

# DONOR

## *Development for Hospitals*

**T**hirty-second commercials in this year's Super Bowl went for an average of \$2.7 million. Of course there were more than 90 million viewers to the event. But imagine the lost circulation! On the other hand, our *business of direct mail is targeted to a specific audience* with a minimum of lost circulation and considerably less cost. Some of our most important clients are hospitals and foundations where our mission is to develop a donor list with the lowest possible cost per thousand through expert and experienced database marketing.

*The percentage of Americans who volunteer* grew by about 10 percent last year, but despite the increase, they say that giving money is easier than giving one's time. In a recent survey, 52% of respondents said it is easier to give money, compared to 30% who said it easier to give time.

*A recent U.S. Postal Service study asked consumers just how important mail is to their daily lives.* Each day, they open their mail with anticipation and give it their undivided attention. The ritual has been termed the Mail Moment, and an understanding of it helps us connect with targeted audiences. Fifty-six percent say receiving mail is a "real pleasure." Fifty-

five percent "look forward" to discovering the mail they receive. And 67% feel mail is more personal than the Internet.

*In case you ever wondered about zip codes* – the system (Zoning Improvement Plan) got its start on July 1, 1963. Today, the USPS delivers about 202 billion pieces of mail annually to about 43,000 zip codes. To show how well tuned we are to this complex network, the United States Postal Service maintains an office within our United Printing & Mailing facilities so they can verify your mail on our site! This means you save money and your mail gets delivered faster.

*A lot of factors determine the success of a direct mail program.* A good mailing list, a thorough knowledge of USPS regulations, proper timing, an effective "package" and certainly a creatively crafted letter. When we assign a Creative Director to your program, you can be sure you will be collaborating with a highly experienced professional writer capable of assembling all the necessary elements: Dramatic opening. Credible patient story. Sense of urgency. Call to action. The critical postscript. And all with important highlights with underlines, bold face, italics and indentations.

inside

*The Technology of Modern Medicine  
Letter from a Grateful Patient  
Profile: Jay Reardon, CFRE*

# THE TECHNOLOGY OF MODERN MEDICINE POSES INTERESTING CHALLENGES FOR HEALTHCARE INSTITUTIONS

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Every day a new advancement is announced in patient diagnosis, treatment and cure. In terms of innovative technology we are making incredible progress. But in terms of hospital economics, the cost of staying tuned to the times can be demanding. Medical robot technology is an excellent example. Intuitive Surgical's de Vinci surgical robots weigh just over a ton and sell for \$1.4 million. Eight hundred of the systems are installed in hospitals worldwide and were used in 85,000 procedures last year with an increase of 55% projected for 2008. Then there is medical laser technology, infusion data management systems, bioengineering, expandable endoprosthesis, the list goes on. Extraordinary advances frequently mean the need for extraordinary spending. All the more reason for you to expand your donor list.



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## MAIL BY THE MILLIONS

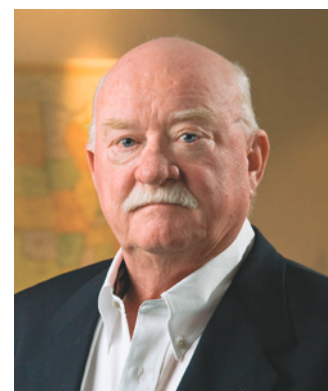
United Printing & Mailing's state-of-the-art printing and mailing equipment works for a diverse clientele with many million pieces of mail being processed through United's Phoenix, Arizona, plant each year. This Lithrone printing press is renowned in 54 countries as the world standard in sheet-fed offset printing. It has no rival in print quality and productivity. United is recognized as one of the premier businesses of its kind in the entire Southwest.



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## PROFILE: JAY REARDON, CFRE

Jay Reardon has made a lifelong career out of fund development and direct mail services. Under his leadership, hospitals all over the country have built successful donor lists. Jay built the March of Dimes' direct mail campaign into the largest of its kind in the United States, mailing up to 120 million pieces per year and producing 40 percent of total fundraising revenue. It secured more than 8 million new donors for the March of Dimes. Today, he works in partnership with United Printing and Mailing, Inc, one of the nation's leading direct mail firms.



One of our hospital clients sent a copy of this letter to us. We believe it is an outstanding example of how former patients and their families will respond to your professional healthcare. Our responsibility is to create the opportunity for such charity through a well calculated, precisely directed and professionally prepared direct mail program.

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Recently our 24-year-old son spent several days in intensive care at your hospital as the result of a very serious infection. Throughout the entire harrowing experience it was extremely evident to all of us that he was receiving not only top quality professional care but that it was being administered by people who have a loving dedication to their work and to the patients they treat.

During this very traumatic episode in our lives, it occurred to me what a unique and valuable role community hospitals such as yours play in the lives of individuals and families across the country. Fortunately, here in America there is a line of defense drawn by society's "protectors" between us and those things and those people who would harm us.

If your car is stolen, the police will seek out the thief. But if it is never returned, we should remember it just a car and chances are insurance will pay for a new one. If your home is on fire, firemen will come to your aid. But if it burns to the ground, remember it can be rebuilt. I don't want to demean law enforcement or fire departments because they are essential to our communities, but when someone's body is damaged through injury or illness, it is a possession that cannot be replaced.

*It occurred to me what a unique and valuable role community hospitals such as yours play in the lives of individuals and families across the country.*

The men and women who watch over our lives at our local hospitals are the true guardians of our society. We should never lose sight of the protection we have in the form of our healthcare institutions. It is for that reason that I enclose my check as my family's contribution for the valuable work you do.

*A grateful parent*

*"To get donations, you must first get donors."*

— JAY REARDON —

Two donor campaigns are conducted each year – one in the spring and one in the fall. After years of experience, we have refined the direct mail science of timing so client letters reach both prospective and past donors at the most opportune time. It is essential that we establish deadlines for all our work, and the latest we can accept new clients for the spring program is February 1, and the deadline for new clients for the fall program is August 15.

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“Long copy sells more than short copy, particularly when you are asking the reader to spend (contribute) a lot of money. Only amateurs use short copy.”

– DAVID OGILVY –

*Time magazine referred to him as “the most sought-after wizard in the advertising business”*

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“Unlike most other advertising media, only direct mail is decisively targetable and puts your message squarely into the hands of those you want to reach.”

– GIL EFFRON –

*Author of the book Direct Mail Success*

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“Underlying all direct marketing success is the ability to trigger a direct action, a measurable action at the right cost.”

– BOB STONE –

*Author of Successful Direct Marketing Methods and more than 200 articles on direct mail*

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Without the support of donors, many hospitals struggle under unremitting financial pressure. The good news is you can open the door to new and greater donor relationships and connect much more effectively with your current donors! The *Jay Reardon Healthcare Direct Mail Program*, teamed with the premier services of United Printing & Mailing, Inc., provides an effective, efficient and affordable method to promote fund development using direct mail as the medium. And our services are turnkey: Strategy and planning, list development, creative, printing, mailing and post-campaign evaluation that is customized and professional.

If you would like to learn more about how we can bring new donors to your development efforts, call, email, fax or write us today!

**UNITED PRINTING & MAILING**

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*DONOR is published by United Printing & Mailing and Jay Reardon & Associates as our way of staying in closer touch with our existing hospital clients and reaching other healthcare institutions who may wish to tap the dynamic potential of direct mail and database marketing. Feel free to reproduce, copy or use the contents, either in part or in total, of this May-June 2008 issue.*