

DONOR

Development for Hospitals

Want to close 2009 with a really successful appeal?

If you would like more donors...if you would like to improve the level of giving you are receiving...if you would like to protect the donor base you have, I urge you to talk with us



By Jay Reardon

One of my favorite quotations goes like this:

“Opportunity may knock only once, but temptation leans on the doorbell.”

Those wise words have been credited merely to “anonymous” but surely they must apply to the lead time that’s necessary for making a direct mail program successful.

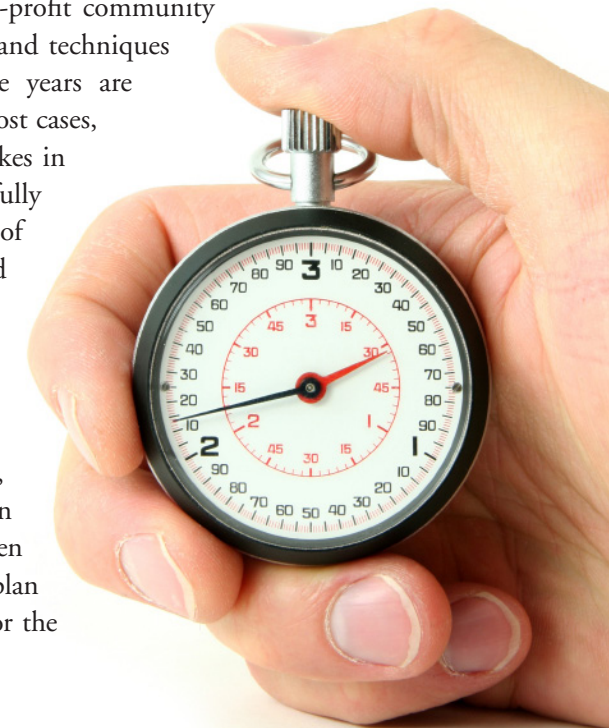
Today our calendar says summer, and our 2009 Fall Appeal will not hit the mails until early November. When you’re as busy as most development people are, it’s easy and tempting to postpone decisions on something that far off. Yet, with few exceptions, to make November successful, planning should start in July.

If you would like more donors...if you would like to improve the level of giving you are experiencing...if you would like to protect the donor base you have, I urge you to talk with us now. I will give you personal, one-on-one counsel. Based on more than 30 years experience in the field of healthcare philanthropy, I believe I am in a good position to help you sort out what may be working with your present program and what might be made more productive.

We work exclusively for non-profit community hospitals. And the programs and techniques we have developed over the years are proven to be successful. In most cases, the investment a hospital makes in our direct mail program is fully recovered by the addition of new donors and the renewed support we generate from those who have given in the past.

Our 2009 Fall Mailing will be made in very early November, but the machinery is set in motion by mid-summer when we discuss, collaborate and plan with our foundation clients for the

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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, LLC, provides an effective, efficient and affordable method to promote fund development using direct mail as the medium. Plus our services are turnkey and all under one roof: Strategy and planning, list development, creative, printing, mailing and post-campaign evaluation that is customized and professional.

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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!

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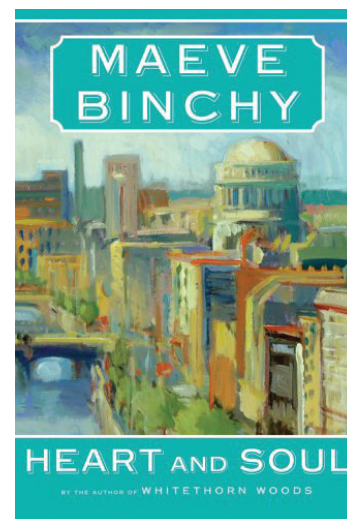


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The Book CORNER



This is not towering literature, but Maeve Binchy is a very successful author who knows exactly how to write a wonderful story of insight, humor and compassion. Her latest in a string of top selling novels is “Heart and Soul.” It’s a tale of family, friends, patients and staff in a heart clinic in a community caught between the old and the new Ireland. Cardiologist Clara Casey accepts the task of managing an underfunded clinic where she assembles a wonderfully diverse staff devoted to helping demanding and often difficult patients. Binchy published her first novel in 1982 and at one time was a patient in a heart hospital so she knows, firsthand, of which she writes – “a place of hope and optimism” in her own words. You should be able to find “Heart and Soul” at your favorite bookstore or at Amazon.



We always try to review books about the heroes and heroines of healthcare – the doctors, nurses, staff and backup who wage constant war against injury and disease. As in this case, often the books may be more enchantment than clinical but good nevertheless for the literary soul. ■

The Green Side of Direct Mail

Think direct mail isn't green? Think again! Mail is made from a renewable resource. The vast majority of paper produced in America today comes from trees grown for that specific purpose. The forest industry ensures that the number of trees each year is increasing so trees are not a depleting resource. In fact, forest land in the United States has increased by 5.3 million acres in the past three decades! Mail represents only 2.4% of America's municipal waste stream, and the production of household advertising mail consumes only 0.19% of the energy used in the U.S.



A Successful Appeal – Continued from Page 1

addition of new donors and the continuation of support from existing contributors. By early July clients provide us with the theme they have selected for their fall program. It may be their trauma center, cancer treatment, heart, the acquisition of new technology, expansion of facilities or many other possibilities.

