



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 also provide valuable strategic counsel for one-to-one relationship development with prospects and donors.

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



The Faircom Experience

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



WHY PARTNER WITH 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.

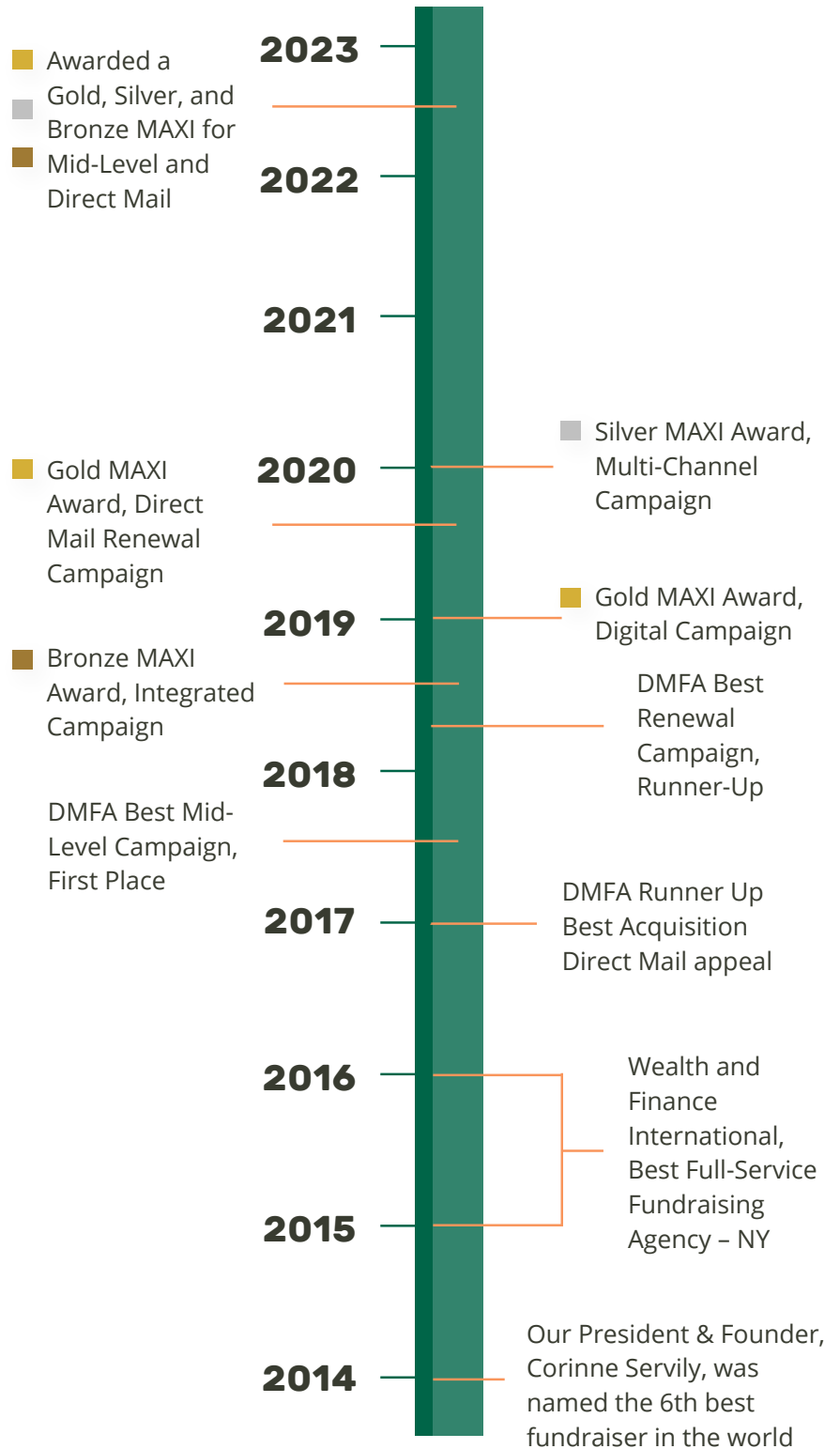
Collaborative

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

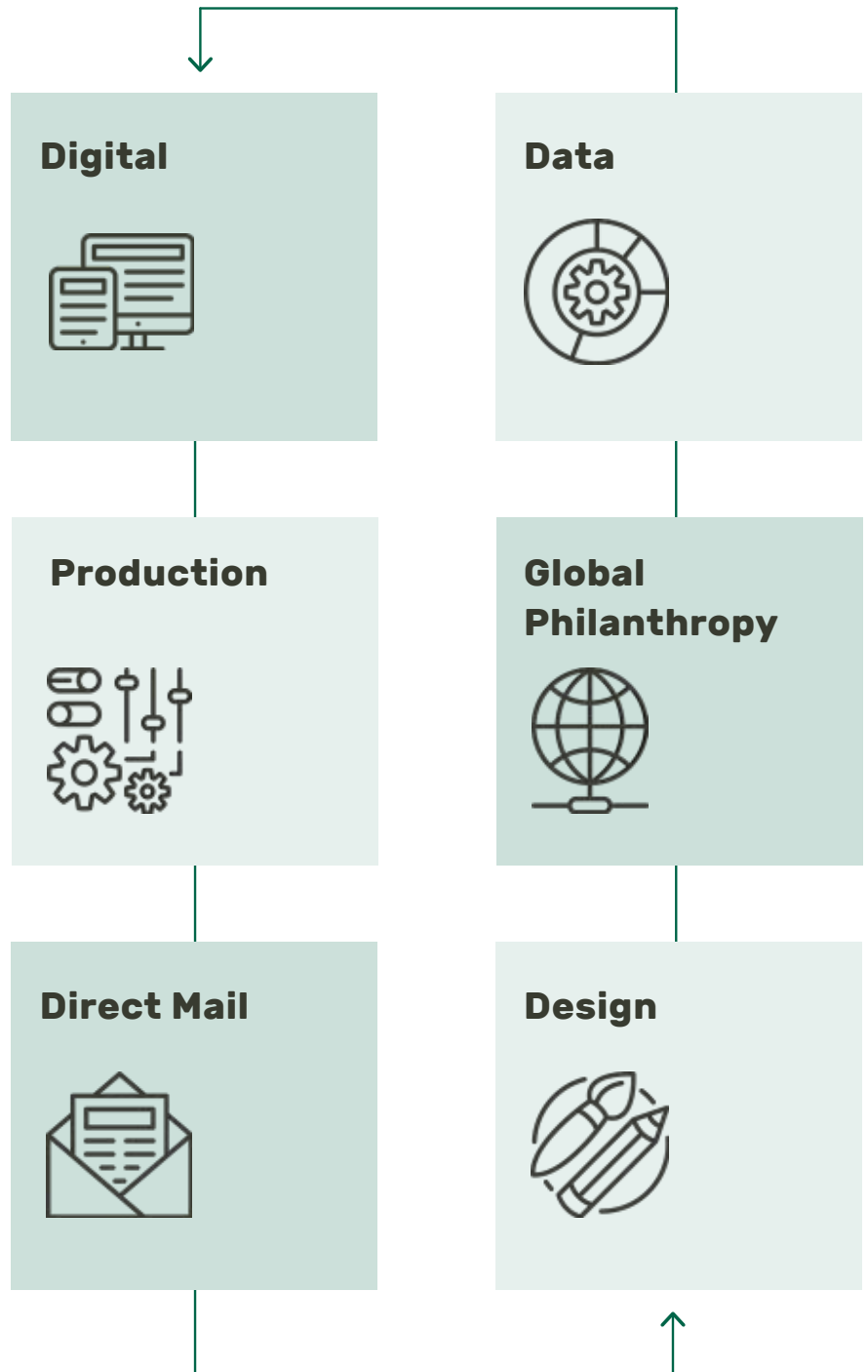
OUR TEAM

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

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.





