

DM101

List Strategy for Acquisition



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SVP Donor Acquisition
Adstra Nonprofit



AGENDA

- **The Donor File** – Most Important Asset for an Organization
- **Types of Lists** – Sources of information
- **Order Types** - Exchange vs Rental
- **Building an Acquisition Plan**
- **Attrition & Acquisition of Donors**



Old school definition.... “List Broker”

- List Broker = “A **List Broker** acts as an agent for those who wish to conduct direct marketing campaigns via direct mail, email, or telemarketing.
- **List brokers** provide **lists** that, minimally, contain a prospect's name and physical address.

Today's definition

- ~~Lists~~ = “Innovative use of data”
- We partner with non-profits, utilizing data to identify the right audience to target for new donor prospecting.

The Donor File

Special Olympics International



Launched in 1968, Special Olympics has helped the world embrace the idea that children and adults with intellectual disabilities can be respected, valued, contributing members of society.

SEGMENTS

829,885	Total Universe / Universe Rate	\$80.00/M
829,855	24 Month Donors	NO CHARGE
484,629	12 Month Donors	+ \$10.00/M
	25-36 Month Donors	\$75.00/M
	501(c)(3) REQUIRED ON ALL TESTS	
	24 Month \$100-\$149 Donors(Inquire for Count)	+ \$25.00/M

DESCRIPTION

Providing year-round sports training and athletic competition to those with intellectual disabilities, Special Olympics gains support from a broad base of donors. Available only to non-profit organizations, Special Olympics donors give an average of \$30. Donors are mission-based supporters of the cause, providing financial support without the incentive of a premium.

Because there is no cost to join Special Olympics, financial donations go directly toward empowering people both on and off the playing field. By helping to remove obstacles, change attitudes and open minds, donors are improving the overall lives of people with

MEDIA TYPE

Consumer

SOURCE

Direct mail sold

GEOGRAPHY

USA

MAINTENANCE

Market Entry

New to Manager

Counts Through

09/22/2021

DATA CARD MAINTENANCE

New To System

10/10/2006

Last Update

10/04/2021

Next Update

11/01/2021

Update Frequency

MONTHLY

SELECTS

\$10+ Donors	\$11.00/M
\$20+ Donors	\$20.00/M
\$100-\$149 Donors	\$25.00/M
GENDER/SEX	\$8.00/M
NON-RECIPROCAL	\$20.00/M
SCF	\$8.00/M
STATE	\$8.00/M
ZIP	\$8.00/M

UNIT OF SALE

Average	\$30.00
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GENDER

Male	36%
Female	47%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

NET NAME ARRANGEMENTS**Net Name is allowed**

Floor	85%
Minimum Quantity	50,000
Run Charges	\$10.00/M

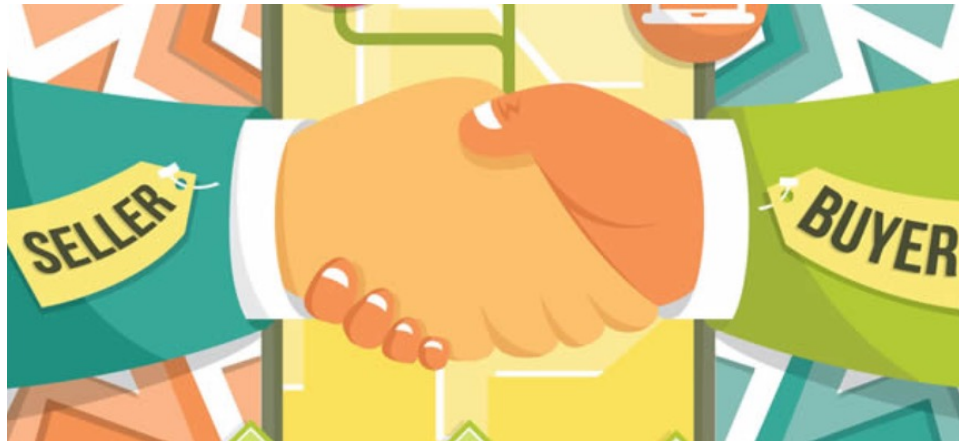
EXCHANGES**Exchange is allowed**



TOP 15 VOLUME LISTS

List Name	Segment Name	2020 Count	2021 Count	2021 vs 2020 Trend
American Cancer Society	Last 12 Month \$5+ Donors	501,567	534,389	6.54%
American Heart Association Donors	12 Month \$5+ Donors	634,872	564,567	-11.07%
American Lung Association Donor Masterfile	12 Month Donors	415,359	456,768	9.97%
Arbor Day Foundation Donors/Members	12 Mos Donors/Members	535,977	604,783	12.84%
Boys Town Donors	12 Month Donors	1,153,763	1,325,355	14.87%
Disabled American Veterans Active Donors	12 Month Donors	1,264,006	1,331,368	5.33%
Easterseals Direct Mail Donor Masterfile	12 Month Hotline	543,951	607,309	11.65%
North Shore Animal League America Masterfile	12 Month Donors/Responders	666,480	628,652	-5.68%
Paralyzed Veterans Of America Masterfile & Enh	12 Month Donors	1,153,557	1,325,236	14.88%
Salesian Missions	12 Month Donors	411,524	478,678	16.32%
Shriners Hospitals For Children	0-12 Mo	356,090	631,345	77.30%
St. Joseph'S Indian School Donors	12 Month Donors	807,868	822,845	1.85%
United Service Organizations (Uso)	Last 12 Month \$5+ Donors	635,621	723,095	13.76%
Vfw Non-Member Donors	12 Month Donors	809,794	686,570	-15.22%
Wounded Warrior Project	0-12 Mo	894,888	1,119,261	25.07%
Overall - Total		10,785,317	11,840,221	9.78%

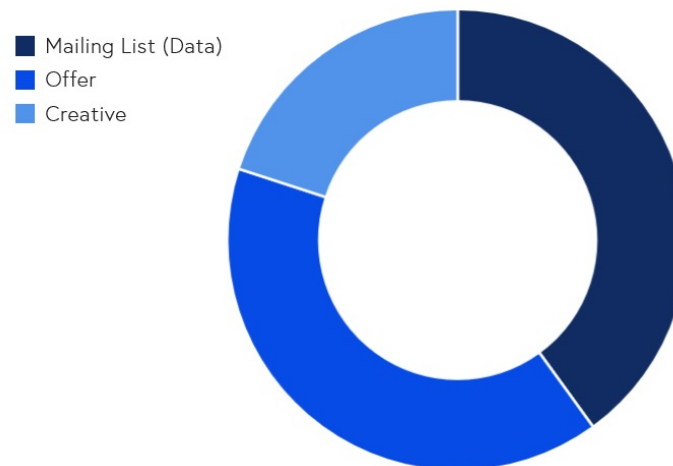
Difference between List Brokerage & List Management



- ✓ Brokerage = Buys (Rents) Names
- ✓ List Management = Sells Names

As the [direct marketing success rule of 40/40/20 states](#), 40% of your campaign's success is due to the mailing list, 40% due to the offer, and 20% due to the creative.

