



adstra  
Nonprofit™

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# DM 101 “List Strategy For Acquisition”

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June 27, 2024

# Susan Packard- Background & Introduction



- Employed by Adstra for 30 YEARS!
- Married with 5 DAUGHTERS
- 2 Dogs, 6 Cats and currently fostering 3 newborn kittens
- Philly Sports Fan
- Casual Wildlife Photographer
- Can whip up a party in a hot minute

# Agenda

- **The Donor File – Most Important Asset for an Organization**
- **Audience Sources**
- **Cooperative Databases**
- **Offer Types/Package Treatment**
- **Offline/Online Collaboration**
- **Structure of Acquisition Plan & Strategy**
- **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 ***both offline and online.***



# The Donor File



# Sample Data Card

## Special Olympics International



**Special  
Olympics**

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

671,893	Total Universe / Universe Rate	\$80.00/M
507,549	24 Month Donors	NO CHARGE
341,334	12 Month Donors	+ \$10.00/M
	25-36 Month Donors	\$75.00/M
	<b>**501(c)(3) REQUIRED ON ALL TESTS**</b>	
	24 Month \$100-\$149 Donors(Inquire for Count)	+ \$25.00/M

### DESCRIPTION

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. Providing year-round sports training and athletic competition to those with intellectual disabilities, Special Olympics gains support from a broad base of donors. Donors are mission-based supporters of the cause, providing financial support without the incentive of a premium.

### 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

### MANAGER

**Adstra**  
<http://www.adstradata.com>

### UNIT OF SALE

Average	\$30.00
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### GENDER

Male	36%
Female	47%



### ID NUMBERS

Manager ID	74540
NextMark ID	195263
mIn ID	13710
SRDS ID	928332-000

### MEDIA TYPE

Consumer

### SOURCE

Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **04/22/2024**

### DATA CARD MAINTENANCE

New To System **10/10/2006**  
Last Update **05/02/2024**  
Next Update **06/07/2024**  
Update Frequency **MONTHLY**

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

Minimum Quantity **7,500**  
Minimum Price **\$500.00**

### COMMISSIONS

Broker **20%**  
Agency **15%**

### NET NAME ARRANGEMENTS

**Net Name is allowed**  
Floor **85%**  
Minimum Quantity **50,000**  
Run Charges **\$10.00/M**

### EXCHANGES

**Exchange is allowed**

# Universe Trends-Top 20 Volume Lists

List Name	Segment Name	2023 Count	2024 Count	2024 vs 2023 Trend
Alzheimer's Association	12 Month Donors	343,122	374,538	9%
American Cancer Society	12 Month Donors	447,610	424,947	-5%
American Heart Association Donors	12 Month \$5-\$99 Donors	444,141	392,160	-12%
American Lung Association Donor Masterfile	12 Month Donors	345,621	315,349	-9%
Arbor Day Foundation Donors/Members	12 Month Donors/Members	563,432	509,536	-10%
ASPCA	12 Month \$5+ Donors	514,758	412,451	-20%
Boys Town	12 Month Donors	1,037,010	920,157	-11%
Brightfocus Foundation Masterfile	12 Month Donors	317,350	285,039	-10%
Disabled American Veterans Active Donors	12 Month Donors	1,088,659	963,042	-12%
Disabled Veterans National Foundation Donors	0-12, \$5 - \$99.99	487,844	393,443	-19%
Easterseals Donors	12 Month Donors	466,984	330,443	-29%
Habitat for Humanity International	12 Month Donors	290,919	222,314	-24%
Marine Toys for Tots	12 Month \$5-\$99 Donors	310,725	300,139	-3%
Nat'l Committee To Preserve Social Security & Medicare	12 Mo Members/Donors	272,371	251,000	-8%
Paralyzed Veterans Of America & Enhanced	12 Month Donors	1,111,493	671,017	-40%
Shriners Hospital for Children	12 Month Donors	657,537	664,082	1%
Special Olympics International	12 Month Donors	387,262	359,452	-7%
St Labre	12 Month \$5-\$99 Donors	363,635	353,052	-3%
St. Joseph's Indian School Regional Donor File	12 Month Donors	653,410	614,197	-6%
Wounded Warrior Project	0-12 Mo	879,131	793,492	-10%
<b>TOTAL</b>		<b>10,983,014</b>	<b>9,549,850</b>	<b>-13%</b>