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.

Acquire prospective donors

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

2.

Welcome prospective donors with stories and information

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

3.

Convert 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

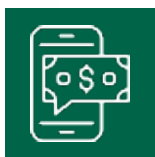
Our method for tracking, measuring, and attributing web activity and revenue includes creation of separate donation pages per channel and tracking gifts through clients' CRM or Google Analytics.





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%

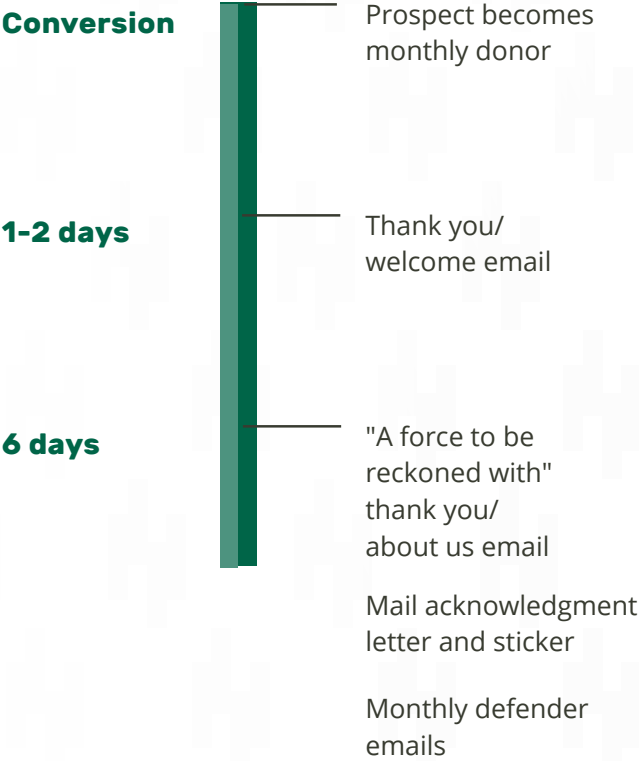
of overall online revenue in one calendar year.

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.





Mid-Level Giving

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



OVERVIEW

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





Planned Giving

Drive critical revenues from sources like bequests, DAFs, securities, and more

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, but 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)

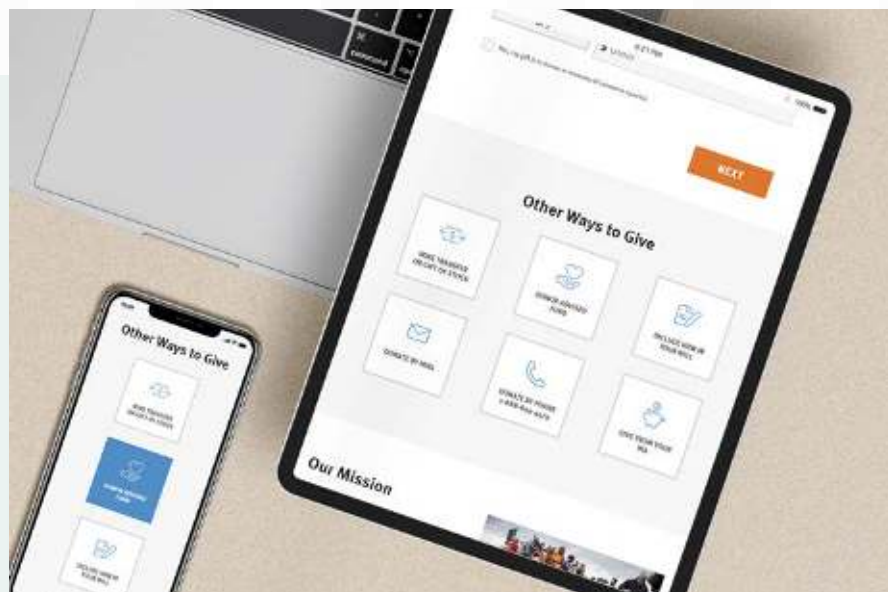
DONOR-ADVISED FUNDS

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: 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





Major Gifts

Expand revenues from the top of
the donor pyramid

OVERVIEW

Complementing integrated marketing strategies with personalized, high-touch engagement of prospects and donors is essential to strengthening your fundraising across all levels of the donor pyramid.

