

Fund Raising: The United Way of Greater Milwaukee



Traditionally, the United Way raises funds from campaigns within the workplace. Where there is a workplace campaign the results are satisfactory, but those working in companies without a workplace campaign remain un-reached.

Also, donors who retire or change companies can lose contact with the United Way. This loss of contact frequently occurs when donors enter their most generous giving years.

The United Way hired MDM to help them acquire new donors beyond the reach of the workplace campaigns. Direct mailings acquired the donors and also helped establish them as repeat donors.

The methods used proved successful. Tests have shown the types of lists and mailers to acquire donors and upgrade response from current donors.

The results are reaching the clients goals. Direct mail revenue continues to rise each year.

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



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