



LAUTMAN
MASKA
NEILL
& COMPANY

Direct Mail is Working -
and You Should be Doing It!

Presented By:

John McArdle, Account Supervisor

uncommon minds for uncommon missions

www.lautmandc.com

Meet Gena



Gena is the typical Meals on
Wheels donor.....

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A National Study: Donors to Meals on Wheels

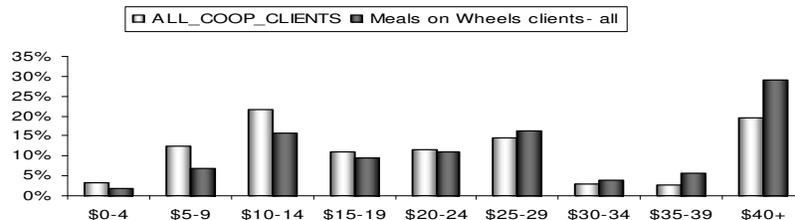


- Over 500,000 MOW donors nationwide were analyzed and their giving behavior was compared to 82 million donors in a national database.
- Their demographics, age, wealth and giving behavior were identified.
- 44% of MOW donors came from large urban areas, 29% were smaller urban, 13% suburban and 10% rural.
- What else did we learn?

MOW gets a higher average gift



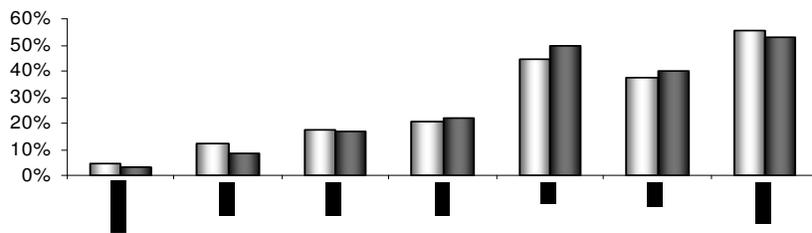
- The average gift of a MOW donor is \$40.57 compared to the average gift of all donors, which is \$31.73.
- And 35% of last gifts to MOW was \$40+ compared to 23% for other nonprofits.



Donor Age and Gender



- MOW donors are older than most: 48% are over the age of 65 compared to the national average of 44% over 65.
- 24% of MOW donors are between 55-64 and 16% are 45-54, and only 14% are under the age of 45.
- Over half of MOW donors are women (58%).



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MOW Donors are Affluent and Philanthropic

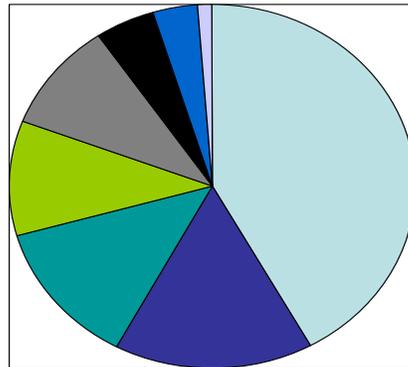


- 33% of MOW donors analyzed had household income of \$100K+ compared to national nonprofits who had just 22% of HHI at \$100K+.
- On average, the typical MOW donor supported almost 17 (16.48) other charities compared to the national average of about 13 (12.76).
- So, who are MOW donors supporting?

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Average MOW Donors Support Almost 17 Other Nonprofits!



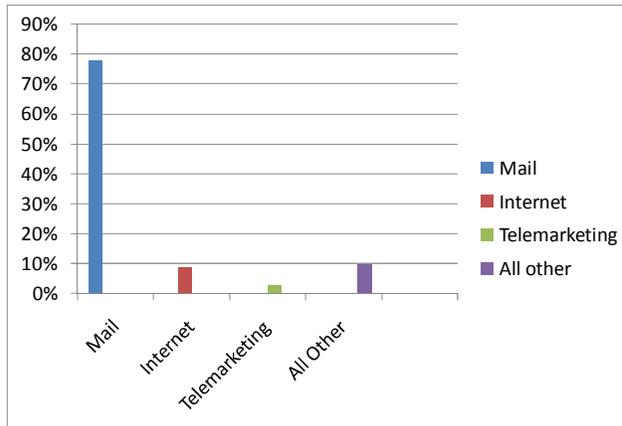
MOW Donors support disease research, the environment and relief causes (both domestic and international)

What does it mean for Fundraising?



