

SUMMARY OF SERVICES

Consulting, Strategy, and Development

DMW Direct will become your partner—an extension of your development and/or marketing staff—in the creation and execution of your direct response fundraising, marketing, and communications plans. We can help you develop budgets, strategies, and campaign schedules that will allow you to achieve your fundraising goals.

Competitive Environment Research and Analysis

DMW Direct will help you assess your organization's opportunities relative to your competition, geography, and changing market conditions. We will interpret past performance in advance of designing successful strategies for the future.

List Purchasing and Management

DMW Direct is dedicated to growing your membership or donor program to the fullest potential through financially sound and targeted acquisition efforts. We will perform qualitative and quantitative research to identify the most cost-effective potential sources of new supporters, continuously evaluate results, and adjust future recommendations according to your objectives and resources.

Media Management

DMW Direct is committed to the fundamentals of research, planning, negotiation, implementation, and research analysis... all designed to support your organization with the most cost-efficient and effective programs.

Database Analytics

In addition to interpreting and evaluating information from traditional campaign results reports, DMW Direct offers a variety of services and tools for mining and further analyzing your data:

- Predictive Modeling
- Profiling & Segmentation
- Market Mapping & Penetration Analysis

Creative

From sound concept development to copywriting, design, and execution, we recognize the importance of your communication with members, donors, and prospective supporters of your organization. Whether it's a traditional direct mail package, e-mail appeal, television or radio spot, newspaper or magazine space ad, or newsletter, our team members have the skills to design a communication that enhances your message.

Comprehensive Account & Production Management

DMW Direct is ready to produce and deliver every element of your fundraising and/or membership campaign in a timely, cost-effective fashion.

Whether your printed materials include a multi-component direct mail member acquisition package or a single, highly personalized leadership donor letter, you benefit from our superior program management.

One account service contact person provides you the benefit of every member of a team with years of direct response production experience. Whether it is forms design or reply devices... traditional offset or variable-data printing... or laser personalization, our seasoned professionals understand how best to utilize both proven and cutting-edge techniques to their best advantage.

Account executives dedicated to nonprofit clients represent your concerns through every facet of the production process:

- Pre-press and printing
- Freemiums and premiums research and acquisition
- Laser and variable-data personalization
- Mailing and fulfillment
- Comprehensive response tracking and analysis
- E-mail and integrated campaigns

Registration, Bonding, and Ethics

DMW Direct is registered and/or bonded according to the regulations of each of the 50 states. Additionally, we have signed the Code of Ethics of both the Direct Marketing Association (DMA) and the Association of Direct Response Fundraising Counsel (ADRFCO).

Personal and Professional Commitment

At the risk of hyperbole, it's a fact we live and breathe donor development. We view your challenges as our own; we never forget that donors and members are your lifeblood. Given the chance, we believe we can serve you as valuable members of your development team.