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One-2-One 'friendraising'

PREPARED FOR: Hank de Jong
Executive Director

PREPARED BY: Craig Campbell
Direct Marketing Consultant

description

raise donor dollars by engaging evangelical christians using one-2-one cross-media fundraising tactics.

Dear Hank,

There is a tremendous power in the giving of one person – just ask McMaster University about William McMaster who in 1887 changed history with one choice...one act...and one single endowment of \$ 900,000.00.

While most people will never be in a financial position to provide six-figure bequests, one person can impact and inspire people to do great things and I'm reminded of a quote from the famous politician and former football player — Jack Kemp where he states "The power of one man or one woman doing the right thing for the right reason at the right time is the greatest influence in our society."

Just like William McMaster, there comes a time in all our lives when we are called upon to take action to help others and EduDeo Ministries is answering the call by serving children in developing countries with quality education at the same time bringing the hope of the gospel.

One by one — EduDeo is impacting the world in Jesus' name, however without the financial support of caring Christians, the effectiveness of your mission is compromised.

That's why reaching out to like minded individuals who personally understand the transformative power of Jesus Christ is a critical success factor. So, as EduDeo looks to grow within Canada and North America, WATT Solutions is energized to provide this submission because we believe by creating a culture of philanthropy and engaging constituents at deeper, more meaningful levels donor relations will bleed directly to your bottom line.

As EduDeo is entertaining a direct response fundraising appeal involving Cross-Media Marketing it's our intent to help select, target and engage evangelical Christians — one person at a time. It's this personal one-to-one approach that we believe will produce healthy financial returns and long term, high-trust partnerships.

So, why WATT Solutions?

For us - it's personal.

It's about turning generic and fake to variable and authentic. It's about smart one-2-one communications. That's why we believe WATT is a logical and sensible choice, because everything we do is:

- direct
- precise
- personal

Being direct marketers since 1922, we've learned a thing or two.

We've learned that direct response remains relevant and profitable but we've also recognized that as a mailing house and direct mail printer (*that produces personal appeals by combining databases, paper, ink, toner and envelopes*) we need to continually evolve and offer new media solutions – namely cross-media marketing.

While we know our role as a marketing execution company, we also understand that copywriting and creative design are critical to 'friendraising' success. That's why, we'll work hard to compliment your in-house copywriter and designer.

So, by combing above the line (your ideas) and below the line (our services) WATT Solutions will build and execute a solution that integrates many types of advertising into a single campaign.

What to expect?

Within 'friendraising', cross-media communications has proven to produce returns that exceed 1,000%. In fact, not-for-profits consistently have discovered multi-channel marketing will create results such as;

real-world business cases	cross-media results
<p style="text-align: center;">Arizona's Children Organization (adoption & child welfare services)</p>	<p>donations grew from \$17,088 to \$46,179 (270% of previous total)</p> <p>individual donations increased from 110 to 177 (160% of previous total)</p> <p>donation grew from \$155.35 to \$260.90 (168% of previous total)</p>
<p style="text-align: center;">UNICEF United Nations Children's Fund (child advocates)</p>	<p>response rate for healthcare package was 232% more than control</p> <p>education package generated 111% more funds than control</p> <p>healthcare package had ROI 41% greater than control</p>
<p style="text-align: center;">Rosemont College (private college)</p>	<p>ROI: 1295.65%</p> <p>cost to raise \$1: \$.07</p> <p>Non-donor participation increased by 59% over 2010</p> <p>Lapsed donor (SYBUNT) participation increased by 275% over 2010</p> <p>Last year donor (LYBUNT) participation increased by 91% over 2010</p>

CROSS-MEDIA MARKETING:

The integration of media channels with personal information makes cross-media marketing a perfect 'friendraising' tool to;

1. raise donor dollars
2. improve participation rates
3. increase average gift amounts
4. capture email addresses and mobile phone numbers
5. track responses on a personal level - all in real time
6. conduct surveys and learn more about donors and prospects
7. produce healthy returns - returns that can exceed 100%, 200% - even 1,000%

The Solution: What is it?

