



RAISING FUNDS TO CHANGE THE WORLD

Direct marketing and fundraising
services to help your nonprofit grow



Executive Summary

Connecting with people at the right time with the right message is key to driving donations and fostering advocacy for your nonprofit's mission.

Today, that means finding the right audiences, optimizing creative, backing every decision with data, and unifying efforts across fundraising and digital media channels.

For over 25 years, Faircom New York has been helping nonprofits—of all sizes and reach—connect with donors and achieve their fundraising goals. We do this through integrated campaigns via mail, digital, social media, mobile, and events.

We're here and ready to help you grow. Read on to see how our marketing services can help your nonprofit achieve its mission.



The Faircom Experience

Rely on our integrated teams to
advance your nonprofit's goals

WHY FAIRCOM



Data

We analyze results and mine your data to get the right message in the right channel with the right ask to the right person at the right time. We don't depend on hunches or intuition – we use data. That's the beauty of direct marketing: results inform future actions.

High-Touch

We are responsive. Present. Dependable. Friendly. Creative. Analytical. Forward-thinking.

Relatability

Many of our staff members come from the nonprofit world and understand your constraints, priorities, and values.

Experience

We have been in business for 25+ years without layoffs, with consistent growth, with strategic diversification, and with long-standing clients. Our experience inspires confidence and puts our clients at ease. They can feel comfortable and confident in putting their budgets and their campaigns in our hands.

Action & Agility

We provide information that you can use, rather than reports that make us look smart. Every report comes with an analysis and a recommendation. We don't waste your time or stress you out – we're here to make your life easier. When you need us to change the plan due to a budget shift or priority shift, we respond immediately. When we see an opportunity to shift plans to increase ROI, we share our insight and act as swiftly as possible.

Integration

Not just by channel, but by design. Integration to us means all hands on deck from every department to launch a consistent, uniformly branded, coherently messaged, recognizable campaign. We understand multi-media and how it can best be used to increase ROI.

