



Nonprofit Public Awareness, Education, Fundraising, and Donor/Membership Development Services

Outsourcing public awareness/education, fundraising, and recruitment programs is crucial in today's competitive and highly regulated market. In order to achieve the goals of your organization, you must first be comfortable with the agency selected to produce and execute your marketing programs. **1 2 1 Direct Response (1 2 1)** can utilize direct mail, telefundraising, and integrated donor/member-base management strategies to increase fundraising and awareness while protecting and promoting your brand and mission.

With nearly 20 years of direct response fundraising and nonprofit support experience, **1 2 1** understands the unique needs of nonprofit and charitable organizations. Nonprofits require efficient, professional, courteous, and brand-sensitive fundraising and membership services that utilize integrated direct mail and telephone channels for optimal efficiency.

Since 1988, **1 2 1** has successfully provided integrated direct marketing solutions for nonprofit and charitable organizations nationwide. Our clients rely on us to deliver their messages and achieve their goals in a professional and ethical manner. Protecting and enhancing the brand image and reputation of our clients is serious business and our greatest concern. References are gladly provided upon request.

Donor Database Development and Segmentation:

Let us show you how efficient and effective direct response fundraising and awareness programs become most successful when based on sound donor/member database development, segmentation, and management techniques. **1 2 1** can help your nonprofit organization to acquire new donors/members and build and manage your donor/membership file to maximize renewal rates, re-activate lapsed donors/members, and minimize donor/member acquisition costs whether through the mail, over the phone, or via the Internet.

Integrated Fundraising Resources:

Let us show you how integrating database management, direct mail response, and telefundraising activities creates optimal fundraising results! **1 2 1** coordinates phone, direct mail, and database fundraising with membership campaign management and execution. All of our contact centers have high-quality, compliant outbound predictive dialing and scripting systems. **1 2 1** also has the advanced inbound switching and blended agent platform necessary for efficient support of donor inquiry, renewal, and pledge functions.

▶ 1 2 1 Nonprofit Fundraising Resources:

- 24-hour Rolling Pledge Direct Mail Fulfillment Services
- Direct Mail Fundraising
- Direct Mail Donor/Member Renewal
- Phone-based Acquisition, Renewal and Re-activation of Donors/Members
- Inbound Pledge and Donor/Member Processing Services

▶ Direct Response Fundraising Operations:

Philadelphia, PA Direct Mail Center
Daily direct mail pledge fulfillment and donor acquisition mailing operations

Philadelphia, PA Contact Center

Media, PA Contact Center

Parkersburg, WV Contact Center

Weston, WV Contact Center

Corporate Headquarters

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Combining Advanced Technology with Fundraising Experience and Expertise

Using state-of-the-art outbound and inbound contact center technologies, along with direct mail and database management, **1 2 1 Direct Response (1 2 1)** is able to provide optimal efficiency in list penetration, closing ratios, average pledge amount, pledge fulfillment rates, and renewal and re-activation rates—all in one comprehensive integrated fundraising program. We pay close attention to the set-up and management of all programs, which are supported by strong hands-on supervisors to ensure quality and performance. Call us today to learn more about how we can help you.

As new technologies drive the contact center industry to be more efficient, cost-effective, and innovative, many agencies lose sight of the importance of the agent. No matter how efficient and elaborate the technology may be, without old-fashioned know-how and a commitment to communicating on a one-to-one basis, fundraising program performance and marketing metrics will prove ineffective. By combining advanced technology, agents with nonprofit fundraising experience, personalized scripting, immediate pledge fulfillment turnaround, integrated donor/member segment management, and direct mail solutions, **1 2 1** achieves the results our nonprofit clients demand.

Telefundraising Excellence:

Every day, **1 2 1** integrates phone and mail strategies to successfully serve our numerous nonprofit clients across the country. We can help you develop innovative donor/member acquisition, lapsed donor re-activation, and other gift optimization strategies using professional fundraising phone representatives trained to deliver the right message, at the right time, for your organization.

Direct Mail Fundraising Integration Excellence:

1 2 1's Direct Mail Division is integrated into our contact center operations, enabling **1 2 1** to deliver rapid, customized direct mail pledge and donation fulfillment responses coordinated with daily telefundraising activities. This quick turnaround facilitates increased pledge fulfillment rates and favorable donor relations.

Telemarketing Compliance Excellence:

Our CEO is the past Chairman of the Board of the American Teleservices Association (ATA). The ATA is the largest organization in the U.S. dedicated to teleservices excellence, including the facilitation of regulatory compliance. **1 2 1** specializes in helping its clients comply with both federal and state teleservices regulations, in addition to helping fundraising clients comply with federal and state nonprofit filing and marketing regulations.

► 1 2 1 Promises

Brand Integrity

Protecting the brand of our clients while selling their value to donors.

Professionalism

Communicating with donors, members, clients, and prospects with the highest level of integrity.

Productivity

Meeting our clients' acquisition cost and campaign performance goals.

Partnership

Respecting each client as a partner, with a willingness to share risk in a way that serves the interest of our clients, their constituents, and our firm.

Advanced Database Management

Deploying intelligent acquisition list and database management systems to generate incremental donor and member participation.

Compliance

Utilizing advanced scripting and calling technologies to create the most productive partnerships, while helping clients to comply with stringent telemarketing and charitable institution regulations.

Direct Mail Fulfillment

Assisting clients with copy design, graphics, printing, folding, insertion, perforation, stamping, and mailing services.

Specializing in small- to high-volume mailings, including the daily mailing of fulfillment or follow-up mailers in response to daily calling activities.