

OCS News & Notes

DIRECT MAIL FUND RAISING TOPICS & EMERGENCY SERVICES NOTES

Volume Number 11

www.ocsmail.com

October 2009

Friend-Raising?

by: Don Stoetzer

When the economy is not pumping on all cylinders many professional fund raisers will say, place a hold or at least curtail the general or blanket type mailings and be more targeted – me included. Basically slow down on cultivation (i.e. prospecting for new donors) and pay more attention to retention (i.e. holding on to your existing donors – increase targeted mail outs). In a way it is like saying, buy less or sell gold when the value of the US dollar is raising overseas and buy more gold when the dollar is falling. In other words – it is all about timing. You can make more money if you buy and/or sell that gold at the right time – but we all know how that works, if we all had that proverbial crystal ball it would be easy. So you need to *be consistent* and continue mailing to those prospects a little and push targeting more to your existing donors.



Thus, both retention of donors and cultivating new donors is essential. The economy then basically dictates how you need to handle the “mix” of these two important elements. There is always attrition of some existing donors, no matter how good you are. So cultivating for new blood is a fact of life. But one can be a little more frugal when the economy is slow. If you are an organization that saturates your complete database say four times a year, do one less – cut back about 25%. But do not stop that contact with your constituents, it is imperative. Because someone does not make a donation does not mean that they don’t like you, it just means they have decided not to donate at this time. That particular mailing may not have produced a return this time, but it did create awareness and that is good.

You do the same thing as many of these potential prospects. You may choose to ignore a mailing because you do not have the funds at the time, you don’t know enough about the organization, you just made a donation to another non-profit or whatever. There are many reasons for not responding. However, the mailing has accomplished one major factor, it made contact with “you”! Yes, it is a fact that you posted this piece to obviously generate “revenue” for your organization and the odds are very good that you will make money. Because most of the pieces will not generate a response...is not a failure! As Tom Ahern, a noted communicator mentioned in a recent Newsletter (i.e. About Donor Communications, 2008) Direct Mail is just as much about “friend-raising” as it is about fund raising. You are making an on-going contact to your specific database or friends in your geographic area – this is generating recognition.

If you maintain that contact with your prospects and have a well-designed piece, you will continue to build and add to that all important “donor” database. So when the economy is slow the growth may be a little low, but it is still growth. OCS and its staff are here to assist your organization with your overall campaign objects. We want you to have and you should direct efforts to have the best of both worlds – donor growth (new donors) and revenue growth (retaining existing donors). The overall Giving Process can include obtaining revenue through Planned Giving, Majors Gifts and the Annual Giving process. It is the Annual Giving - Direct Mail efforts most of these comments have been directed.

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Bulk Mail Delivery

By: Mary Woke

Will Post Office layoffs slow down your bulk mail delivery?

Between the down turn, Internet and other forms of communication, the post office has felt a hit in the decrease of bulk mail. In the news lately we have heard of some post offices closing down and employee layoffs in others. We have to wonder how that may effect the timing of bulk mail delivery. So far, we have not seen any major delays in service, but we urge you to make sure you give your mailing plenty of time for dated material. Your mailing should be delivered to the post office at least two weeks before the date you need it in the homes and/or businesses. Make sure we know about any of your target date needs, especially if it is not evident on the flier or mailing material.



On-Line Donations

Do you accept on-line donations? If you are set up to do so, don't forget to advertise it on your flier as another way to donate. Then, make sure you report those donations to us so we can update your database with the donations.



Merry Christmas!

It may sound a little early for Christmas, but as department stores know; you need to start early to be prepared. Wouldn't it be nice if everyone in your community received a holiday greeting in the form of a card or post card from your department? You may be interested in combining that greeting with a holiday solicitation, thank you or calendar of events notice. Don't wait until the last minute – give us a call to get started today!

Less Mail-Good?

