

Thank You!

As yet another year draws to a close, we would once again like to thank you not only for choosing Alpha Dog Marketing as your partner, but also for the work that you do every day. Because of you, our communities have access to the vital programs and services your organization provides.

Our Food Bank partners work tirelessly to eliminate hunger, providing a multitude of programs and services from mobile food pantries, to backpack programs, to SNAP assistance. If not for these programs and services, many hungry children, families and seniors would have nowhere else to turn.

Our Animal Welfare partners endlessly strive to create communities where every animal is treated with compassion and respect. Programs and services from adoption, to low-cost veterinary care, to humane education continue to advance the vision of communities with the utmost standard of animal welfare and care.

Alpha Dog Marketing is proud of the creative strategies and effective solutions that provide you with the resources necessary to continue advancing your mission. Our work will continue to be strategic and analytical to earn your respect as your trusted partner.

We thank you for all of your hard work throughout the past year, and look forward to helping you achieve your goals in 2014.

Best wishes,



Mike Monk
CEO
Alpha Dog Marketing



SPOTLIGHT ON STRATEGY

Cultivating Monthly Sustainers

A key objective of your donor cultivation strategies should be to increase donor retention and maximize lifetime donor value. A monthly sustainer program not only accomplishes both of those goals, but also lowers your cost of fundraising, netting more revenue for your mission.

Compare a donor who makes three \$100 gifts throughout the year versus a donor who makes a \$50 gift every month. Yes, the monthly donor's average gift is half the size of the first donor but the revenue per year from the monthly donor is twice as much as the first. For many donors, making smaller, monthly gifts is more budget friendly than making a couple of large gifts and they are usually able to contribute more per year.

Signing up as a monthly sustainer is also more convenient for both the donor and your organization. A regular donor fills out a remit slip every time a donation is made, which then has to be processed and entered by your staff. A monthly sustainer fills out a one-time remit slip with either credit card information or electronic bank transfer (EBT) information and the donation is automatically processed at the same time every month. Your organization also saves money by removing monthly donors from regular mail appeals.

However, that doesn't mean you stop communicating with your monthly donors. You still need to steward your sustainers; otherwise, they will feel like just an automatic transaction every month. Newsletters, quarterly/annual reports, event invites, VIP tours and special thank you events are great ways to keep in touch with your sustainers and show them your appreciation. Your monthly donors are also a prime group to survey and get feedback on how your organization is doing.

So, which of your donors are strong sustainer prospects? The answer lies in your database. Looking at recency, frequency and monetary (RFM) history, your organization can pinpoint which donors should receive a monthly sustainer appeal. Even though not every recipient of your appeal will become a monthly donor right away, many will still respond with a gift, and will now be aware that your organization offers a sustainer program.



For donors that are already part of your monthly giving program, mail an annual upgrade appeal. If you are stewarding your sustainers, as mentioned earlier, they will likely increase their monthly gift to your organization. Once a donor has joined your sustainer program, continue to communicate with and cultivate them. Sustainers make great prospects for your board, volunteer opportunities and peer-to-peer fundraising. Clearly, they love your organization, and are committed to you so get them involved in other areas.

WHERE WE'LL BE

SAWA BOARD MEETING, February 17, 2014 in Las Vegas, NV
FEEDING AMERICA LEADERSHIP SUMMIT, April 2 - 4, 2014 in St. Louis, MO
DMA BRIDGE CONFERENCE, July 9 - 11, 2014 in Washington D.C.

NEW YEAR, FRESH DATABASE

Before you finish making your New Year's resolutions, add one more item to your list: refresh your donor database. Perhaps one of the most valuable items at your organization, your database can provide you with a treasure trove of information, if you are maintaining it correctly. And, what better time to breathe new life into your database than at the beginning of a new year.

Start by practicing good database hygiene. Over time, your database collects a lot of information and eventually, some of this info becomes outdated, incorrect, or duplicated. Continuing to add new donor information without updating existing data can leave you with a mess.

National Change of Address, possible duplicate and address correction reports ensure your donor accounts have up-to-date, mailable addresses and each donor has only one account in the database. It is crucial you update your database regularly with these reports to prevent your organization from wasting money on undeliverable, returned and duplicate mail. Plus, it's more manageable to update your database several times a year than wait until you have an endless list of updates.

Once you have your current donor accounts deduplicated, corrected and updated, there are a few ways to maintain a tidy database:

- > Regularly run NCOA and address correction reports as this is the most effective way to find outdated and incorrect addresses.
- > Consider implementing a barcode and handheld scanner for future mail packages to minimize data entry time and error.
- > Create a data management best practices document and train staff on entering information into your database to ensure consistency and accuracy.
- > Verify your data management software is up-to-date and is the correct database for your organization's needs.

