

OCS News & Notes

DIRECT MAIL FUND RAISING TOPICS & EMERGENCY SERVICES NOTES

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Welcome

from Don Stoetzer, President & CEO - OCS, Inc.

Welcome and thank you for reading our first company wide Newsletter. In our twenty plus years we have never done a formal or recurrent type "newsletter". It is our intent to distribute a newsletter to all our clients, at least two to four times a year. This will allow us to communicate with you on a more regular basis about general points of interest and to inform you of what's new at OCS. We hope you enjoy it. *Please give us your comments.*

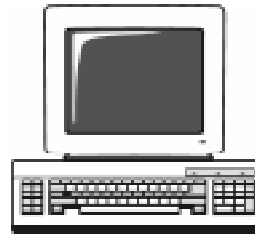


This being our inaugural edition, I thought it would be of interest to briefly review how OCS got started.

After about 15 years working in major corporate organizations, concentrating in such disciplines as automated systems, advertising, direct mail and marketing, I started OCS in early 1980. With my wife, Diana, we began the company from a home based office. Within a couple of years we expanded to rented office space and then bought our first office building in 1987. With the dedication of a great group of talented employees in various departments, many who have been with us over ten years, we have continued to expand. A year and a half ago we moved into our new and larger office and warehouse facilities, which has enabled us to keep pace with our ever increasing client needs.

We began our operations in Maryland with just a few companies, we now have organizations in over 25 states. We owe all this growth to you! We will continue to improve our operations to better serve you. We obviously appreciate the growth, but there is one thing we will never do... we will never sacrifice service to expand. We enjoy knowing and working with each of our clients. If you would like to know all the unique details of how OCS developed, you can go to our website, click on INFO/NEWS and then click on Company History.

New Software



In past communications we mentioned that we were upgrading our all important central *Fund Raising Software*. This project actually started over two years ago. After six months of intensive review we purchased an independent fund raising package. It includes extensive features, which will allow OCS to offer improved analysis and additional services in the near future. Even with all the features inherent in the package we needed to modify certain items that were required for our special custom parameters. This specific programming has taken about a year and a half to complete.

On January 2nd of this year we began the massive task of converting each of our clients from our original custom software system to the new software. This conversion is taking place for each of you about two months prior to your respective fund drive being mailed. As many of you already know, this process is transparent to most of you.

With these improvements there are new reports & listings. We will be able to do more extensive and varied formats as we proceed with the new software options. Instead of the large 14 7/8" x 11" size computer run or fan-fold paper, we will now be using the more efficient 8 1/2" x 11" size paper. It will be 3-hole punched to allow for ease of filing in 3-ring binders. OCS will be supplying you with your initial 3-ring notebook. These reports are now printed front and back. This will cut down on the number of sheets of paper required to be on file, and make storing and referencing your material much easier.

These computer software improvements will allow us to keep pace with new and innovative changes in fund raising concepts. I know you will also find these new report formats to your liking. OCS will continue to make changes that can help make your fund raising more effective!

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Blank Space

Tips that can strengthen your solicitation

Mr. Mal Warwick is a nationally recognized fund raising consultant that provides articles and holds seminars on fund drive promotions. In a July, 2001 article he spoke briefly of making the best use of space.

“One of the clearest lessons from the world of commercial direct mail is to make use of most available space in a package. Got a blank page on the back of a letter? Print photos there to illustrate the impact of your work, and drive the point home with punchy captions. Got space on the reverse of a donor response card device? Use it to list – and illustrate – benefits of donating.

Got a blank spot in the upper left-hand corner of your reply envelope? Print your logo and a slogan there or the name of your current campaign.

Got nothing but white space on the back of your carrier envelope? Keep in mind that most people turn envelopes over to open them – so use that space to add a note of urgency or a secondary teaser.

Not all these practices will fit well in every direct mail appeal. But surely some of them will strengthen your solicitation some of the time!”

Why Promos

Everyone likes give-a-ways. Although these “freebies” may not be appropriate for every campaign, inexpensive promotional items can be very effective when enticing potential donors to open your solicitation packet. This can play a major roll in increasing your response rate. The pocket calendars, emergency related labels, CPR wallet cards and other promotional items used in your Fund Drive packet can also be used as a promotional give-a-way during open houses, educational demonstrations, safety presentations, etc. You can save money by purchasing extra promotional items at the time of your mailing.



If you know anyone else who might like to receive our newsletter, or you would like to make any comments or suggestions, please call us and ask for Don, Diana, Mary or Martin.

The Age Factor

Old...er and getting Old...er

One of the biggest and most responsive groups of direct mail readers is composed of older folks. And they're growing older still. Here are a few facts about this key population segment.

- By the year 2010, 40 million Americans are projected to be 65 or older – and 70 million by 2030 (20% of the population).
- For every 100 men aged 65-69, there are 143 women. At age 85, the proportion jumps to 243 women for every 100 men.
- 52% of people aged 65 or older live in nine states: California, Florida, New York, Texas, Pennsylvania, Illinois, Michigan, Ohio and New Jersey.
- The median income of households headed by seniors (65+) is \$33,100. They control more than 50% of the nation's discretionary income.

These statistics were researched and published in a Memo by Meyer Partners in March, 2002. We can never forget our younger generation and their trends; however, we surely don't want to ignore where much of the disposable income is now located.



Postage



On June 30, 2002 most postage rates will increase a little. The average piece rate increase for non-profit is about \$.02. In addition to the rate increase, some minor changes have been made to the sortation categories, i.e. the way the addressed pieces must be sequenced.

Thanks

A special thanks from Marketing to all of our customers who have recommended our services to their neighboring companies and other friends in the Emergency Service Community. That is a great compliment! Thank You! We will always strive to meet their needs, as we do yours!



