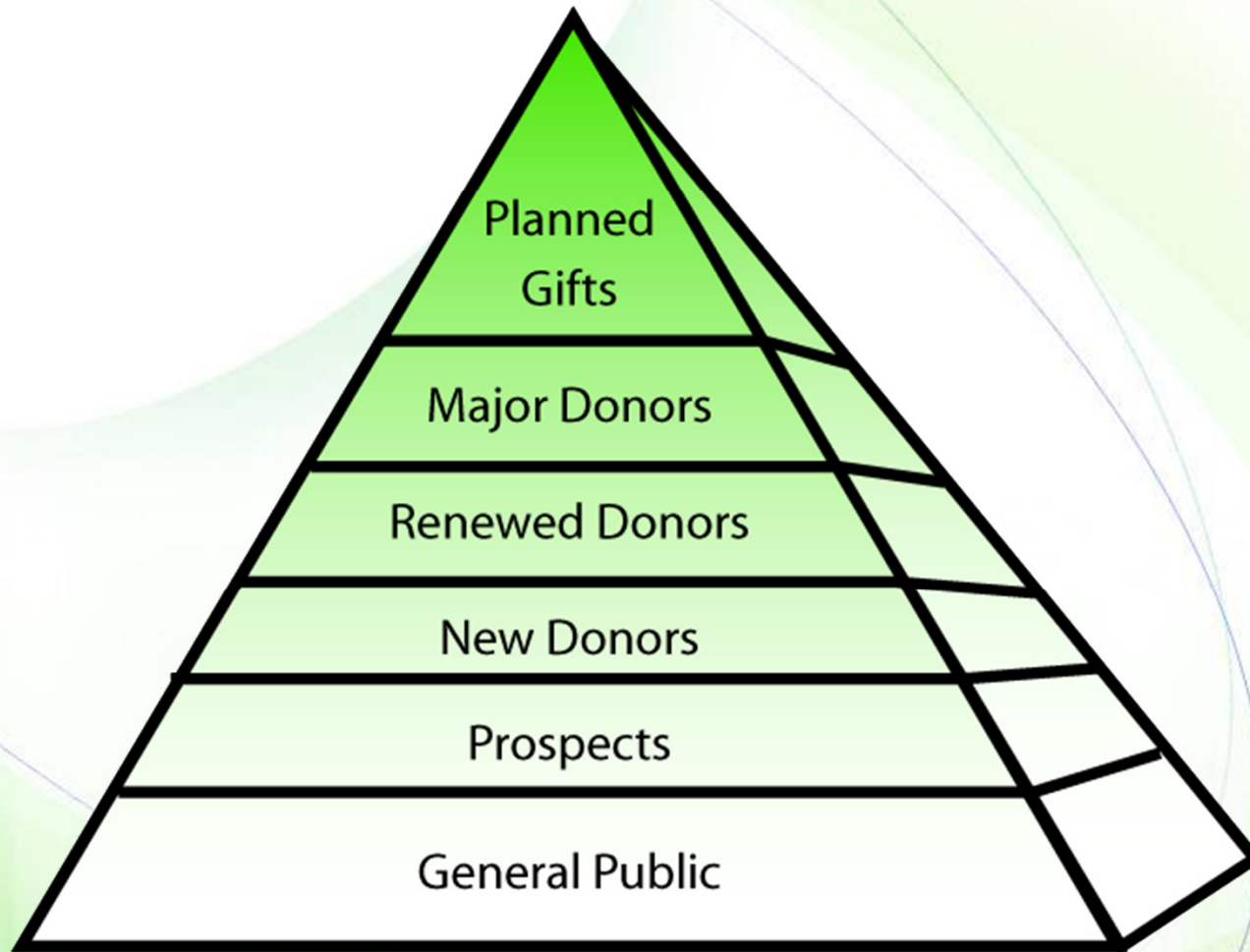
www.seniorconnectionsatl.org

General Agency Information

- Senior Connections is the largest home and community-based senior services provider in metro Atlanta and Middle Georgia.
- Our mission is to provide essential home and community-based care that maximizes independence.
- Our programs and services include:
 - Meals On Wheels
 - In-Home Care
 - Home Repair
 - Neighborhood Senior Centers