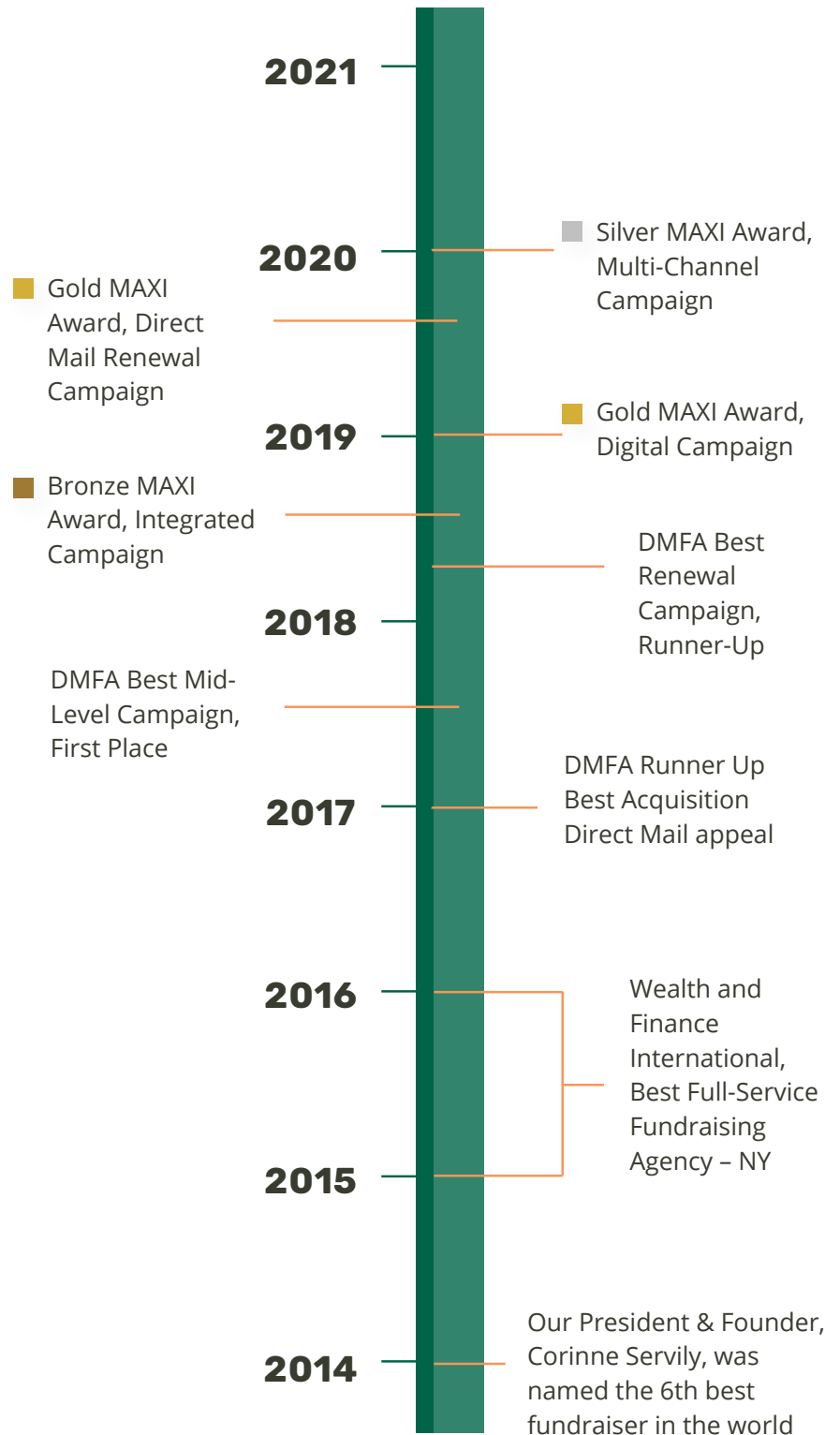
Collaborative

We are looking to build a partnership to help you meet and exceed your organizational goals. We try to make your work as easy as possible and it helps when our clients articulate their needs, collaborate with us, are responsive to questions, maintain timelines whenever possible (we will also adapt when something unexpected comes up), are open to new ideas, and give open feedback throughout the process.

WHY PARTNER WITH FAIRCOM



We're award-winning





We're experienced

“Faircom New York takes a creative approach but remains bottom-line driven to achieve your revenue goals! They also meet you where you are. They hold themselves accountable for results and are always willing to course-correct if something isn’t working as expected. It’s a good group to work with, a strong team with experts in many areas.”

**—Simone Mitchell-Peterson, CEO,
Little Brothers-Friends of the Elderly, Chicago Chapter**

“Faircom NY helped us fully integrate our marketing, including planned giving. Faircom has strengthened the core of our messaging. Their copywriters, designers, and developers are second to none. Faircom is incredibly strategic, data-driven, and committed to helping us articulate our mission to a broad audience of supporters. They work tirelessly to help us acquire and cultivate new constituents. They have enhanced our marketing – turning our program into one that is a smartly segmented, data-driven, and robust.”