- MOW 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.
- MOW 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, MOW donors are making and changing their will.

Direct Mail is a Primary Source of Individual Giving



**Target Analytics – Index of National Fundraising Performance

How to get started – Analyze Your Donors:



- Determine active vs. lapsed donors.
- High dollar vs. low dollar.
- Single vs. multi givers.
- Prospects.
- Identify the number of committed, annual donors so you can cultivate them and increase giving.



What did you learn?

- Fewer than 5,000 annual donors?
- Focus on increasing new donor acquisition - and add renewals to increase annual giving.



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

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Holiday Acquisition Package



Paul Krainitz
Meals on Wheels of Contra Costa
P.O. Box 3195
Martinez, CA 94553

Holiday Meals Needed - Special Request

HOLIDAY GIFT FORM

You please use my enclosed gift to provide food and friendship to Contra Costa County's homebound elderly. Please deliver the placemat I've signed with a nutritious meal. I enclose:

- | | |
|--|--|
| <input type="checkbox"/> \$32 Provides 8 healthy meals | <input type="checkbox"/> \$48 Provides 12 home-delivered meals |
| <input type="checkbox"/> \$50 Provides 2 weeks of holiday meals | <input type="checkbox"/> \$72 Provides 18 nutritious meals |
| <input type="checkbox"/> \$120 Provides 1 month of healthy meals | <input type="checkbox"/> \$___ Other Amount |

***** URGENT PROGRAM UPDATE *****

Across our county, many people are feeling the effects of a slowed economy and long recession. And while our hearts go out to people who have lost their jobs and homes, we must remain focused on the frail elderly in our community. We've already seen a 4.3% increase in the number of seniors who need services.

At the same time, federal and state budget cuts coupled with a 5% increase in meal costs has left our budget stretched tighter than ever before. In October we started our fiscal year with a deficit - we're \$131,000 short of serving every elderly neighbor in need. And we've pleaded to never have a waiting list.

Will you help? The need is urgent. We serve the oldest and poorest among us - we are their lifeline. And every day we receive more and more calls for help.

Please make a generous gift today. It will mean so much. Your gift will help us provide critical food and friendship to elderly neighbors in Contra Costa County.



A. Paul Krainitz
Director and Co-Founder

HAPPY HOLIDAYS

When you sign the enclosed placemat, we will deliver it in time for the holidays - accompanied by a hot ham dinner with all the trimmings - to a homebound senior in our community. Knowing that you care will mean so much to someone who is old and alone this holiday season.

But first, read the shocking facts about the lack of food and nutrition in our elderly community.

Dear Friend:

is Program was created around one central re in Contra Costa County should not be as they grow old and frail.

seniors live right here in our a retirement centers or nursing homes, but me. They've managed to do what most of us maintain our dignity and independence. For

seniors develop temporary or even a broken hip, blindness, severe them from shopping and cooking for these frail neighbors that our program meals.

www.mealsonwheelsofcontracosta.org

of Contra Costa -- with the support of ...do you -- help our elderly neighbors by bringing hot meals right to their doorsteps. Meals that they are too frail to shop for or prepare. Meals that many of them can't otherwise afford. Meals brought by a friendly visitor.

Meals that literally save lives.

Won't you please make a gift today to support this critical service? A gift of just \$32 provides eight healthy meals and \$72 provides 18 nutritious meals for a homebound senior.

Meals on Wheels of Contra Costa • P.O. Box 3195 • Martinez, CA 94553
www.mealsonwheelsofcontracosta.org

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Holiday Placemat



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Meal Ticket Acquisition



MEALS ON WHEELS

A. PAUL KRATZ
Director and Co-Founder

Although you won't hear about it on the news tonight or read about it in tomorrow's newspaper, there is a crisis in our community. Some of our elderly neighbors – the oldest and frailest among us – are literally starving to death.