Trade Shows

OCS attends many emergency service trade shows in various states throughout the year. It allows us the opportunity to see many of our current clients in addition to sharing information with potential customers. For the remainder of this year we are presently scheduled for the shows noted below. If you are planning to visit any of these shows, please stop by our booth and say hello. You can also look at the various samples we have on display or talk to us about ideas or questions you may have for your future fund raising efforts.

- Ocean City, MD MD State Firemen's Convention
June 17th-19, 2002
- Baltimore, MD Firehouse Magazine Expo
July 18th-20, 2002
- Wildwood, NJ NJ State Firemen's Convention
Sept 13th-14, 2002
- Chattanooga, TN TN Assn. of Rescue Squads
Oct 4-5, 2002

Hope to see you at an upcoming show soon!

Firehouse Joke

There is a news report that a *two-seater* private airplane has crashed into a cemetery. The fire department has so far reported that they have recovered over 300 bodies and they are still digging.

Just for Fun

Take a little time and see how quickly you can master this Word Search puzzle. If you have any questions...call Mary. She has the answer.



- | | |
|-------------|----------------|
| AMBULANCE | HERO |
| AXE | HOSE |
| BROTHERHOOD | OXYGEN MASK |
| CAPTAIN | RESCUE |
| CHIEF | SAVE |
| DALMATIAN | SQUAD |
| EMERGENCY | THERMAL IMAGER |
| EMS | TURNOUT GEAR |
| FIRE TRUCK | VOLUNTEER |
| FIREFIGHTER | WATER |
| HELMET | |

Firehouse Recipe

Looking for something new and tasty? Try this soup recipe from Liberatore's, a well known Italian Restaurant in MD. This recipe will serve 8 or more of your station personnel.

Pasta Fagioli Soup

- 12 oz can of Great Northern Beans
- ½ small Onion Diced
- 1 clove of Garlic Minced
- 3 slices of Bacon Minced (freeze first, its easier)
- Extra Virgin Olive Oil to coat bottom of pot
- ½ bunch of Fresh Parsley
- ½ lb of Tubetti Pasta (cooked)
- +/- 2 qts of Chicken Broth (Homemade)
- ½ Ladle of Marinara Sauce
- ½ cup of Parmesan Cheese



You will need to sautee the garlic, onions, and bacon in olive oil on low heat. Cook till the onions are golden, do not burn the garlic, add beans and cook for 3 minutes on medium heat. Add remaining ingredients and simmer for 20-30 minutes. Adjust consistency with cheese or broth.

OCS Webpage

If you haven't checked out our updated website, please do so! As of March we completely changed our site. Future updates will include client interaction so you can get your packet mock-up online. (www.ocsmail.com)

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The Salesperson's Corner

This area is reserved for our Sales Consultants to mention situations, experiences or personal insights that they have encountered mainly with you, our clients. Our initial article, "As I See It", comes from a man who had a true passion for the fire service. He was a man that did everything first class and maintained unsurpassed dedication to his clients.

Unfortunately I said, he had these qualities because on February 3rd of this year, Mr. Lou Rickards was taken from us. While traveling to a Firefighter's Association meeting with his wife; he was struck by a truck that ran a stop sign. Lou died at the scene. Lou had been a customer with us for five years, prior to becoming an OCS Sales Consultant. He then worked with us for eight years. Lou wrote this just a few weeks before the accident; we are printing it as Lou wrote it. Lou will be missed, but he will not be forgotten.



"AS I SEE IT"

by Louis A. Rickards, Senior Sales Consultant

As a thirty-nine year veteran of the Delaware Fire Service with the Lewes Fire Department, Inc., I have chaired the last twenty-seven of our department's fund drives. This would include thirteen fire department drives, thirteen ambulance subscription drives and one building drive. All under the guidance of Omni Computer Services have done very well, earning our department several million dollars. One thing I have learned is that if your Chairman and your fund drive committee take care of your department's fund drive, it will take care of your department.

Continue to update your address list on a regular basis. This is the nerve center of the entire fund drive effort. Make the name changes as you receive them. When Mrs. Smith writes on the cards, that Mr. Smith passed away last year, remove him from the list and add Mrs. Smith in his place. Nothing bothers the public more than to take the time to help the fire department update their list and then the fire department doesn't take advantage of their efforts. When a property owner writes on your drive card that he sold his property last year and has moved away, don't lose that income. Type a form and mail it to the property owner requesting the names of the new owner(s) of his former property. Include a self addressed return envelope with a stamp and I assure you, you will receive the updated information within days. For a total expense of about 38 cents, you will continue to receive that \$50.00 donation.

When you receive your mock-up of your fund drive material, make a quick turn around for approval. I have seen departments that the fund drive chairman has to have a committee meeting to approve the mock-up. Once the fund drive committee voices their approval then a board of directors meeting is required for approval. After that the board must take it before the full company monthly meeting for a full vote for the membership. In many cases eight to ten weeks have been lost in this type of approval shuffle. Then the department wants to know why their drive was not mailed on time. It is good business to be safe and sure, *however* don't let that work against your goals. Put your top people and best workers on the fund drive committee. Give them the authority to make mock-up approval decisions which will permit the fund drive to go out on schedule. Your efforts will be reflected in the final tally of your fund drive!

- Louis A. Rickards was President and Chief Emeritus of the Lewes Fire Department. He had 39 years with that organization. He was also a past President of the Del-Mar-Va Fire Service Association.
- He was a retired Delaware State Trooper, serving 26 years with the DSP. He wrote for the Maryland Fire Dispatch and had been associated with OCS...Omni Computer Services for 13 years.