—Brian Peterson, Director of Legacy & Gift Planning, Human Rights Watch

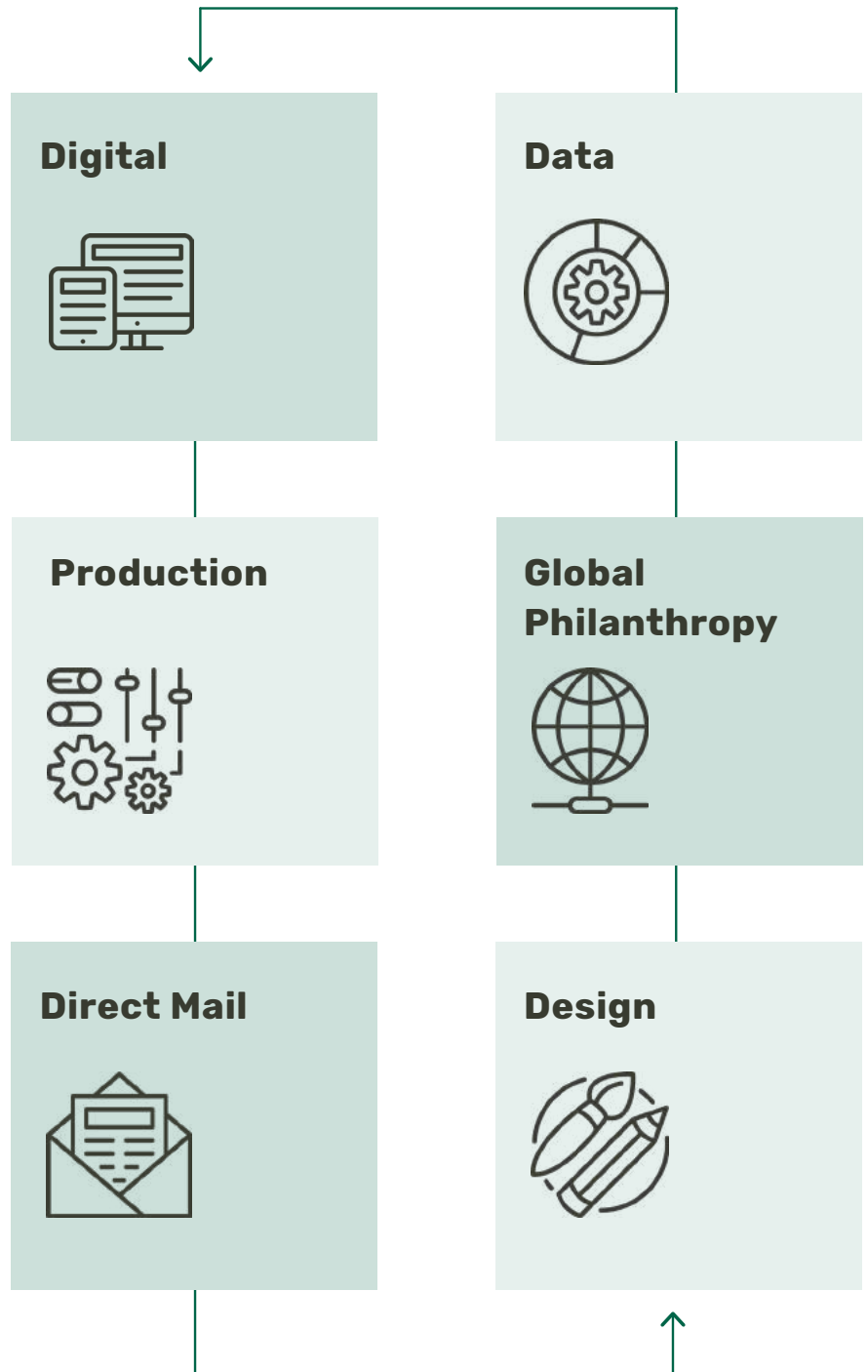
OUR TEAM

6

Faircom has six departments that work individually and collaboratively to meet your needs.

7

Our employees speak a collective 7 languages, and have experience fundraising in the U.S. and around the world.





Direct Mail

Drive acquisition and renewal
with relevant messaging

ACQUISITION

Acquisition is the first step of any program build. The quality of a direct mail file begins with the quality of your acquisition.

Acquisition Lists

When putting an acquisition campaign together, it is not sufficient to acquire new donors at the lowest possible cost, but rather to acquire high-quality donors that will be profitable in the long-term. Acquiring the “right” donors requires a careful mix of creative and list data. We use a mix of co-ops, list rentals, and modeling to reach the right donors at the right time.

Acquisition Creative

Our team has decades of experience putting together winning acquisition packages for organizations across all sectors, whether it is building a new package from scratch or enhancing an existing control package.



RENEWAL

Campaigns to house donors will generate the majority of revenue for any direct response fundraising program. That is why renewal audience selection is so important.

Donor Audience Selection

Who you mail is as important as what you mail them. We consider your program holistically to select the best donors for each campaign, keeping ROI in mind.

Creative & Messaging

We work with talented designers and copywriters to craft packages that speak to your work and your donors' specific place in your community. If you have any special constituents within your file that require special messaging – such as mid-level giving circle members or special interest groups – we can also seamlessly incorporate them into the renewal program.



DATA & ANALYTICS

Data analytics is paramount to the success of any program. We put data at the forefront of all we do.



Analysis & Reporting

We provide monthly and quarterly reporting and analysis, providing clients with actionable items to improve their programs.



Modeling & Ask String Optimization

We model your donors to better target appeals, and test and optimize ask strings to increase giving.

Data Hygiene

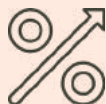
A good program starts with quality data. We work with clients to ensure acquisition and internal CRM data is in top shape. This includes coordinating email append, apartment append/correction, address enhancement, and more.