To build high-dollar fundraising opportunities, we support nonprofits with:

- Individual prospect research and strategy development through qualification, cultivation, solicitation, and stewardship.
- Foundation and corporate relationship development, from identification, letter of inquiry submission, collaborative grants development, and impact reporting.
- Constitution of Advisory Boards and expansion of Boards of Directors.
- Board, executive and staff training in fundraising throughout the development cycle.
- Strategy and implementation of in-person and virtual events, ranging from intimate dinners to large scale fundraising galas, and from networking cocktails to roundtable and panel discussions.
- Strategic partnership development to augment program offerings and reach in the United States.
- Development of all communications and collateral materials to support the above activities.



We are driven by
PASSION
for social good.





PROSPECT RESEARCH

Prospect research is important to finding new leads for funding as well as identifying pockets of opportunity for upgraded giving in your existing network.

Using proprietary and subscription databases, donor screening tools, and well-honed research skills, Faircom researchers provide our partners with the kind of prospecting support typically reserved for large-scale nonprofits.

In addition to feeding a pipeline for major giving, research can be valuable in finding new Board members or other volunteer leaders, or to expand a network of partners that build visibility and program reach.

We assess prospect value and relevance based on three key indicators:

- **Linkage** refers to a pre-existing connection to your organization, whether as a donor or network contact, such as through Board members.
- **Ability** correlates to capacity to give; for individuals, this refers to net worth, while foundation and corporate prospects are viewed through reported assets and market cap.
- **Interest** considers charitable giving and engagement indicators, such as support to related programs or organizations.

Research is tailored to each partner, and we share all findings including contact and other details in customizable formats that give our partners actionable intelligence to drive their fundraising.

Major gifts accounted for 70% of all individual giving in 2020 and grew at a faster rate overall than individual giving more broadly.



OUTREACH & CULTIVATION

Nonprofits need to spend time with their prospects and donors, which is why Faircom provides critical operational support as an extended development back office.

For organizations with limited capacity, Faircom provides strategic counsel and implementation support for high-touch prospect and donor relationships. This can include:

- Qualification strategies and calendars as the first step to vet prospect interest in engaging with an organization in a deeper, more meaningful way.
- Cultivation strategies and calendars per prospect or donor, tailored to their particular interests and history.
- Executing outreach to schedule prospect or donor meetings and attending meetings with partners for ongoing strategic counsel.
- Preparing meeting profiles, briefs, and agendas, as well as running mock meetings for preparation.
- Ongoing development of cultivation opportunities and guiding the solicitation process.

We work as valuable partners behind the scenes of your prospect and donor relationships, ensuring the connection stays directly with your nonprofit. This helps build loyalty, trust, and a sense of partnership between you and the donor – the cornerstones of transformational philanthropy.

BOARD GROWTH & ENGAGEMENT

A Board of Directors is one of the most important weapons in a nonprofit's arsenal for fundraising – but they need proper support, training, and tools to be effective.

Utilizing similar tools like prospect research can allow us to identify new Board candidates if a group is seeking to expand. With incoming or existing members, we also support their fundraising efficacy with services like:

- Orientation or coaching sessions, including briefings on effective fundraising for members who need such support.
- Support to members for identification of high-quality prospects within their networks.
- Organizing events, whether to provide members opportunities to engage with one another or use as tools to solicit further support.

While Board giving is a known imperative for nonprofits, only

49%

of groups report reaching full participation.

In total, about

3 in 4

nonprofit Board members actively donate.

Board giving accounts for approximately

10%

of an organization's revenues.





Branding & Communications

Create and implement compelling branding to build effective communication strategies

BRANDING

A strong visual identity is necessary to stand out from the competition and create a strong first impression.

