



DMAW - DM 101

March 9th, 2021

“List Strategy”

**Tom Fleming, SVP Donor
Acquisition
Adstra Nonprofit**





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.

Agenda

- **The Donor File – Most Important Asset for an Organization**
- **Types of Lists – Markets and Targeting**
- **Sources of Information & Types of List Transactions**
- **Structure of Acquisition Plan & Strategy**
- **Attrition & Acquisition of Donors**

The Donor File

Sample Data Card

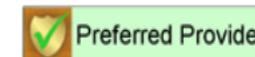


**Special
Olympics**

Special Olympics International

<http://www.specialolympics.org>

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	THRU 02/26/2021 (updated on 03/03/2021)
745,110 Total Universe / Universe Rate	\$80.00/M
626,685 24 Month Donors	NO CHARGE
439,549 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

Popularity:	----- 100
Card Quality:	A 100.0
Market:	Consumer
Type:	Postal
Source:	Direct mail sold
Opt-In:	
Geo:	USA
Gender:	47% Female 36% Male
Spending:	\$30.00 Average Order
Manager:	Adstra

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.

- ORDERING INSTRUCTIONS**
- 5,000 Name Minimum Order \$350.00 Minimum Price
 - 85% Net Name available on orders of 50,000 or more (\$10.00/M Run Charge)
 - Exchange is available
 - Broker Commission 20% on base
 - Agency Commission 15% on base
 - Reuse is available at \$200.00/M
 - Cancellation fee at \$200.00/F

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

CATEGORIZATION
[Adstra](#) [All Adstra Lists](#) [Lists that work for...](#) [Environmental Fundraising](#) [Fundraising](#) [Health & Fitness](#) [Health Fundraising](#) [Humanitarian Appeals](#) [Sports & Recreation](#) [Non-Profit](#) [Special Olympics](#) [1b. Terms & Conditions - Non Profit](#) [CONTRIBUTORS/DONORS](#) [CONSUMER](#) [DISABLED/DISABILITY](#) [UNIT OF SALE \\$20.00-48.99](#) [MOSTLY MALE](#) [DIRECT MAIL SOLD](#)

ADDRESSING

Key Coding	\$3.00/M
FTP	\$75.00/F
EMAIL	\$75.00/F

“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

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 (Usa)	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 and 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.**



Types of Lists

Primary

- ✓ Postal Addresses (mailing list)

Secondary

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

- **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

The number one variable to determine the success of any list:

“Have they responded to an offer?”

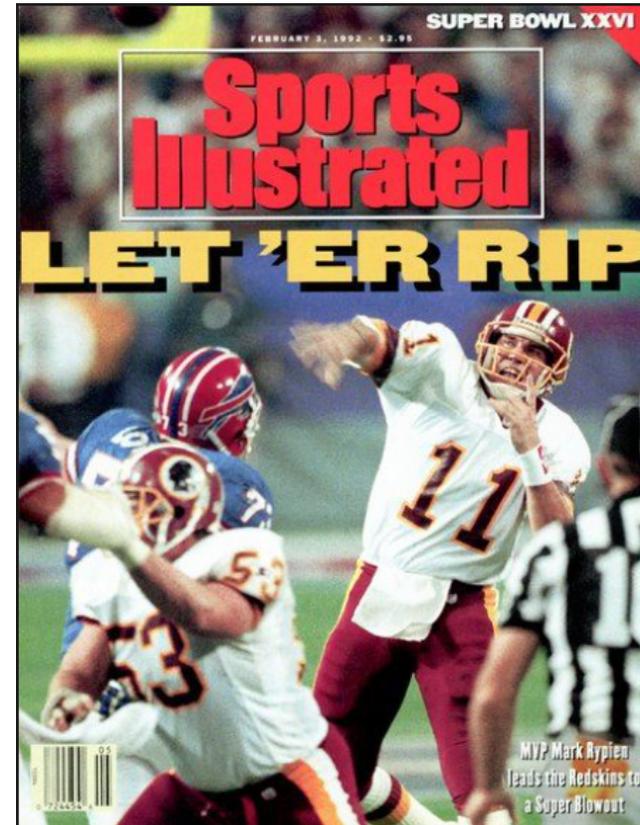
Those who have made a recent donation to another charitable offer:



