

embark

on your way to effective marketing & fundraising



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DONOR ANALYSIS WILL HELP YOU "GET IN"

by Emily Edwards, Marketing Manager

When Alpha Dog Marketing developed a new line of programs for nonprofit organizations, the goal was to provide a complete end-to-end plan for moving your mission forward. Programs for strategic consulting, donor data management, and integrated marketing were introduced to offer a range of solutions that maximize benefits and easily incorporate into current activities. The new programs are designed to integrate with each other, encouraging nonprofits to "Get IN". In our last issue of Embark, we showed you how we help organizations do more good by strategically aligning all organizational aspects with our Intelligent Inspiration Consulting™ program. Now, we take a look at the data and knowledge base of your organization with InSight Analysis™.



Know your donors.
Discover opportunities.
Create fundraising success.

InSight Analysis™ features a variety of reporting and analysis tools. This bundle of data management solutions is aimed to highlight trends, uncover areas of concern, and discover opportunities.

In order to turn your marketing and fundraising strategies into effective solutions, your organization's data is where you will go time and time again to provide the information and knowledge you need to make decisions. That's why Alpha Dog Marketing offers an array of services to make the data useful and to keep your data in top shape. "Nothing is more critical to the success of a nonprofit's mission than growing relationships with donors and other constituents," says Connie Monk, President of

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Alpha Dog Marketing. "This type of comprehensive analysis helps our partners plan future budgets, revenue streams, and marketing strategies to make the most of their fundraising dollars year after year."

The profile of your donor file is one of the more important factors that must be understood when devising strategies for a marketing and fundraising plan. First, Alpha Dog Marketing starts with an upfront, complete review of your current file. A deep drill-down can truly show you where there are opportunities of which you can take advantage and find out where there may be areas of concerns that need attention. Then, for implementation into your plan, we provide you with useful reports, giving you a practical and functional analysis that is much more valuable than just numbers. If you have questions about specific strategies you have tried or would like to try, your data can provide the answer.

Alpha Dog Marketing continues to provide periodic reviews of your donor data management as a part of the InSight Analysis™ program. Using tracking and historical comparison, your organization can adjust strategies, budgets and projections based on performance results. The most effective way to create best practices for your donor development is through continuous research, reporting, and analysis.

Together with the strategic development provided by our Intelligent Inspiration Consulting™ program, InSight Analysis™ provides the knowledge base for your planning. In next issue of Embark, we will show you how InTouch Marketing™ is designed to integrate your plan's strategies and knowledge into a complete solution, bringing the entire plan for your success into focus.

Alpha Dog Marketing is pleased to offer these programs give nonprofit executives a way to get "IN" to reach more people, raise more dollars, and do more good. For nonprofit professionals that would like to learn more about the programs, visit alphadogmktg.com/getin or contact us, 800.730.0668 info@alphadogmktg.com, to schedule an individual presentation.

ASK THE EXPERT: *The hidden story in your data*

We know you rely on the reports we provide to gauge the success of your fundraising program. These reports are a great way for you to focus on the results of each activity. But a comprehensive analysis of your marketing and fundraising efforts requires more than knowing the most recent project's key numbers for a specific segment of your donors. Discovering a trend or revealing a donor tendency can often be more useful than a single metric for making future decisions. That is why we go deeper into the reports than just the monetary results.

At Alpha Dog Marketing, we track and analyze your donor data for each project in a way that makes the data the most useful to you. Beyond just the one-time results of a package or program, we use all of your activities to give you a broader view of how each affects your overall strategy. For example, a cross channel analysis of your direct mail and online outreach can show if you are maximizing the opportunity to reach donors in both ways. Or a year-to-year comparison may reveal to you the growth you experienced was either from adding to the number of donors you had or from raising the average gift size, or perhaps from mailing more often.

If you really want to provide a framework for developing future strategies and for learning and implementing the best practices for your organization, talk to your Alpha Dog Marketing representative about the various types of analyses that can show you the real story that is just waiting to be discovered in your data.

by Jason Thomas, Marketing Analyst

EXPERT TIP

Testing different packages – or unique aspects of packages – is a great way to really key into what donors respond to in your direct marketing approach. Just don't try to test too many components at once, or you won't get an accurate idea of what truly affects your results.

PARTNER PROFILE:

A Pledge to Our Partners: Every Day, You Get Our Best

In our first issue of Embark earlier this year, we reflected on the first five years of the company. As we look forward to 2012 and beyond, we want to recognize the most important aspect of our work: YOU! Our partners (and future partners) are the foundation of Alpha Dog Marketing. Every day, we give our best to show you that our relationship with our partners is valued and appreciated.

