

Trade Shows

We are glad when customers take time to stop by and say hello. Here is a list of the few shows left for 2005.

Delaware State Firemen's Association Conference
Dover, DE
September 14th – 16th

NJ State Firemen's Convention
Wildwood, NJ
September 15th – 17th

FDIC East
Atlantic City, NJ (Booth #1525)
October 6th – 8th

Lapel Pins

Don't offer those special "Lapel Pins" to just members of your organization. Use them to build awareness and recognition for your Company. Offer to administrative members, distribute to various donors as a thank you, provide them to special guests at particular events or open houses. If you do not already have one or need to design one, give us a call. We can help with the design and also get them made for you.

In Memory



Recently one of our customers, Horsham Fire Company in PA, lost a very dear friend. John Kulick was a paid firefighter in Whitpain and a Volunteer Firefighter in Hatboro. John was serving our Country in Iraq where he was killed on August 9, 2005 in an ambush while operating with his unit, the 10 Task Force Liberty. John was also an EMT and will be remembered by his friends for his passion and dedication to emergency services. You will be missed!

I would also like to remember at this time all of the people who have been effected by hurricane Katrina. As we all know, Katrina left devastating marks on our country, taking lives and demolishing cities. Katrina may be one of the worst natural disasters this Country has ever seen. Let us all remember these victims of this tragedy with our support and prayers.

Our Staff

In our last newsletter, this section was full of new people, people getting married, people getting promotions and other staff happenings. This issue offers a much shorter update, but it only has been three months since our last Newsletter.

In the last Newsletter, we told you that **Wendy Rose** was expecting a baby. Well she had little Sierra McKenzie Rose on July 15, 2005. Both Wendy and Sierra are doing well and Wendy is back to work now. Congratulations Wendy!

Rick Bergin has recently joined our team on a part-time basis. He will be part of our warehouse staff and assist in operating the presses as well as other mailing equipment. Welcome Rick.

ICE

In Case of Emergency

ICE is spreading fast and many emergency service personnel hope it continues to spread. If you haven't already heard of it, "ICE" stands for "In Case of Emergency". It is to be used in cell phones. The owner of the phone simply adds an entry to the contact list. The name for the contact would be "ICE" and the contact phone number would be the person you would like someone to contact in case of emergency. If a victim cannot give this information to the emergency responder, this special contact in their cell phone can save a lot time finding the person you need.

This simple procedure can be very useful, if it becomes well known enough to be used by cell phone owners and emergency personnel. One way to help it spread is to mention it in your fund drive packet. Some companies are already doing this. You can also add it to your web page and any other material seen by the public.



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.

OCS News & Notes

DIRECT MAIL FUND RAISING TOPICS & EMERGENCY SERVICES NOTES

Volume Number 5

www.ocsmail.com

September 2005

25 Years!

Thank You - Don Stoetzer, President & CEO

Well we talked about it in our last Newsletter AND it happened! Our 25th Year Celebration - and - Customer Appreciation Day took place on August 13th. Many of our clients came to spend the afternoon with us, even numerous from outside our resident state of Maryland. *Thank You* for taking the time to help us celebrate this milestone in our Company

I *also* want to take this moment to thank ALL of our customers from coast to coast, for their business and support over the years. We *truly* appreciate your friendship and confidence in OCS.

We have included a separate insert, showing some of the highlights and festivities that took place during the event. Enjoy the pictures and thanks again!

Face to Face

Thanks For Joining Our Celebration!
Mary Woke - VP Marketing & Client Svcs

Often I talk to clients on the phone, but it is nice when we get to meet in person. On August 13, 2005 we celebrated 25 years in business with a Customer Appreciation Day. Many of you attended our celebration and got to meet most of our staff, as well as see our operation first hand. I got several calls and emails after the event from attendees who wanted to let us know how good of a time they had.

In spite of the heat (I think it was one of the hottest days of the year), everyone seemed to enjoy the day and although I may not have been able to spend as much time as I would have liked with many of you, I do thank you for coming. *Our customers truly are special! Thank You!*

Ecomobile?



Guess What Dropped by OCS? - by Mary Woke

Well, I didn't even know they existed until one recently dropped by our office. And, I do mean "dropped" by. If you don't know what they are, you can look them up on the internet as I did (see picture). I didn't have a camera handy to get a picture of the one we saw. They are sort of like a motorcycle, they ride on two wheels, but the wheels are a little further apart and the seating area was enclosed with a dome. You are completely enclosed so you can't put your feet down when you stop. There are two extra wheels that come down from the side like landing gear and hold you up when you stop.

Unfortunately, the landing gear on this Ecomobile was not working properly and the operator had to find a safe place to "fall over". He made it to our parking lot and tried to land it softly with no success. It is much lighter than a motorcycle as Heather and I (we were the only ones left at work at the time) helped the driver pick it up. Then with the help of someone passing by, we rolled it to a safe place until he could get help. It is street legal as he was driving from DC to York, PA. I thought it was a very interesting vehicle, but I think I'll keep my Harley.

7501 Village Road • Sykesville, Maryland 21784-7427

(410) 781-6435 • 1-800-877-4627 • Fax: (410) 795-7261 • E-mail: ocsinc@ocsmail.com • www.ocsmail.com

Holiday Cards

Hurry, hurry don't be late
The Holidays are coming
And we can't wait.

Get your orders in real fast
Lots of choices
But they won't last.