Dear Neighbor,

Please sign this delivery label; it will be affixed to a nutritious meal and delivered to a homebound neighbor.

Your generosity will help provide a healthy meal like beef stew with vegetable medley, a fruit cup, and milk to a frail senior or someone who is disabled in our community.

Paul Kratiz
Meals on Wheels of Contra Costa
P.O. Box 3195
Martinez, CA 94553

Urgent: Critical Funds Needed

MEALS ON WHEELS CONTRIBUTION FORM

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

\$32 \$48 \$64 \$96 \$128 Other \$_____

Phyllis Kratiz
437 Andrew Ln.
W. Sacramento, CA 95605-3224
P.O. Box 3195
Martinez, CA 94553

DIA3XE

Please make checks payable to: Meals on Wheels of Contra Costa, P.O. Box 3195, Martinez, CA 94553. www.mealsonwheelsofcontracosta.org

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

\$32 MEAL TICKET
THIS TICKET WILL PROVIDE 4 NUTRITIOUS MEALS

\$64 MEAL TICKET
THIS TICKET WILL PROVIDE 8 NUTRITIOUS MEALS

\$96 MEAL TICKET
THIS TICKET WILL PROVIDE 12 NUTRITIOUS MEALS

\$ MEAL TICKET
GIFTS OF ANY AMOUNT WILL HELP

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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



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

MOW Co-op Partners Generate High Donor Retention: Well Above Industry Standards

- Average retention rate for new donors is 40%
- Average retention for multi-year donors is 63%

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Our most successful donor renewal is our Annual Holiday Meals Campaign



Meals on Wheels West
2009 HOLIDAY MEAL CAMPAIGN!
Respond Now To Send Holiday Meals to Santa Monica, Malibu,
Pacific Palisades, Topanga, Marina del Rey and Venice's Homebound Elderly

Meals on Wheels West
2009 Holiday Meal Campaign
1823-A Michigan Ave., Santa Monica, CA

*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

For most of us to imagine the loneliness that
is found - especially during the holidays -
birthdays, no conversation in the kitchen
etc. But even a smile from a grandchild,
meals is the reality for many of our elderly
of this holiday season alone - and far too
who is so urgently needed - and why I have
filled placement for you today.

Return your placement along with a generous
to Meals, you can send a home-delivered
ply visit to someone who is homebound and
of this elderly neighbor, loneliness is as
as hunger. That's why our friendly
Contribution Form

My gift to provide food and friendship to
in Santa Monica, Malibu, Pacific Palisades,
Marina del Rey and Venice this holiday
a check to Meals on Wheels West for:

\$126 - 3 weeks of meals
 \$252 - 6 weeks of meals
 Other \$ _____

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What's Our Ultimate Goal?



High Dollar Upgrade Mailing

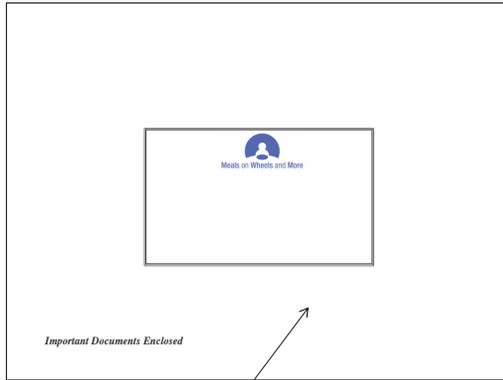


- Goal: to increase annual giving.
- Target donors with a gift of \$100+ last 18 months.
- High quality, highly personalized mail which is fairly expensive.
- Usually need 1,500 donors \$100+.
- Minimum ask is \$250.
- Historically 40% of donors upgraded.

