



Why is your donor base receding?

It's time to plug your fundraising efforts!

Are you mailing to donors you should be calling?

Are you calling donors you should be mailing?

1 2 1 offers intergrated programs which:

Taking an "Integrated Approach" to direct marketing will improve donor responsiveness and decrease fundraising costs by allowing your donors to tell you how they want to be contacted. With nearly 20 years of strategic and consultative experience in the nonprofit world, **1 2 1 Direct Response** is the partner you've been looking for. Let us show you how **1 2 1** will increase your fundraising revenue, while representing your organization on the phone and in the mail with care and professionalism.

- Acquire and cultivate donors
- Locate and contact lapsed donors
- Reactivate lapsed donors
- Support nonprofits with inbound and outbound contact centers
- Daily pledge fulfillment and direct mail services
- Contact donors via *their preferred* method through donor database segmentation and analysis

Don't hesitate . . . Start a dialog with 1·2·1 today.

Call
Gary Discount
1-800-371-1300

Visit us on the Web at: www.121directresponse.com



1·2·1 Direct Response

Stronger Partnerships. Smarter Marketing.