

# OCS News & Notes

DIRECT MAIL FUND RAISING TOPICS & EMERGENCY SERVICES NOTES

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## Welcome Again

As promised and advertised we are trying to provide another avenue or venue of communications to our clients. The Newsletter format allows us the opportunity to outline varying topics and more universal points of interest. We would like to send out two to four Newsletters a year.



Thanks to those of you that offered suggestions and comments to our initial Newsletter, a few months ago. Again, we hope you continue to enjoy it and take something from it. *Give us your comments!*

## Passion!

Passion is contagious! I have always believed that if you have a positive message and you can repeat it enough times in a forum (i.e. media) where it will be heard, seen or read it will eventually be accepted. Times change, the economy goes up and down, and historical events have influence. Yet, don't let these outside factors extinguish your passion. There are always factors at work that can negatively impact the outward enthusiasm you exhibit for your cause, i.e. your fund drive. These forces need not diminish your enthusiasm for your very deserving needs. Your exuberance will infect others. *Keep the passion!*

Source: D.G. Stoetzer – Pres. OCS, Inc. and *Successful Fund Raising*, Stevenson, Inc. pub. Dec 2002.

## Thanks

To all of our clients who made 2002 another great year at OCS, we want to say Thank You! Thanks again, for allowing us to serve you, and thanks for recommending us to your neighbors!

## My Comments

Don Stoetzer, President & CEO - OCS, Inc.

A wise prophet once said, "We have two ears and one mouth so that we can listen *twice* as much as we speak." As a true consultant, this has always been difficult for me to do. There is a lot I want and have to say, but I have learned that it is very prudent to look before I leap.

You come to OCS because we have the depth of special talent you need to develop your fundraising campaign and because we have the vast resources to accomplish the technical aspects of your mailing. We also have the experience and the networking capabilities to insure your annual and special fundraising efforts are kept on track, year *after* year.

Even though we provide a strong array of options, along with our standard fundraising services, we need and want your feedback! Continuous, two-way communication is very important. We are obviously here to provide our expertise to you, but we are also sensitive to your comments and suggestions. We listen to your needs and provide *twice* the service you expect.

## Mom Was Right

You should always say "Thank You!"

Sending "Thank You" Post Cards or Letters can help increase the number of *repeat* donors, thus increasing your total donations. It is also a very inexpensive way of showing your appreciation. Some donors expect recognition. Many others *will* notice when an organization *does* say *thank you* and when one does *not*. ***It can make a difference.*** OCS can prepare personalized Post Cards or Thank You Letters or a combination of both to all donors, or to a certain donor level.

THANK YOU!

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# The OCS Management Team

*Donald G. Stoetzer, President & CEO*

Don, along with his wife, Diana, started OCS in 1980. Now, 23 years later OCS assists mainly Emergency Service Companies across the country with their fund raising, printing and direct mail efforts. Don is a member of the Ntl Assoc of Fundraising Professionals, the Ntl Vol Fire Council, in addition to Marketing, Systems Mgmt, Postal and Local associations. He served in the Army's Military Intelligence Service for 3 years, spending a year in Vietnam. After the military, he had positions in senior management at a major Financial Organization, Computer Corporation and as a professional Mgmt Consultant where he provided systems and marketing advice to numerous Companies. Don holds a BS in Marketing and an MBA in Management Finance. He enjoys traveling, old movies and trying to play golf.



*Diana W. Stoetzer, Exec. VP of Finance & Operations*

Diana handles a little of everything at OCS. She controls Accounting, HR functions and general Operations. When needed, you will see her doing anything from assisting with production, to running the mail-house equipment or assisting in Data Entry. After college and prior to OCS, Diana spent many years in her parents' family business and other administrative pursuits. In the middle of all this she and Don raised two children, Patrick now 27 and Heather 23. Diana enjoys seeing a job from beginning to end. She also attends many of the trade shows and client meetings. She enjoys gardening, reading, swimming, traveling and beating Don at golf.