Have you noticed less mail in your mailbox? Even if you haven't, the post office has. Many retail and other companies used to mail large catalogs. Now they send a post card notice to pick them up. A number of organizations are using the Internet much more these days for newsletters and client memos. Charge card companies, phone companies and many others urge you to go "paperless" and send monthly statements directly to your email. On-line bill paying has become the norm in many households. Due to the recession, a number of non-profits have downsized or even postponed their fund drives.

So, *why is this good news to you?* The most obvious reason is less competition. Your mail piece won't get lost in the huge pile of daily mail if there is not a huge pile of daily mail. If less non-profits are competing for donations, your request will get more attention. So, when you are cutting back on costs due to recession concerns, there are lots of ways to do it *without* sacrificing your fund drive. Target mailing is on the top of that list. Cutting out unnecessary extra packet items could be another. With less competition, this may also be a great time to pick up new donors. If you are considering postponing your mailing for a year due to the economy, it would be wise to stop and rethink those plans. Give us a call if you would like to discuss some ideas.

Staff Updates

A big "congratulations" goes out to our lead graphic artists, **Jim Timberman**. Jim and his wife Erin welcomed their first child recently. Brea Marie was born on August 19th, weighing 8 lbs 5.5 oz, 20 3/4". This blue eyed, blonde hair, healthy baby girl quickly turned Jim into a proud Daddy. Have fun spoiling her Jim!



Sarah is back! Some of you may remember **Sarah Robinson**. She worked for us about six years ago. She had spent some time in the areas of Client Services & Address Development, but mainly worked in the Finance Accounting area. She left to pursue other opportunities.



Well, she has come back home to OCS. Sarah and Audrey Wingo, our Client Services/Office Mgr, will be working together as a team. Sarah will be our Production/Office Mgr, overseeing Systems & List Maintenance. If you have not had the opportunity to work with Sarah in the past, I'm confident you will find her pleasant and informative as well as eager to help. *Welcome back Sarah!*

Radio??

Need an idea for some recognition and publicity about your company or organization? Want to talk about your mission and what you have done for the people in your community? Have an upcoming event or a special capital campaign you need to explain? Well here is a thought - look at local Radio shows. There are some syndicated shows, but there are a number that are produced locally that are looking for topics to fill their air time. Make a guest appearance!

Survey Winners

We have had a good response to our surveys with some valuable comments. Thanks to everyone who responds to them. The surveys usually go out via email, when possible, about a week or two after the initial mailing for your main fund drive. When we don't get a response we are not sure if you choose not to respond, or if they are being blocked by spam filters. If you don't get a request to complete a survey, and would like to give feedback on our products and services, let us know and we will make sure you get one. When you return a completed survey, your name is entered into a quarterly drawing. If you win, your department also wins a prize! That's double the reason to return those surveys!



Congratulations to our recent quarterly winners:
1st Quarter: Jim Herr from Quarryville FC
2nd Quarter: Billy Shelton from Hartwood VFA
3rd Quarter: *Drawing to be held in late October*

Shows

Once again we would like to thank everyone who visited our booth at the various shows this year. Unless something comes up, we are finished with shows for 2009, and our 2010 schedule is not complete, but here are a few of the regulars we will be attending...

May – Fire Expo in Harrisburg, PA

June – Maryland State Fire Association Conference in Ocean City, MD

July – South Carolina State Fire Assoc. Conference in Myrtle Beach, SC
& Firehouse Expo in Baltimore, MD

September – NJ State Firemen's Association Convention in Wildwood, NJ

OCS Client Report Generator System

Many clients have asked, when will I be able to view my company's fund raising data real-time? Well it's HERE!

The system is in the final stages of being field tested by several clients. It will produce the information you want for screen review or for printing. The various reports have standard options that allow you to display the data in numerous formats. If you want to be more creative there is a filter process that allows you to drill down into the data and produce reports for your specific needs. This information can then be plotted on a map.

