

Managing Donor Relations

The right message to the right people with the right rhythm.



BRAND

Graphic Design

- organizational branding
- logo creation & modification
- creative versioning
- multiple proofs & file formats
- creation of print collateral
- social media banners & headers
- website integration
- landing page design



EXECUTE

Turnkey Production

- variable data printing
- bindery & finishing
- mail processing
- intelligent mail barcodes
- full IMB postal discounts
- mail tracking
- targeted email follow-ups
- gift processing



PLAN

Strategic Overview

- donor history & analysis
- campaign goals & objectives
- the right message
- the right people
- the right rhythm
- channel selection
- ROI forecast & scenarios
- annual plan spreadsheet



TARGET

Database Management

- list cleansing & appending
- change of address updates
- salutation field creation
- demographic targeting
- scattergraph analyses
- list acquisition
- list integration
- pyramid prioritization



MEASURE

Results Review

- postmortem analysis
- actual vs forecast
- average gifts
- response rates
- email opens & click-thru's
- giving pattern study
- return on investment
- annual plan updates



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