Cross-media is an all-encompassing term for broadcasting a single fundraising appeal using 2 or more advertising types (aka media channels) at the same time.

An integrated cross-media campaign could combine media types such as;

- Personalized micro websites (aka - pURLs)
- Social Media Sharing
- Facebook Integration
- Mobile pURLs
- Texting (inbound & outbound)
- Variable Data Print
- Generic Websites (aka - gURLs)
- Email
- QR codes (static, personal, custom)
- Video
- Personal data (psychographics and demographics)
- Direct Mail
- Send-2-a-Friend (Viral Marketing)
- Personalized Flash video
- E-commerce / payment integration
- Geocoding and Map Routes
- Salesforce.com Integration
- Real-time reporting

The Sales: Why it works?

Cross-Media works because you;

1. start
2. shift
3. continue

start a dialogue

Mail, Email or SMS (texting) are three ways to ATTRACT prospects or donors to experience their very own personalized URL. (a pURL is a website address that contains a person's first and last name. i.e. www.janedoe.example.com)

With a few key strokes, Jane Doe enters her pURL address into a web browser and instantly that 1st marketing touch (i.e. mail, email or SMS) has invited Jane to participate.

Why did the invitation work? It worked because the message was;

- A. personal
- B. relevant
- C. engaging

... plus it was delivered in a media format your donors or prospective donors prefer.

shift the talk

A pURL address is a link. It points the end user to a microsite that could include web pages like;

Landing page

When the respondent types a personalized URL into a standard web browser, an individualized page greets them.

The look-and-feel of the personalized URL could mimic the website found at www.example.com, but could also be similar to the marketing piece so that the visitor knows that they have landed at the right place.

Food for thought... The content within the Landing Page can be versioned, personalized and highly relevant. Pictures, offers or your message can all be changed as per database intelligence. (i.e. Conditional Logic)

Survey page

The respondent will be prompted to complete a short questionnaire. The answers to the questionnaire serve to augment client's grasp of the customer's profile, and gather demographic data useful for ongoing marketing initiatives. When the respondent completes the questionnaire, they will be directed to the Update Data Page.

Update page

A great way to capture new customer information or update outdated contact data. Perhaps a perfect time to ask for a mobile number or email address, whereby you can use this new information to expose your services or cause in a fresh way.

Thank you page

This is the last page of the personalized URL experience. Here, the respondent is thanked for their visit. A "Call Me Now" feature will be included that allows the respondent to request immediate contact. The respondent will be given the opportunity to link to additional client resources, or print/download additional product information.

Plus, the thank you page provides content that reflect selections from the survey page. This page can be highly intelligent.

These pages are teammates.

Take some away or add a few more, a pURL site is extremely effective because your audience of ONE is experiencing content and information that's just for them.

True 1:1 marketing.

As an extension of pages such as these, it's rather attractive to incorporate solutions like;

- Video links
- Social Media sharing and Social Media integration
- Viral Marketing

These additional tools increase levels of interaction by offering more channels ...more choices ...more experiences and more connection.

continue the conversation

Great News! Jane Doe has responded to your call-to-action and wants to be engaged.

Now what?

Armed with marketing IQ from the survey page, you connect by phone and schedule a meeting with a prospective major donor.

Congratulations!

You have just shifted the conversation to another channel. Immediately you are responding to Jane in a way she prefers and by connecting with Jane (in real-time) your ability to build profitable community-oriented relationships just improved. Gotta love that?

On the flip side, even if Jane Doe does not react, you're still well-equipped with marketing IQ. By handling non responders correctly an organization can use that non response to engage at different times using different media types.

Either way, (YES, NO or MAYBE) you can react to your audience of ONE using a tools such as;

- Email
- Mail
- Phone
- SMS
- Ecommerce

As confident as we are that cross-media is a best practice, our leading edge solution is as only as good as the information pulled from a real-time campaign dashboard. That's why you'll be excited to know, your very own dashboard is available 24x7x365.