# Difference Between List Brokerage and List Management



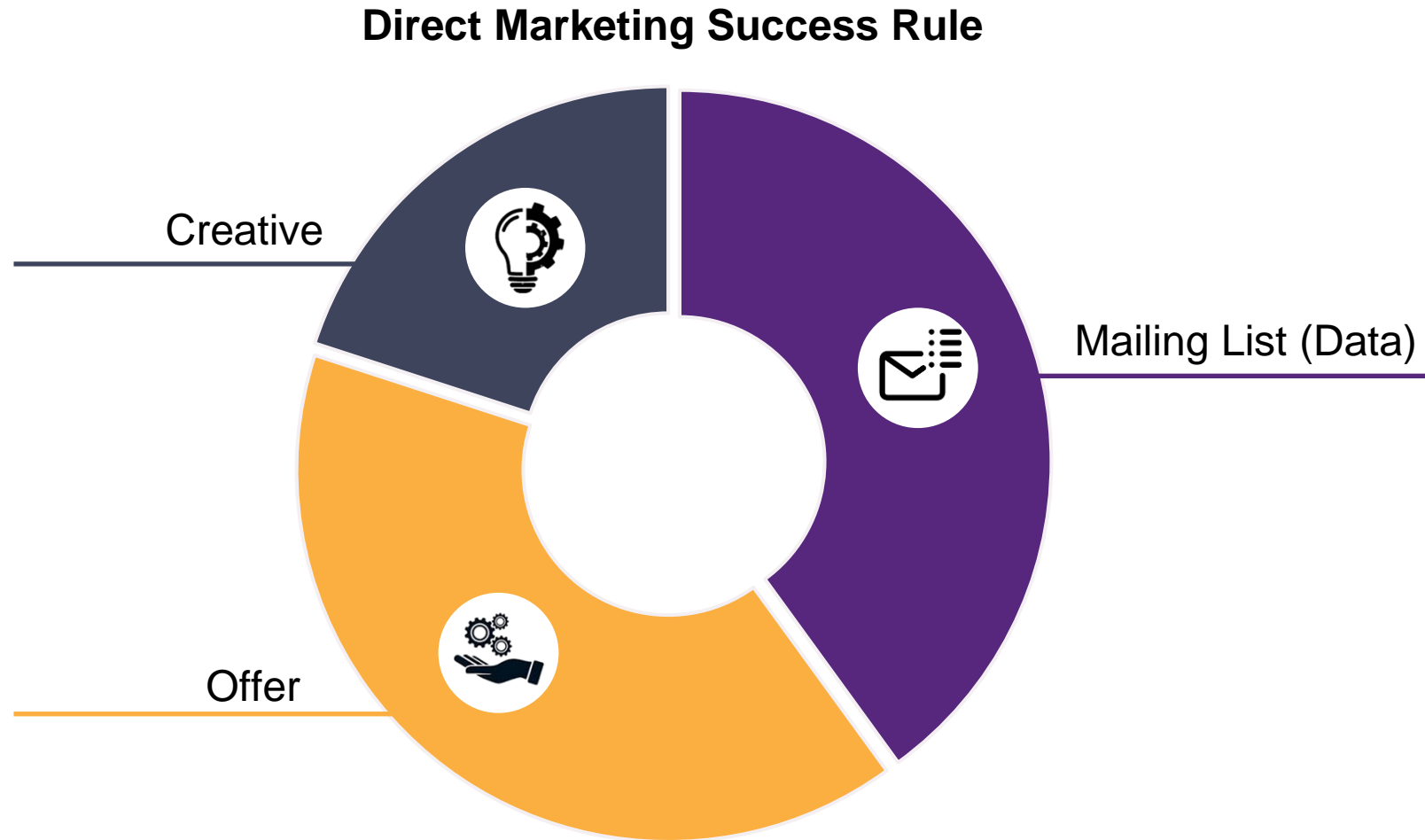
brokerage

Buys (rents/exchanges) 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





# Audience Sources

# Primary and Secondary Segmentation Sources

## Primary

- Postal Addresses (mailing list)

## Secondary

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

# The Number One Variable to Determine the Success of Any List

“

**Have they responded  
to an offer?**

# Types of “Lists” and Data

- Other organizations’ 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, Homeowners, Empty Nesters



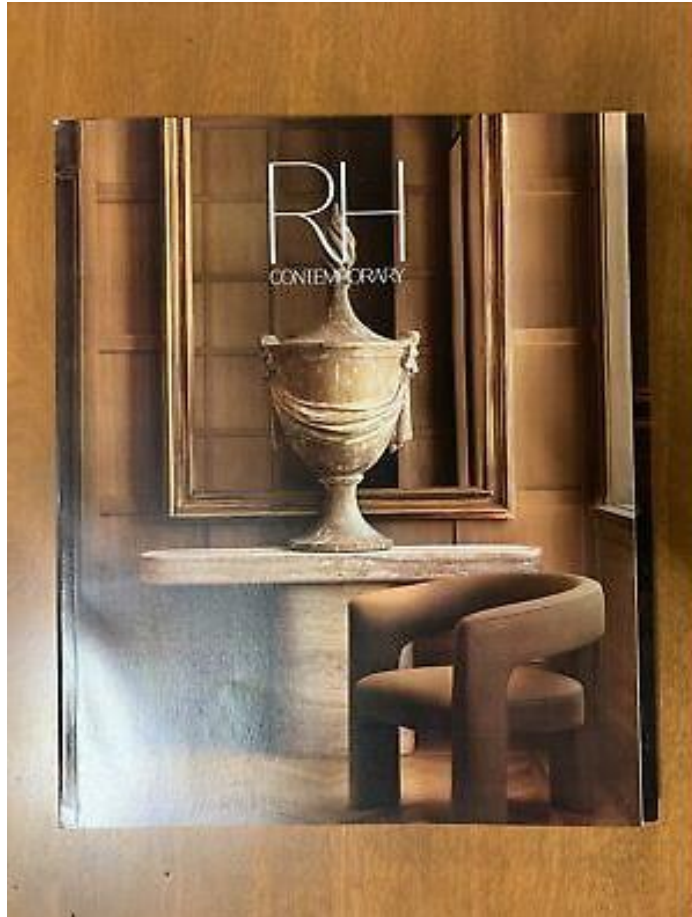
# “Recency Drives Response”