At this time of year, many make pledges and resolutions for the future. The following is our pledge to you, our partners.

- *Every day*, our team of professionals will provide you service that exceeds your expectations.
- *Every day*, we will listen to your needs and respond to your requests.
- *Every day*, we will give your projects, packages, and programs the attention to quality they deserve.
- *Every day*, we are committed to your success, and will assure that all details are attended to without error or oversight.
- *Every day*, we will ensure that your activities are aligned with your organization's strategic vision. We will know your organization as a whole in order to support your mission.
- *Every day*, we will continue to grow and learn to make ourselves experts in our field in order to serve you better.
- *Every day*, we will go the extra mile to get you the results you need to advance your mission.

Alpha Dog Marketing began with a vision of a company that would serve nonprofit organizations with the same passion that they demonstrate in their communities. What does that mean for you? It means you get our best every day. Why do we do it? Because you give your best every day to making your community better.

Tell us about it! We want to know how you give your best to your community. Contact us at info@alphadogmktg.com or 800.730.0668 to talk to one of our professionals today.

EMBARK IS YOUR NEWSLETTER.

What do you want to see in our next issues?

Alpha Dog Marketing is pleased to provide Embark as a newsletter designed just for you. We will share great ideas, celebrate amazing results, and highlight some of the best practices and trends in marketing and fundraising.

What do you want to know more about?

Tell us your ideas and we will include them in the next issue.

Or if it's a hot topic that just can't wait, we'll discuss on our blog.

DID YOU KNOW?

In 2011, Alpha Dog Marketing...

...partnered with over 100 animal welfare organizations, over 50 food banks and food rescue organizations, and many other nonprofit organizations.

...raised millions of dollars to help our partners advance their missions and impact their communities.



SPOTLIGHT: *USPS Changes*



You've seen the headlines. Increased rates. Changes to service standards. Reduced processing schedules. What does it mean for nonprofits that rely on mail service as a part of their direct marketing and fundraising?

The US Post Office released this fact sheet about the increase in rates. The new rate of \$.45 for a First Class Letter for is scheduled to go

into effect on January 22, 2012. The Postal Regulatory Commission (PRC) must review and approve the new rates before they become effective. In order to reduce costs and return to profitability, the Postal Service has proposed many other changes. The Nonprofit Times recently published this article about how some of the proposed changes could affect nonprofit organizations.

While the new rates will affect Alpha Dog Marketing's nonprofit partners, we are, as always, committed to helping you keep costs down and increase the value of your mailings. Our sales representatives and account managers are ready to help you make the most of your efforts in 2012, and we look forward to serving you. If you have any questions, please contact us to discuss your specific plan.

FREQUENT FILE FORMAT FUNDAMENTALS

The data management team at Alpha Dog Marketing uses many different types of files. You may sometimes wonder "why do they need all that data?" The following is a list of the types of data files we frequently work with as a part of your direct marketing plan, and how the different files are used.

Donor Mail File – The group of donors who have given to your organization in the past five years. For each project, your selections within the file will vary depending upon the audience you want to reach. For all donors, the selection would be \$.01+ dollars, 0-60 months. Or if you wanted to reach out to a select group, you could select, for example, donors \$50+, 13-36 months.

Donor Suppression File – When a suppression file is needed, it means that we need a list of names to not include when we purchase "new" prospect names for an acquisition mailing. The suppression list should be made up of two categories of donors. First are those donors from whom you already regularly receive financial support, specifically in the past year, so we do not include that name on acquisition mailings. The other category we refer to as a Do Not Mail List.

Do Not Mail File – Those donors you have flagged or coded on your database to not receive any direct mail. If the person whom is requesting to not receive mail from you is a donor, you can mark the record with a Do Not Mail Flag.

House File – Records of people who you already have a relationship with, but to whom you don't send direct mail. Examples are those that have participated in an event you hosted, people who have not donated money but may have donated "in kind" product to your organization, volunteers that give of their time, but have never been asked to give a financial gift, or exchange lists from other agencies. During acquisition times, we will often discuss these individuals with you and include them in your direct marketing plan.

Email File – Those donors that have an active email address on your database. Due to the growth opportunities in email appeals, you want to expand this list at every touch point you have with your donors. Ask for email addresses in your online giving, on remits, at events, and every chance you get.

Duplication Report – This report matches each record into your database to the other records in your database. Should a match of name and address be found for any two or more records, the report prints those records in a format that is easy for you to review and determine if a donor does indeed exist on your database more than once. The next step is to determine which of the two or more records you want to keep and then merge those records back together using the option provided by your donor management system.