There are 20 basic reports. Each one has particular characteristics. In addition the filter permits you to be very selective. The screen here lists the reports and some Option Boxes on the side. In the Campaign Code option box for example you could click on Ambulance or Fire for your Ambulance/Fire related campaigns or Holiday for those Holiday service oriented mailings. (This Campaign box also has the codes for Building, Equipment, Pledges, Business, etc. drives.) In the Solicitation Codes box (i.e. each and every mailing performed is coded) this allows you to pick a "specific" mailing that you performed or a combination of same. If you want a report of a particular Market Type (i.e. each of your records are coded as a Single Residence, Apartment, Business, Elderly, Out-of-Towner, Renter, etc) you can select that Type in the Market Type box. The bottom two "Range" boxes (i.e. Yr & Zips) are there for narrowing your particular searches even more. Once you select the specific report, there are even more alternatives from which to choose.

Select a report to run

1. Summary Stats for all Campaigns based on dollars
2. Summary Stats for all Campaigns based on dollars & mailing info
3. Client Donor History & ROI includes Income, Expenses and Ratios
4. Total # Addresses on file by Market Types (i.e. Apt, etc.)
5. Proposed Count for Follow-Up Mailing
6. Contributor's Summary Rpt - Donations by various dollar breaks - multi years
7. Contributor's Summary Rpt - Donations by various mkt segments/types - multi years
8. Contributor's Summary Rpt - Donations by various dollar breaks - by year
9. Contributor's Summary Rpt - Donations by various mkt segments/types - by year
10. Contributor's Analysis Rpt - Number total Donors for 1, 3 and 5 years
11. Contributor's Analysis Rpt - Frequency of Donors in last 3 years
12. Contributor's Analysis Rpt - Frequency of Donors in last 5 years
13. Totals by market segments/types for Donor vs NonDonor, 3 & 5 years
14. Market segments/types grouped by zip for # Donors and total dollars
15. [F/G] Master Listing
16. [F/G] Donor ONLY Listing with Donations for 1 thru 3, or 4 or 5 years
17. [F/G] Donor Listing with the Last 1, 2, 3, 4, 5 or 6 periods of Solicitation Codes
18. [F] Street List Report of Donors and/or NonDonors
19. [F/G] Giving Potential, (i.e. Top: \$/%, or - \$ amt - or - # gifts)
20. [F/G] Master Listing - Donated in X but not in Y

Base Reports: A list of the Reports that are "currently" available. Other screens detail all these reports and more options.

Campaign Codes: A Ambulance, B Business, C Carnival, E Equipment, F Fire, H Holiday, M Miscellaneous, O Other, R Recruitment, T Thank You, U Building, X Special

Solicitation Codes: A000, A001, A002A, A003A, A004A, A005A, A006A, A007A, A008A, F000, F001, F002A, F003A

Size Codes: D 5,001 - 10,000

States: DE

Market Types: A Apartment, B Business, E Elderly, J Adjustment, M Marina, O Out of Towns, R Residential, T Trailer Park, X Other

Year Range (Start/End): Start: , End: , Zip Code Range (Start/End): Start: , End: , Clear, GO

Select a report to run

Windows taskbar: Start, Internet Explorer, Outlook, Microsoft Office Word, Adobe InDesign CS, FW: OCS Report G..., OCS Download, Omni Computer S..., 4:50 PM

Basic Information Available with the system...

- o Specific detail of all Revenue received, Expenses & calculated Ratios by year and per specific mailings.
- o Detailed listings of all Donors and Non-Donors, along with number of Gifts or Pledges, if applicable.
- o Knowledge of which dollar ranges generate the bulk of your income and by zip.
- o Relevant "number" of Donors over a 1, 3 or 5 year period - your key residents/businesses, etc for targeting.
- o Frequency of Donor contributions over 3 to 5+ years and by donation levels, important information.
- o You can review your area by street as to donor size per address or donation levels per street compared.
- o Awareness of which drives, along with what times of the year, in addition to specific knowledge of what Market types produce the best results and where. Ability to profile information and areas.

Some Overall Benefits...