- ✓ 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

# Those Who Have Made a Recent Donation to Another Charitable Offer

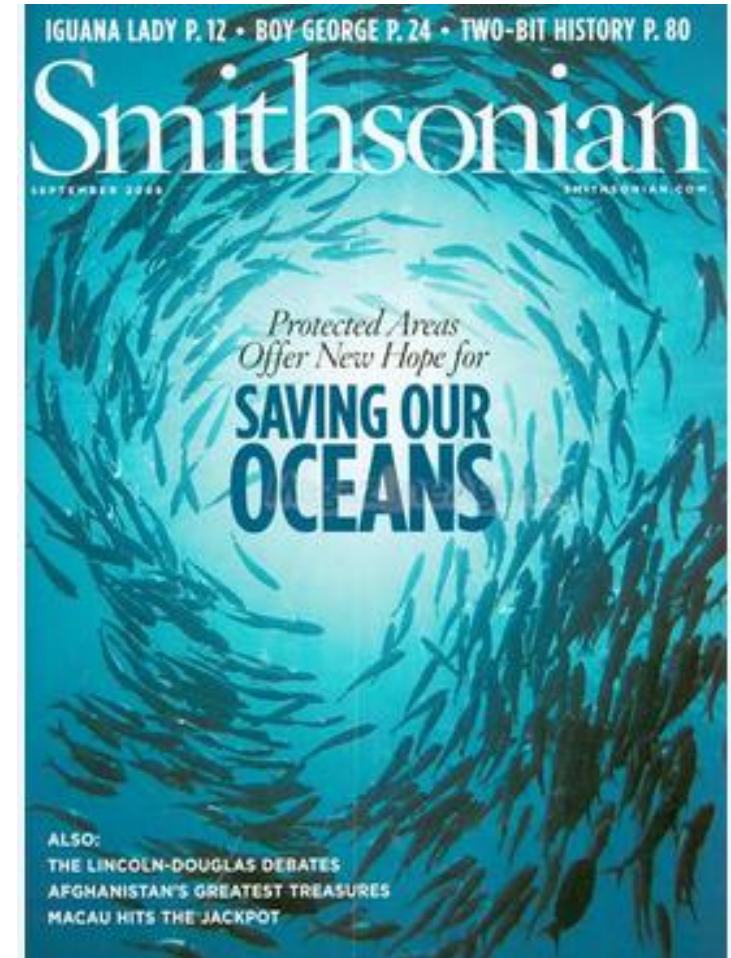


# Those Who Have Made a Recent Purchase from a Catalog



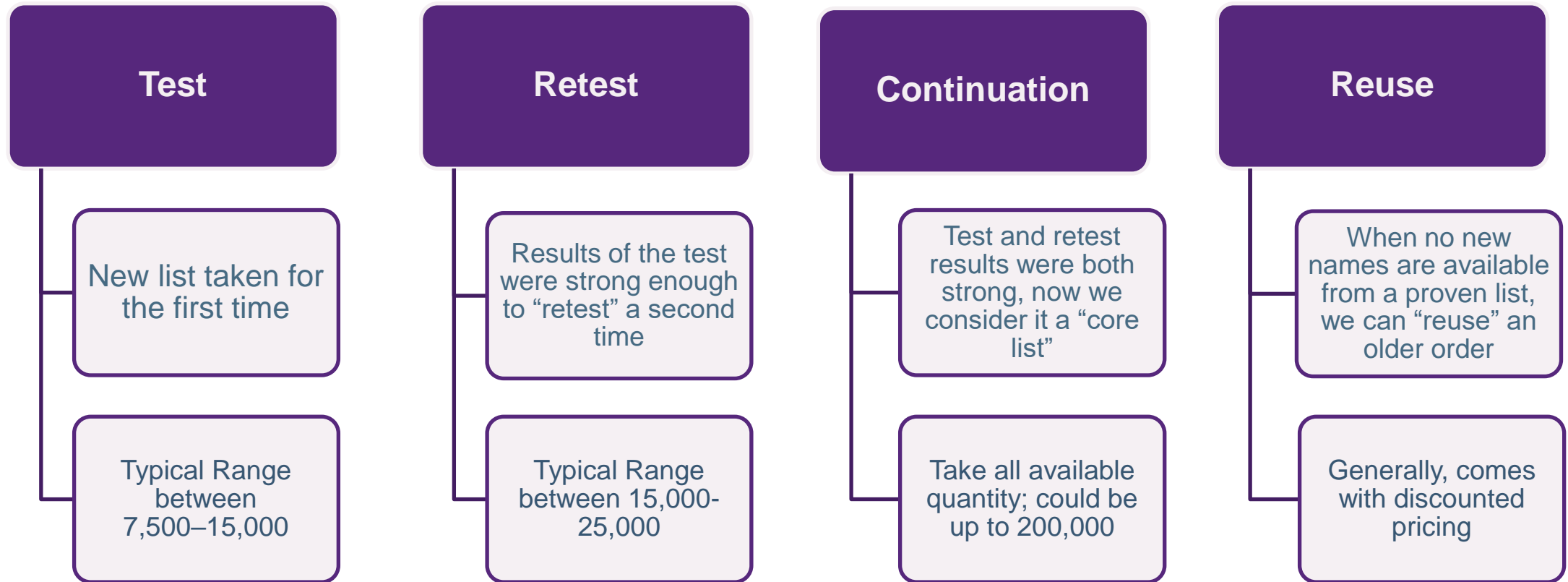


# Those Who Have Subscribed to a Magazine



# Order Types

- Exchange = Name for name swap with another direct marketer
- Rental = Rental fee for one-time use of names



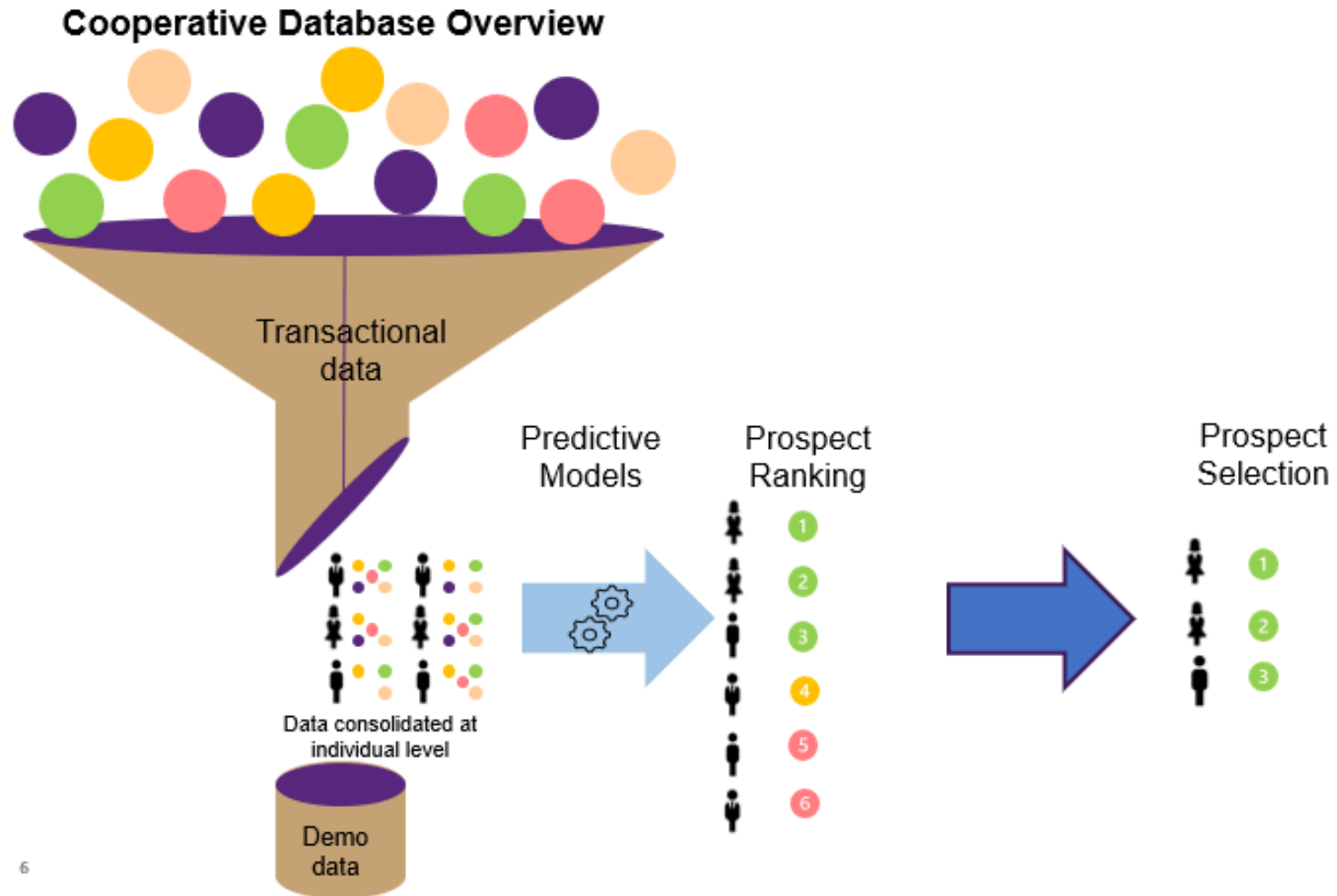
# Cooperative Databases



## cooperative database

Participants contribute their transactional donor data to the database, which is pooled and modeled to target prospects most likely to respond to your offer and/or deliver a strong lifetime value to your organization.