*Glenn Lamberson, Warehouse Mgr*

Glenn does not often get the opportunity to communicate directly with clients, however he stays very busy making sure their jobs get out the door! For the last ten years Glenn has made sure the printing, bindery and mailroom equipment is working properly. He oversees the printing, mail preparation and delivery of all the mailings. Glenn enjoys traveling, watching sporting events and going fishing.



*Mary E. Woke, VP Sales & Client Services*

Most of our clients know Mary and have worked with her to get their Fund Drives started. After a few years with a major Corporation Mary came to OCS where she has had the pleasure of working in most of the Company's departments. Mary's career with OCS has encompassed 15 years; in those years she has attended many informational marketing, fund raising and firematic seminars. She likes working with all the clients, along with making suggestions to help improve overall fund drive results. Mary also gets involved in Fund Raising projects with her Harley Chapter. She enjoys riding her Harley Sportster, boating and good movies.



*Tanya Huurman, Production Manager*

Tanya recently accepted a promotion from List Maintenance Coordinator to Production Manager. In this position, Tanya coordinates the workflow between all of the operation departments and reviews jobs for quality assurance. We have not yet filled her old position, so she is still helping to coordinate address updates and other address list maintenance projects. She also has a BS degree in Information Systems. Tanya gave birth to her second baby last fall, so she has her hands full at home as well as at work. Join us in congratulating Tanya!



*Heather Stoetzer, Executive Assistant*

Last year, Heather graduated from Salisbury University. She has been working at OCS during her breaks from school for several years; she has literally grown up in the business. Heather currently coordinates jobs for many of our non-emergency service clients, designs trading cards, coordinates trade shows, assists with other marketing and design tasks and is training in many other operational areas. She has also started working on her professional certification in fund raising. Heather coaches lacrosse and enjoys meeting new people. Also congratulate her on her recent new home purchase.



## The Staff

*The People that make it Work!*



In addition to our own Management Team we have various support departments (i.e. Accounting, Information Systems/Data Processing, List Maintenance, Data Entry, Typesetting/Graphics, Copy-Writing, Client Services, Sales - In and Out-of-House, Marketing, Printing, Mailroom Operations, etc.) staffed with very talented and dedicated people that work exceedingly hard to insure your campaign is handled effectively and effortlessly. Our people are continually monitoring your drive's progress and overall results. They are also always ready to handle any of your questions. *Service is what we are all about.*

## OCS Calls 911

OCS sees Thermal Imaging Camera first hand. It seemed like business as usual until the alarm went off. Concerned employees gathered to see what the problem was. A quick inspection of the system code told us that the alarm was triggered from the warehouse. There seemed to be an electrical smell, but we saw no fire. Shortly after the alarm sounded, the Sykesville-Freedom District Fire Department pulled in the driveway. We told them the alarm directed us to the warehouse, and within about a minute they located the problem with the help of their Thermal Imaging Camera. The *ballast* on one of the fluorescent lights had burned. It was still hot and the suggestion was made to turn off the electric to these lights. We have helped with fund raisers for the Thermal Imaging device, but this was a first hand demonstration of the Thermal Imager's capabilities! *The volunteers only had one question for us.* They wanted to know why we didn't have *our* cameras ready so we could record the incident for an upcoming flier, (as we are always telling *them* to do.)

## Multiple Appeals

When considering more than one campaign in the same year, many clients have questioned if it is appropriate or prudent to ask recent donors to contribute again. Our statistics from various studies show that most donors are *not* affected by additional appeals, but often appreciate the opportunity to support a cause that is important to them. In addition to our own statistics the following article supports these repeat appeals.



In the November 2001 Mal Warwick Newsletter, Mr. Warwick, a nationally recognized Direct Mail Fund Raising Consultant, included the following statistics in an article from a client's campaign sent to prior donors. The results are based on the number of responses received after the donors' last contribution.

Most Recent Gifts	Qty	%Response
0-6 months ago	15,983	16.30%
7-12 months ago	8,985	10.07%
13-18 months ago	4,803	7.93%
19-24 months ago	2,731	5.52%
25-36 months ago	1,226	5.05%

Mal says, "Judge for yourself whether those most recent donors were likely to have been offended at being asked to give again so soon after their most recent gifts!"