- o Be able to identify which areas or residents need more or less attention. Better *cultivation* of prospects.
- o Analyzing your donor base to discuss with OCS about adjusting copy, etc. to assist in *raising donor levels*. A primary aspect of any Direct Mail process is getting one to renew their gift and hopefully upgrading periodically.
- o Be able to plot drives to identify patterns in responses for timing & types of campaigns. Here we can look at low response areas to discuss how we can improve our overall *donor acquisition rate* - we can *target* certain areas.
- o *Coordinate other events* (Open Houses, etc) with knowledge of neighborhoods that are more involved.
- o Return *patterns* allow OCS & you to vary planned materials in upcoming mailings or for proposed event(s).
- o A better knowledge of where your higher and lower donors are concentrated helps one to better direct or promote your mission to the public in these varied areas. You want to work at *retaining existing donors*.
- o *The Data that is now readily available*, includes: specific financial data, historical information showing the trends of donors and those non-donors, a listing of all your constituents that can be grouped by street and is constantly updated. All this data can be displayed on graphs or plotted on a map of your area. This information can then be used for in-house meetings, reviewed with government officials, along with neighborhood groups, etc, etc..

Client Report Generator System - There are a multitude of reports (20 standard formats), a number of variations, a detailed filter process that allows you to drill into your data to retrieve whatever you want to exam, then you can graph or plot that information on a map to see your results in a visual way.

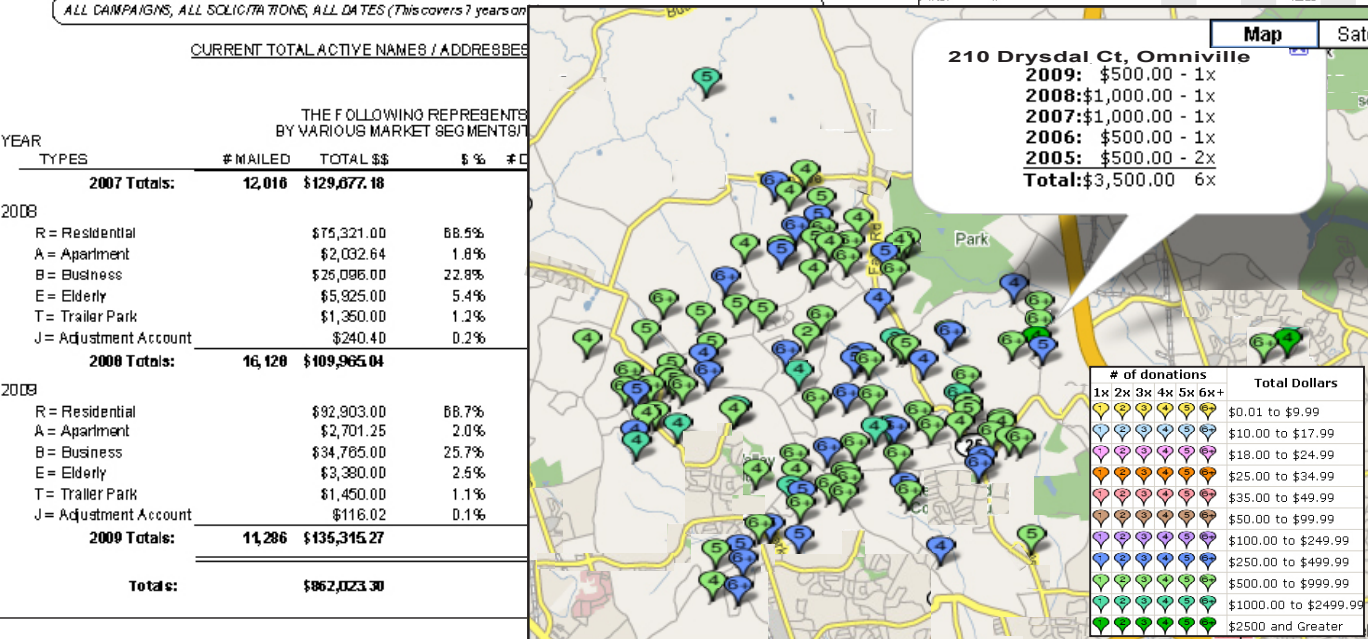
The options are basically endless. The selections are very easy or you can use your own talents to vary the data to research whatever you need real-time. All the info you want for company reporting and reviewing your neighborhoods.