So, while your calendar may say it is only June, I suggest you call or email me today. Our team is here to help you make your fall appeal productive, cost effective and successful in every way possible. ■

Email me today: jay@ugotmail.com We will respond with one-on-one personal information how you can close out 2009 with a highly successful appeal!

When writing about a grateful patient—Follow the story of Harry Potter!

Consider for a moment the great hopes and expectations you will demand from your next fund raising letter. Through words and rarely pictures, it will go forth, alone in the mail, to a faceless audience and ask them for some of their money. This is no time for insipid text. Or a story with neither plot nor character. What would Hemingway have done without Robert Jordan? Or Shakespeare without Hamlet? Or Margaret Mitchell without Scarlett O'Hara and Rhett Butler?

One of the recent Harry Potter books sold five million copies on the first day it was available. Thousands, perhaps millions, of children and adults stood in line for hours to buy the book. Yet, the same children complain incessantly that their schoolbooks are boring.

What does Harry Potter have that textbooks don't? Author J.K. Rowling knows how to dramatize a character who has been swept up in a battle between good and evil, a person who becomes central to the story. Simply, people will read and react to the written word if it is well stated and exciting and has a protagonist.

This is why we believe so strongly about including the story of a grateful patient in fund raising letters. The patient's illness is the evil. Your healthcare expertise is the good. And people will empathize and relate to the story. As they read the letter, many, if not most, will think "This could be me or a member of my family."

While your letter deals with reality, it should have the human interest of fiction. Stories are about people, and the success of almost every work of fiction depends upon its characters. A plot may be weak, a theme banal, a background colorless, but if the characters are fascinating and memorable, the work will rise above almost all faults.

So it should be with your fund raising letters. Don't allow your efforts to be homogenized and processed by committee. Find a patient who has experienced recuperation, recovery, healing. Then dramatize his or her story as if you were writing to capture readership...because you are.

Off the hallways of your hospital are the battlefields of monstrous evil and valiant good where disease is defeated, illness cured and lives and good health restored. Properly told, this is human drama of the first level that will move a donor into donating. Your letters don't have to be blockbuster fiction because people's stories are more credible than shipwrecks, typhoons and spooky old houses. Characterization is always the prime ingredient of storytelling.

The time spent in finding a grateful patient with a powerful story will give you a much stronger letter with a much better response. But writing the narrative should be entrusted to an experienced and professional writer. ■

New times... New challenges!

Building a strong donor base more important now than ever before

By Jay Reardon

We live in a time of bankruptcies, bailouts and billion-dollar headlines—when staking out and protecting your territory in the world of philanthropy is more important than ever before. And to make things worse, not-for-profit hospitals are now faced with new challenges that exceed those confronting many main street businesses.

While a community hospital might be able to trim a budget or postpone a new wing, it cannot merely turn a key in the front door and simply take early retirement or just liquidate an inventory. Your role in saving lives and protecting health is never-ending. In seeking new ways to get greater mileage out of a lesser budget, more and more hospitals are looking to the efficiencies of direct mail as a sound and economical way to build donors and encourage contributions.

Speaking of new challenges, very recently, a major metropolitan newspaper wrote the following in one of its banner editorials: "Philanthropy is a good thing, but it is driven by the donors' tastes. It cannot replace the socially necessary investments that government needs to make." It is difficult to imagine that a taxing body from "out of



...the times they are a-changin', and the firmer your donor base is today, the stronger your position will be when they change even more...

Fun Facts

In 2006, the most recent year for which data is available, four million taxpayers had adjusted gross incomes of \$200,000 or more. They comprised 3% of the tax returns, made 31% of the income, but donated 44% of all charitable contributions. Together, they provided charity with \$81 billion (with a "b") in that year. ■

Businesses [hospitals] should communicate with customers [donors] through direct mail during these uncertain economic times, says Katie Yeakle, co-founder and executive director of American Writers & Artists Inc. "The biggest piece of advice I can give any business is to keep sending direct mail," she says. "A lot of people have the instinct to pull back, but (the ones) that are succeeding are the ones that have more and better copy out there." —As reported in the December 2008 issue of DMNews. ■

town" could possibly know more than you do about **your** need for a greater trauma facility or expanded cancer treatment technology or a score of other needs directly related to **your** patients in **your** community. With apologies to Bob Dylan, obviously, The Times They Are A-Changin', and the firmer your donor base is today, the stronger your position will be when they change even more.

Judiciously crafted, direct mail can deliver your message more passionately and in greater detail with greater urgency than any other medium around. Direct mail allows you to cut the cloth to fit the coat—that is, adjust its reach to match your budget. Using targeted mailing lists, direct mail reduces the waste of lost circulation that happens with shotgun messaging. And with direct mail you have a scientific methodology for measuring results.

Over the years, our mantra has been: "To get donations, you must first get donors." More than ever before, now is the time to strengthen your donor base. Our direct mail program was created precisely for that assignment. And for decades it has been fine-tuned, perfected and polished to perform in a cost-efficient way for community hospitals such as yours. Call us, email us, write us today for full details on how we might serve you. ■