Direct Marketing Success Rule



Sources of Information

Primary

- ✓ Postal Addresses (mailing list)

Secondary

- ✓ Email Addresses
- ✓ Phone Numbers
- ✓ Alternative Media/Package Inserts
- ✓ Digital Audiences (Facebook/Display)

“Recency Drives Response”

- ✓ Typical fundraising files are 24 or 36 month files.
- ✓ We generally rent or exchange **6 or 12 month** donors.
- ✓ Most often, \$10+ donors are selected from other lists.
- ✓ Most fundraisers will deny access to 1 month and 3 month names.
- ✓ Non-profit may also deny their names to:
 - Political parties
 - “Questionable” charities
 - Sweepstakes mailers
 - Close competitors

- Other organization's lists
 - ✓ Donors to similar causes
 - ✓ Donors to other causes

- Compiled Data
 - ✓ Sourced from directories, census, survey, public records, etc.
 - ✓ Age, Income, Gender, Affinity
 - ✓ Interests (sports, animals)
 - ✓ Life Events
 - Newlyweds, Home Owners, Empty Nesters

Those who have made a recent donation to another charitable offer:



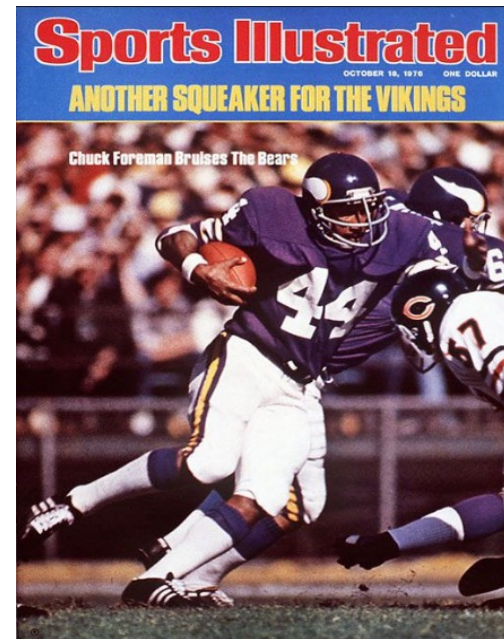
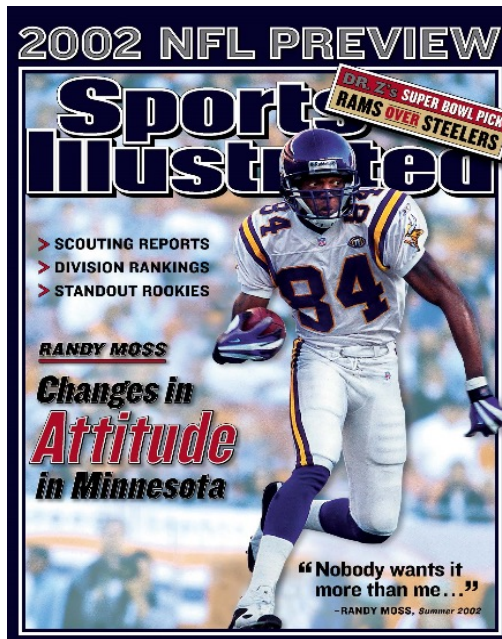
Those who have made a recent purchase from a catalog:



Those who have subscribed to a magazine:

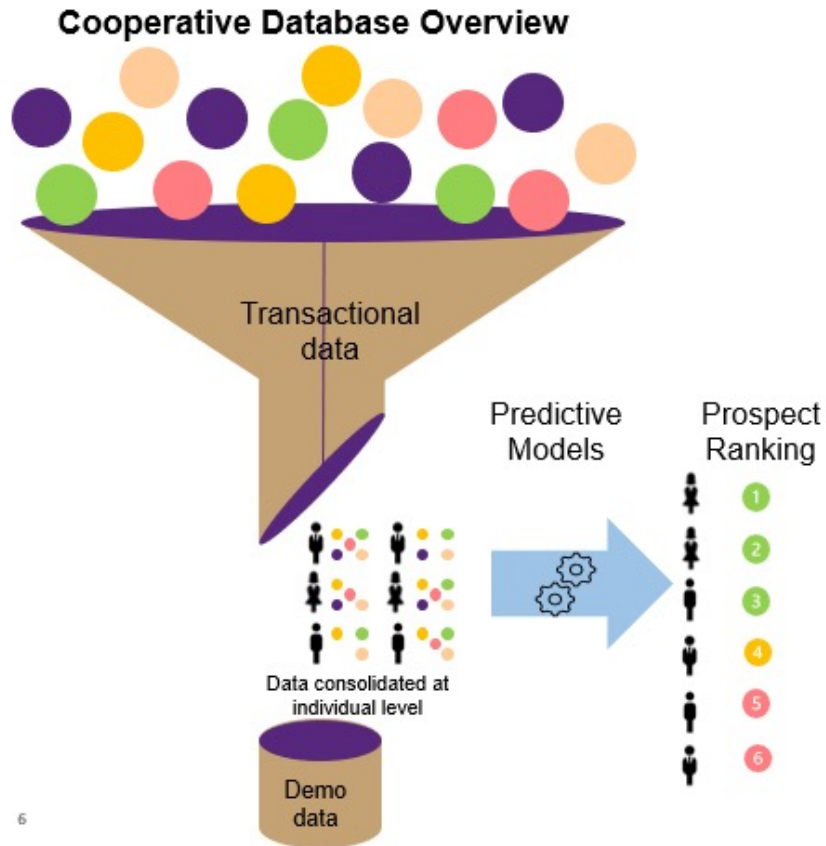


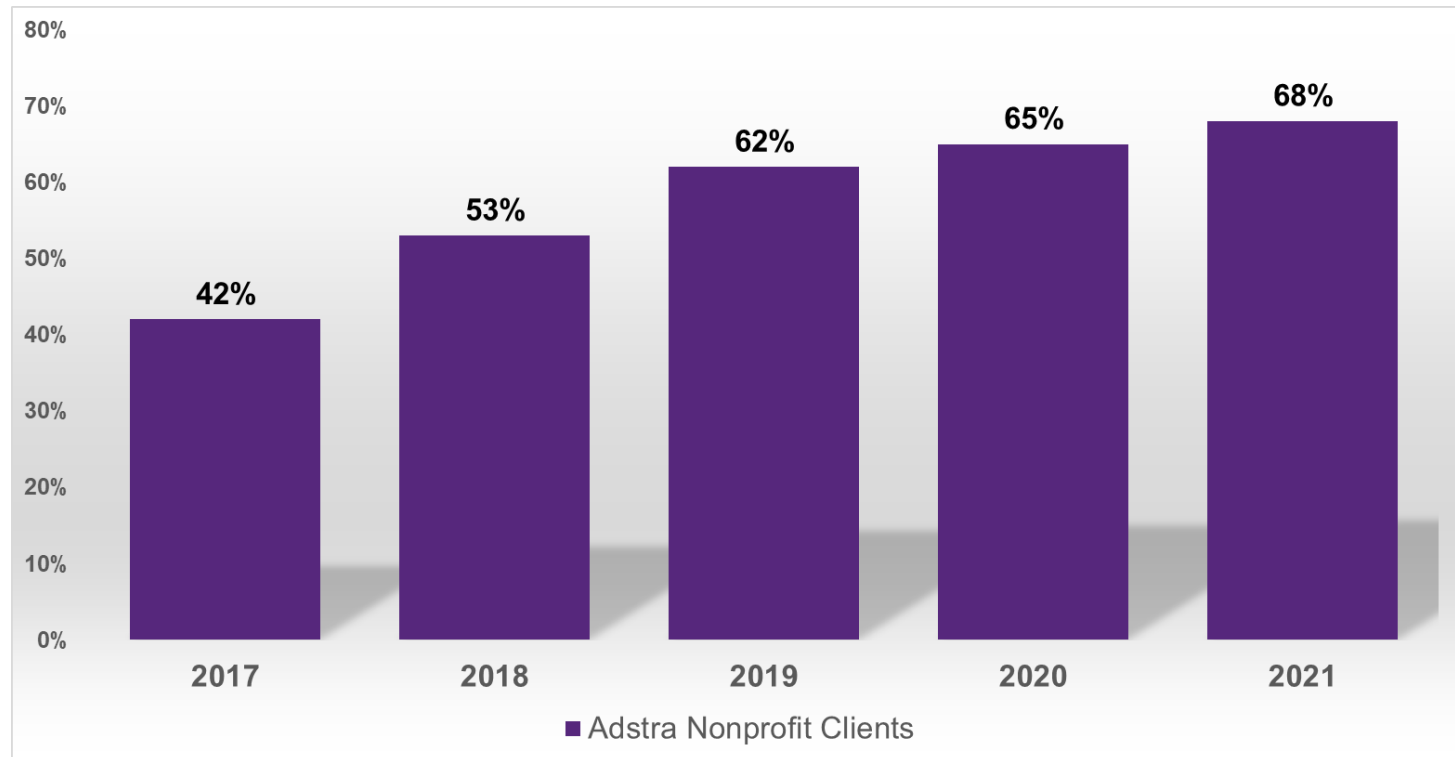
Those who are huge Viking fans.....



Cooperative Databases

Participants contribute their transactional donor data to the database, which is pooled and modeled to target prospects most likely to respond to your offer.







Breakout Question

How many magazines/newsletters to you currently subscribe to (online or print)?

- None
- 1
- 2-3
- 4+

Order Types

- Exchange
 - ✓ Name for name swap with another direct marketer

- Rental
 - ✓ Rental fee for one-time use of names

Test

New list taken for the first time

Typical Range between 7,500–15,000

Retest

Results of the test were strong enough to “retest” a second time

Typical Range between 15,000–25,000

Continuation

Test and retest results were both strong, now we consider it a “core list”.

Take all available quantity; could be up to 200,000

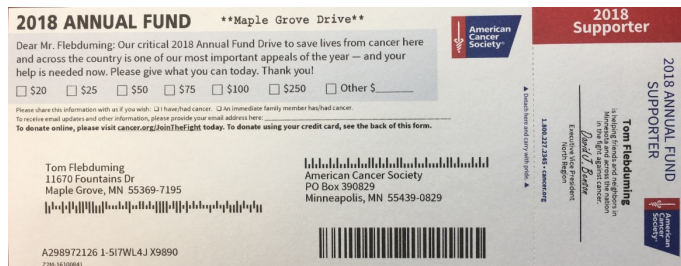
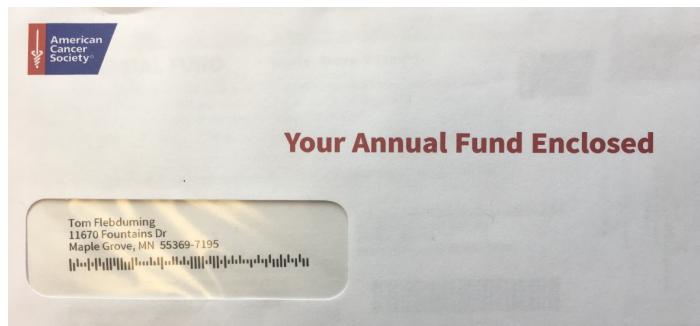
Reuse

When no new names are available from a proven list, we can “reuse” an older order

Generally comes with discounted pricing

Offer Types

Straight appeal for donation



Dear Friend,

If cancer has ever touched your life or the life of someone you know, I don't have to tell you how devastating it can be. The fact is, in one way or another, cancer may affect us all. That's why it's up to all of us to play a part in beating cancer during our lifetime.

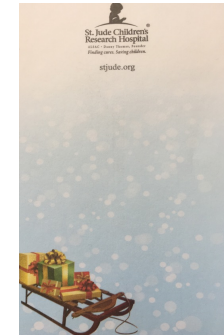
If you haven't given a gift to the American Cancer Society, I urge you to do so today. I can't think of a better way to honor someone you know, perhaps a friend or a loved one, who has battled cancer.

Please help save lives by supporting the 2018 Annual Fund today. Your gift will help fund lifesaving research, and provide essential programs for prevention and early detection, patient support, and the trusted information cancer patients and their families need. Together we can save lives!

Gary M. Reedy
Chief Executive Officer
American Cancer Society

Upfront Premium (“Freemium”)

Address labels, notepads, note cards, calendars, etc.



After a donation is made, a “gift” is sent. These include tote bags, umbrellas, hats, etc.

2017 Minnesota Annual Appeal American Kidney Fund®

Mr. Fleagbmg, please help the American Kidney Fund continue its vital kidney disease prevention and emergency aid programs by making a gift of:

\$15 \$20* \$25 Other \$ _____

*A gift of this amount or more would really help!

