



*Wordsprint has years of experience assisting nonprofit organizations in their fundraising efforts, with particular emphasis on the role of appeal mailings. We have learned what works, and what doesn't – and we share this information freely. Here are some ways we might assist your organization in achieving its fundraising potential:*

#### **Strategic overview**

We'll have a conversation with your key personnel (board, executive staff, volunteers), look at history and current levels of donor support, and review goals and objectives for the future. No charge for this initial overview, up to 3 hours of consultation.

#### **The Right Message**

If you like, we can help with articulating your message: your cause, your mission, your raison d'être. To be honest, very few of our clients request this assistance: they know exactly what they do, why they do it, and they can express this powerfully and succinctly. But just in case... we do have wordsmiths and copywriters waiting in the wings, eager to assist... We bill this service at \$150 per hour – a typical appeal mailing letter takes about 2 hours.

#### **The Right People**

Whatever the state of your current database, we can make it better: consistent field mapping; data append services; credible salutation fields; easy ways to slice and dice your data for deeper insights into fundraising potential. Our database management team is the best in the business. We charge \$150 base plus anywhere from 0.05 to 0.15 per record, depending on the level of cleansing required.

#### **The Right Rhythm**

We'll help you identify the key projects to be executed every year, and establish the rhythm of soft and hard asks. This rhythm will be documented in an annual plan spreadsheet, so your entire organization can be on the same page. No charge for this service.

#### **Return on Investment**

We'll add a dynamic component to this annual plan spreadsheet: you will be able to adjust quantities, acquisition lists, response rates, and average gift amounts – so you'll see the net income implications of every project, and what annual return your organization can expect. No charge for this service.

#### **Acquisition Lists**

This is the fun part... with your insights and understanding of current donors, we'll help prepare a "scatter-graph" to identify the sweet spots for demographic targeting – and then show you how to acquire new names that meet your criteria. No charge for the scatter-graph part – but if you decide to purchase a list, it's usually about \$125 base plus \$0.15 per name.

#### **Execution**

Design, Print, Mail. We handle the creative (unless you prefer to provide it); we show proofs, mockups, merged proofs – until you're happy with the look/feel of every piece. Then we print with variable data, cut & fold & stuff & seal, address with intelligent mail barcodes, and mail. We provide auto-triggered email follow-ups, personalized landing pages, the works. If you like, we can even process the donations received, and transfer those monies automatically to your bank account.

#### **Multi-Channel Marketing**

Our approach is simple but effective: rhythmic appeal mailings coupled with triggered email follow-ups. Utilizing mail-tracking technology embedded in the Intelligent Mail Barcode, our software times the follow-up email to coordinate with and actually refer to the mail delivery date (e.g. "hey John, did you get my letter yesterday? If you misplaced it, no worries, just click here...") Our studies show that response rates get a 27% boost by adding this second channel, and up to 45% if the print piece and landing page are both personalized.

#### **Analytics**

We'll provide follow-up analysis of all aspects of the appeal: response rate, average gift, repeat giving patterns – plus in-depth study of email opens and click-thru's, so your team can execute a more targeted follow-up campaign.