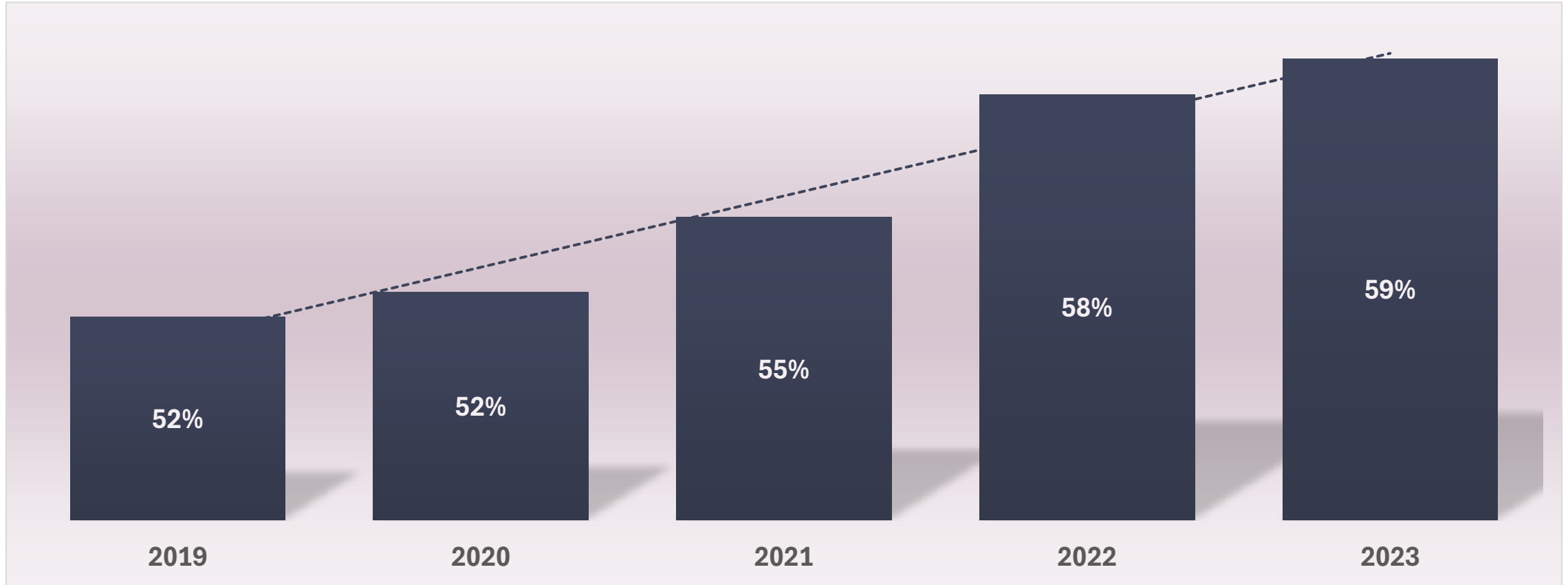
# Cooperative Databases



# More Co-op Choices than Ever!



# Co-ops as a % of Prospect List Mix



*\*Adstra Nonprofit Clients*

# Offer Types/Package Treatment

# Traditional

## Straight appeal for donation

FROM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

|||

Please Place Your Stamp Here

**American Cancer Society**

Contact your doctor to schedule your recommended cancer screening tests.

**2023 Annual Fund** \*\*[xxxxxCityxxxxx] Drive\*\*

Dear [Mr. Samplexxxxxxxxxxxxxxxx]: Our critical 2023 Annual Fund Drive to help save lives from cancer here and across the country is one of our most important appeals of the year — and your help is needed now. Please give what you can today. Thank you!

\$15  \$25  \$50  \$75  \$100  \$250  Other \$ \_\_\_\_\_

To donate online, please visit [cancer.org/2023](https://www.cancer.org/2023) today. To donate using your credit card, see the back of this form.

Mr. John Q. Sample  
World, Inc.  
7001 Columbia Gateway Drive  
Columbia, MD 21046

|||

American Cancer Society  
123 Main Street  
Columbia, MD 21043

123456789123456789 123456789123456789 AA 1234567890123456789

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 fighting cancer in 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 been impacted by cancer.

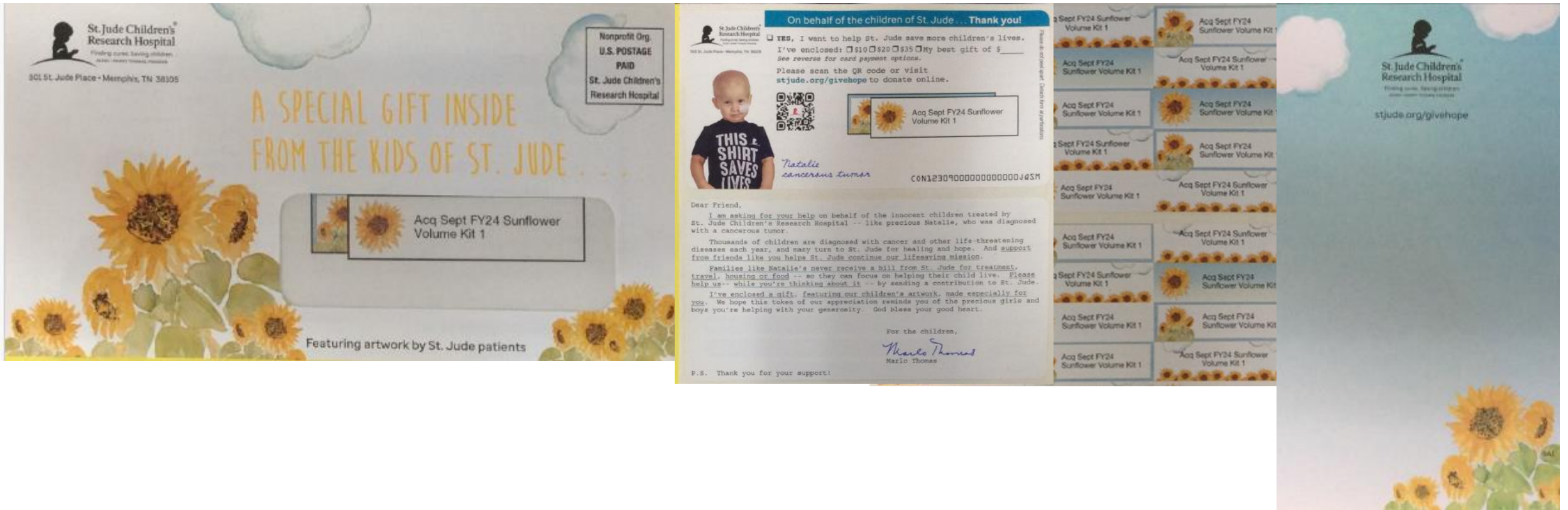
Please help fight cancer by supporting the 2023 Annual Fund today. Your gift will help fund breakthrough research and provide essential programs for prevention and early detection, patient support, and the trusted information people facing cancer and their families need. Together, we can save lives!

