

# DMFA FORUM

The newsletter of the Direct Marketing Fundraisers Association

SUMMER 2002

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## Hearts, Love Stories, and Un-Plain Envelopes Win the Day

by **BETTE CRAIG,**  
**Police Athletic League**

Voters paid attention to numbers as usual at DMFA's annual Package of the Year competition, but numbers were backed up by colorful heart memo pads and envelopes in the American Heart Association's entry submitted by **May Development Services** (winning best acquisition piece and overall Package of the Year) and by cartoon copy asking the age-old question "How do I tell her I love her?" in the winning LEUCAN renewal package submitted by **Pinnacle Direct**.

Voting took place at DMFA's annual Package of the Year Luncheon on June 27th at the Yale Club, with each member organization allowed only one vote each for best acquisition and renewal. There were 11 entries for Best Acquisition Package and 23 entries for Best Renewal Package (eight more than last year), with samples on display for consideration.

The Package of the Year American Heart Association personalized memo pad package "beat the pants off the control which has been in existence for over ten years," according to **Lauri Palladino** of May Development Services. Featuring an envelope with subtle tinted hearts and a back imprinted



**DMFA volunteers were busy assembling the Package of the Year Awards luncheon display boards several days before the annual event.**

with warning signs of heart attack and stroke, it was mailed in March in a quantity of 75,000 and brought in an average gift of \$12.22 with a response rate of 2.89% and cost to raise \$1.00 of \$1.42.

**Howard Golberg**, president of Montreal-based Pinnacle Direct, submitted the winning renewal for LEUCAN, the Association for Children Suffering from Leukemia. It was also a notepad package with a teenage love and friendship theme, including a balloon teaser on the carrier envelope, "How do I tell her I love her? Let me count the ways." It was created by **Claudie Bugnon, Frederic Thibault, Bill Campbell** and **Sylvaine Grousset**. With 65,912 mailed in

February, it generated a response rate of 12.84% at a cost to raise \$1.00 of \$0.17 and brought in an average gift of \$17.50.

May Development Services also created the runner-up renewal submitted by **Diana Estremera**, an interactive card package with die-cut self-adhesive labels mailed in November by the Children's National Medical Center. In this case the labels were the "To:" and "From:" kind to be put on holiday gifts, and the card was a "Get Well" note to be sent back to a child patient. The outer envelope carried out the holiday theme in green with a red ribbon

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## Message from the President



**Monica Kim**

Well, this is my last article in *Forum* as the president of the DMFA. I can't believe a year has passed. A lot has happened. We witnessed a tragedy that brought our community together and made us wonder about our next steps. The DMFA responded to this question by providing a forum, through our brown bag luncheons, monthly luncheons, and workshops for our constituents to get together and talk about how each of our organizations would handle this tragedy.

We have continued our efforts in expanding our services to the Boston and Washington DC areas. We have had two successful luncheons in both cities in which attendance was high and the feedback very positive.

We now accept credit cards! You can register for our luncheons, workshops, and for membership by using your credit card via fax/phone or online. We are now truly in the 21st century.

All that has been accomplished would not have been possible without the dedication and countless hours of effort put forth by our board of directors. They are truly remarkable and I am thankful to them for making my tenure so memorable.

I am also very happy to welcome the new DMFA president, **Amy Tripi**. I am very excited to hand over this position to her because I know that she will do a fabulous job. She is so dedicated to the DMFA and brings many wonderful skills with her as she leads this organization in the next year.

Being president of the DMFA has been one of the best experiences of my life and one that I will draw upon for years to come. Thank you again for the privilege of letting me lead this wonderful organization. I'll see you at the upcoming DMFA events.

Monica E. Kim  
Director of Annual Fund, Girls Incorporated

## DMFA LUNCHEONS



**Fran Jacobowitz, Lisa Maska**

**THE CREATIVE PROCESS: Inventive Solutions to Unique Challenges** was the topic of the April 24th luncheon. **Fran Jacobowitz** and **Lisa Maska** from Lautman &

helped their clients get the creative edge.

At the May 22nd luncheon, **Frank Mackay**, president of Oaktree Systems, and **Dick Cotoure**, director of donor marketing and data management for the National World War II Memorial, shared with us the practical application of the system to this major fundraising project and made a convincing case for using a system that allows for integrating direct mail, corporate giving, major gifts, and special events, as well as utilizing the Internet for optimal communication and revenue generation.