The Donor Cultivation Pyramid

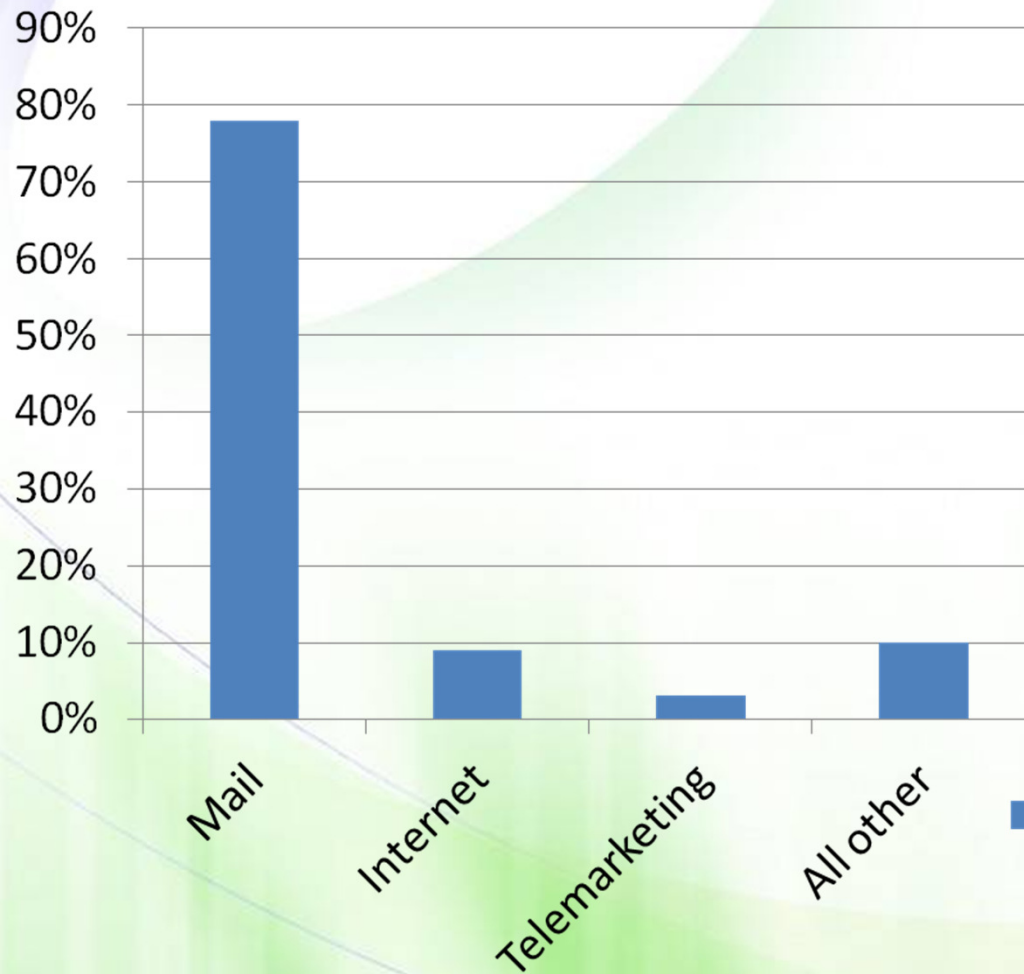


Why Direct Mail?

- Proven success.
- 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.)

Why Direct Mail?

- Direct Mail is a Primary Source of Individual Giving.