For our clients, we:



Reduce rates

consistently for undeliverable mail (UAA)



Maximize

postal discounts



Optimize

data appends such as email addresses, age, donating habits, to maximize response and giving



Comply

with postal regulations



Minimize

file duplicates

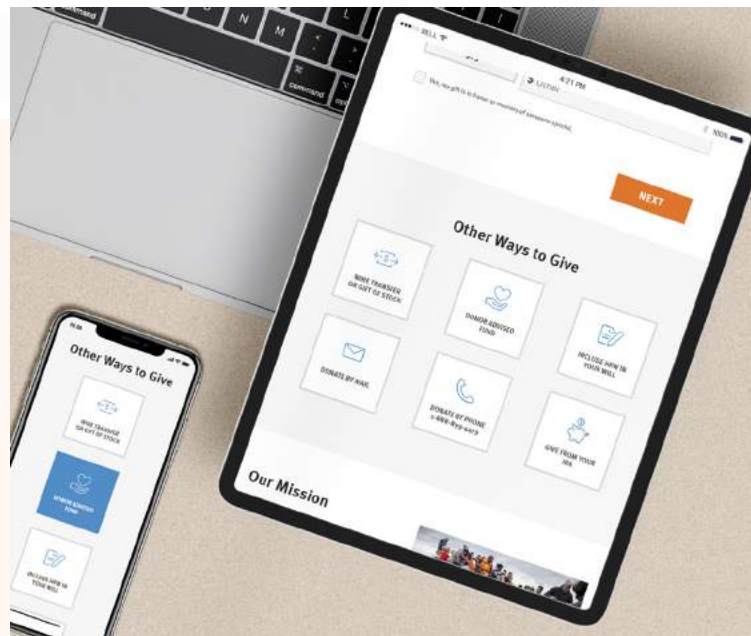
DONOR-ADVISED FUNDS

Donor-advised fund-giving is expected to grow to \$31-40 billion in 2021.

Promoting gifts through DAFs should be a major part of any fundraising program – online and offline. Following elimination of minimum deposits in 2020 for many major DAFs, this form of giving is more popular than ever across all audiences.

We have experience increasing DAF-giving for partners by:

- Promoting DAF as a giving option on all direct mail replies.
- Creating dedicated website giving pages for DAFs.
- Versioning language in appeals to incentivize upgrades – DAF donors often have a larger giving capacity.
- Establishing unique acknowledgments for DAF donors.
- Creating unique inserts and print elements promoting DAF-giving.



CASE STUDY: UNITED SURGEONS FOR CHILDREN (USFC)

Challenge

In 2020, we were tasked by United Surgeons for Children (USFC) to help launch their direct marketing fundraising program in the U.S.

Solution

One of the best ways to build a strong base of donors is to leverage mission-based premium packages that generate a high response rate and provide a high-value offer that ties directly to an organization's work. With limited brand awareness, we rolled out with a teddy bear package and tested against a more enhanced teddy bear package which included a personalized necklace and greeting cards. As a supplement to the two bear campaigns, all prospects also received a low-cost follow-up two weeks after the initial drop as a reminder to make their gift.

Results

1600

new donors with a low cost to acquire

Almost

2%

response rate with cost per new donor under \$70 for Test 1

Over

3%

response rate with cost per new donor under \$60 for Test 2

Almost

2%

response rate with cost per new donor well below \$50 for Follow Up



CULTIVATION

Thanking is likely the most important ingredient in a thoughtful, sustainable fundraising program, yet often organizations place the least emphasis on thanking.

Donors want to be appreciated, and so we work with clients to develop acknowledgment programs and welcome packages that speak to their donors' connection to the organization.

Creative examples include:

- Welcome Brochures
- Bangtail Envelopes
- Buckslips and Inserts

Moreover, we have experience directly managing acknowledgment programs, with weekly, monthly, or quarterly fulfillment.





Mid-Level

Identify and target mid-level donors
to fuel the large donor pipeline



UPGRADING

A healthy mid-level giving program is critical to the success of your overall program. These donors fuel the pipeline to major giving and when stewarded properly become ideal candidates for bequest giving. We specialize in identifying and targeting the mid-level donors in your file.

Mid-Level Audience Selection

The first step is to identify the mid-level audience in your file. This will vary from organization to organization. We utilize cluster analysis, wealth screening, and data modeling to zero in on the best mid-level donors.