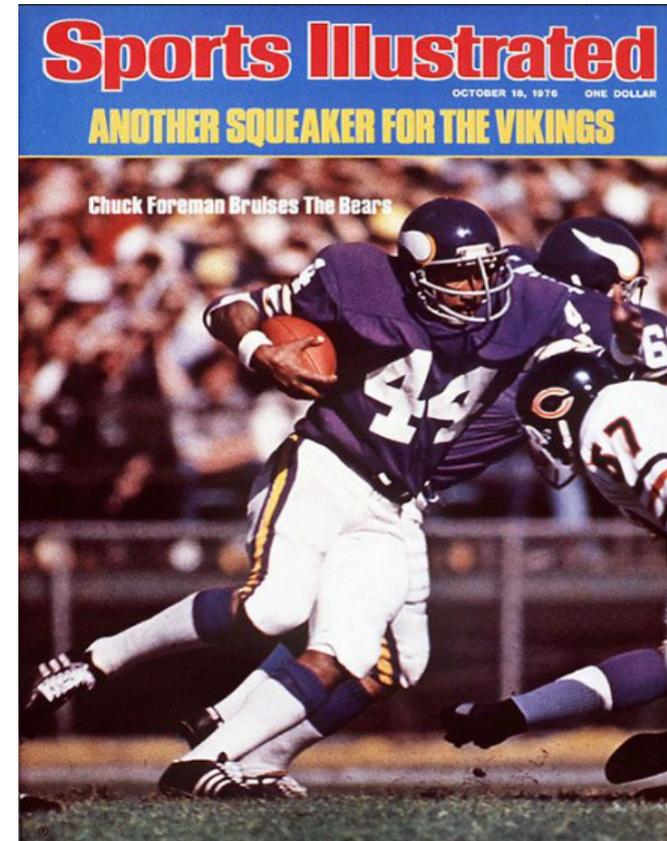
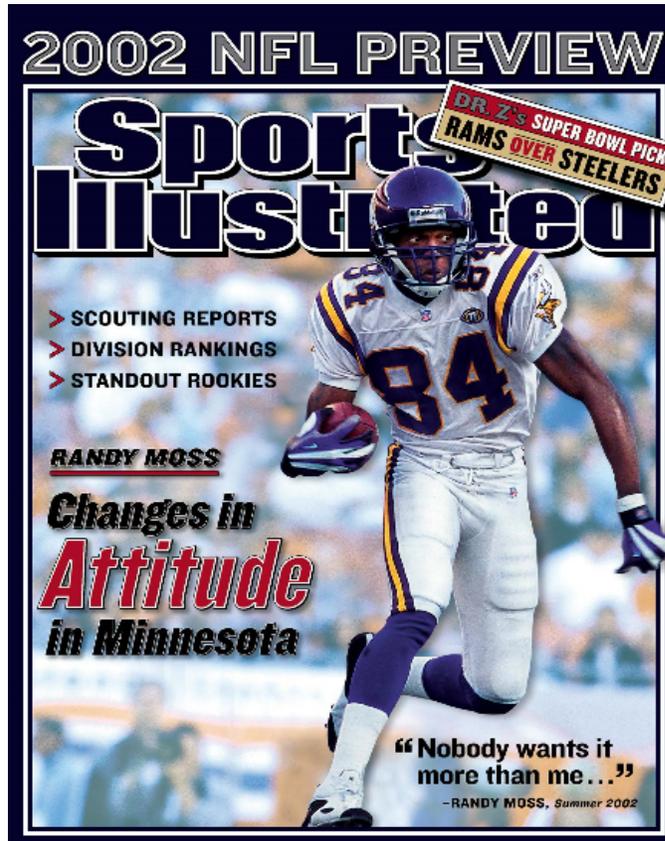
Those who have made a recent purchase from a catalog:



Those who have subscribed to a magazine:



Those who are huge Viking fans.....