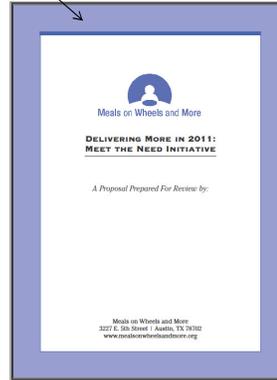
Mini Proposal Upgrade



Personalized Cover Sheet



Important Documents Enclosed



Highly personalized, oversized format

OUR CHALLENGES: GROWING POPULATION, REDUCED FUNDING, GREATER NEEDS

**Meals on Wheels and More
MEET THE NEED INITIATIVE**

Executive Summary

This year, approximately 3,100 homebound and disabled adults in Austin and Travis County will rely on home delivered, hot meals from Meals on Wheels and More. And sadly, the number of frail and elderly men and women who need our help is on the rise.

For the past two years, the number of people enrolled in Meals on Wheels and More's hot meals program has increased 16% annually—double the typical 5% yearly growth rate. This translates to about 100 new meal recipients a month.

Typically we have reached a point where current funding is no longer keeping pace with area needs. As a result, Meals on Wheels and More has had to institute a waiting list of roughly 300 hungry and disabled neighbors seeking services.

To begin to move these people off the waiting list so they can begin receiving the daily meals they desperately need, as well as ensure our ability to continue serving the frail and elderly who already receive our meals, Meals on Wheels and More seeks your increased compassion and support.

OUR GOAL: ADDRESSING THE WAITING LIST

When Meals on Wheels and More was forced last June to implement a waiting list for our Meals on Wheels program, we did so with the great hope that we would soon raise the funds necessary to move people on the list into our program.

Since the majority of the people we serve receive meals from and other services for three years, we estimate that enrolling the 300 homebound neighbors on our waiting list will require raising over \$250,000. In addition, funds are needed to continue serving the homebound elders already enrolled in our program, because once we begin delivering meals to a senior, we will never drop that person from the program due to future budget constraints.

Our Meet the Need Initiative aims to enlist Meals on Wheels and More's most generous donors to raise those funds and support our frail and hungry elderly and disabled neighbors. Your support of this initiative would be a great help.

rise in just total years, the year 2,200

support prior to adults to provide

of

2011

with 75% \$,430 per of raising

number of who need help

Reduce the waiting list (78 people came off Austin's waiting list!)

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 and More
3227 E. 5th Street | Austin, TX 78702
www.mealsonwheelsandmore.org

SPECIAL GIFT FORM

TO: Dan Pruett
President & CEO
Meals on Wheels and More

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

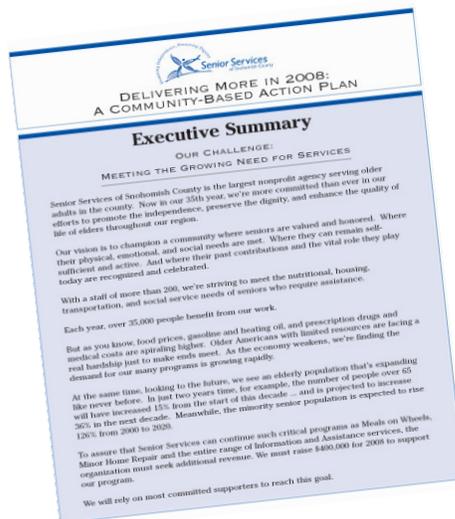
YES, I want to help Meals on Wheels and More provide our elderly neighbors with nutritious, home-delivered meals and other critical services.
Enclosed is my special gift of:

[Ask Line] [Mail Code & ID Number]

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.

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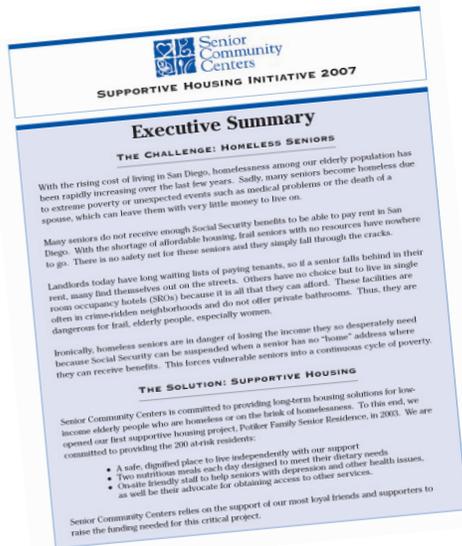