William L. Dahut, MD  
Chief Scientific Officer  
American Cancer Society



# Upfront Premium (“Freemium”)


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



# Back-End Premium

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

**2023 <<State Name>> Annual Appeal**

 American Kidney Fund®

<<Salutation>>, please help the American Kidney Fund continue its vital kidney disease prevention and emergency aid programs by making a gift of:


<< \$15  \$20\*  \$25  \$50  \$100  \$\_\_\_\_\_>>  
*\*A gift of this amount or more would really help!>>*

**Become a monthly donor to save lives all year! See reverse.**


Mrs. Jane D. Sample  
 Donors  
 1234 Main St.  
 Apt. 1A  
 Anytown, US 12345-6789

|||||

I've enclosed a gift to help kidney patients. Please send me the tote bag.  
 No, do NOT send me the tote bag. Use my entire gift to help kidney patients.




<<Thank you for caring, <<First Name>>!>>



**2023 SUPPORTER**

<<Full Name>>


  
 LaVarne A. Burton  
 President and CEO  
 KidneyFund.org

Please make your check payable to the American Kidney Fund and return it with this slip in the enclosed envelope to PO Box 70341, Philadelphia, PA 19176. To give by credit card, please see reverse. Or donate online at [KidneyFund.org/mygift](http://KidneyFund.org/mygift).

<<12345678912 P20000000000000000000>>

Please detach here and keep.


Dear <<Salutation>>,

 American Kidney Fund®

Kidney disease is a leading killer, affecting 37 million people all across the U.S. Chances are high that someone you care about is at risk for this disease, because the leading risk factors are diabetes or high blood pressure.

That's why we must work together to fight kidney disease and prevent it from claiming thousands of lives every month! The American Kidney Fund helps kidney failure patients in the U.S. who require emergency aid to pay for transportation to lifesaving dialysis and treatment-related costs.

<<Your gift of \$15, \$20, or \$25 now to our 2023 Annual Appeal will help kidney patients in need. You might even save someone you know. Thank you!>>

  
 LaVarne A. Burton  
 President and CEO



# Marrying Audiences

## PACKAGE

MSAA's Premium Label Package

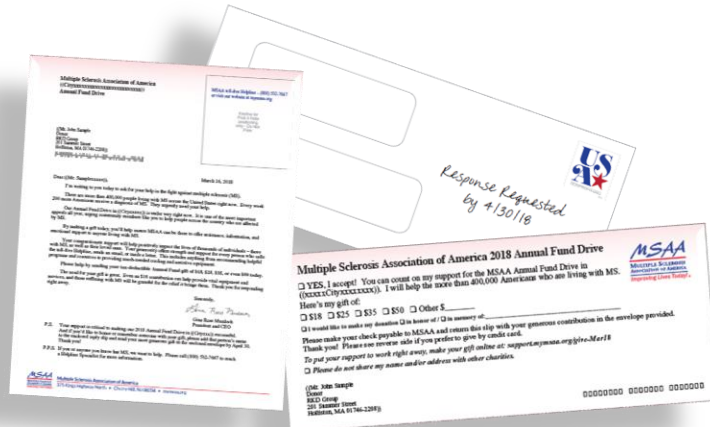


## LIST

ADR's Premium Card Package



MSAA's Non-Premium Package



ADR's Non-Premium Package



# Offline/Online Collaboration

# Direct Mail Driving Online Giving



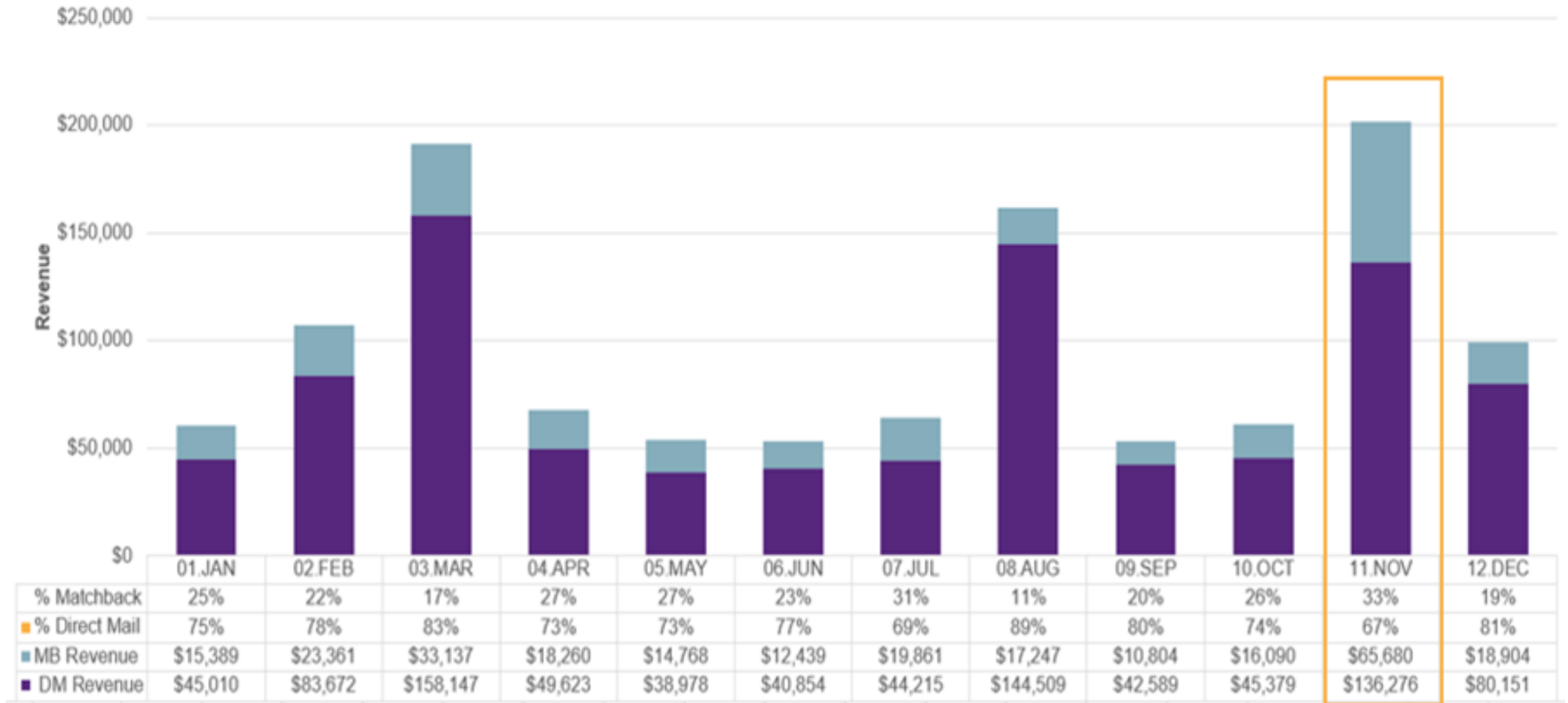
**50%** more donors respond to direct mail when receiving the same call-to-action across multiple channels



