

Direct Response Fundraising Success...

The Art of Imagination

The Science in Mastery of Details

The Mathematics of Results



Time-tested Strategies...

based on identifying donor/prospect needs and nurturing your donor relationships

Imaginative Creative...

delivering effective, on-target messaging that's consistent with your branding

Program Analytics...

discovering the dynamic nature of your donor relationships and reacting to results

672 Crescent St.
Brockton, MA 02302
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www.drsol.org

Direct Response Solutions



Who We Are

Direct **Response** Solutions (DRS) is a full service direct response fundraising agency that works with nonprofit organizations to build and invigorate their direct mail, email, and web-based fundraising and integrate it with other communications.

Based in Brockton, Massachusetts, it is housed with parent company, JLS Mailing Services, a full service direct mail production and processing company, which enables us to quickly and cost effectively mail for our clients when required.

Our client base is made up of some sixty nonprofits, primarily located in the Northeast.

The agency occupies leadership positions in direct mail fundraising for healthcare and health sciences, higher education, cause-related, social services, environmental, and arts/cultural institutions.

Considering the Client's Needs

DRS serves its various clients in different ways.

For many, we execute a full array of services to deliver a "turn-key" program. With others, we provide only some of our available services.

Though we produce many highly-segmented and multi-dimensional direct response campaigns, not every program need be advanced. Indeed, the simplest approach to raising funds often proves to be the most successful.

Regardless of the program's complexity, its success lies in first understanding and identifying the organization's "universe" of potential supporters and how best to reach them.

The next step is to align the needs of the organization with the needs of its donors by identifying the trends that are evolving within the fundraising program.

After this groundwork is done, strategies can be finalized and the creative process begins!

About the process:

- 1** We do our homework – by asking the correct questions and reviewing recent results, as well as examining donor retention/ upgrading and acquisition trends over a more extended period.
- 2** DRS helps clients build better program strategies by reviewing the organization's history, existing programs and gaining a clear understanding of existing constituencies, organizational goals and past results.
- 3** Once donor trends are revealed, we create strategies...when and where to use direct mail, email, phone contact and personal contact.
- 4** Next, we implement the plan – with imaginative branding, eye-catching designs and effective copy writing – supporting any or all of your integrated fundraising efforts.
- 5** Then, our Account Management team fulfills the strategy by guiding the execution using our superior data and mail processing capabilities. No matter how complex.
- 6** Finally, we complete the fundraising cycle by once again assessing the results, and fine-tuning the plan in reaction to what the donors have told us.

Creative Services: The Write Stuff...and much more

Creativity, driven by experience, strategic thinking and an overall understanding of your fundraising objectives, is a powerful tool.

Our creative team works with you to create effective fundraising programs that keep your goals, your budget, solid strategy and targeted messaging in mind. And we're used to helping clients with needs at every level, from turn-key projects to minor edits and layouts.

Need help launching a complex project or turning around a flagging program? We offer time-tested strategies, seamlessly integrated into our creative approach, to accomplish your goals, such as:



The Team:

Marcia Scowcroft, VP, Fundraising Programs

Marcia has spent more than 25 years managing full-service direct marketing campaigns and personalized fulfillment programs for some of the nation's top financial, retail and high-tech corporations.



Marcia has been with DRS since 2002, working closely with DRS' account teams to devise strategies, implement program plans, and analyze results for over 200 nonprofit clients.

She currently supervises Account Management, Print Production Services and Program Analysis.

At the outset of a new working relationship with a client, Marcia assigns one of three senior Account Managers to function as the primary liaison between the client and DRS:

Nancy Doherty (16 years, 400+ programs)

Debby Evangelista (13 years, 300+ programs)

Michelle York (10 years, 150+ programs)

- Improved integration of mail & web
- Creating a sustained giving program
- Designing a cost-effective acquisition
- Increase upgrades for renewal efforts
- Effectively reaching specialized audiences
- Targeted design and copywriting
- List strategies

We can help you create all kinds of donor and fundraising communications:

- Video scripts
- E-mail newsletters
- Self-mailers
- Invitations
- Brochures
- Appeal letters
- Annual reports
- Surveys
- Web content
- Special projects

Have a specific topic of interest or a new initiative or project? Talk with us. We are always happy to share our ideas and experience with you.

Liz Brown, VP, Creative Services

Liz has worked in fundraising and communications for more than 20 years.



She manages the entire creative process for DRS' client programs – from program strategy to design concept to copy writing.

As a fundraising consultant in Palm Beach County, FL, she assisted clients in healthcare and social services with donor communications, annual appeals and membership development, events and the utilization and maintenance of donor and prospect tracking databases. She was also the Director of Development Services for the Intracoastal Health Foundation, in West Palm Beach, FL.

Liz also worked in New York City for several nationally known nonprofit organizations, including the Paul Taylor Dance Company and the New York Zoological Society. Most recently she worked with a Cape-based consulting firm that helped such clients as Housing Assistance Corporation of Cape Cod, the Cape Cod Stranding Network and the National Marine Life Center.

Our Difference, Your Advantage

DRS works exclusively in the nonprofit world, helping clients meet and exceed their fundraising goals.

We are a group of fundraising professionals who know how to generate and upgrade donor relationships with multi-channel direct response initiatives – not direct marketers who occasionally handle a fundraising project.

We think the difference is significant and telling.

Where Can You Learn More? Please visit our website, www.drsol.org, where you will find informative articles on fundraising, creative ideas, and past issues of our newsletter, *Donor Dynamics*. While you're at it, you can read more about Direct Response Solutions.

If you'd like to talk with us, we'd love to hear from you. Please call Marcia Scowcroft, VP, Fundraising Programs at 508-313-1056, or Liz Brown, VP, Creative Services at 508-313-1007.



Who We Work With:

Direct **Response** Solutions (DRS) works with many well-known organizations throughout the United States. Below is a partial listing of current and recent clients.

Albany Medical Center & Medical College, NY
Beardsley Zoological Gardens, CT
Beth Israel Deaconess Hospital Foundation, MA
Beth Israel Medical Center, NY
Boys and Girls Clubs of Boston, MA
Emerson College, MA
Eparchy of Newton, MA
Father Bills & MainSpring, MA
Helen Keller Services for the Blind, NY
Hospice of Southeastern Connecticut
Inglis Foundation, PA

Kids In Crisis, CT
Long Island College Hospital, NY
Long Wharf Theatre, CT
Mystic Seaport, CT
New Canaan YMCA, CT
NY State Archives Partnership
Penn State Hershey Medical Center, PA
University of Pennsylvania
Penn Medicine/Abramson Cancer Ctr., PA
Planned Parenthood of Connecticut
Ronald McDonald House of CT

St. Anne's Hospital, MA
St. Francis Heart Center, NY
St. Luke's–Roosevelt Hospital, NY
St. Raphael Foundation, CT
Stamford Hospital, CT
Steadman Hawkins Research Foundation, CO
The Institute of Internal Auditors, FL
United Christian Evangelical Association, MA
Washington Hospital Center, DC (MedStar)
Yale–New Haven Hospital, CT
Xaverian Brothers High School, MA

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