Special Appeals

Communications with mid-level donors should be specialized, and we have developed several special packages to renew and upgrade your most valuable donors.

Giving Societies

Developing a special giving society incentivizes upgrades from your mid-level audience. We have experience in building these special donor appreciation societies from the ground up, including naming, branding, acknowledgments, sourcing of benefits, and fulfillment.

CASE STUDY: GIVING SOCIETY

Challenge

Following the fire in 2019, the need for funds to rebuild and restore Notre-Dame Cathedral in Paris has only increased. We responded by establishing a membership-based giving circle to encourage a sense of belonging for donors – “The 1163 Society,” named for the year the cathedral’s first stone was laid.

Solution

- Levels from \$250 to \$10,000+/year, each with a thematic name, including the symbolic “Mason” starting at \$1,163.
- Strategy targeted upgrading \$100-249 donor segment.
- Benefits ranging from custom Notre-Dame de Paris premiums to event invitations like a “State of the Cathedral” Town Hall. Back-end fulfillment arranged for all physical benefits.
- Dedicated webpage built outlining all benefits and allowing prospects to donate immediately.
- Special invitation via direct mail to join the 1163 Society, including a personal letter from the organization’s President, and a flyer outlining all benefits.

Results

80
donors joined the
1163 Society as
Founding Members

1
DAF gift for \$10k,
beginning a surge of 37
DAF gifts for this client

3,327
donors reached with
the largest proportion
falling in the \$100-
\$249 segment

\$58K+
raised





Digital Marketing

Reach and renew donors
through email, web, and text



ACQUISITION

Just as with direct mail, the first step of a digital marketing program begins with acquisition.

1.

Acquiring prospective donors

- Facebook advertising: lead generation
- Paid search
- Display advertising

2.

Welcoming prospective donors with stories and information

- Welcome email series
- Facebook advertising: retargeting and lookalike audience targeting
- Paid search
- Display advertising retargeting

3.

Upgrade non-donors to donors

- Email cultivations
- Email appeals
- Facebook advertising: retargeting and lookalike
- Paid search

RENEWAL

Faircom works in tandem with clients' full direct marketing plan to develop integrated digital appeals to reach and renew online donors.

Integration Plan

Plans include anywhere from 25-50 emails per year, a mix of cultivation and solicitation emails, integrated social media creative, and budgets for A/B testing throughout the year. We handle copywriting, design, and audience selection, including special segmentation and messaging for donors audiences such as monthly donors and volunteers.

Data Analytics

Data analytics are paramount to the success of your program. We consistently monitor and report on digital performance on a weekly/monthly basis. Third-party vendor partners enable us to apply overlays like demographics, donor history to other organizations, and purchasing habits to enhance clients' email file.

Website Tracking

Our method for tracking, measuring, and attributing web activity and revenue includes creation of separate donation pages per channel and tracking gifts through clients' CRM or Google Analytics.





TEXT TO GIVE: A NEW IMPERATIVE

With the nonprofit industry showing trends of decreased email revenue, texting presents another channel to cultivate and raise funds from donors. Ever since Giving Tuesday 2019, texting seems to be growing in importance for fundraising and advocacy.



We used to always say that texting is great for mass donations in an emergency with the caveat that the donation amounts tend to be low, and people won't renew because they gave to the emergency and not the organization.

This is not the case anymore. Political campaigning has transformed giving by text, and now mainstream nonprofits are using this vehicle regularly.

Texting grabs attention of people and will result in click-throughs. It attracts younger, engaged donors who will respond by text. These donors might give small gifts, but over time, their giving will grow.



Digital Advertising

Efficiently reach relevant online audiences with personalized ads



KEYWORD DATA



Audience-Targeting Layer

Applying an audience-targeting layer to traditional keywords allows for more relevant ad copy, higher-converting landing pages, and more efficient bidding strategies.



RLSAs

Applying Remarketing Lists for Search Ads (RLSA) allows for greater visibility into the audiences targeted, resulting in better informed and more efficient tactics (ad copy, landing pages, and bids).

CHANNELS

1.

Google Ad Grants

- Target “hand-raisers” searching Google.
- Maximize non-brand search impression share for endangered species-themed keywords.
- Expand keyword list based on raw search queries and website analytics data.
- Continue to gather learnings and improvements through scaled copy and landing page testing on LRA website.

