

7 Key Questions Development and Membership Professionals Should Ask Themselves...

- 1. BUDGETING...** How do we **invest in direct response** to increase our donor and/or membership base – without sacrificing other critical programs?
- 2. PROSPECTING...** Do we need just “better lists,” or **Acquisition Targeting Solutions and prospect mining** to increase our donor and/or membership file?
- 3. SEGMENTING...** How do we determine and **realize the *full* potential** of our house file, through monthly giving, consecutive giving recognition, and other initiatives?
- 4. BALANCE...** If direct mail is our primary source of revenue, how much of our budget should be spent on fundraising via **online and social media**?
- 5. MESSAGING...** How does targeting specific groups within our house file – and **varying the messages** to them – make a difference?
- 6. ROI...** How could we use **comprehensive results analysis** that reveals ROI and more, rather than simply basing our direct response strategy on response rate and average gift?
- 7. PROJECT MANAGEMENT...** How can I can get a portion of my fundraising and/or membership program off my plate, so I can **focus on the big picture**?

Let us share with you how we help direct response membership and fundraising professionals at over 50 nonprofit organizations nationally.