## Trade Shows

Here is an updated schedule of some of the major Emergency Services Trade Shows OCS will be attending for the rest of 2003. If you will be at any of these shows, please stop by our booth and say hello! It will give you a chance to look at various samples we have on display or talk to us about ideas for your next Fund Drive.

1. May 16-18 (look for us at booth #820-821  
Harrisburg Fire Expo in the North Hall)  
Harrisburg, PA
2. June 16-18  
MD State Fireman's Convention  
Ocean City, MD
3. July 24-26  
Firehouse Magazine Expo  
Baltimore, MD
4. September 12-13  
NJ State Fireman's Convention  
Wildwood, NJ
5. October 2-4  
TARS Convention  
Franklin, TN

# Firehouse Recipe

## Chicken & Pasta Casserole

....Campbell's® Easy Chicken & Pasta Casserole....

Prep Time: 5 min. Cook Time: 20 min. (Serves 4)

1lb. skinless, boneless chicken breast, cut up.

1 can (10 ¾ oz) Campbell's® Condensed Reduced Fat, Cream of Mushroom Soup.

1 soup can of water.

¼ tsp. garlic powder.

2 cups frozen vegetable combination (broccoli, cauliflower, carrots).

2 cups uncooked medium egg noodles.

1. In a medium non-stick skillet over medium-high heat, cook chicken until browned. Set chicken aside.
2. In a separate pan add soup, water, garlic powder, and vegetable combination. Heat to a boil. Add noodles. Cook over medium heat for 5 minutes, stirring often.
3. Now add the chicken to the pan. Cook 5 more minutes or until noodles are done, stirring often.

## What do you do with the money YOU raise?

A fire started on some grassland near a farm in Indiana. The fire department from the nearby town was called to put the fire out. The fire proved to be more than the small town fire department could handle, so someone suggested that a rural volunteer fire department be called. Though there was doubt that they would be of any assistance, the call was made.

The volunteer fire department arrived in a dilapidated old fire truck. They drove straight into the middle of the fire! The volunteer firemen jumped off the truck and frantically started spraying water in all directions. Soon they had snuffed out the center of the fire, breaking the blaze into two easily controllable parts.

The farmer was so impressed with the volunteer fire department's work and so grateful that his farm had been spared, that he presented the volunteer fire department with a check for \$1,000. A local news reporter asked the volunteer fire captain what the department planned to do with the funds. "That should be obvious," he responded, "the first thing we're gonna do is get the brakes fixed on that stupid truck."

# Fund Raising Tips

## Advertising your Fund Drive:

Advertisements can boost your Fund Drive responses. Placing an ad in your local neighborhood newspaper or posting signs in the area promoting the drive helps credibility and recognition. Timing is also very important. For best results, advertise the same week the drive goes out.



## Planning Multiple Events:

Planning different fundraisers too close together may affect the overall success of the *multiple* events. When possible, try to plan your larger events (direct mail campaigns, carnival, photo shoots, etc.) at different times of the year. You can plan more effectively and pay greater attention to *each* event when scheduled appropriately, especially if your resources are limited.

## Promote through Direct Mail:

Have you thought about direct mail *advertising* for your Open House, Carnival, Recruitment Drive or other special events? A Direct Mail piece if prepared well, has a greater chance of staying around to be read again. Let us help.

## Return Your Donation Cards:

Don't forget we need your Donation Response Cards returned so we can keep accurate records. Make sure the donation amounts are on them. If the card is not returned with the check, send us the envelope. Just make sure the donor's name, address and donation amount is noted on it.

## Nostalgia Warms the Heart on the Web:

If you have a web site advertise it! To get the average non-fire type person to visit, mention your new "remember when" page. Add local and *old* photos of areas in YOUR town. Play up the Then and Now aspects. Nostalgia warms the heart and serves to involve YOUR organization!



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 Tanya.