2.

FACEBOOK Ads

- Match email addresses to online cookies to explicitly target existing donors while activating distinct campaigns to reach pre-engaged and prospecting audiences.
- Activate image ads on Facebook and Instagram.
- Test multiple placements within Display and Facebook to find optimal combination of audience, placement, and bid strategy.

3.

Google Display Network

- Access high-quality inventory outside of social media.
- Leverage Google’s third-party data to target “in-market” audiences.
- Target specific placements and sections within specific placements.
- Test different frequencies to determine optimal exposure levels.



Monthly Giving

Build and maintain consistent
and predictable revenue streams

OVERVIEW

Monthly donors help build a constant and predictable revenue stream that is relatively easy to maintain and can lead to long-term relationships with donors and larger, planned gifts.

In order to successfully do this, we implement an integrated email and digital program that strategically upgrades contacts and donors as they work through the donor funnel.

This will include an analysis of existing monthly donor program and recommendations to continue growth.

Monthly giving is growing and crucial to your program, and we can help you continue growing in several ways:

- Tailoring cultivations and special appeals for Monthly Donors.
- Inviting one-time donors to become sustainers with a monthly donor email and advertising series.
- Create a logo and other graphics to improve your current monthly donor page.

Monthly giving is more important now than ever.

According to a recent study from M+R Benchmarks (2020), monthly giving covers

17%

of overall online revenue in one calendar year.

Monthly giving revenues can, especially as they grow, provide a steady foundation of funding to support your programs.

DONOR JOURNEY SAMPLE

Onboarding/Online



Direct Mail



CASE STUDY: MONTHLY GIVING

Challenge

Growing Human Rights Watch's monthly donor program is an important step in the continued success of their programs. In FY 2019, HRW's monthly donor revenue increased by 14% when compared to the prior year, with average retention rates at 80% steadily over the past three years.

Solution

- FNY rebranded their monthly giving program as the Defenders to provide an additional sense of belonging and community.
- Additionally, FNY works closely with HRW to monitor and create a monthly donor experience, that shows gratitude and creates relationships with donors, to slowly upgrade them over time. Currently, a monthly donor hub is in progress and will allow us to promote gift upgrades to donors easily.
- We also conduct extensive competitive set research on a quarterly basis to stay updated on trends and keep the monthly donor program competitive.

Results

22%

increase in
monthly donors

29%

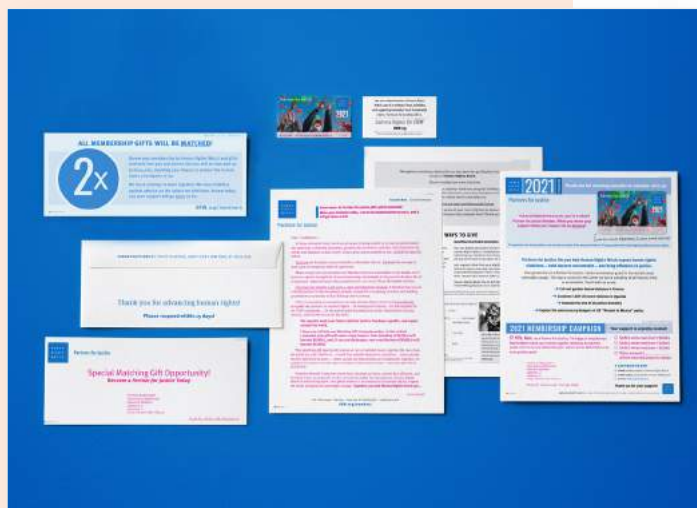
increase in monthly
donor revenue

2%

increase in gifts
per donor

0.5%

increase in average
gift.





Planned Giving

Drive bequest donations by highlighting the impact on future generations

OVERVIEW

In turning to planned giving as part of your fundraising strategy, it is important to keep in mind that planned giving is all about vision and what's possible through concerted action in our communities.