Mr. Tom Fleagbmg
 Ste 200
 11670 Fountains Dr
 Maple Grove, MN 55369-7195

10437102055 P17K000654A0132MR

KIDNEY HEALTH TRACKER Know your numbers! Get tested and write down your numbers on this Kidney Health Tracker. Talk to your doctor about your test results.

Check It!	Also Called	Tests For	Goal for Most*	Test Results Date: _____	Retest Results Date: _____
Blood pressure	BP	Heart health Kidney health	Less than 120/80		
Urine protein	Microalbumin	Kidney health	Less than 30		
eGFR or GFR	Estimated glomerular filtration rate	Kidney health	60 or more		
Blood glucose (sugar)	Fasting blood glucose (FBO)	Diabetes	Less than 100		
A1c	Hemoglobin A1c or HbA1c	Diabetes	Less than 5.7%		
Cholesterol	Total HDL (good) LDL (bad)	Heart health	Less than 200	Total _____	Total _____
			More than 40	HDL _____	HDL _____
			Less than 100	LDL _____	LDL _____

*Depends on your health and risk factors, your goals may vary from those listed here. Also, ask your doctor when you should be tested again.



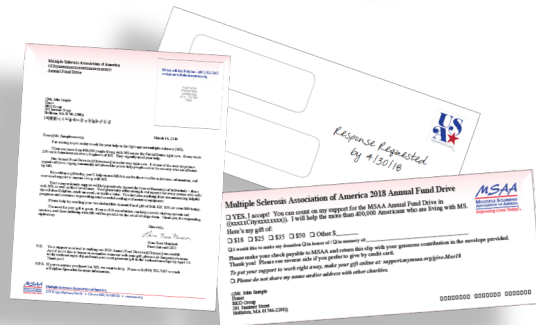
PACKAGE

MSAA's Premium Label Package



LIST

ADR's Premium Card Package



MSAA's Non-Premium Package



ADR's Non-Premium Package

Offline/Online Collaboration



35% of donors say they prefer to respond to direct mail by giving online or via mobile devices



Donors are three times more likely to give online in response to a direct mail appeal than an e-appeal.



- Social Media
- Email
- Web
- Text
- Crowdfunding

2019 ANNUAL FUND

Macular Degeneration Research

Princeton, New Jersey Campaign

Dear Ms Moore: Our critical 2019 Annual Fund Campaign to defeat macular degeneration is one of the most important requests for help we make to leaders like you all year. And your help is needed today! Please give as generously as you can. Thank you!

- \$15
 \$20
 \$25
 \$35
 \$50
 \$100
 Other \$ _____
 I've enclosed my signed petition to show I stand with you in fighting macular degeneration.

▲ Detach here and carry with pride. ▲

Ashley Moore
 President

13410 MDR January Acquisition
 Ms Ashley Moore
 750 College Road East
 Princeton, NJ 08540-6646



Please make check payable to:



- I'd like to contribute by credit card. (see reverse side)
 I or someone I know has macular degeneration.

Give online at
brightfocus.org/cureAMD

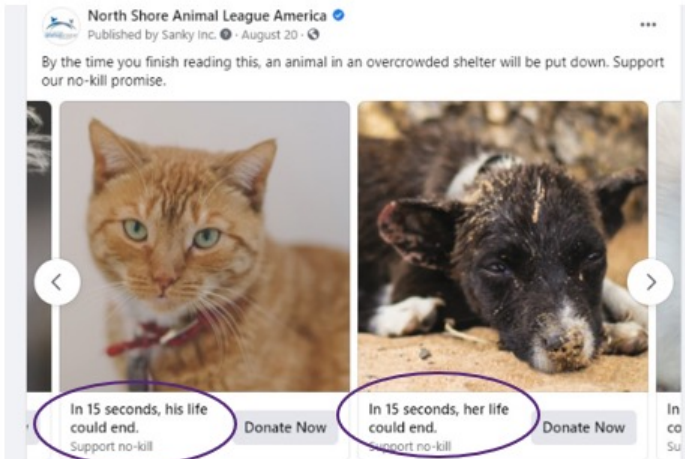
Your gift is tax-deductible to the extent allowed by law.
 Thank you!