Capturing and collecting personal data is tantamount to fundraising success.

Frankly, it's a show stopper....no data... no money.

So an example, you'll receive reports/notices such as;

- Lead reports: completed surveys with people who want to know more with instant notice by email or text.
- Activity reports: these reports will show summaries of visitor activity on each page, links that are clicked, etc.
- Real-time activity notices: real-time email notifications are sent as users interact with various pages, giving you the ability to maintain the pulse of the campaign as it unfolds.

These reports tell a story. They're a tattletale. They tell who's doing what when and for how long. That's valuable information - don't you think?

INVESTMENT OPTIONS:

Ultimately, our goal is to motivate donors and prospects to access their pURL site and donate online. So, our proposal includes two (2) detailed estimates based on 30,000 names. 15,000 names will be provided and 15,000 names will be rented.

Your investment would include integrating FOUR media channels into a single appeal:

- ❖ 4 channel fundraising
 1. channel ONE: variable data print
 2. channel TWO: personalized direct mail
 3. channel THREE: personalized micro sites with payment processing
 4. channel FOUR: customized email
- ❖ List Rental
- ❖ Postage Estimate

To ensure 2013 is the best year ever for dollars raised, we have crafted the following:

1. Quote No. 15950: 4 colour print with black only variable data printing
2. Quote No. 15951: 4 colour print with 4 colour variable data printing

Your appeal would use two lists. (not including any suppression file/s)

- Donor Acquisition - list rental: 15,000 names
(new name acquisition of christian prospects would qualify based on specific geo-demographic such as age, gender or geography) / (15,000 names would be rented for one year – please see enclosed list rental options)
- Donor Renewal - 15,000 names
(existing donors who could be divided qualify based on specific geo-demographic such as age, gender or geography)

By segmenting your appeal by geo-demographics profiles and acquisition / renewal we believe EduDeo will receive;

- maximum penetration
- mail 'read ability'
- increased participation rates via pURL
- improved returns via online giving portal

Forgive me for being bold, it's one thing to 'spray and pray' where everyone and their sister/brother receives the exact same message and appeal. It's a total different approach to strategically think, plan and invest in high-trust relationships. This is why we're confident that EduDeo will receive solid returns over 100% — returns that will be calculated using Key Performance Indicators.

Key Performance Indicators: our calculator can identify KPI's such as:

- ROI
- Cost to raise a dollar
- Cost per piece
- Cost per gift
- Average gift amount
- Response rates
- Net income per 1,000
- Net income per piece

The Spend: How you benefit?

The attached business case (PROVOST ACADEMY) is just one example how cross-media can produce incredible returns. They experienced;

- 1.15% response rate – visited campaign site and requested more information
 - Method of response:
 - 60% Personalized URL
 - 37% QR Code
 - 3% Both
- 20% conversion – students enrolled in Provost Academy
- More than 700% ROI
- Data was captured about why respondents were interested in Provost Academy, which was used to tailor future marketing

Cross-Media marketing - a proven avenue to more donor dollars... more often.

Sincerely,

Craig Campbell
Direct Marketing Consultant
WATT Solutions Inc.

P.S. The more you know about cross-media... the better WATT Solutions looks!

Cross-Media Marketing Solutions: What your investment includes

Investment Consideration is based on a 3 month campaign period and your customized program includes:

- Campaign Kick-off: meetings with all project stakeholders
 - Project initiation and planning session
- Campaign Development: create Attract Blueprint / design and set up
 - Use of deployment guide, campaign brief and copy deck
 - Graphics and Copy supplied by client
- Campaign Elements: Outbound Email, Landing Page, Survey Page, Update Profile Page, Thank you page & Follow up e-mail
 - Import mailing file and create Personalized URLs
- Campaign Management: Test, review and execute program. Aggressively address all involved constituents
 - Includes up to 2 revisions. Text and Graphics
- Campaign Hosting/Domain Registration: 3 month integrated project life
 - Secure data hosting. As per our non-disclosure policy
- Campaign Dashboard: Lead generation and distribution, reporting and ROI analytics.
 - Web-based reporting and leads available 24x7x365
- Campaign Results Review: Includes follow-up analysis of campaign results
 - Next steps follow-up recommendations for campaign closure
- Behind the Scenes Processing: Prospect information is seamlessly transmitted from pURL site to payment site, so the donor does not have re-enter data. Donor or prospect clicks submit, payment is processed behind the scenes, and Thank You page displays with unique confirmation number.
- Campaign Modifications: Any adjustments outside the included 2 revisions or if specialized programming is needed, WATT can provide a senior programmer for an additional investment of \$ 150.00 per hour.

As an FYI, we have two for payment/donation receipting options within our solution:

1. **Behind the Scenes Processing**: Prospect enters name (or is available from PROFILE page – so no data re-entry is necessary), address, donation amount, credit card type, credit card number, credit card expiration date and security code on the microsite. Prospect clicks submit, payment is processed behind the scenes, and Thank You page displays with unique confirmation number.

2. **Outside Processing**: Prospect enters, name, address, donation amount and clicks submit. Prospect is then sent to Payment Site (Ex: Paypal, Authorize.net, etc.) with their information. Payment Site can open in a new window or remain in the same window. Prospect's previously entered information is pre-populated and he/she enters credit card type, number, expiration date and code. Prospect clicks submit and then they are displayed with a link to click in order to return to the Thank You Page of the microsite.

The main difference between options are:

- **Behind the Scenes:**
 - our solution can NOT verify if funds are available on a credit card. In the rare instance that funds are not available – EduDeo would need to perform a secondary manual process to secure promised funds
 - The microsite and payment site talk...so the client stays within one system without have to re-enter information, including seamless reporting.

- **Outside Processing:**
 - Promised funds are verified
 - Client needs to re-enter personal data before payment is processed
 - Reporting: The microsite reporting cannot determine if the payment was completed.

Bonafides

Whom you buy from can be just as important as what you buy. Our formula for success is based on one very important fact: customer satisfaction is priority number one, and we will meet every challenge to ensure it!

We're ready to prove everything we claim, and to ensure that we implement and execute a customized plan we are committed to utilizing talent, consistently demonstrating trust while following through on tasks.

- ❖ [Talent](#) - Collectively over 200 years in current experience - fundraising, consulting, design, direct mail, printing, mailing and cross-media ... that's worth something!
- ❖ [Trust](#) - 91 years in business ... in the same city ... in the same industry ... the same level of trust since 1922!
- ❖ [Tasks](#) - "git r done"! More than just checking off items on the to-do-list ... it's about being invested in the process!

You can expect your program to be coordinated by the WATT Solutions team which includes helping EduDeo be more successful with one-2-one direct marketing.

We believe program management is vital. An equally critical component is consistent, clear and focused communication. It is WATT's intent to utilize many if not all of these communication avenues during the course of your projects and program.

- Face to face meetings
- Conference calls
- Project management documents, including project control documents
- Provide as necessary internal workflow paperwork, generated from our proprietary system - Fulfill-IT™
- Email: ongoing correspondence, milestone updates and project deadlines
- Facility Tours and/or project drop-ins, ensuring production integrity
- Statement of Mailing from Canada Post

Our team will meet your needs consistently and precisely.

- No smoke
- No mirrors
- No strings

Our profile...

For 9 decades, WATT Solutions has served a variety of truly exceptional clients across North America from a multitude of sectors including financial, healthcare, industrial, educational, governmental and not-for-profit.

Although we understand *business to business* and *business to consumer* direct marketing quite well, we have an affinity for helping non-profits. In fact, 'friendraising' is a sweet spot for us.

As an example, charities such as Teen Challenge Farm, Compassion Canada, Western University - Alumni Association, Sunshine Ministries of Canada, McMaster University - Alumni Association, Brain Tumor Ministries of Canada and many others rely on our expertise.