Those who leave a bequest in their wills for their favorite charities acknowledge that the organization's mission will not be achieved during their lifetime, but they are hopeful that it will in the future. While bequests are certainly the most significant of all planned gifts, the range of what falls under this category also includes:

- Gifts of Stock
- Donor-Advised Funds (DAFs)
- Charitable Gift Annuities (CGAs)
- Qualified Charitable Gift Distributions (QCDs)
- Gifts of Life Insurance
- Gifts of Real Estate
- Transfers of IRA or other retirement account funds
- Pooled Income Funds
- Remainder Unitrusts
- Gifts of personal items (e.g., art and other collectibles)

Approximately

10K

Boomers enter retirement years every day

As of 2017,

60%

of Boomers have a will, despite the majority of Americans don't have one

An estimated

\$9T

transfer of wealth will be driven by Boomers over 10 years, \$97 trillion over 50 years

"If only 5 percent of the assets projected to pass from Americans' estates over the next decade were captured for philanthropy, it could create the equivalent of 10 Gates Foundations."

—Heather Joslyn (The Chronicle of Philanthropy)

CASE STUDY: HUMAN RIGHTS WATCH

Challenge

To create a compelling package outlining to prospects the incredible impact their bequest or planned gift can have on future generations of people around the world. Our goal was to create a creative brochure that caught donors' attention, gain planned giving leads, and most importantly, actually convert donors into bequest givers.

Solution

- **Beautiful and unique:** A donor is more likely to hold on to a brochure that is eye-catching and exciting to look at. We achieved this by using powerful imagery and a unique die-cut design.
- **Informative:** Similarly, a donor will not find a brochure useful if it doesn't incorporate valuable info. This brochure shares the impact of the donor's bequest, who to contact, and specific language to use when leaving a bequest.
- **Personal:** Discussing planned giving can be a bit taboo. By utilizing personal testimonial quotes from others who support HRW, we added a more personal, human touch to the package.
- **Inviting:** The appeal also included a personal letter from their Director of Legacy and Gift Planning, and a reply card that did not ask for a gift, but rather for a donor to reach out if they were interested in discussing planned giving.

Results

\$4,185

in revenue

33

leads generated

3

donor responses
intending to leave
a planned gift
to HRW





Global Philanthropy & Grants

Grow your reach and influence
with strategies to scale globally

OVERVIEW

Through evidence-based strategies, impactful storytelling, and critical back-office and implementation support, we build on our partners' capacities to raise funds in any market and corner of the world.

Market Analysis & Strategy Development

The first step is to find your niche, starting first by identifying likely peers and competitors. Our market analysis report will summarize our findings on our partners' market position and serve as a base for developing and outreach strategy to your most promising audiences.

Prospect Research

Building on the market review, we identify targets to approach to help secure funds, from very high net-worth individuals to more institutional funders like foundations and corporations. This includes qualifying prospects and putting together a cultivation strategy to help partners build relationships with prospective donors.

Direct Marketing & Visibility

After building your fundraising strategy and researching prospects, increasing the visibility of your fundraising efforts is top priority. Our experts will help you develop a budget and identify marketing avenues that best fit your needs, from digital to print to event networking, as well as social media support.



We are driven by
PASSION
for social good.



EVENTS

Virtual events have taken center stage as a result of COVID-19, and our team has responded by developing a full state of services to meet the fundraising needs of our partners.

Virtual Events

Virtual events have taken center stage as a result of COVID-19, and our team has the experience to pull off effective and compelling virtual galas, events, roundtable discussions, and more. This includes defining event objectives, reviewing and shortlisting digital platforms, program design, and more.

Fundraising Events

For traditional fundraising events, we coordinate and manage:

- Events strategy and communications
- Events production at all scales, including minute-to-minute scheduling
- Budget production and vendor sourcing and management





Communications & Branding

Create and implement compelling branding
to build effective communication strategies

OVERVIEW

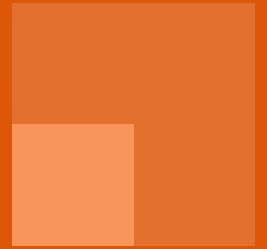
We have experience building branding for our partners from the ground up, building a long-term communications strategy, and production collateral that can be used to reinforce your message and visual identity.

Effective, compelling branding can capture both the eye and the heart of potential fundraising prospects. Our branding services cover color palette creation, font selection, logo design in both black and white and full color, website mockups, as well as style and usage guidelines.

That includes:

- Positioning strategy
- Case for support
- Branding and visual identity
- Communications collateral, including print and digital
- Digital communications strategy





For additional information or questions, please reach out to:

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