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

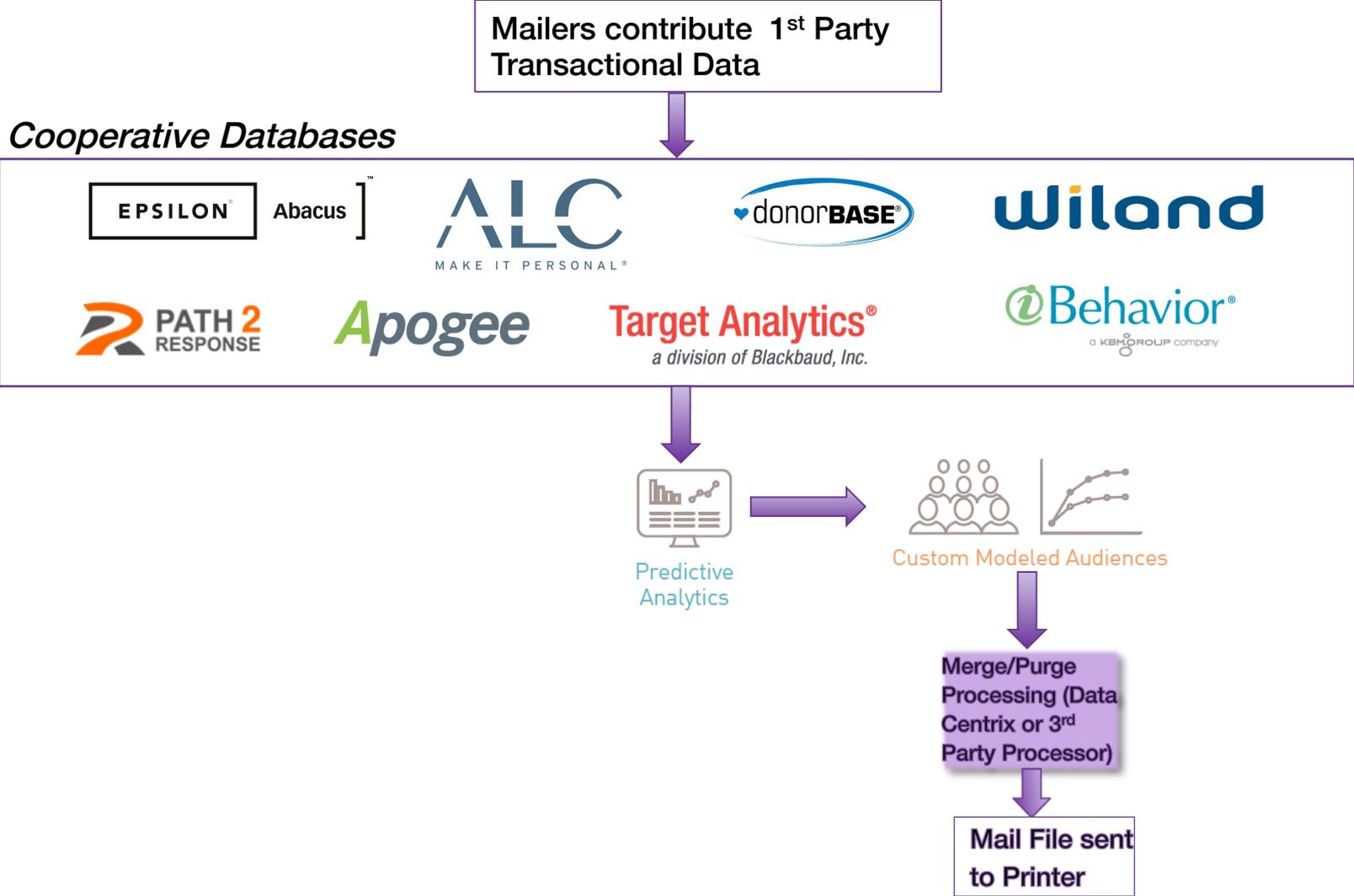
Generally comes with discounted pricing

➤ Co-Operative Databases

- ✓ Participants contribute their transactional data to the database. The pooled database is modeled to find prospects most likely to respond to your offer.



