



Tip of the month: Testing, Testing, 1...2....3 Jack Tracksler

One of life's certainties, like dawn and taxes, is the absolute need to test. In the business world, we want to get the message out at a low cost and sometimes we miss the importance of doing the project effectively because the only concern is getting it done quickly. The strive for a better ROI starts with putting the extra effort forward in the beginning so that every message, whether done in advance or at the last second, produces desired results.

Unlike the direct mail world, we see immediate results and alter our message accordingly. We instantly know what list is working and which message is getting the best response. In this world of instant gratification, we can do a lot with what we learn through calling so in any instance a simple phone call can help determine the correct message for every constituent segment. We can then apply what we learn to our mail and email messaging plans.

It's simple, straightforward and very affordable. Because of the real time reporting available through calling, messaging and lists can be changed on the fly. Like a pit stop at the Indy 500, you can change tires, fuel and whatever else is needed early on for maximum performance.

Spending a little time and money to run testing ensures success because you know what is needed to effectively spread your message. It's **win/win**.

This month we wanted to highlight a recent case study that highlights tele-fundraising as an effective and critical tool for organizations to reach their donors/shareholders. Despite a decade of DNC legislation, the phone continues to be a KEY ingredient for a successful relationship-building campaign along with skilled agents and a good overall communication/fundraising plan. The following case study demonstrates the ingenuity of new technology to re-engage critical supporters in a net profit manner that is a **win/win** for the organization and their supporters:

What We Did: A regional non-profit arm of a large national Ministries and Education group needed to increase response to donor renewal and drastically re-activate lapsed donors. We helped them design a campaign around their annual Walk for Life fundraising event that utilized auto calls, our Tele Town Hall (TTH) product and our strong outbound fundraising team for maximum results and donor reactivation.

How We Did It: We sent an automated pre-call to the lapsed and active donors letting them know that we would be calling them in two days to invite them to join a live Tele Town Hall event. We also provided the donors with an 800 call in number just in case they missed our auto-transfer invite the night of the event.

The client's guest speaker delivered remarks about their organization and details on their upcoming Walk for Life event. They also utilized our polling and survey feature to ask participants if they were interested in making a financial contribution.

In the days following the TTH, we ran an out-bound fundraising project asking for the donor's continued support. We dialed the same universe that received the pre-call and the same universe that was invited to join the TTH.

Results: We had a 32% participation rate for the Tele Town Hall event. (The average Tele Town Hall participation rate is 21%... imagine having the ability to engage 15-35% of your targeted non-active audience listening to your message!)

The outbound live calling followed the TTH event and had over a 100% return on investment for the Foundation. Those who participated in the TTH had a pledge rate over six percent higher than those who did not participate in the TTH, increasing the total dollars pledged by over 10 percent. The organization expects to net approximately \$25,000 (just under 80% of all net money) from the outbound live calling as well as re-activate almost 500 donors.

With these types of results, how can you afford to NOT try the phones for your organization's fundraising or communication efforts?

If you are already using phones, consider adding a complimentary product to further your results. Through auto calls, Tele Town Hall conferencing, live outbound calling, email/digital marketing or combination of these products, we will help you create a plan to increase your ROI. [Give us a call today to learn more.](#)

Partner Profile: Lacy & Associates

Brian Lacy is owner of Brian Lacy and Associates (BLA). His career path through phonathons, direct mail appeals, email marketing, and leadership and major gift acquisition as well as other solicitation strategies was the strongest possible background for the launching of his own annual giving consultancy, data enhancement and digital marketing services.

For more than twenty years, Brian Lacy has assisted hundreds of non-profits in significantly increase their annual fundraising results. Connection Strategy is proud to partner with Lacy and Associates to maximize our client's return on investment and overall communication results. Read on to learn more...

What keeps Brian Lacy excited about development after almost 25 years in the field?

I really enjoy helping deserving organizations raise the support they need to serve others through their missions. I believe non-profits hold a very special position in our communities and it is an honor to help them to their work. Personally, I try to engage in new initiatives annually to stay fresh and challenged. This year and into the future, I will be assisting a small religious college and a Haitian college. That college is reaching out that same student. As you can image, it is delightful to work with this college and the people associated with it.

What makes Brian Lacy and Associates unique among data enhancement companies?

First of all, Brian Lacy and Associates is not just a data services firm. We offer annual giving consulting including audits and ongoing program management, as well as digital marketing and solicitation solutions including text messaging, automated phone messaging, email and e-magazine delivery. When approached about a project, we ask just a few questions to make sure that the results we deliver to our clients will be of utmost utility to them. With our extensive fundraising experience, we develop packages of services for the lowest possible pricing.

Any tips for fundraisers in what continues to be a difficult economy?

Focus on your existing donors and friends. This is not the best time to invest in donor acquisition efforts unless you have generous budgets or a uniquely compelling case. Improve fundraising results from traditionally strong development techniques like direct mail, phonathons and face-to-face solicitations with new tools. Lift direct mail response with complimentary phone, email or text messaging. Boost the return on invest in your phonathons with data mining, data modeling, and data cleansing. Close more leadership and major gifts with face-to-face solicitation by utilizing effective prospect identification and data enhancement.

If you would like to talk about whether or not Brian Lacy and Associates might be able to assist you - call (860-478-9291) - it is always free to talk. You can also reach Brian at (brian@brianlacy.com) for more information.