We feel our many capabilities (with or without strategic partners) have been instrumental in keeping our clients loyal for decades and we trust you'll understand why we continue to attract leading organizations by reviewing our solutions.

- ➔ **DATA:** Database and loyalty program development, data file maintenance, data entry, data manipulation, duplicate record elimination, address validation, correction and accuracy programs, postal presorts (Canadian & USA), National Change of Address Service (NCOA), customized reporting, and high level specialized programming. All data is securely transferred in a variety of formats via email, secure ftp site, CD or other storage media.
- ➔ **VARIABLE IMAGING:** We utilize the very latest in powerful 'Intelligent Form Overlay' and image design software for variable digital print production. Letter content, ask strings and imagery can change as per our custom programming and imaging capacities.
- ➔ **DIGITAL PRINT:** Variety of inkjet, colour and black laser capabilities, from envelopes to duplex 12x18 up to 1200 dpi, MICR, OCR, bar code fonts, signature scans and image manipulation. Fully personalized booklets (up to 32 pages) with color covers. We operate one of the world's fastest & most eco-friendly sheet fed lasers producing over 15,000 images per hour. Certainly enough to tackle to the most demanding projects.
- ➔ **OFFSET PRINT:** Operating in a multi-press, sheet-fed environment with the ability to print simple 1 colour or 4 colour process projects, and complete bindery services.
- ➔ **LETTERSHOP:** Manual and mechanical labeling, inkjet and laser addressing, bindery, folding, bursting, trimming, SITMA polybagging, hand and automated intelligent selective inserting equipment, sealing, metering, postal sorting, bundling, bagging and not to mention ... Canada Post postage reductions.
- ➔ **FULFILLMENT:** warehousing of literature and/or product, computerized inventory control and reporting, collating & kit assembly, custom packaging, & material distribution ... all in a complete secure facility. Our new online shopping cart and warehouse management system is quite impressive and is designed to remove headaches, save money, improve processes and give the end user a simple ordering process.
- ➔ **CROSS-MEDIA:** Cross-media is an all-encompassing term for broadcasting one marketing campaign across a spectrum of media formats. Literally, the term means to *cross media* by taking one campaign and distributing it to multiple channels. Cross-media refers to the integrated experiences using assorted media channels such as; SMS (texting), e-mail, personal web pages (aka - pURLs), personalized QR codes, mobile marketing, social media (sharing and integration), viral marketing, full colour variable data printing, and direct mail.

So, in other words:

- give people what they want
- give people what they want — how they want it
- do it personally

The mixing (or integrating) of media and doing so in a personal way is why we believe cross-media is a fantastic sales tool designed to improve response rates & increase donor dollars and profit.

➔ **RECEIPT MAILING / FINANCIAL TRANSACTIONS PROCESSING:** by processing donation receipts with thank you letters or other inserts, EduDeo has another opportunity to build trust with donors. This could be a great time to complete a 'soft ask' outside formal appeals. We can be supplied an exported list from Raiser's Edge (as an example) or WATT can simply data enter reply devices - thus building and managing your donor list. In addition, we currently have a system in place to help organizations manage inbound mail. For instance, we've set up a P.O. Box where all mail is routed. If systems or human capital are taxed, having us manage receipting and inbound mail are certainly realistic options.

Final Thoughts:

It sure is nice to have a team that cares about what they do, how they do it and who they do it for, but most importantly it's why they do it.... and frankly, 'our why' is plain and simple.

It's about you.

It's about helping you and EduDeo Ministries go from where you are to where you want to be.

Is it really that simple? Maybe not.

However, the fact remains as a company specializing in one-2-one communications, WATT knows our way around this industry. We know exactly what needs to be done and how to do it.

Truth be known, we feel good about our solutions and how these solutions can help EduDeo do more, have more and be more.

So, thank you for reviewing our proposal and we trust you feel the same as we do; that WATT Solutions is more than capable of deploying and executing your first cross-media direct response campaign.