Macular Degeneration Research
brightfocus.org/cureAMD

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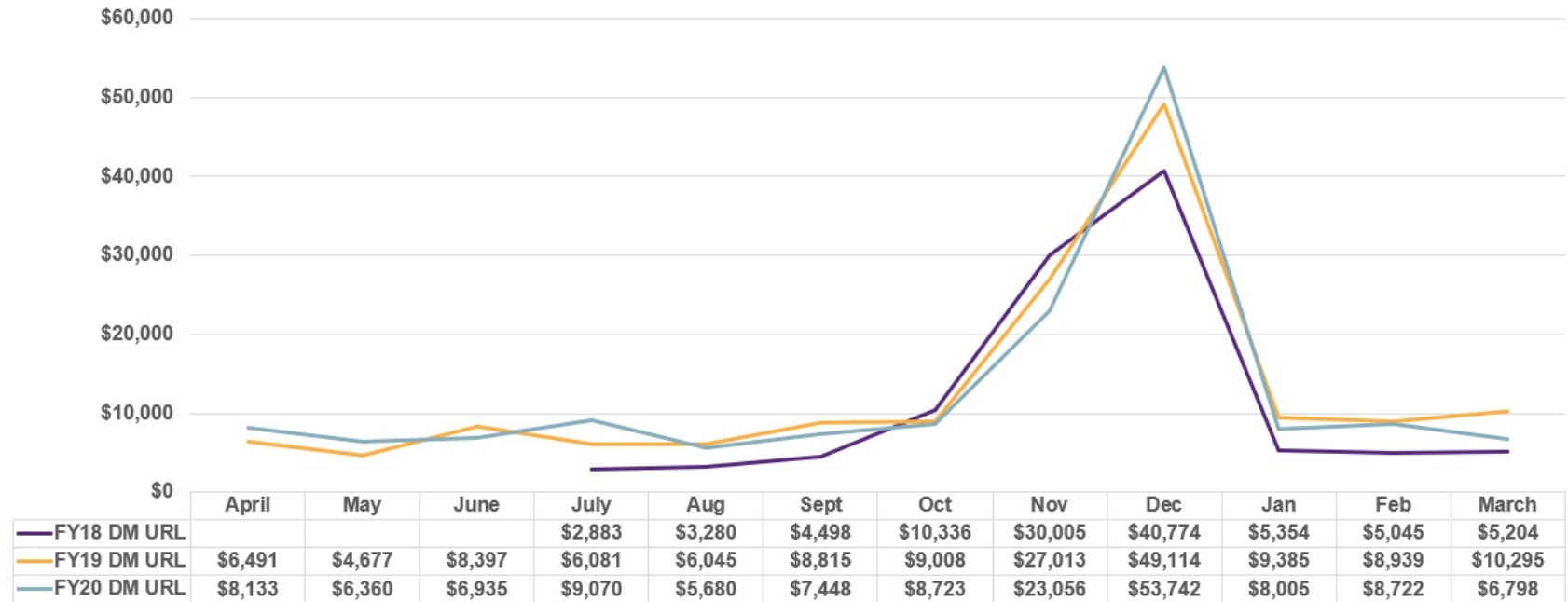
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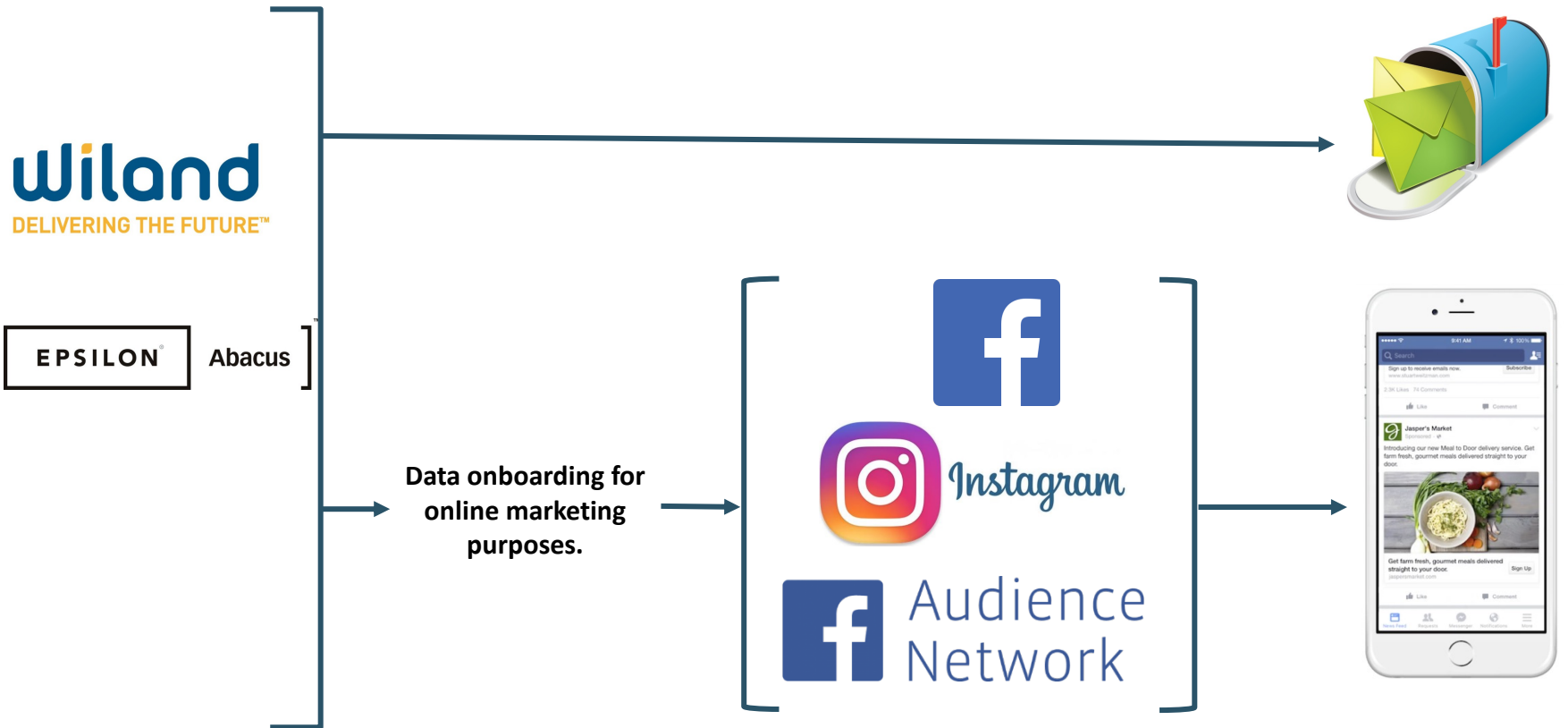
Unified Messaging is Essential to Success



Direct Mail Acq Matchback by Campaign



Multi-Channel Campaigns – Facebook & Direct Mail



Is direct mail dying? NO!!

“There is more junk in your inbox than in your mailbox!”

- *Tom Fleming, January 27th, 2022*

According to the U.S. Postal Service, 98 percent of people check their mail *daily*, which means your direct mail message is far more likely to get read and less likely to get buried than email.

- *Marketingtango* – 3/14/18

60% of donors visit a website before making a gift.*

- **Blackbaud* – 3/14/18

Building an Acquisition Plan

Improve overall
list
performance

Uncover fresh
sources of
names

Save money
on list
acquisition

Our goal is to help clients cost effectively acquire new donors who are going to “stick” with them for the long term.

We analyze campaign results from our clients, which include:

- ✓ Overall Campaign Performance
- ✓ Response Rates
- ✓ Average Donation Amounts
- ✓ List and Segment
- ✓ Costs
- ✓ Driving metrics such as net revenue per donor (NPD) or cost per dollar raised (CPDR)
- ✓ Lifetime Value (LTV)

Performance varies by client but below are a few benchmarks:

- ✓ Response Rate ~ 1.0%
- ✓ Average Gift ~ \$22+
- ✓ Net Revenue Per Donor ~ -\$15.00
- ✓ Cost Per Dollar Raised ~ \$1.40

Month	Mail Quantity	RR%	Revenue	Avg Gift	Total Cost	CPDR
01.JAN	399,788	0.94%	\$90,958.79	\$24.13	\$167,862.19	\$1.85
02.FEB	340,487	1.02%	\$84,276.22	\$24.27	\$147,611.83	\$1.75
03.MAR	62,487	1.09%	\$16,723.50	\$24.56	\$25,711.73	\$1.54
04.APR	351,457	1.03%	\$88,015.31	\$24.25	\$146,437.04	\$1.66
05.MAY	456,484	0.81%	\$95,239.55	\$25.71	\$185,642.97	\$1.95
06.JUN	432,954	1.06%	\$112,329.74	\$24.56	\$173,299.24	\$1.54
07.JUL	474,164	0.98%	\$103,251.70	\$22.24	\$191,686.76	\$1.86
08.AUG	452,844	1.02%	\$112,559.76	\$24.32	\$188,799.20	\$1.68
09.SEP	426,879	1.05%	\$96,420.42	\$21.53	\$178,803.47	\$1.85
10.OCT	493,531	0.94%	\$121,353.34	\$26.06	\$196,483.87	\$1.62
11.NOV	367,929	0.81%	\$93,911.65	\$31.56	\$153,498.25	\$1.63
12.DEC	225,086	0.85%	\$50,293.61	\$26.43	\$95,762.60	\$1.90
Grand Tot	4,484,090	0.96%	\$1,065,333.59	\$24.71	\$1,851,599.16	\$1.74