Building capacity for
multi-service needs
of Boomers



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Fund Supportive Senior Housing

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Start small: One Simple Upgrade Technique

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 \$70 \$105 Other \$ _____



Please make checks payable to:
Senior Services of Snohomish County
Aging Meals on Wheels Program
P.O. Box 96
Mukilteo, WA 98275-9900

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		030712A
<input type="checkbox"/>	\$70 MEAL TICKET THIS TICKET WILL PROVIDE TWO WEEKS OF NUTRITIOUS MEALS		030712B
<input type="checkbox"/>	\$105 MEAL TICKET THIS TICKET WILL PROVIDE THREE WEEKS OF NUTRITIOUS MEALS		030712C
<input type="checkbox"/>	\$ _____ MEAL TICKET GIFTS OF ANY AMOUNT WILL HELP		030712D



- Coupon style reply form.
- Show donors the value of a larger gift.
- Can easily be personalized by donor's last gift for larger amounts ... \$140 provides a month of meals ... \$560 provide four months of meals.

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Additional Upgrade Techniques



- Altering the ask line order.
- Upgrade personalization on the reply, to emphasize higher amounts.
- Highest previous contribution (HPC) vs. MRC.
- Matching gift.
- Naming opportunities.

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).



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!

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.

Make the holidays brighter for a senior in need.

Dear Ms. Hostetter,

It's not too late. You still have time to make the holidays more joyful for seniors in the Denver Metro and Fort Collins region.

[Please donate to our Holiday Meal Campaign. Your gift will help us bring healthy food and good cheer to more hungry and lonely seniors this holiday.](#)

It's difficult to think about, but many seniors we serve are isolated. They don't have family or friends nearby. The holidays should be joyful. But many homebound seniors are terribly depressed at this time of year.

[That's why your gift today is so critical.](#) Supporters like you make sure that Meals on Wheels has the resources to distribute food and friendship to thousands of vulnerable seniors - during the holidays and all year round.

Just like the elderly in our area depend on Meals on Wheels. We depend on you.

[Please show your compassion by making an extra generous gift today.](#) You have my promise that your contribution will be used immediately to light up the life of our elderly neighbors.

Best wishes,

Dianna L. Kunz

Dianna L. Kunz
President

P.S. Thank you for being such a goodhearted person. I am incredibly grateful.

The loneliness makes the holidays hard, and being hungry makes them even harder

You can help.

This message is sent from Volunteers of America - Colorado to Hostetter@lautmandc.com. 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.

Volunteers of America - Colorado
2560 Larimer Street
Denver, CO 80205



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.

we feed, we shelter, we support.

Volunteers of America
live care

Thank you for caring about your elderly neighbors.

If an emergency were to prevent our Meals on Wheels Program from reaching all the frail and hungry seniors on our delivery route, we would want to know they were cared for. That's why we distribute more Emergency Food Boxes each year.

Your gift will help us as prepare Emergency Food Boxes, and provide other critical services to those in need.

Choose donation amount: *

\$50 \$75 \$100

Other: \$.00

First Name: *

Last Name: *

Email: *

Street: *

Street 2:

City: *

State/Region: *



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.

Thank you for your renewed support!

Volunteers of America

Dear Lesley,

I am so grateful for your ongoing support of our life-saving programs. Please know that without your support, our work would not be possible.

Receipt:
Gift Date: 01/26/2011
Gift Amount: \$50
Credit Card: xxxxxxxx-xxxx-1111

[Volunteer Opportunities](#) | [Share / Save](#)

Volunteers of America Colorado Branch is a 501(c)(3) nonprofit organization and our Federal Employer ID# is 84-1590666. Since you received no goods or services your gift should be fully tax-deductible.



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.

Thank you for your renewed support!



Dear Lesley,

Thank you for renewing your support to Volunteers of America Colorado Branch. Your \$50 contribution will help us continue to provide our elderly and disabled neighbors with the nutritious meals, friendly visits and critical services they need.

I am so grateful for your ongoing support of our life-saving programs. Please know that without your support, our work would not be possible.

Thank you for your continued generosity.