Clean, consistent branding helps instill familiarity and trust among donors and non-donors alike. For new organizations, this may require creating an entirely novel identity, but even existing organizations can benefit from a brand refresh from time to time. We have a great deal of experience in both cases.

When developing or refreshing a brand, we create:

- A dedicated logo, which may be targeted organization-wide or specific to a special campaign initiative.
- A unique color palette, with primary, secondary, and tertiary colors.
- Any additional icons or graphic elements that can be used to enhance communications and marketing efforts.
- A typography set, covering header and body fonts for print and digital mediums.
- Additional items needed to support a full brand guidelines set can be identified as needed, such as articulating the character, tone, and values of supporting written communications



DONOR COMMUNICATIONS

Storytelling is fundamental to building relationships with your audience.

Our team of communications and design specialists help craft a range of cultivation, fundraising, and stewardship pieces that enable our partners to convey the value and urgency of their missions.

The most fundamental component of nonprofit communications is a Case for Support, a kind of prospectus to pitch charitable investments to donors.

In drafting such a document, we:

- Provide a strong, focused message for donors.
- Explain a pressing, urgent challenge that a donor can be engaged to address.
- Establish an organization's vision and legitimacy in tackling a specific issue.
- Set a concrete fundraising goal tied to impact, including amount and program needs.





Event Production

Across size and format, we build opportunities for donor engagement

OVERVIEW

Events small and large provide valuable opportunities to raise funds and connect with donors.

Our team develops strategies for events based on an organization's base and needs, as well as takes over all production logistics for implementation. This includes vendor sourcing and management, program design, invitation management, and more.

Born out of necessity during the global lockdowns for Covid-19, the toolbox for events has now expanded to include virtual engagements. Despite the different medium, we bring the same skills to bear in crafting unique experiences for attendees – including incorporating virtual components to hybridize in-person events and extend reach to audiences beyond the room.





Market Research & Program Audits

Research and data are essential to building
a strong roadmap for fundraising

MARKET RESEARCH

Knowing the landscape for fundraising is essential to thoughtful, targeted strategy development.

When entering a new market, we recommend that organizations start with research to understand where they fit. Looking at peer groups and relevant nonprofit sub-sectors allows us to see what works – or doesn't – in fundraising for a particular mission.

Factors we explore include:

- Long term revenue trends in different sources of charitable giving, including foundation, corporate, and individual.
- Emerging preferences in giving channels and donor behaviors.
- Market KPIs on donor performance and investment, including metrics like cost per new donor or lead, retention, and more.
- Other environmental considerations that may impact charitable giving.

From this work, we integrate lessons and learnings to understand:

- **WHO Gives** – to inform targeting and new avenues for revenue growth.
- **HOW They Give** – to identify key tactics to integrate into a larger fundraising strategy.
- **HOW MUCH They Give** – to understand potential long-term returns.
- **WHY They Give** – to develop messaging to use in building new constituencies.



PROGRAM AUDITS

Analyzing your donors' performance can inform future strategies.

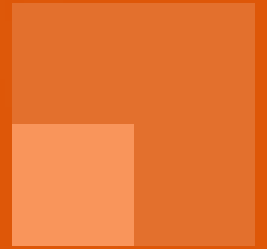
For more mature fundraising programs with multiple years of history and data, one of the most informative exercises we can take on is a program audit.

In this, we use raw donor and gift data to explore trends like:

- Donor and revenue retention, including upgrade/downgrade trends and identification of revenue gaps.
- Channel responsiveness and return on investment, as well as identification of multi-channel, layered giving behaviors.
- Donor journey indicators, like acquisition channel, cross-channel giving, and timeline to upgrade.
- Segmentation and heat maps to showcase any potential sticking points between giving levels as well as opportunities for upgrade.

This is supplemented by reviews of average gift, gifts per donor, and more. We also complement the analytics with an eye to previous appeal and cultivation calendars, campaign reviews, and qualitative analysis of fundraising and communications materials, which can shine a light on areas for improvement.





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