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



# Direct Mail Acquisition Match-back by Campaign





# Drive to Web-Traditional and Postcard

Dear Mrs. Sample,

With giving no doubt on your mind this holiday season, why not give a gift that will make double the difference to save lives and improve health for people facing lung disease?

Right now, your donation will be matched thanks to the generous support of AprilAire, a leading provider of healthy air solutions for the home and a Proud Partner of the American Lung Association. Every donation received by **<deadline>** will be matched, dollar for dollar, up to \$100,000

**Your holiday donation of \$XX, \$XX or more can be MATCHED to help fund research to find new treatments and even cures for lung diseases!**

But only gifts received by **<deadline>** will be doubled, so please hurry. Make your tax-deductible year-end gift to the American Lung Association today.

Donate securely online at [Lung.org/Give](https://Lung.org/Give)  
For more information visit [Lung.org](https://Lung.org)

Thank you and happy holidays!

Cheryl A. Calhoun, CPA, MBA  
National Board Chair



Hear Their Cries for Help!

Save them this Kitten Season!  
[animalleague.org/kitten](https://animalleague.org/kitten)



**<<Firstname>>, protect cat families from the very real dangers of Kitten Season!**

During Kitten Season, the heartbreak intensifies for homeless felines. We can't ignore their plight.

Kitten Season peaks in early summer, flooding shelters nationwide. North Shore Animal League America's Sponsorship Nursery provides expert round-the-clock care to these most vulnerable moms and their babies, but we need your support.

Your monthly gift of sponsorship ensures these precious cats and kittens receive immediate and sustained care. You'll help save more lives during this critical time and all through the year.

Gift them hope, safety and a new beginning.

[animalleague.org/kitten](https://animalleague.org/kitten)



SCAN TO  
DONATE  
NOW



16 Lacey Street  
Fort Washington, NY 11020

NONPROFIT ORG.  
U.S. POSTAGE PAID  
NORTH SHORE ANIMAL  
LEAGUE AMERICA

«FIRSTNAME LASTNAME»

«Address Line 1»

«Address Line 2»

«City», «State» «Zip Code»

|||

PC-P24X

# Direct Mail Driving Online Giving-Multi Channel

**Mail Piece**

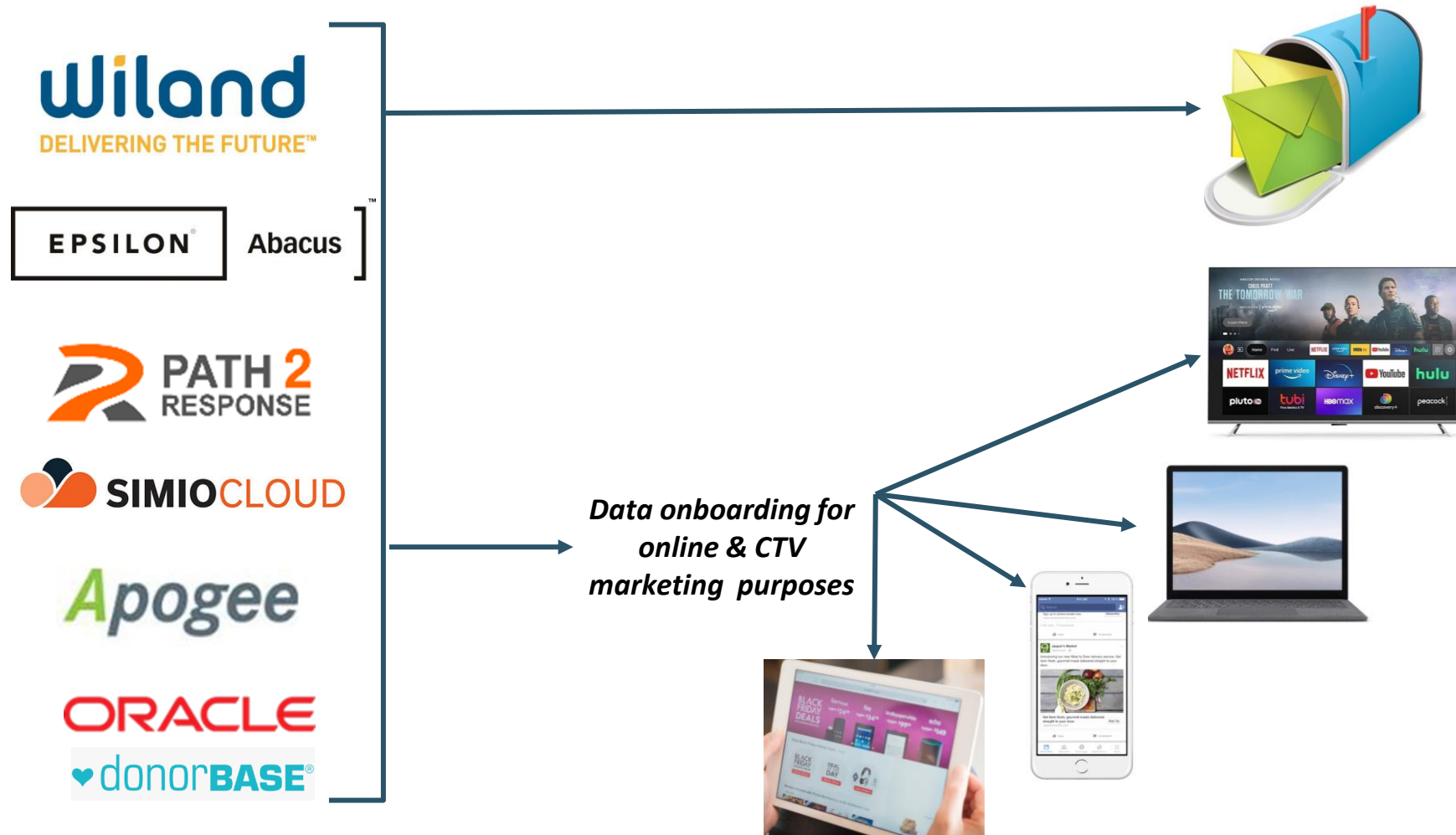


**Facebook Ad**



***Unified Messaging  
is Essential to  
Success***

# Multi-Channel to Lift DM



*Increase touch points with potential new donors by onboarding successful offline audiences online.*

# Direct Mail is still a valuable acquisition tool in 2024!

Direct mail can be a valuable tool for nonprofits to reach donors and raise funds in 2024, and some studies show that it can be more effective than digital marketing:

## Open rates

Direct mail can have open rates as high as 90%, compared to email's 20–30%.