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

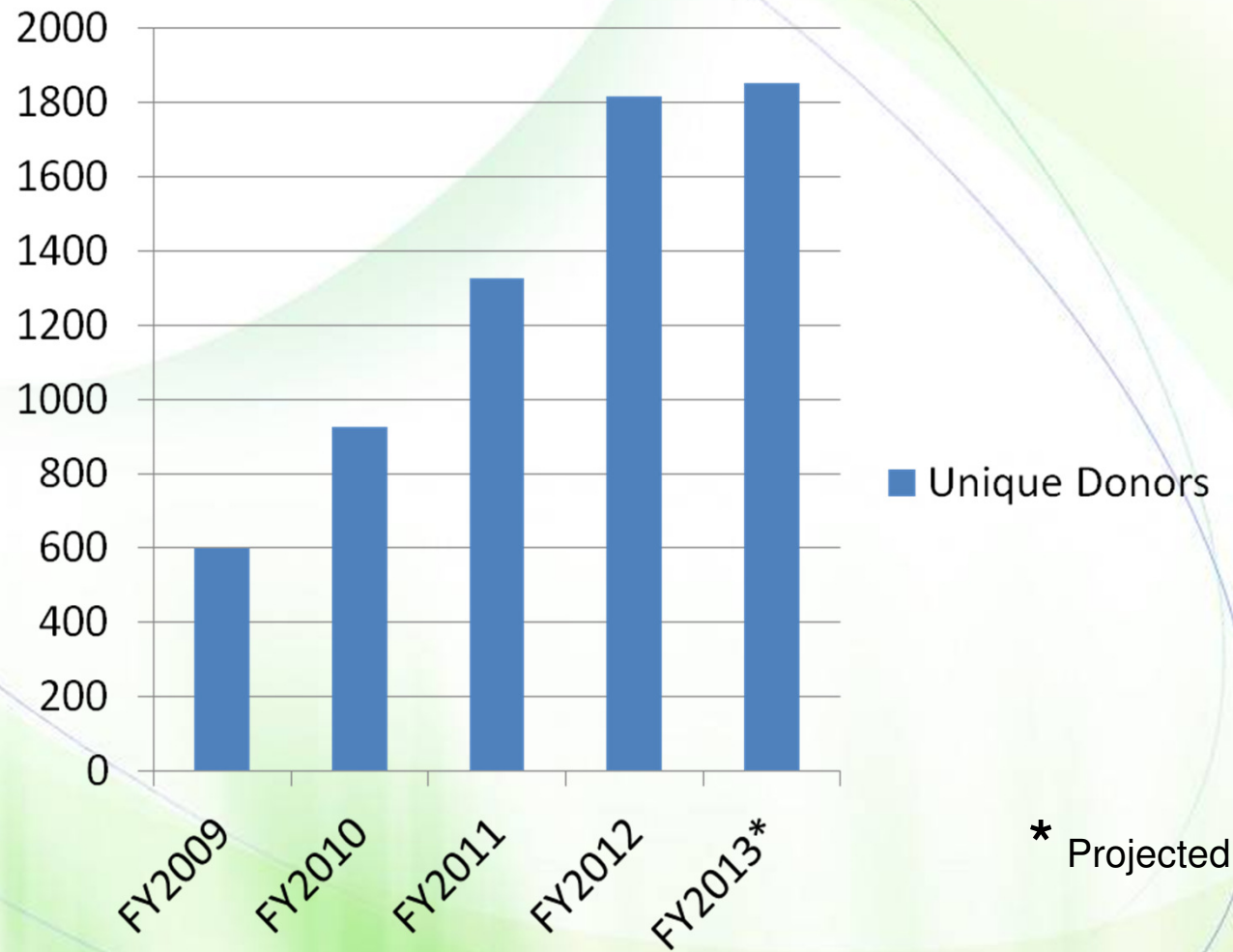
*Source: Target Analytics-
Index of National
Fundraising Performance*

Senior Connections' Donor Profile

- 58% are women.
- 50% are over the age of 65, and 25% are 55-64.
- 38% have household income over \$100K.
- The average gift of Senior Connections donors is \$47. The average gift of all donors is \$32.
- Senior Connections donors support over 20 other charities.

