

# A Full Range of marketing services

Grizzard partners with nonprofits to maximize revenue and minimize expenses.

- Grizzard helps nonprofit organizations acquire new donors that have strong long term values — donors that will continue to give generously for many years.
- We develop strategies that cultivate relationships between donor and organization.
- We evaluate program performance and refine direct response strategies to continually improve results.
- We develop integrated campaigns that include direct mail, online communications, broadcast and print advertising, web advertising and telemarketing as it best matches the organization's mission and goals.
- We rely on quantitative reasoning *and* qualitative information to get the best insight and better results.

## Core Competencies

### Direct Response Fundraising

- Donorcentric annual fundraising efforts
- Multi-channel integration to maximize awareness and fund raising success
- Creative development of direct response campaigns
- Donor recognition and cultivation processes
- List performance management

### Development of integrated direct response fundraising strategies including:

- Direct mail
- Online giving campaigns
- Free standing inserts
- Print ads
- Video, television and radio

### Creation of specializing fundraising programs to target donor subsets:

- Major donors
- Multi-year donors
- New donor cultivation and renewal conversion
- Planned giving donors
- Lapsed donor renewal

### Special tracks for non-direct mail-acquired donors to determine continued solicitation options for:

- Online donors
- Volunteer conversion
- Monthly sustainers
- Use of media to increase brand awareness, affiliation and increased contributions
- Donor cultivation calls
- Database performance management
- Fundraising database solutions
- Collateral development

## Results Analysis

- Donor segmentation and message analysis
- Analysis of direct marketing channels
- Donor traffic report to identify your donor life stages and opportunities for engagement
- Market research and analytics

For more information, contact Grizzard today, at 800 325 4892 or [grizzard.com](http://grizzard.com)