## Trustworthiness

Direct mail can be more trustworthy than digital marketing and can help build trust with consumers.

## Personalization

Direct mail allows nonprofits to target specific audiences based on characteristics like age, location, and involvement with the organization. This can help build deeper relationships with donors and make them feel valued.

## Multi-sensory experience

Direct mail can engage multiple senses, including sight, touch, and hearing, which can leave a lasting impression and enhance the memorability of the message.

## Tangibility

Donors can hold direct mail in their hands, which can make the message feel more real and inspiring than digital messages.

## ROI

According to an ANA study in 2022, traditional direct mail sent in a letter-sized envelope produced a 112% ROI.

## Price stability

Direct mail prices are relatively stable, while digital ad costs have increased much more quickly.

# Structure of Acquisition Plan & Strategy

# Our Goal is to Help Clients Cost Effectively Acquire New Donors Who Are Going to Stay with Them for the Long Term



**Improve overall list performance**



**Uncover fresh sources of names**



**Save money on list acquisition**



## We Analyze Our Clients' Campaign Results



- ✓ Campaign Information (offer, mail date)
- ✓ List and Segment
- ✓ Response Rates
- ✓ Average Donation Amounts
- ✓ Driving metrics such as net revenue per donor (NPD) or cost per dollar raised (CPDR)

# Performance

- Performance varies by client but below are a few benchmarks



Response Rate

**1.0%**



Average Gift

**+\$22**



Net Revenue Per Donor

**(\$15.00) – (\$20.00)**



Cost Per Dollar Raised

**\$1.50 - \$2.00**



# Campaign Results

Month	Mail Quantity	RR%	Revenue	Avg Gift	Total Cost	CPDR	ROI
01.JAN	382,231	1.02%	\$89,580	\$22.99	\$174,509	\$1.95	\$0.51
02.FEB	366,700	0.96%	\$82,714	\$23.62	\$170,732	\$2.06	\$0.48
03.MAR	326,699	0.74%	\$62,604	\$25.79	\$151,656	\$2.42	\$0.41
04.APR	330,221	0.88%	\$65,313	\$22.56	\$146,867	\$2.25	\$0.44
05.MAY	349,040	0.71%	\$65,989	\$26.45	\$158,082	\$2.40	\$0.42
06.JUN	430,756	0.83%	\$94,186	\$26.46	\$190,563	\$2.02	\$0.49
07.JUL	417,694	0.81%	\$96,621	\$28.52	\$194,898	\$2.02	\$0.50
08.AUG	348,000	0.80%	\$73,643	\$26.54	\$157,778	\$2.14	\$0.47
09.SEP	451,215	0.62%	\$75,260	\$27.07	\$204,991	\$2.72	\$0.37
10.OCT	401,049	0.60%	\$75,750	\$31.68	\$178,036	\$2.35	\$0.43
11.NOV	278,253	0.59%	\$52,425	\$31.91	\$107,340	\$2.05	\$0.49
12.DEC	238,033	0.56%	\$48,354	\$36.11	\$111,660	\$2.31	\$0.43
	<b>4,319,891</b>	<b>0.77%</b>	<b>\$882,438</b>	<b>\$26.67</b>	<b>\$1,947,112</b>	<b>\$2.21</b>	<b>\$0.45</b>

# 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%	\$347,833	\$26.92	\$526,363	\$383.68	(\$178,530)	\$1.51	\$0.66
Premium	660,152	8,416	1.27%	\$172,347	\$20.48	\$324,646	\$491.77	(\$152,299)	\$1.88	\$0.53
<b>Grand Total</b>	<b>2,032,039</b>	<b>21,337</b>	<b>1.05%</b>	<b>\$520,180</b>	<b>\$24.38</b>	<b>\$851,009</b>	<b>\$418.80</b>	<b>(\$330,829)</b>	<b>\$1.64</b>	<b>\$0.61</b>

# Category Performance

Category	Mail Quantity	% Mail Quantity	Responses	RR%	Revenue	Avg Gift	Total Cost	Total Cost/M	Net Rev	CPDR	ROI
Co-Op	2,843,367	65.83%	20,502	0.72%	\$574,463	\$28.02	\$1,333,120	\$468.85	(\$758,657)	\$2.32	\$0.43
Donors	712,473	16.49%	4,962	0.70%	\$104,374	\$21.03	\$299,356	\$420.16	(\$194,982)	\$2.87	\$0.35
Lapsed	400,677	9.28%	4,570	1.14%	\$124,457	\$27.23	\$167,058	\$416.94	(\$42,601)	\$1.34	\$0.74
Multis	363,004	8.40%	3,058	0.84%	\$79,144	\$25.88	\$147,428	\$406.13	(\$68,284)	\$1.86	\$0.54
<b>Grand Total</b>	<b>4,319,521</b>	<b>100.00%</b>	<b>33,092</b>	<b>0.77%</b>	<b>\$882,438</b>	<b>\$26.67</b>	<b>\$1,946,962</b>	<b>\$450.74</b>	<b>(\$1,064,524)</b>	<b>\$2.21</b>	<b>\$0.45</b>

# Lifetime Value (LTV)



List Name	Quantity Mailed	RR% (Pd)	Avg Gift (Pd)	Revenue	Total CPM	Net Revenue	CPDR	NPD (Pd)	ROI	ROI 6	ROI 12	ROI 18	ROI 24
AICR - American Institute for Cancer Research	32,730	1.04%	\$22.45	\$7,634	\$338.25	(\$3,437)	\$1.45	(\$10.11)	0.69	0.81	0.91	0.91	0.91
AMERICAN CANCER SOCIETY	522,222	0.66%	\$22.61	\$77,641	\$279.31	(\$68,221)	\$1.88	(\$19.87)	0.55	0.66	0.68	0.68	0.68
AMERICAN DIABETES ASSOCIATION	8,104	0.38%	\$22.42	\$695	\$338.01	(\$2,044)	\$3.94	(\$65.94)	0.25	0.30	0.40	0.40	0.40
AMERICAN HEART ASSOCIATION	254,520	0.59%	\$28.33	\$42,499	\$344.45	(\$45,170)	\$2.06	(\$30.11)	0.49	0.61	0.63	0.63	0.63
AMERICAN KIDNEY FUND	19,974	0.52%	\$23.60	\$2,454	\$234.27	(\$2,225)	\$1.91	(\$21.40)	0.54	0.65	0.67	0.67	0.67
AMERICAN PARKINSON DISEASE ASSOC	42,078	0.59%	\$23.93	\$5,934	\$242.15	(\$4,255)	\$1.72	(\$17.16)	0.60	0.73	0.76	0.76	0.76