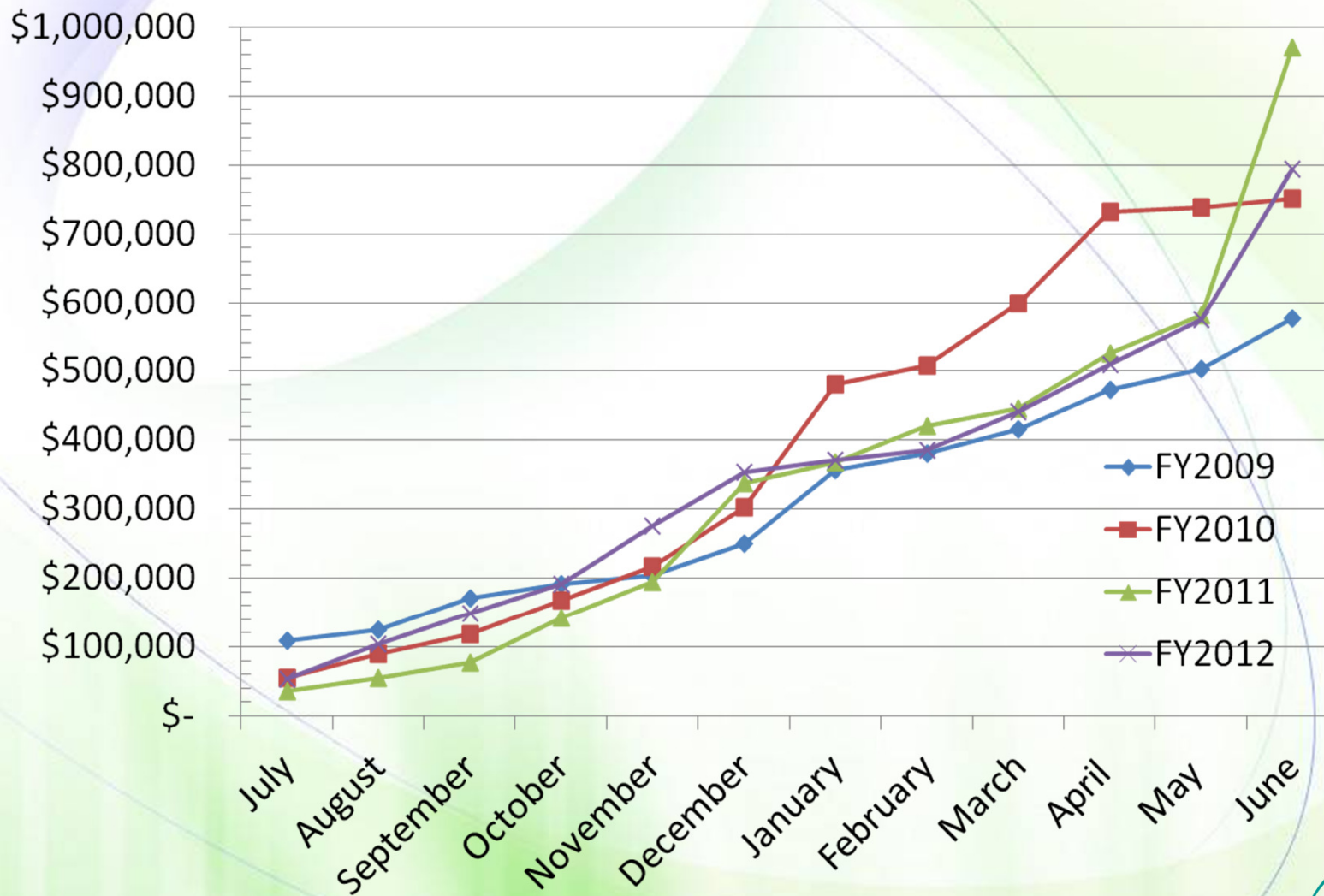
Who else are our donors supporting?