Package Performance

Package Type	Mail Quantity	Responses	RR%	Revenue	Avg Gift	Total Cost	Total Cost/M	Net Rev	CPDR	ROI
Non-Premium	1,371,887	12,921	0.94%	\$347,832.70	\$26.92	\$526,363.00	\$383.68	-\$178,530.30	\$1.51	\$0.66
Premium	660,152	8,416	1.27%	\$172,347.04	\$20.48	\$324,645.84	\$491.77	-\$152,298.80	\$1.88	\$0.53
Grand Total	2,032,039	21,337	1.05%	\$520,179.74	\$24.38	\$851,008.83	\$418.80	-\$330,829.09	\$1.64	\$0.61

Category	IT	Mail Quantity	% of Mail Quantity	Resp%	Avg Gift	NPD	CPDR
Buyer		5,046	0.14%	0.32%	\$17.19	(\$116.81)	\$7.80
Co-Op		1,659,163	46.89%	1.68%	\$23.34	(\$5.38)	\$1.23
Cross Member Model		6,856	0.19%	1.72%	\$11.78	(\$26.64)	\$3.26
Donor		1,052,983	29.76%	1.53%	\$18.69	(\$9.38)	\$1.50
Lapsed		465,924	13.17%	1.55%	\$23.97	(\$1.33)	\$1.06
Multis		348,662	9.85%	1.40%	\$23.15	(\$3.05)	\$1.13
Grand Total		3,538,634	100.00%	1.59%	\$22.05	(\$5.88)	\$1.27



List Name	Quantity Mailed	RR% (Pd)	Avg Gift (Pd)	CPDR	ROI	ROI 6	ROI 12	ROI 18	ROI 24
ABACUS - CONSUMER PRODUCT BYRS	39,913	0.60%	\$34.03	\$1.59	-37.3%	-26.9%	-13.8%	61.5%	66.0%
ALS ASSOCIATION	18,130	0.81%	\$21.81	\$1.45	-30.9%	16.7%	36.7%	53.3%	72.3%
AMERICAN ACTION FUND F/BLIND CHILD	30,721	0.78%	\$17.40	\$2.20	-54.5%	-27.9%	-8.8%	2.8%	12.5%
AMERICAN KIDNEY FUND	76,832	0.88%	\$19.38	\$1.75	-42.9%	-7.6%	20.5%	36.9%	49.0%
AMERICAN PARKINSON DISEASE ASSOC	13,333	0.91%	\$18.61	\$2.21	-54.8%	-26.4%	-1.8%	15.2%	29.2%
APOGEE	22,464	0.55%	\$34.48	\$1.87	-46.5%	-7.4%	20.1%	48.4%	62.6%
ARTHRITIS FOUNDATION	24,403	0.64%	\$19.69	\$2.10	-52.5%	-6.1%	32.6%	50.0%	68.8%

Analyze Past Performance for each list:

- ✓ **Strong lists:** Look to expand
 - ✓ 0-3 months (expand recency – test 4-6 months)
 - ✓ \$10+ (lower dollar amount to \$5-9.99)
 - ✓ Female (expand selects to male)

- ✓ **Marginal Lists:** Refine Segmentation
 - ✓ Tighten recency from 0-6 month to 0-3 month
 - ✓ Increase gift amount from \$10+ to \$15+
 - ✓ Add age or gender select
 - ✓ Add geography (zip models, states)



Sample Mail Plan

List Name	Selection	List Type	Exchange Balance	Exchange/Rental	Select Universe	Order Quantity	Comments	Merge Retention	Net Mail Quantity	Adjusted % Response	Adjusted Average Gift	Net Revenue / Donor	CPDR
Abacus	CORRELATED MODEL RANK 1	Continuation		Rental	50,000	30,000		67.62%	20,285	1.04%	\$24.78	(\$11.21)	\$1.45
ALZHEIMERS ASSOCIATION	1 MO DONORS	Continuation	61,401	Exchange	61,945	61,945	11/10 MD	63.61%	39,403	1.09%	\$15.87	(\$10.54)	\$1.66
AMERICAN DIABETES ASSOC	2011 MODEL RANK 1 12 MOS \$10+	Continuation	(19,473)	Rental	50,000	40,000		66.20%	26,480	1.24%	\$15.35	(\$16.14)	\$2.05
AMERICAN HEART ASSOC	3 MO \$10+ DONORS W/ZIP SELECT 1-3	Continuation	(38,387)	Exchange	17,090	17,090		66.90%	11,434	1.04%	\$15.41	(\$12.13)	\$1.79
ARBOR DAY FOUNDATION	12 MO COAS	Expansion Test	(61,172)	Rental	46,000	10,000		87.48%	8,748	0.90%	\$16.02	(\$21.40)	\$2.34
ARTHRITIS FOUNDATION	3 MO NEW TO FILE DONORS	Continuation	68,716	Exchange	7,660	7,660		67.62%	5,179	1.01%	\$14.24	(\$14.03)	\$1.99
BRADFORD EXCHANGE	1 MO BUYERS	Continuation		Rental	99,000	50,000		84.83%	42,416	0.94%	\$17.39	(\$19.74)	\$2.14
CHRISTIAN APPALCHIAN PROJECT	3 MO \$10+ DONORS	Continuation	54,149	Exchange	50,000	40,000		57.88%	23,151	0.91%	\$14.46	(\$17.39)	\$2.20
Direct Checks Enhanced	12 Mo Spanish Speaking	Test		Rental	45,000	12,500		65.00%	8,125	1.05%	\$16.01	(\$23.04)	\$2.44
DISABLED AMERICAN VETERANS	6 MO \$10+ DONORS W/TOP 1/3 OF ZIP FILE (1-6)	Continuation	(581,820)	Exchange	226,726	60,000		82.89%	49,734	1.13%	\$15.72	(\$9.54)	\$1.61
DISABLED AMERICAN VETERANS	3 MO \$10+ NTF DONORS	Refinement	(581,820)	Exchange	60,000	12,500		82.89%	10,361	1.13%	\$15.72	(\$9.54)	\$1.61
DREAM PRODUCTS	1 MO HOUSEWARES BUYERS	Continuation		Rental	14,178	14,178		84.64%	12,001	1.03%	\$16.01	(\$17.77)	\$2.11
FEED THE CHILDREN	3 MO \$15+ DONORS	Continuation	(187,364)	Exchange	57,696	50,000		67.62%	33,808	1.10%	\$16.49	(\$9.55)	\$1.58
HABAND MASTERFILE COA	1 MO COAS	Continuation		Rental	9,058	9,058		84.59%	7,663	1.65%	\$13.85	(\$7.01)	\$1.51
HABITAT FOR HUMANITY	12 MO DONORS W/WILAND SEGMENT 1	Continuation	100,316	Exchange	25,000	12,500		67.62%	8,452	0.64%	\$28.43	(\$25.19)	\$1.89
HAMILTON COLLECTION	1 MO BUYERS	Continuation		Rental	30,726	30,726		94.68%	29,091	1.17%	\$17.20	(\$11.77)	\$1.68
MERCY HOME FOR BOYS & GIRLS	6 MO \$10+ PREMIUM	Continuation	(5,463)	Exchange	22,227	22,227		67.62%	15,029	1.03%	\$13.88	(\$13.91)	\$2.00
MERCY HOME FOR BOYS SPANISH DONORS	12 MONTH DONORS	Continuation	(28,705)	Exchange	12,315	12,315		64.96%	8,000	1.29%	\$10.71	(\$11.54)	\$2.08
MUSCULAR DYSTROPHY DM	6 MO \$10+ DONORS	Refinement	82,909	Exchange	164,220	27,500		52.95%	14,562	0.84%	\$17.95	(\$16.42)	\$1.91
MUSCULAR DYSTROPHY DM	7-12 MO \$10+ DONORS	Refinement	82,909	Exchange	164,220	27,500		52.95%	14,562	0.84%	\$17.95	(\$16.42)	\$1.91
NATL CHILDRENS CANCER SOCIETY	3 MO \$10+ DONORS	Continuation	42,861	Exchange	35,000	35,000		38.32%	13,412	0.94%	\$15.67	(\$15.69)	\$2.00