Data Sources

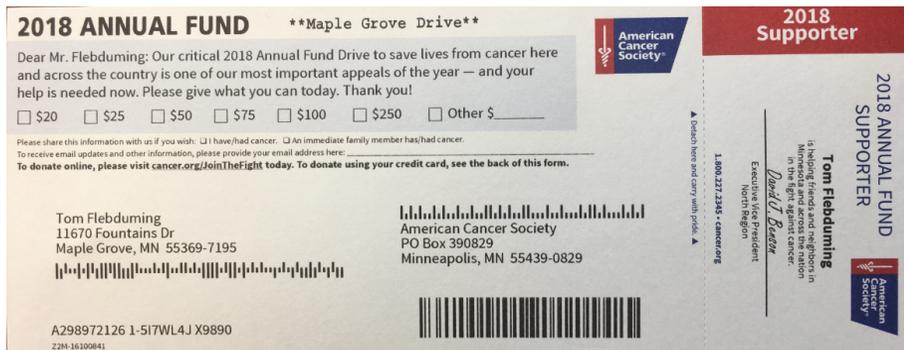
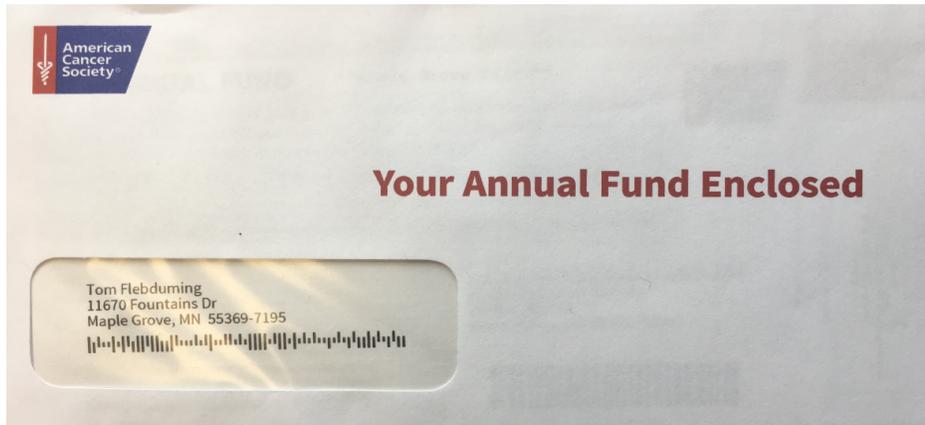


Co-ops as a % of Prospect List Mix



Offer Types

Traditional 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.

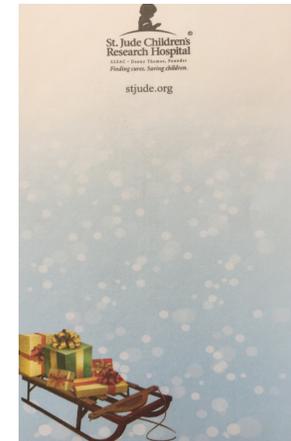
If you haven't given a gift to the American Cancer Society, I urge you to do so today. I can't think of a better way to honor someone you know, perhaps a friend or a loved one, who has battled cancer.

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.



Back-End Premium

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

2017 Minnesota Annual Appeal American Kidney Fund®

Mr. Fleagbming, 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!

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.

Mr. Tom Fleagbming
 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 (FBG)	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 More than 40 Less than 100	Total _____ HDL _____ LDL _____	Total _____ HDL _____ LDL _____