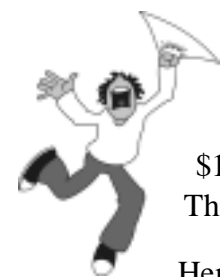


Ok, maybe you have a little time...but don't put it off too long. Send a nice holiday greeting to your donors and let them know how much they are appreciated. We have lots of styles and formats to choose, from post cards to holiday greeting cards to a full holiday appeal with a "soft sell" request for *another* donation.

We have been doing these special greetings or additional requests for years -- and they have been working very well for our clients! Just as we do with your fund drives, we can assist you with the copy, design, printing, addressing and all the mail prep. It can't get any easier. Give us a call for more details.

Just for Fun

A doctor, a lawyer and a fundraiser arrive at the Pearly Gates at about the same time....



St. Peter tells them that they each may have one thing to take with them into Heaven.

The doctor is first, and she asks for \$1 million.

This is given, and she enters Heaven.

Her example is not lost on the lawyer, who asks for \$2 million!

St. Peter says 'very well', and the lawyer takes his \$2 million into Heaven.

Finally, it is the fundraiser's turn, and St. Peter asks him what he would like to take into Heaven. The fundraiser moves up very close to St. Peter, and in a low voice he asks, "If it's not too much trouble, could I just have the names of those two people who were ahead of me in line?"



Firehouse Recipe

Shrimp Over Toast

--- Simple, BUT Great ---

1 lb Steamed Shrimp, cut into pieces. (If you are really in a hurry buy frozen precooked shrimp, but add some Old Bay Seasoning to taste.)
1 can of Cream of Mushroom soup.

1 package of frozen peas.



Mix and Simmer Together, then Serve over lightly buttered Toast.....

This will make about 3 or 4 nice servings.

Really QUICK, Yummy AND Delicious.....



Points to Ponder

In addition to our usual joke, we thought you would enjoy some of these thoughts to ponder. We did!

- Living on Earth may be expensive, but it does include a free trip around the sun every year.
- How long a minute is, depends on what side of the bathroom door you're on.
- Birthdays are good for you; the more you have, the longer you live.
- If Wal-Mart is lowering their prices every day, how come nothing is free yet?
- Some mistakes are too much fun to only make once.
- Don't cry because it's over; smile because it happened.
- A truly happy person is one who can enjoy the scenery on a detour



Fund Raising Tip

Multiple Appeals - Should We?

by Don Stoetzer

We always get the question, especially from new clients or contacts: How often *should* I mail? How often *can* I mail? Should I mail more than one appeal per year? The resounding answer is a big - YES! It is imperative for on-going donors and potential donors to continue to hear about who you are and to have them remain informed about the status of your organization. Doing at least two fund drives a year, with different themes (i.e. your Annual Operating Budget Drive, then an Equipment Drive or a Capital Campaign, etc.) will by no means create any annoyance for your donor base.

To support this opinion Kevin Feldman, Director of Marketing Communications at World Venture Appeals, states "the more appeals that you send in a given year, the more likely you are to reach people who are ready and able to give. To send only one or two appeals a year assumes that the donor will have the time and the resources (at that time) to respond to it. In a culture where much of our financial health is determined quarter to quarter, you should minimally be sending quarterly appeals." Remember, subsequent mailings can be "targeted" to your specific previous donor base. We can handle these second or third mailings to previous donors, not your "full" database. This reduces your overall costs and there is a greater potential for previous donors to contribute more or to at least donate on the second or third request, if they could not on the first appeal.

Is There Competing Mail?

You Betcha! The average household gets 30 to 40 pieces of mail per week or about 5 to 6 per day! To compete, you have to stand out. This is why all aspects of the solicitation packet, i.e. the envelope, the flier, etc. and the overall design, is important. This is also why we strive to ensure the address is correct and clear. All of these things matter as part of the initial recognition and eye-catching appeal of the piece.

More Tips

Talk to People as a Person!

by Mary Woke

We all make this mistake. We are writing a letter or flier to the community and we address it to the community. "Dear Friends", "Dear Neighbors" and "To Our Friends in the Business Community" are just a few examples. When you write that solicitation letter, it should be written as if you were only talking to that *one* reader. Drop the plural and address it to "Dear Friend". Instead of saying "We need your donations", say "We need *your* donation", or change "We need the community support" to "We need *your* support". Following this simple rule can make a difference in getting the attention of *your* reader. After all, it is the *individual* who is writing the check!

Getting More Specific... Dear Mr. Smith or Dear John?

Charles Crow, Nonprofit Consultant - Monthly Nonprofit Rpt.

When formulating a *personal* response or developing a *specific* appeal letter - the question becomes, what builds "closer" relationships? Should we use their first name or be more formal? Mr. Crow states, "I believe it is better to err on the side of formality. It's my experience that many persons are put off by the presumption of familiarity by someone to whom they have not been personally introduced. While American culture is quick to drop formality and use first names, it is still basic courtesy to seek permission to do so."

"When addressing prospects or new donors, the rule of getting to know someone personally pays off in so many ways - better to be on the safe side and *initially* use 'Dear Mr.' or 'Dear Ms'. Then once you establish a relationship and know how a prospect prefers to be addressed, you can personalize your communication."

On the other hand, I believe if there is a track record that the donor has been a contributor for *several* years and you *have* the individual's first name from their correspondence or check, then I think it is appropriate that the first name be used. In this case it shows that the organization is aware of that person as an individual and it displays your particular interest in them.