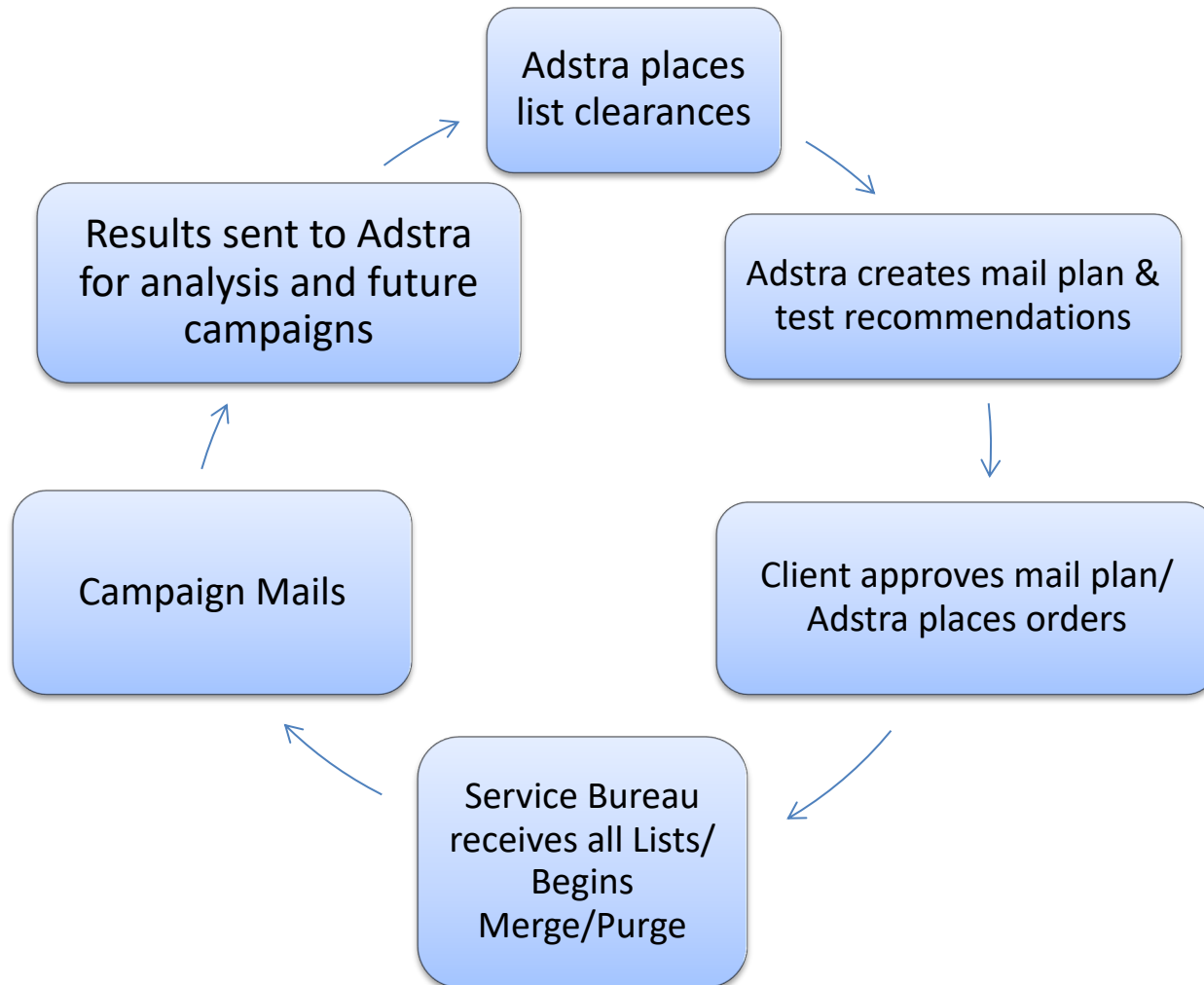
Sample Test Recommendation

DECEMBER TEST RECOMMENDATION						
Top Pick	Title (Click to View Datacard)	Summary Description	Total List Universe	Recommended Select	Select Universe	Partial Usage
Donors						
*	MARINE TOYS FOR TOTS - ACTIVE DONORS	The U.S. Marine Corps Reserve Toys for Tots program attracts donors who support its mission distributing Christmas toys to less fortunate children in local communities. These generous donors also give to other social welfare, children's, and international causes.	763,785	6 Month \$10+ Donors	75,000	Exchange only. Usage not provided.
*	NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND - DONOR MASTERFILE	The National Law Enforcement Officers Memorial Fund — Donor Masterfile. These charitable donors have contributed to the National Law Enforcement Officers Memorial Fund (NLEOMF). Founded in 1984, and headquartered in Washington DC, NLEOMF is a 501 (c)(3) nonprofit organization whose mission is to generate increased public support for the law enforcement profession by permanently recording and appropriately commemorating the service and sacrifice of law enforcement officers; and to provide information that will help promote law enforcement safety.	2,168,005	3 Month \$10+ Donors	85,000	Usage not provided
	POLICE FAMILY SURVIVORS FUND	A program sponsored by the American Federation of Police, this donor file is composed of supporters to an active direct mail appeal program to help fund programs of support for over 7,600 spouses, parents and children and other family members of police officers who have died in the line of duty.	226,914	12 Month \$10+ Donors	180,094	Alzheimer's Disease Fund American Parkinson Disease Heart Support of America Hospice Education Institute