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



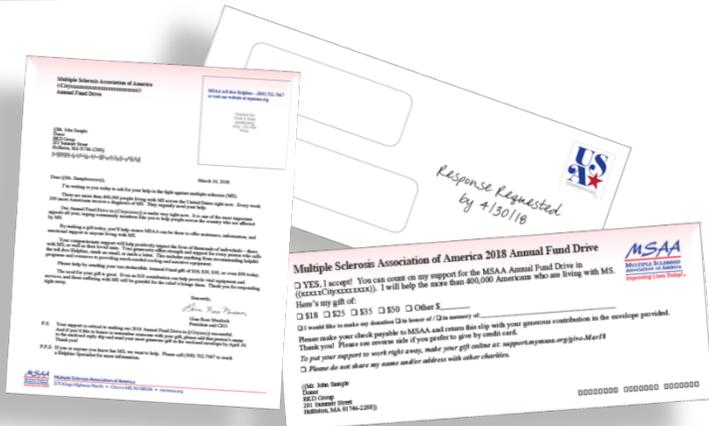
Marrying Audiences

PACKAGE

MSAA's Premium Label Package



MSAA's Non-Premium Package



LIST

ADR's Premium Card Package



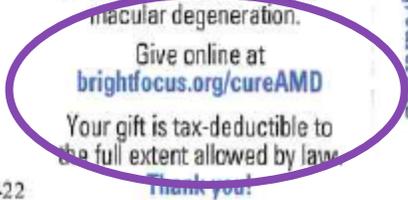
ADR's Non-Premium Package



Drive to Web

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!		
<input type="checkbox"/> \$15 <input type="checkbox"/> \$20 <input type="checkbox"/> \$25 <input type="checkbox"/> \$35 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$ _____		
<input type="checkbox"/> I've enclosed my signed petition to show I stand with you in fighting macular degeneration.		
13410 MDR January Acquisition Ms Ashley Moore 750 College Road East Princeton, NJ 08540-6646		<p>Please make check payable to:  Macular Degeneration Research</p> <p><input type="checkbox"/> I'd like to contribute by credit card. (see reverse side)</p> <p><input type="checkbox"/> I or someone I know has macular degeneration.</p> <p>Give online at brightfocus.org/cureAMD</p> <p>Your gift is tax-deductible to the full extent allowed by law. Thank you!</p>
A0158752842	MDRDC190103CSD	
		 Macular Degeneration Research brightfocus.org/cureAMD

Ashley Moore
President



Direct Mail Driving Online Giving

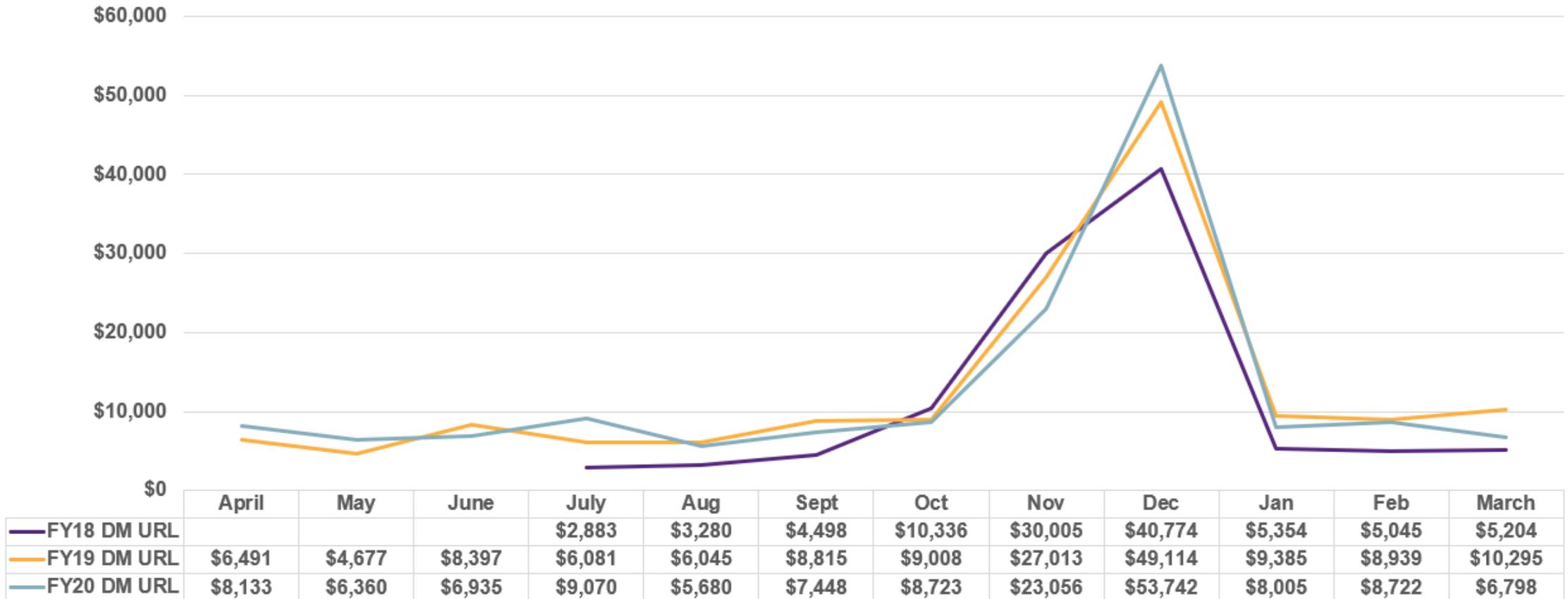


50% more donors respond to direct mail when receiving the same call-to-action across multiple channels