**Frank Mackay, Dick Cotoure**

Company discussed their experiences in overcoming unique challenges, be it hard-to-sell causes or difficult circumstances. Creative in this case was not limited to copy, layout, and choice of color, but also positioning a cause. Showing samples of the resulting direct mail packages, Fran and Lisa demonstrated how thinking "outside the box" led to inventive solutions and

A record number of DMFA members and guests gathered at the June 27th luncheon for the annual Package of the Year event to view and vote among the entries for best renewal and acquisition packages. (*For details on*

*this luncheon please refer to our cover story.*) This year's winners — the American Heart Association and LEUCAN — will present their packages at the first luncheon of the 2002-2003 season on September 25th. ✨

**ELISABETH SHUMAN,  
HGF/D/SOS Kinderdorf Int'l.**

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# DMFA FUNDRAISER'S COALITION

The Privacy issue gained momentum from rampant Internet marketing. Suddenly, all those

**Is Privacy**

**Taking**

**a Nap?**

marketing techniques we've been using for years became obvious to everybody including the FTC. It didn't take long for them to realize, too, that these techniques were not just used through the Web, but also through the mail, phone, and direct response ads.

The FTC revved up to fight our best (or rather, our worst) marketing practices. They pushed for more regulations and began policing direct response media. In fact, they have

"pledged" to add 14 more "privacy police" to step up investigations and case filings.

The FTC is also building a database for complaints so they can use our marketing techniques to segment complaints by category. As we all know, that

means more targeted policing of our targeting practices!

(Does the irony get you, too?)

So how can I ask if pri-

vacancy's taking a nap? Well, according to experts, 9/11, the Internet, and economic declines and a Republican White House, together, seem to have reigned in the privacy surge. Security issues have overridden privacy issues since 9/11. The Dot-bust reduced Internet Spam-mania lowering those transgressions on the FTC's radar screen. And, Republicans prefer less government regulation. All of this has led to the FTC backing away from creating more regulation, and focusing

instead on enforcement (a top Republican issue) of current laws.

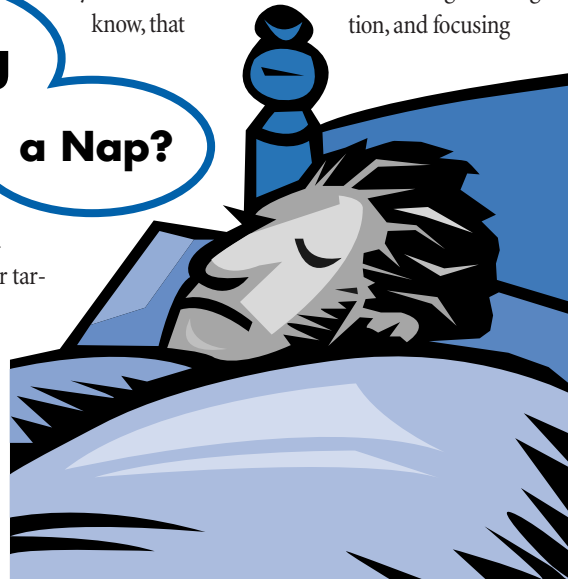
Some good advice from the experts: only collect data that you can actually use effectively. We all know about logistical and database limitations. If you can't raise more funds from knowing a detail about your donors or prospects, don't bother asking them for that detail.

Be clear and honest with donors and prospects about how you will use their personal information. Don't hedge on this — that's how you can create an angry prospect who may just file a complaint against your organization.

Make sure your data is truly secure (This from J. Howard Beales, Director of the FTC's Bureau of Consumer Protection and head of its Privacy Task Force).

And be sure every department in your organization knows the rules. \*

**LINDA E. BISTANY,**  
**LW Robbins Associates**



**Frank O'Brien**



Seventy-one guests attended the DMFA's second luncheon held in Washington, DC on Thursday, May 30th at the Willard Hotel. **Frank O'Brien**, President of the DC-based consulting firm O'Brien, McConnell and Pearson, spoke on clarity in the direct mail message. Mr. O'Brien's presentation, "Stop Mumbling," presented tips to help writers deliver clearer messages. The next DMFA luncheon in Washington is scheduled later this fall.

**YOLONDA HUSSEY,**  
**International Rescue Committee**

## DMFA Job Bank

Through monthly mailings to DMFA members, free advertising is available for your direct marketing fundraising job openings in the DMFA Job Bank.

For information, call **Joe Gomez** at 516-576-0448

You can also fax details to 516-576-0618 or email to [joe@skyviewdirectmail.com](mailto:joe@skyviewdirectmail.com)

## DMFA Membership

If you're a member and have recently changed your contact information, please let us know!

Call your DMFA Member Services Coordinator, **Linda McGuinness** of Source4 at 212-285-2430, Ext. 322 so that you won't miss a single announcement.

You can also fax Linda at 212-285-0051.