Omni District Fire Company - #1001													Page 1
Client Donor History & ROI includes Income, Expenses and Ratios													By: OCS, Inc.
Date	Code	Campaign Description	# Mailed	INCOME				EXPENSES				RATIO	
				Responses	Donors	Gifts	%	Total Income	Average Gift	OCS Costs	Postage (Info Only)	Average Cost	Gross Profit
06/10/2009	F009A	Fire 2009 1st Mailing	6510	1410	1414	21.7%		\$100,644.27	\$71.18	\$3,109.10	\$566.37	\$0.48	\$97,535.17
08/15/2009	F009B	Fire 2009 2nd Mailing	2955	370	370	12.5%		\$21,331.00	\$57.65	\$1,396.20	\$251.17	\$0.47	\$19,934.80
12/02/2009	H008A	Holiday 2009 1st Mailing	1821	202	202	11.1%		\$13,340.00	\$66.04	\$772.60	\$163.89	\$0.42	\$12,567.40
06/23/2008	F008A	Fire 2008 1st mailing	6486	1162	1164	17.9%		\$70,511.54	\$60.58	\$3,493.12	\$511.80	\$0.54	\$67,018.42
08/27/2008	F008B	Fire 2008 2nd mailing	5346	388	391	7.3%		\$26,728.50	\$68.36	\$2,352.24	\$457.41	\$0.44	\$24,376.26
12/01/2008	H008A	Holiday 2008 1st mailing	4296	202	202	4.7%		\$12,725.00	\$63.00	\$2,090.85	\$444.34	\$0.49	\$10,634.15
10/12/2007	F007A	Fire 2007 1st mailing	6517	1411	1417	21.7%		\$102,339.50	\$72.22	\$3,123.45	\$553.19	\$0.48	\$99,216.05
11/29/2007	F007B	Fire 2007 2nd mailing	5499	345	348	6.3%		\$27,337.68	\$78.56	\$2,266.68	\$469.94	\$0.41	\$25,071.00
10/19/2006	F006A	Fire 2006 1st mailing	6592	904	907	13.8%		\$64,632.00	\$71.26	\$3,159.48	\$600.28	\$0.48	\$61,472.52
11/17/2006	F006B	Fire 2006 2nd mailing	5719	901	917	16.0%		\$56,610.00	\$61.73	\$2,361.43	\$469.95	\$0.41	\$54,248.57
10/18/2005	F005A	Fire 2005 1st mailing	6548	1410	1414	21.6%		\$96,874.27	\$68.51	\$3,138.41	\$530.11	\$0.48	\$93,735.86
11/30/2005	F005B	Fire 2005 2nd mailing	5374	370	370	6.9%		\$21,206.00	\$57.31	\$2,214.77	\$435.29	\$0.41	\$18,991.23
10/04/2004	F004A	Fire 2004 1st Mailing	6271	1456	1477	23.6%		\$103,397.00	\$70.00	\$3,005.73	\$458.20	\$0.48	\$100,391.27
11/16/2004	F004B	Fire 2004 2nd Mailing	4942	359	360	7.3%		\$29,422.14	\$81.73	\$2,086.17	\$349.82	\$0.42	\$27,335.97
10/23/2003	F003A	Fire 2003 1st Mailing	5518	1333	1342	24.3%		\$102,153.40	\$76.12	\$2,814.18	\$391.77	\$0.51	\$99,339.22
12/10/2003	F003B	Fire 2003 2nd mailing	4306	246	249	5.8%		\$12,771.00	\$51.29	\$1,894.46	\$322.21	\$0.44	\$10,876.54
TOTALS:			84,700	12,544	14,774	14.7%		\$862,023.30	\$69.13	\$39,278.87	\$6,974.74	\$0.46	\$822,744.43
													\$9,713.63
													\$21.95
													95.4%

