

Fund Raising: Morningstar Rescue Mission



The mission saw the results of mailings to acquire new donors decline year after year.

In 2003 they tried a series of mailers developed and tested by MDM.
They had their best year ever.

In 2004 they expanded the number mailed and increased income by 60% over the
previous year.... and the previous year was the best ever!

Good results depend on the mailer, the list, the marketplace and the organization.
Each community is a little bit different.

The lists used make a tremendous difference. Our best results come from a mix of residential,
compiled, business and response lists. Some of the best lists we mail twice.

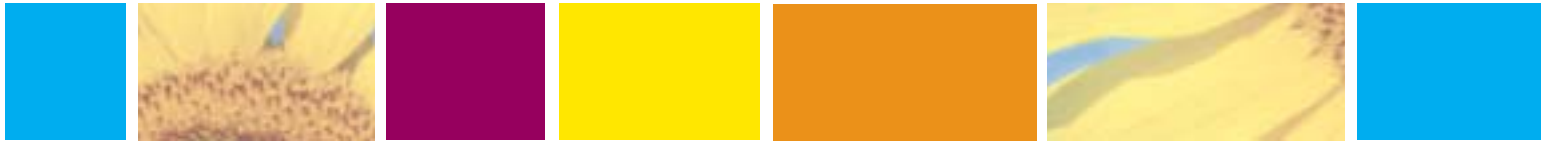
Contact us for a projection of costs and return in your area. No obligation.

Please call **262-789-2240** for details.



MILWAUKEE DIRECT MARKETING, INC.

Fund Raising: The Milwaukee Rescue Mission



The Milwaukee Rescue Mission is the largest homeless shelter in Wisconsin. Hundreds receive food, shelter and Christian care each day, completely free of charge. The funds to support this work are primarily raised through direct marketing. In

In a two-year period MDM helped the Mission:

- **increase annual income from donor acquisition and cultivation mailings by 43%**
- **reduce the cost to raise \$1.00 from a new donor from \$1.29 to \$.67**
- **double the number of new donors acquired in a year**
- **improved the % response rate from direct mail donor acquisition by 45%**

The Mission was making money while acquiring new donors. As a result, the acquisition program greatly expanded, increasing income.

Growth came gradually as one test after another showed the way to go and the methods to use. The newsletter results improved when we focused on true-life stories of lives changed, presented in a "Reader's Digest" type format. The monthly appeals were brought to life with color, appealing photographs and compelling stories.

Further tests revealed new ways to find donors through newspaper ads, inserts in bills and newspapers, and space ads.

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