Best wishes,

Dianna L. Kunz

Dianna L. Kunz
President

Volunteers of America Colorado Branch is a 501(c)(3) nonprofit organization and our Federal Employer ID# is 84-1590666. Since you received no goods or services your gift should be fully tax-deductible.

Receipt

Gift Date: 01/26/2011

Gift Amount: \$50

Credit Card: xxxxx-xxxx-xxxx-1111



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Monthly Giving

- Goal: is to upgrade low dollar donors.
- Target active donors > \$100, multi donors and new donors.
- Generally need 10,000 donors or more to make it cost-effective.
- Offer EFT and credit card giving options.
- Specific terms and legal language is necessary.
- Offer mail and online.
- Telemarketing is most effective.



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Start Small – Offer monthly giving on existing mailings



I WOULD LIKE TO MAKE A ONE-TIME GIFT OF \$ _____.

Please charge the amount written above to my:

VISA MasterCard American Express Discover

Card Number: _____ Exp Date: ____/____/____

Name on Card: _____

Signature: _____

I WOULD LIKE TO JOIN THE MEALS ON WHEELS MONTHLY GIVING PROGRAM WITH A MONTHLY GIFT OF \$ _____.

Please charge the amount written above to my:

VISA MasterCard American Express Discover

Card Number: _____ Exp Date: ____/____/____

Name on Card: _____

Signature: _____

- Please send me information on volunteering.
 Please send me information on how to remember Meals on Wheels in my will.

A copy of our most recent annual report may be obtained by writing: Meals on Wheels, 1600 Willow Lawn Drive, Richmond, VA 23230 or by visiting our Web site www.mowdelivers.com.

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

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.

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.

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.

Compassion in Action

Meals on Wheels and More

JOIN OUR SUPER CLUB!
Become a Monthly Donor

Generous donors who make monthly gifts to 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 Super Club with a monthly gift of \$ _____.

Please charge the amount written above to my:

VISA MasterCard and Discover

NAME (PRINTED) _____

RESIDENTIAL ADDRESS _____

CITY _____

STATE _____ ZIP _____

MEALS ON WHEELS AND MORE
 1600 Willow Lawn Drive • Austin, Texas 78761
www.mealsonwheelsandmore.org

Welcome!

WAYS TO GIVE...

- ★ MAKE A GIFT ONLINE
- ★ JOIN THE SUPER CLUB (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: Charitable gifts to Meals on Wheels and More will be more tax-efficient for those in need for years to come. It's simple.
- ★ 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 how to put Meals on Wheels and More in my will or estate plan.

NAME _____

PHONE NUMBER _____

www.mealsonwheelsandmore.org

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

Donor Cultivation Package with No Ask



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.*

**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 seniors in the Denver and Fort Collins area.

we feed, we shelter, we support.

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www.lautmandc.com

Planned Giving Promotion

- Include PG information in acknowledgments.
- Include PG check-off boxes on reply forms.
- Make bequest language available on your website, annual report, etc.
- Use a recognition society for acknowledgment.
- Don't stop mailing donors who make planned gifts!



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www.lautmandc.com

About the Direct Mail Co-op Today



- A cooperative fundraising campaign with 27 partners in 12 states nationwide in AR, CA, CO, GA, LA, IL, MI, MN, NC, PA, TX, WA.
- Campaign consists of two acquisitions, seven renewals, high dollar upgrades, donor cultivation and E-Marketing.
- 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 is working while avoiding what is not.

What You Can Achieve With Direct Mail



MOW Providers	Active Donors	Annual Gross Rev.	Number of Partners
Arkansas	2,300	\$127,610	1
California	34,400	\$1,577,783	5
Colorado	18,500	\$773,127	1
Georgia	2,400	\$22,817	1
Illinois	14,800	\$565,213	1
Kansas	2,500	\$18,165	1
Louisiana	4,200	\$192,372	1
Michigan	811	\$173,396	1
Texas	41,400	\$1,229,221	5
Virginia	13,200	\$360,872	1
Washington	16,500	\$1,046,271	3
Total	151,011	\$6,086,847	21

* Results through December 31, 2010

Thank you!

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