After you have a handle on cleaning and maintaining your database, you can take it to the next level. Data overlay provides you with valuable demographic and psychographic information about your donors, allowing for more accurate segmentation and strategization. You can also collect and add more information to donor accounts using surveys.



WHERE WE ARE

LINCOLN
9060 Andermatt Drive
Suite 101
Lincoln, NE 68526
Phone - 800.730.0668
Fax - 402.486.0664

VALENCIA
Phone - 661.713.4272

HENDERSON
4 Moss Spring Court
Henderson, NV 89052
Phone - 702.463.4474
Fax - 402.486.0664

CHARLOTTE
Phone - 704.504.8332

DALLAS
Phone - 214.929.8116

EMAIL info@alphadogmktg.com
WEB alphadogmktg.com
BLOG blog.alphadogmktg.com
TWITTER follow us at [alpha_dog_mktg](https://twitter.com/alpha_dog_mktg)
FACEBOOK like us at [Alpha Dog Marketing](https://www.facebook.com/AlphaDogMarketing)
LINKEDIN connect at [Alpha Dog Marketing](https://www.linkedin.com/company/Alpha-Dog-Marketing)
PINTEREST follow at [Alpha Dog Marketing](https://www.pinterest.com/AlphaDogMarketing)

THE SCOOP

Welcome to our new partners!



Community Food Bank of Central Alabama in Birmingham has served those in need for the past 31 years. Through 200 partner agencies, the Food Bank distributed 7.7 million pounds of food in 2012, and is a member of the Feeding America network of food banks.



For over 30 years, Oregon Food Bank has been fighting to eliminate hunger and its root causes. Last year, this Feeding America network member distributed 44.2 million pounds of food in Oregon and southwest Washington.

Alpha Dog Marketing welcomed **20** new food bank partners in 2013.



**Food Finders
Food Bank, Inc.**
fighting hunger, giving hope

**FEEDING
AMERICA**
A member of

Located in Lafayette, Indiana, Food Finders Food Bank distributes more than 6 million pounds of food each year through 150 partner agencies. Part of the Feeding America network, Food Finders Food Bank works to alleviate hunger in mid-north Indiana.

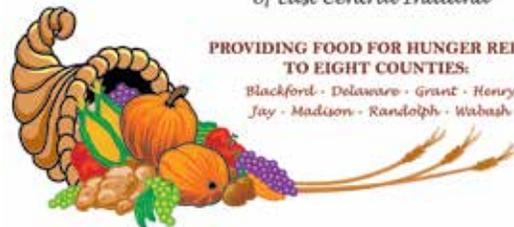


**SECOND HARVEST
OF SOUTH GEORGIA**

Feeding Hope

The second largest food bank in Georgia, Second Harvest of South Georgia serves 30 counties through more than 400 partner agencies. Also a member of the Feeding America network, Second Harvest of South Georgia distributed 16.5 million pounds of food last year to those in need.

SECOND HARVEST FOOD BANK
of East Central Indiana



**PROVIDING FOOD FOR HUNGER RELIEF
TO EIGHT COUNTIES:**

*Blackford - Delaware - Grant - Henry
Jay - Madison - Randolph - Wabash*

Second Harvest Food Bank of East Central Indiana was established with the mission of alleviating hunger in east central Indiana. A member of the Feeding America network, the Food Bank set a goal to distribute 13 million pounds of food in 2013.

Welcome to our new partners!



Established in 1994, HALO Animal Rescue is committed to giving animals a second chance at happiness. HALO Animal Rescue, located in Phoenix, Arizona, has found new homes for over 30,000 dogs and cats since its founding.



The Humane Society for Southwest Washington was founded in 1897, and is dedicated to finding loving homes for thousands of animals each year. Based in Vancouver, Washington, the Humane Society provides an array of programs in order to foster a community where all creatures are treated with compassion and respect.



PAWS Chicago was founded in 1997 with the mission to build No Kill communities. Since PAWS' inception, the euthanasia rate in Chicago has dropped nearly 70% and PAWS has become the largest No Kill humane organization in the Midwest.



For the last 100 years, Bideawee's mission in metropolitan New York and Long Island has been to cultivate and support the life-long relationship between pets and the people who love them. Bideawee offers an array of programs and services, including adoptions, veterinary care, training and education.

Alpha Dog Marketing welcomed **13** new animal welfare partners in 2013.