3-Year Comparison of Unique Donors

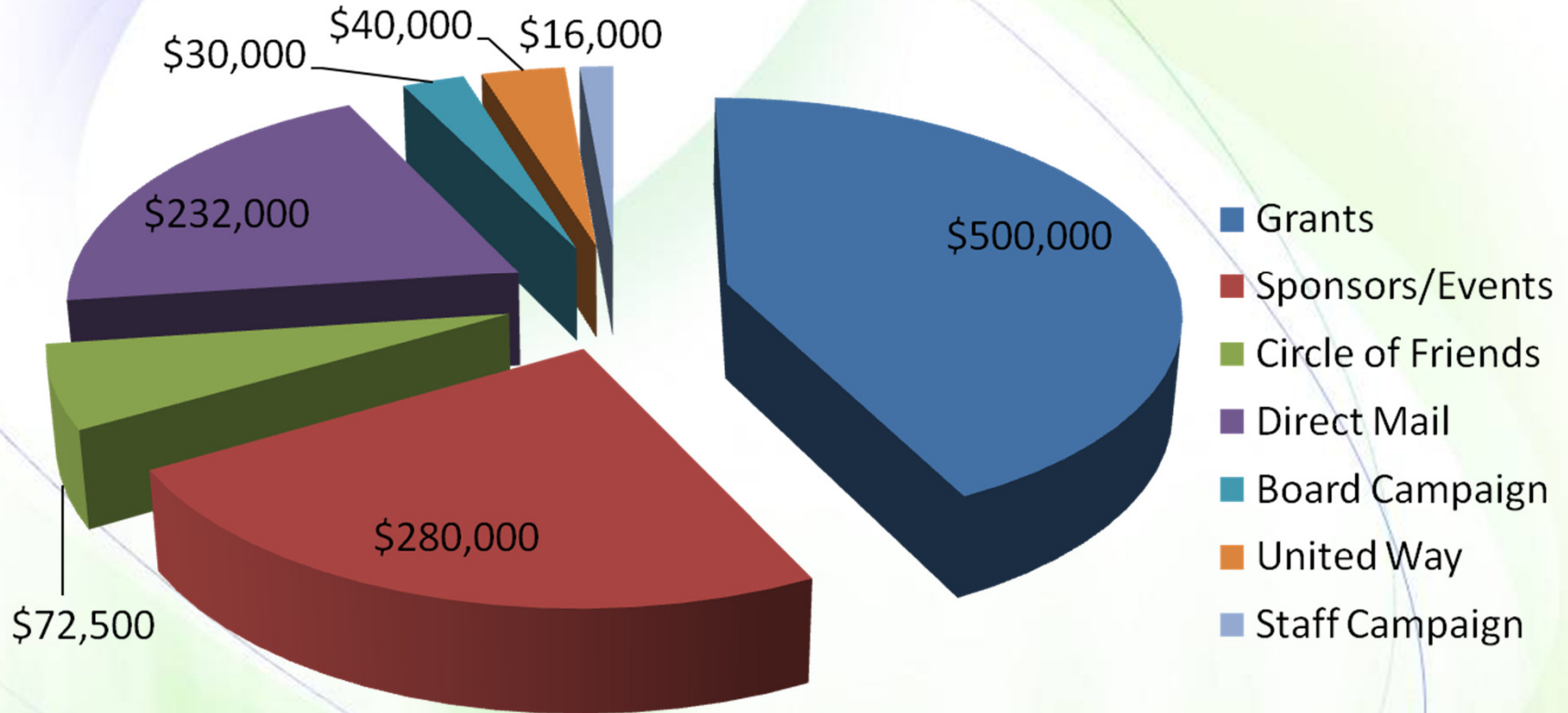


* Projected

3-Year Comparison of Revenue



FY13 Projected Fundraising Revenue



Senior Connections Board Expectations

- Be clear with expectations when recruiting board members
- Establish a board financial commitment
- Focus on “give or get” philosophy
- Relationships, relationships, relationships – *Who do you know?*
- Conduct annual board survey to measure results and success

Questions & Comments

Help Us Help Them.

Senior Connections

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