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

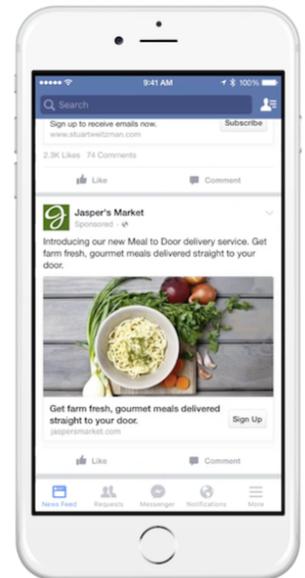
Direct Mail Acq Matchback by Campaign



Multi-Channel Campaigns – Facebook & Direct Mail



Data onboarding for online marketing purposes.



Direct Mail Driving Online Giving



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

Adstra Private and Confidential

Is direct mail dying? NO!!

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

- *Tom Fleming, March 9th, 2021*

Direct Mail Driving Online Giving



- Social Media
- Email
- Web
- Text
- Crowdfunding



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

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

Structure of Acquisition Plan & Strategy

**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 stay
with them for the long term.**

We analyze campaign results from our clients, which include:

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

Campaign Results

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 Performance

Category		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

Lifetime Value (LTV)



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%

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 \$5-9.99)
 - ✓ Female (expand selects to male)
- ✓ **Core Lists:** Overall good performance – might just leave alone

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

Performance

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

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

We can define the target audience 2 ways:

- **Similar missions/offers**
 - ✓ National Glaucoma Foundation → Glaucoma Foundation
 - ✓ Vietnam Veterans Memorial Fund → Disabled American Veterans
 - ✓ Special Olympics International → Easter Seals
- **Demographic/Psychographic Data**
 - ✓ Age, income, interests, home value....

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 Unique and unduplicated audience from the Healthletter.	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	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

Lowering List Cost

List Cost Analysis

- ✓ **Exchange – The least expensive method of list rental**
 - **Name for name swap with another direct marketer**

Lowering List Costs

For lists we can't get on exchange, look to negotiate better terms on lists with:

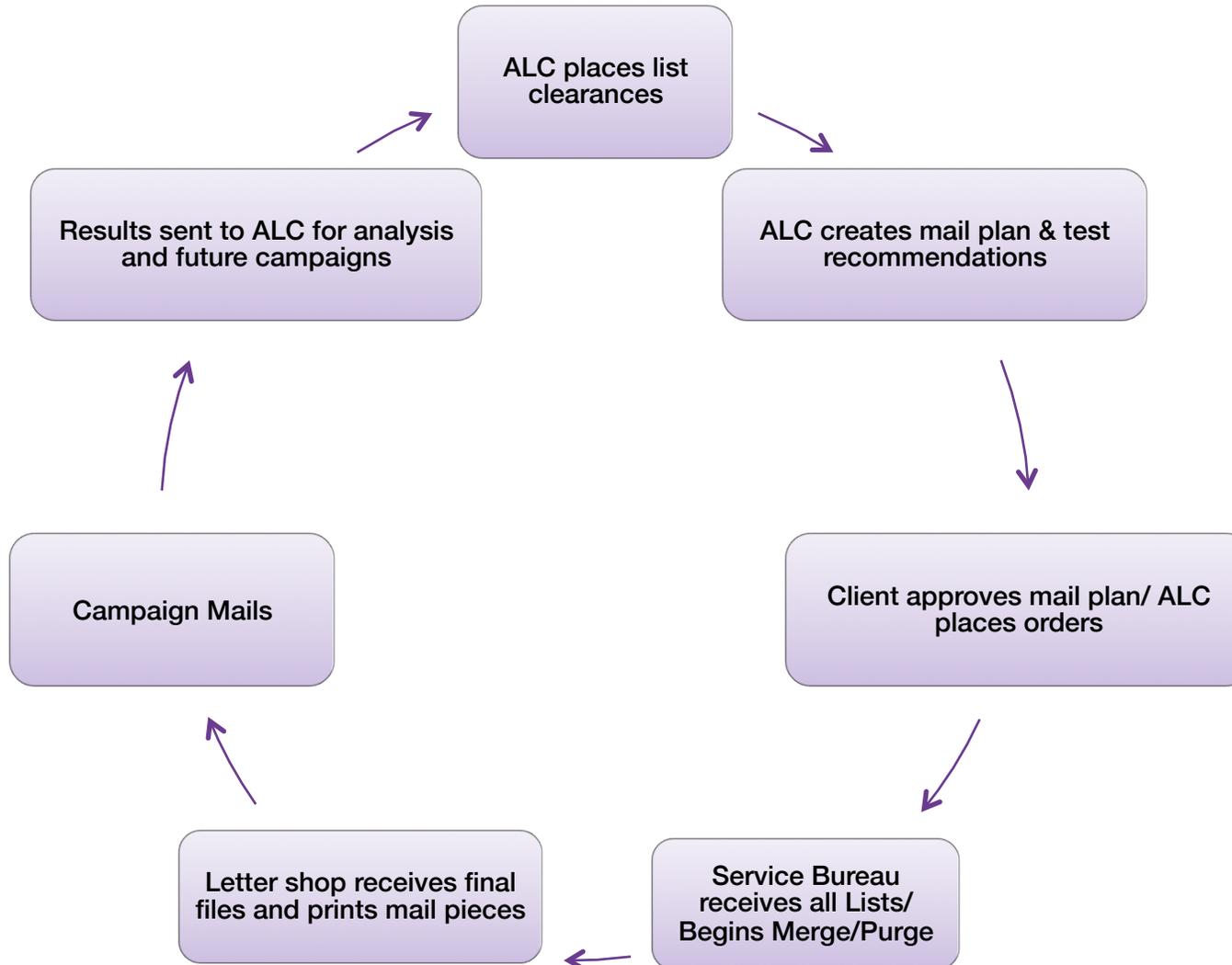
- ✓ High CPM
- ✓ Low Merge Retention
- ✓ List is not making the plan at current P&L

Lowering List Costs

How can we lower list costs?

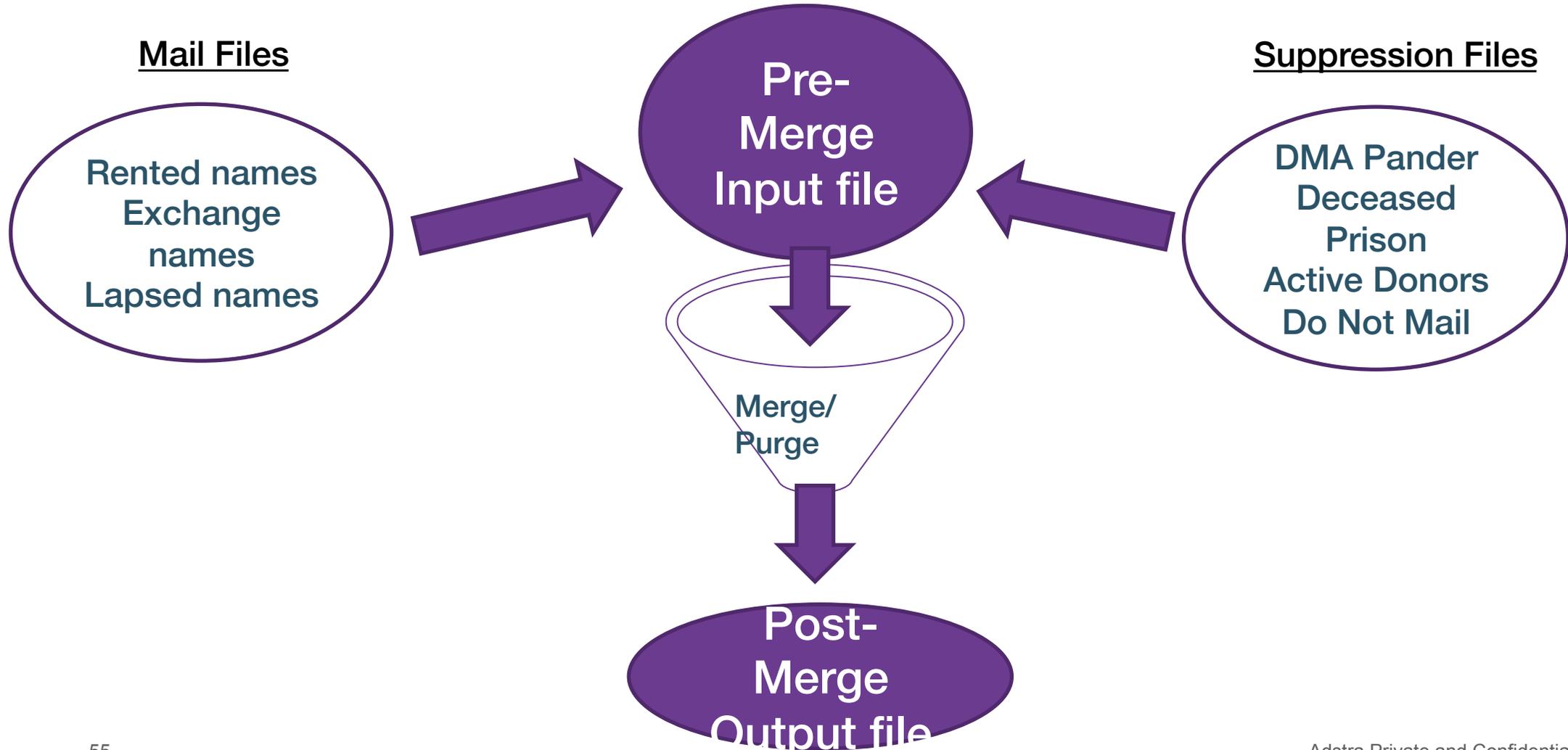
- ✓ Reduce Base Rate
- ✓ Waive or Cap Select Charges
- ✓ Net Name Arrangements
- ✓ Negotiate an Exchange