# How This Information is Used

## 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 \$5.00-9.99)
- ✓ 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 WWILAND 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
NAT'L 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

Top Pick	Title (Click to View Datacard)	Summary Description	Total List Universe	Recommended Select	Select Universe	Partial Usage
<b>Donors</b>						
*	<a href="#">MARINE TOYS FOR TOTS - ACTIVE DONORS</a>	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	<b>6 Month \$10+ Donors</b>	<b>75,000</b>	Exchange only. Usage not provided.
*	<a href="#">NATIONAL LAW ENFORCEMENT OFFICERS MEMORIAL FUND - DONOR MASTERFILE</a>	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	<b>3 Month \$10+ Donors</b>	<b>85,000</b>	Usage not provided
	<a href="#">POLICE FAMILY SURVIVORS FUND</a>	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	<b>12 Month \$10+ Donors</b>	<b>180,094</b>	Alzheimer's Disease Fund American Parkinson Disease Heart Support of America Hospice Education Institute
<b>Health Subscribers and Book Buyers</b>						
	<a href="#">CONSUMER REPORTS ON HEALTH</a>	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	<b>1 Month DMS Subscribers</b>	<b>93,655</b>	American Cancer Society Disabled American Veterans Memorial Sloan Kettering Cancer Center Smile Train St Jude Children's Research Hospital
*	<a href="#">MAYO CLINIC BOOK BUYERS</a>	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. <a href="http://www.mayoclinic.com">http://www.mayoclinic.com</a>	140,774	<b>3 Month Buyers</b>	<b>24,349</b>	American Heart Association Disabled American Veterans

# Lowering List Costs

## How can we lower list costs?

- 01 Reduce Base Rate
- 02 Waive or Cap Select Charges
- 03 Net Name Arrangements
- 04 Negotiate an Exchange

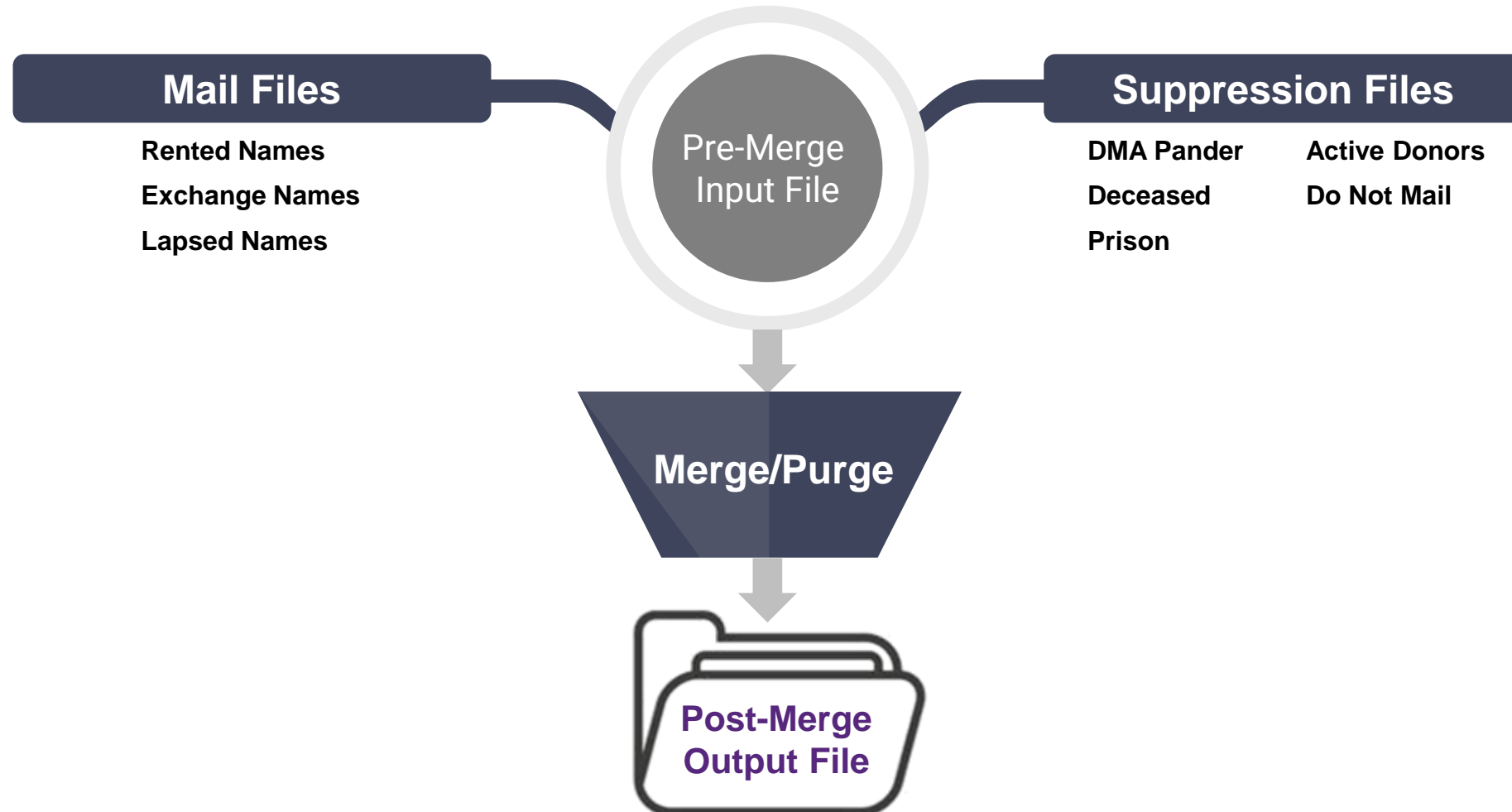


# Campaign Planning Cycle



# Merge Purge

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



# Attrition and Acquisition of Donors

# Unfortunately, We Lose Some Donors Each Year...



# It is Critical to Keep Feeding the Bucket through Targeted Acquisition!



# Thank You!

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