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MASTER DONOR LISTING (Sorted by Type Code)													Shows Donations by "Year" Then tallied by "Mkt Type Codes"
ACCT#	NAME	ADDRESS	CITY	ST	ZIP	TYPE	UNIT	PO BOX	2009	2008	2007	2006	2005
4036	WILLIAM JONES	737 BARRACREST LN	LANCASTER	MD	17603-2701	R			50.00			50.00	50.00
4427	WILLIAM JONES	2311 HELENA RD	LANCASTER	MD	17603-4141	R			75.00	75.00	75.00	75.00	75.00
3605	WILLIAM & SHARYN JONES	317 WINDING HILL DR	LANCASTER	MD	17603-1111	R			100.00	100.00	100.00	100.00	100.00
778	WILLIAM H JONES	408 CO UNTRY PLACE DR	LANCASTER	MD	17603-1787	R			20.00	25.00	40.00		
874	WILLIAM H JONES	913 DAREY LN	LANCASTER	MD	17603-2012	R			25.00	35.00	25.00	25.00	
1438	WILLIAM H JONES	127 HILLFARE RD	LANCASTER	MD	17603-2251	R			75.00	35.00	100.00	100.00	75.00
2036	WINDSOR C & MIRIAM T JONES	2630 PENWOOD DR	LANCASTER	MD	17603-2251	R			175.00	125.00	115.00	115.00	
5074	WINDSOR C & MIRIAM T JONES	2630 PENWOOD DR	LANCASTER	MD	17603-2251	R			10.00	10.00	10.00	10.00	10.00
2197	WOOD JONES	100 WOOD JONES DR	LANCASTER	MD	17603-2251	R			20.00	20.00	25.00		
5244	YOUNG JA JONES	650 STEWART DR	LANCASTER	MD	17603-2251	R						25.00	
2011	YUET TANG & KOO JONES												
3534	YUNG J JONES												
1109	ZACHARY JOHN & SHEILA JONES												
127	ZHOU JONES												

3934 YUNG J JO NES 1189 ZACHARY YOHN & SHEILA JONES 727 ZHOUDE JONES			By: C. S. Inc. www.csi-inc.com ASTLEIGH DONOR LISTING (Sorted			Omni District Fire Company - #1001			Shows Donations by "Solicitation Code"			Page 07/14/2009		
TOTAL DONATIONS for (TYPE R) =			20			Donor Listing Sorted by State & Zip with Donations by Solicitation Codes F009B, F009A, H009A, F008B, F008A & H008A								
TOTAL DONORS for (TYPE R) =			20											
TOTAL # DONATIONS for (TYPE R) =			20											
TOTAL NUMBER OF ACTUAL DONORS LISTED fo			20											
Include Type "J" addresses: [YES]														
</														

Omni District Fire Company - #1001													Page 2
CONTRIBUTOR'S SUMMARY REPORT													By: OCS, Inc.
As Of: 07/10/2009													



Quick & Easy Recipe

Chocolate Mug Cake Dessert

Prep: **ONLY 5 minutes!**



This is an EASY one!

Ingredients:

- 4 tablespoons flour
- 4 tablespoons sugar
- 2 tablespoons cocoa
- 1 egg
- 3 tablespoons milk
- 3 tablespoons oil
- 3 tablespoons chocolate chips (optional)
- a small splash of vanilla extract
- 1 large coffee mug



First add dry ingredients to mug, and mix. Now add the egg and mix thoroughly. Pour in the milk and oil, mix well. Add the chocolate chips (if using) and vanilla extract, and mix again.

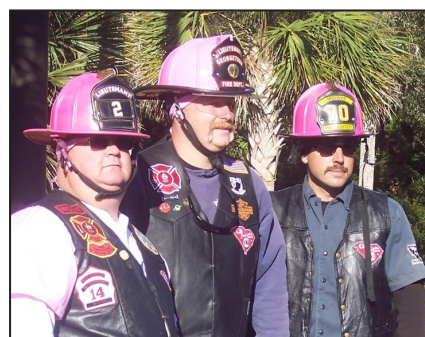
Put your mug in the microwave and cook for 3 minutes at 1000 watts. The cake will rise over the top of the mug, but don't be alarmed! Allow to cool a little, and tip out onto a plate if desired.