Campaign Planning Cycle



Merge Purge

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

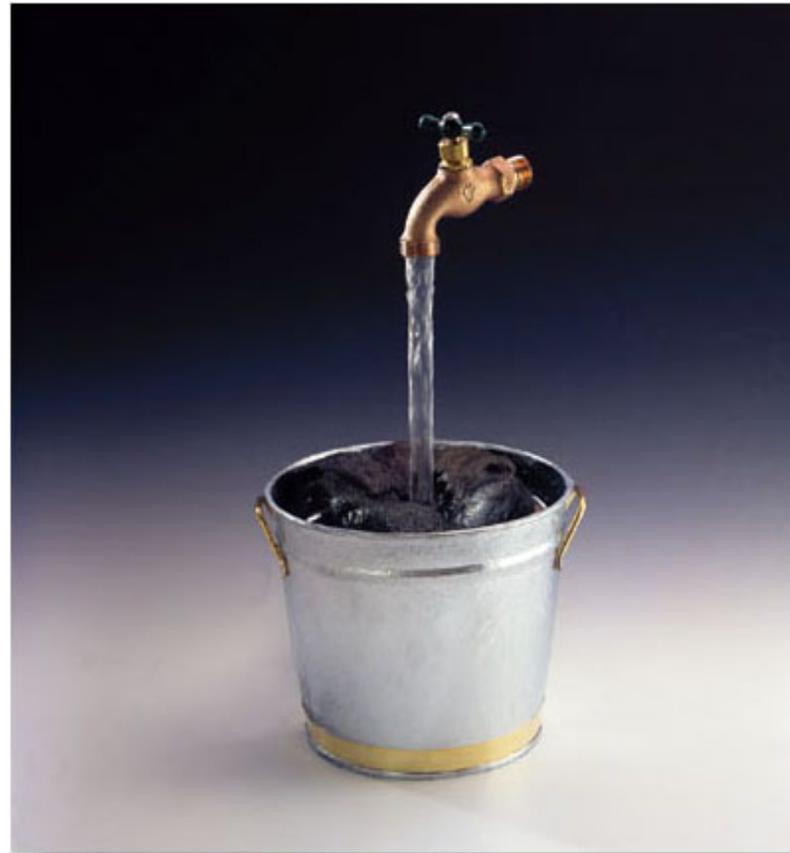


Attrition and Acquisition of Donors

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



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



Thank You!

Tom Fleming, Adstra Nonprofit
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