Health Subscribers and Book Buyers						
	CONSUMER REPORTS ON HEALTH	Published by Consumers Union, an independent, nonprofit testing and information organization. Consumer Reports on Health is an easy to read monthly newsletter that is devoted to the health and well being of consumers. It exposes health frauds and gives readers clear recommendations and reliable advice on nutrition, fitness, sex, disease prevention, immunity and more. Since 1936, CU's mission has been to test products, inform the public and protect consumers. Consumer Reports on	572,785	1 Month DMS Subscribers	93,655	American Cancer Society Disabled American Veterans Memorial Sloan Kettering Cancer Center Smile Train St Jude Children's Research Hospital
*	MAYO CLINIC BOOK BUYERS	Unique and unduplicated audience from the Healthletter. Mayo Foundation for Medical Education and Research. Put the resources of the Mayo Clinic to work for you. The world-renowned expertise of Mayo Clinic available in easy to understand and authoritative books, offering practical information on today's most common health problems. http://www.mayoclinic.com	140,774	3 Month Buyers	24,349	American Heart Association Disabled American Veterans

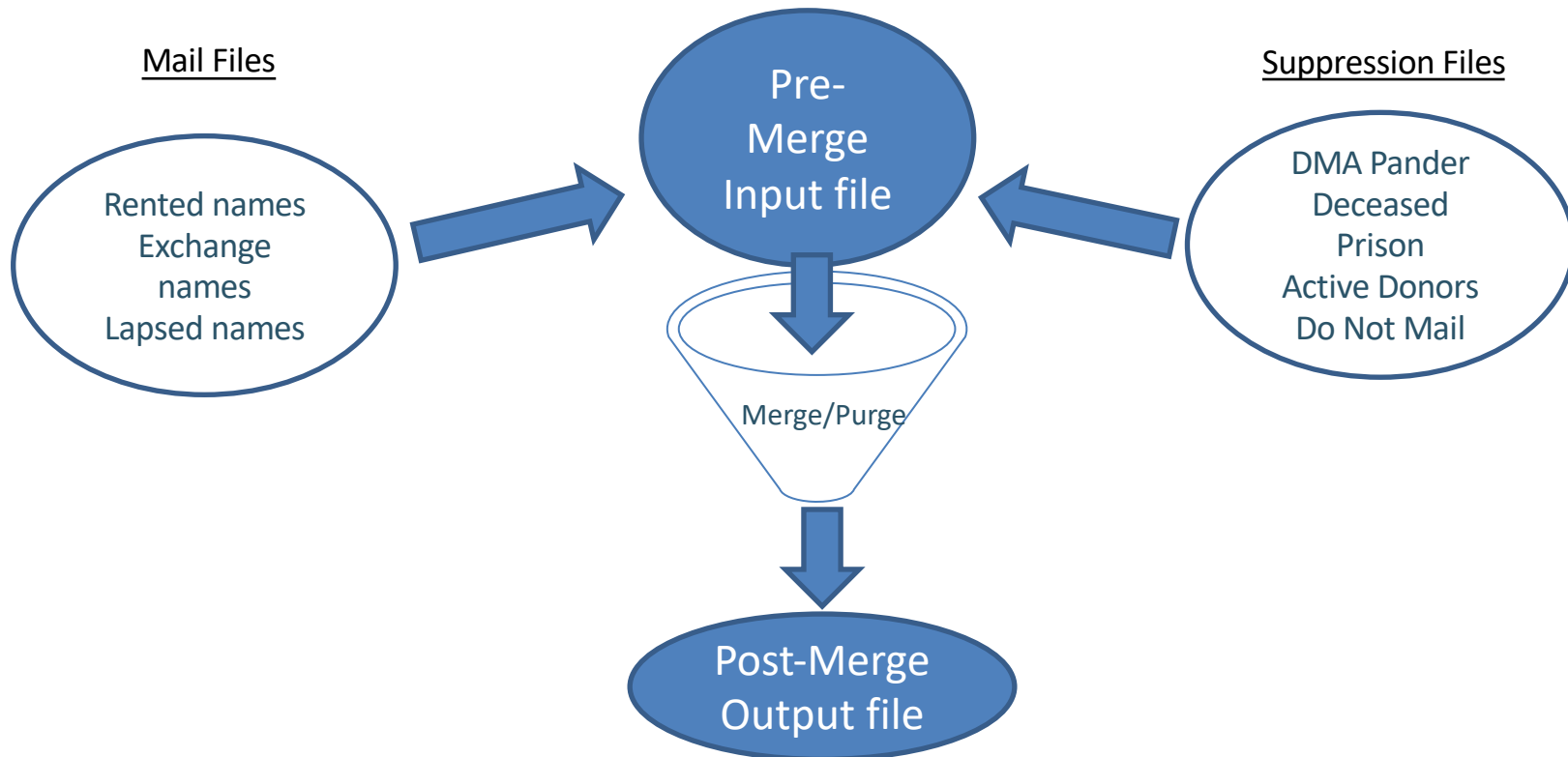
How can we lower list costs?

- ✓ Reduce Base Rate
- ✓ Waive or Cap Select Charges
- ✓ Net Name Arrangements
- ✓ Negotiate an Exchange

Campaign Planning Cycle



Merge/Purge is the process of merging multiple lists into one mail file, removing unwanted and duplicate names



Attrition & Acquisition of Donors

Unfortunately, we lose some donors each year....



It is critical to keep feeding the bucket through targeted acquisition!





Tom Fleming
SVP Donor Acquisition
Adstra Nonprofit
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