It is even better if you serve with a hearty scoop of vanilla ice cream!

Care to Wear Pink?

By: *Mary Woke*

Firefighters across America are wearing pink! In respect to Breast Cancer Awareness, Dave Graybill, a firefighter in Phoenix, is not only wearing pink, but has created an organization called Pink Heals that does so much more. Dave and other volunteers in this non-profit are the Guardians of the Ribbon. They tour across the country in two pink fire engines, filled with pink ribbons, and thousands of survivor signatures and pulling a 13' stainless steel ribbon to share their "Cares Enough to Wear Pink" message. They plan on enlarging their fleet and want to build a pink fire station. As they spread a message of



hope and awareness, they touch hearts and encourage passion within communities to do the same. You can find out more information about this organization through their pinkheals.com website, or search "Guardians of the Ribbon" for several sites about places they visited. One fun site is YouTube video: <http://www.youtube.com/watch?v=p8ZvSg84OTM>.

Firefighters, police and citizens across the country are encouraged to wear pink on October 25th, 26th, and 27th. I am writing this article in honor of my sister, who is currently battling breast cancer, and all of the breast cancer survivors. The message this organization is spreading is of hope and love for those affected by cancer by letting them know someone cares. Wouldn't it be heartwarming to know the whole country cares? Please, join me in wearing pink on these days.

If you would like The Pink Heals Tour to visit your community next year, you can contact Dave at 602-380-8714 or dgraybill911@yahoo.com. They are also on facebook and twitter – official site is "Guardians of The Ribbon". Remember – Pink can heal.

Is Your Mailing List Out-Dated?

By: Mary Woke

Before you start your direct mail campaign for the new year, ask yourself, when was the last time my list was updated? If the answer to your question is over three years, you should consider making that a priority. Some of you know how important an accurate and up-to-date mailing list is to your campaign and either provide us with new addresses in your area on a regular basis or have asked us to update it for you each year. Some clients (especially new company contacts) don't realize the effect the outdated list may have on their fund drives. Remember cultivating for new donor prospects is an on-going effort, so obtaining new residents is important. If you don't have a source to obtain updates easily, give us a call to discuss the options available and costs. If you don't, it could be costly to your on-going efforts.

Are YOU Happy?

Feeling stressed with work? - Maybe its time for a Happiness check. Being happy is a choice. People are drawn to positive individuals and when you are happy you can work better, feel better and generate better input for your organization. So maybe you can try taking a few steps to being happy:

1. Choose not to complain. Be thankful for what you have, look at problems as an opportunity.
2. Try smiling more, you can trick yourself into being more upbeat and confident with yourself.
3. Be more enthusiastic. This makes you more passionate & that is contagious to being happy.
4. Be positive. Think positive thoughts. Tell yourself we can get it done - Not it does not look like we can accomplish that, don't be negative!



Did you know? You can retrieve archived copies of our OCS News & Notes from our website. Just one more reason to visit www.ocsmail.com

Just for Fun

Lets take a look at some terms for items that I know those under 45 probably will not remember - do you remember these? ---



How about this one? You placed it on the rear of your car, it wasn't cheap, even for back then! The CONTINENTAL KIT!

Do you remember those great add ons to the back wheel wells of your car? Well they were called - FENDER SKIRTS!



If you did NOT want to mess up those great White Wall Tires you would add those special, CURB FEELERS!

Now here is a term you must miss - the old PERCOLATOR, we now have the MR COFFEE or just COFFEE MAKER!



Some of these are coming back, but on those old beauties they were always there, it is the RUNNING BOARD!

So at what point did we stop calling them the EMERGENCY BRAKE? Now it is just a Parking Brake - that just does not have the drama of the other expression!





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