# DMFA CALENDAR OF EVENTS

This 2002-2003 season will no doubt prove to be an exciting one as the DMFA is looking forward to providing its membership with informative monthly luncheons, workshops, and Bown Bag forums. Following is a partial schedule of DMFA events (subject to change):

## LUNCHEONS

### September 25, 2002

2002 Package of the Year Award Winners (American Heart Association & LEUCAN)  
Also: Special presentation of the 2002 Direct Marketer of the Year Award!

### October 30, 2002

E-DONORS: How to Get Them & What to Do With Them

### November 20, 2002

JUGGLING 101: How to Best Manage Your Direct Mail Program, Your Consultants, And Your Vendors

### February 26, 2003

Acquiring New Donors

Includes: list planning, a winning package, the ask string, what to test, and what to expect.

### March 26, 2003

DEAR MEMBER: Advice From Membership Organizations About Managing Renewal Series

### April 30, 2003

HOW TO RE-ENGAGE LAPSED DONORS: Strategy, Creative, and Segmentation

### May 28, 2003

Do You Need "Premium" in Your Direct Mail Gas Tank?

Should you use premiums? Can they be incorporated in a non-premium responsive track? Can premium acquired donors be renewed without a premium? A comprehensive look at the new and different, the tried and true.

Among the eminent speakers scheduled to appear: **Temple Elliott, Jennifer Girard, Kay Lautman, George Lizama, Larry May**, and many more. Be sure to log on to [www.dmfa.org](http://www.dmfa.org) for up-to-the-minute details on DMFA events and look for our monthly announcements in the mail!

## Welcome New 2002-2003 Members

**Stephen Alden**  
Trylon Data Management, Inc.

**Sam Blackford**  
PEP Direct

**Bess Chazhur**  
Marian Woods

**Amy Cheuk**  
Doctors Without Borders

**Penelope Chick**  
Ithaca College

**Nancy Christensen**  
Millard Group, Inc.

**Scott G. Cohen**  
Emergency Guidebook Publishers

**John DeGraaf**  
Passionist Missions

**Tom Dube**  
W.C. National Mailing Corp.

**Temple Elliot**  
Epsilon

**Susan Fields**  
Holy Cross High School

**Sarah Friedman**  
The Philadelphia Orchestra

**Kate Goodrich**  
Community Resources Justice

**Jeffrey Greenberg**  
J.G. Communications, Inc.

**Roger Himaya**  
Saturn Corporation

**Patricia Keller**  
The Christophers

**Rachel Katzenellenbogen**  
Lambda Legal

**Tracy Lea**  
Share Group

**John Lyskowski**  
Guideposts

**Brian Manning**  
Direct Media

**Karen M. McClure**  
Maryknoll Sisters  
Development Department

**Jamie Miller**  
MailWell Envelope

**Anastasia Mills**  
NYC & Company

**Scott Moffett**  
PEP Direct

**Jennifer Osgood**  
FCD Educational Services

**Lauri Palladino**  
May Development Services

**Ken Peake**  
King Lithographers & Mailers

**Geoffrey W. Peters**  
Creative Direct Marketing Int'l., Ltd.

**Larry Poin**  
Millard Group, Inc.

**David Schofield**  
Carl Bloom Associates

**John Stanton**  
PEP Direct

**Jana Steiger**  
Thirteen/WNET New York

**Peter Stein**  
Horah Development Solutions

**Libby Twitchell**  
Millard Group, Inc.

**Kathy Valley**  
University of Michigan

**Wendy Weber**  
Crandall Associates

**Melanie West**  
Epsilon

**David D. Williams**  
Carl Schurz Park Association

**Gregory Worley**  
NAACP Legal Defense &  
Education Fund

**Joan Zimmert**  
92nd Street Y

Look in the mail  
for invitations to future  
DMFA special events:



**Annual Holiday Party  
and the  
2003 Package  
of the Year Awards  
(dates to be announced)**



We look forward  
to seeing you there!

## Hearts, Love Stories, & Un-Plain Envelopes Win the Day

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and the package also contained a brass teddy bear ornament with the charity's name on it.

The acquisition runner-up was an inaugural mailing to acquire charter members by the National Constitution Center. Submitted by **Tiffany Neill** of Lautman & Company, the package was created by the **National Constitution Center, Lautman & Company** and **SNQ**

**Communications Design**. It generated a response rate of .62% with an average gift of \$60.25 in a March mailing to 102,510. The cost to raise \$1.00 was a remarkable \$1.28 for the first time in the mail.

Special thanks are due to **Valerie Kagan** and **Marjorie Mattel** of VK Direct, Inc. for processing the entries, to Package of the Year Chair **Giselle Holloway**, to **Jorge Caraballo** who created all of the display boards and members of the Package of the Year committee for everything else. \*