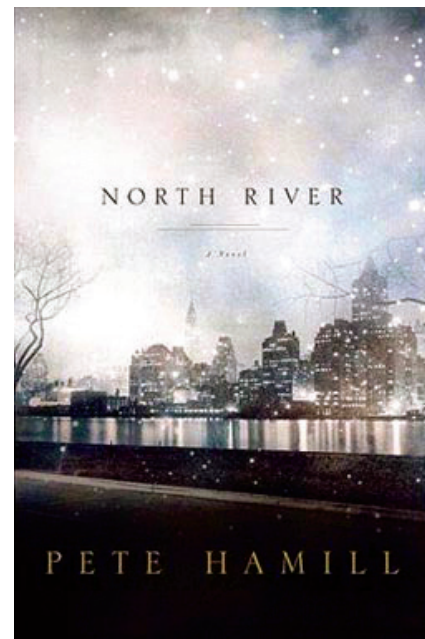




The Book CORNER

Pete Hamill is a novelist, essayist and journalist whose career has endured for more than 40 years. He has published nine novels and two collections of short stories. Hamill's latest novel, *North River*, is set against the backdrop of some of New York City's toughest streets. It is 1934, and Gotham City is in the icy grip of the Great Depression. With enormous compassion, Dr. James Delaney tends to his hurt, sick and poor neighbors. Faced with heavy personal problems, Delaney submerges his own pain in the pain of his patients. Recreating 1930s New York with the vibrancy and rich detail that are his trademarks, Hamill weaves a story of honor, family and one man's simple courage that no reader will soon forget. *North River* is a good story, told by a master storyteller. Recommended. Available at your local bookstore. Wherever possible we try to suggest books where the plot and players live in the world of healthcare. If you have not discovered Pete Hamill, we believe you will find that his writing skills are many. He is a Distinguished Writer in Residence at New York University. ■



.....
"Books are the best friends you can have. They inform you and entertain you and they don't talk back."

JOHN STEINBECK

"The man who does not read good books has no advantage over the man who can't read them." MARK TWAIN

"Books had instant reply long before televised sports." UNKNOWN

"A house without books is like a room without windows."
HORACE MANN

"I cannot live without books." THOMAS JEFFERSON

"Never lend books for no one ever returns them. The only books I have in my library are the books that other folk have lent me."
ANATOLE FRANCE ■

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. 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.

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
 4833 South 38th Street
 Phoenix, AZ 85040
 1-800-645-6659
 602-276-4229 FX
www.ugotmail.com/jayreardon

DONOR is published by United Printing & Mailing and the Jay Reardon Healthcare Direct Mail Program 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 March 2009 issue.

DONOR

Development for Hospitals

Good times or bad, fund raising remains a hospital's obligation

Secret is to use most cost effective medium



By Jay Reardon

Unlike many businesses, most community hospitals do not have the option of slashing budgets, cutting corners, retrenching, or making major layoffs during tough economic times. It's part of the penalty they pay for being a sanctuary for the sick, injured and dying.

Yet, as our population increases and as medicine advances, greater strain continues to be placed on our nation's healthcare services. Many emergency departments are overburdened, underfunded and highly fragmented. There are deep concerns about how well prepared many institutions may be for surges which come from disasters such as hurricanes, terrorist attacks or disease outbreaks.

COMMUNITY SUPPORT VITAL

Hospitals must continue to look to their communities for financial support in good times and in bad, in prosperity and in recession. The only option in our current financial strife, really, is for the hospital not to shirk its responsibility but to state its case for help in the most cost efficient and productive way possible. Certainly, it is no time to be shy.

Communicating with donors and potential donors is not a luxury; it is a necessity and, in fact, an obligation. But in times of the tough dollar, mass media is not a viable choice. Print media is inefficient because of the heavy cost it exacts through lost

circulation. Newspapers are filing for bankruptcy because of lost readership and plummeting revenues. Magazines are shutting down their printing presses and turning to web-only. TV and radio are heading to lows not seen in more than 10 years. Yet, that 30-second Pepsi commercial you saw on the Super Bowl show this year cost \$3 million and was seen by more than 90 million viewers. But if you're a community hospital in Minnesota, an audience in New Zealand is of little use, even if you wanted to squander the \$3 million.

Continued on page 2

inside

- *In Life as well as in the Dictionary "Success" follows "Direct Mail"*
- *The Magic of Merlin Verifies Your Mail is Properly Addressed!*
- *Numbers You May Find Interesting*
- *P.S. We Love 'em!*
- *The Book Corner*

In life as well as in the dictionary “Success” follows “Direct Mail”

Rush-Copley good example of successful program

Over the years we have had the good fortune to witness many success stories in the direct mail work we do for hospitals. Reaching out to the community and explaining a need to donors about critically important programs has made it possible for our healthcare clients to build new facilities, expand services and unlock medical mysteries through well-funded research. We feel very strongly about the role professionally programmed direct mail can play in assisting American healthcare. As one of our associates has put it: “Check the dictionary: Success always follows Direct mail.”

Recently, Barbara Graham, Executive Director of the Rush-Copley Foundation at the Rush-Copley Medical Center in Aurora, Illinois, told us of yet another success story concerning our work in direct mail. The facility she represents dates back to 1886 as a city hospital. In later years, it became Rush-Copley through an affiliation with Rush University Medical Center. To put things in historical perspective, Benjamin Rush was a signer of the Declaration of Independence. Colonel Ira B. Copley was the philanthropist who stepped forth with major funding in the late 1920s and early 1930s when the City of Aurora could no longer support the original municipal facility.

Today, much of the philanthropy comes from individuals throughout the community. “I have been in this position for three years,” Barbara recalls. “And in working with the Jay Reardon Healthcare Direct Mail Program for just several years we have generated 1,345 new and sustaining donors. In

addition to adding donors, our net contributions have far exceeded our expenses.

“Hospital foundations often use the illustration of the value of a donated dollar and compare it to the value of an earned dollar. Current figures tell us that it typically takes \$20 of patient revenue to generate one dollar of excess revenue for a hospital. Therefore, a charitable contribution of one dollar is equivalent to twenty dollars of excess revenue (profit).”

Barbara’s experience goes back to her start with direct mail in political funding, followed by her work with the Cummer Museum of Art and Gardens and later with Wellness House in Hinsdale, Illinois. “I am passionate about the community and the work Rush-Copley Foundation does for the community,” she comments. “Direct mail is very, very important to our success.” ■

The Jay Reardon Healthcare Direct Mail Program is designed to serve exclusively the needs of non-profit community hospitals. The program is facilitated by United Printing & Mailing, one of the nation’s premier direct mail firms.

about its location, its specialties, its expertise, its history and its role in the community. But digital marketing fulfills demand much better than it creates it. People will come to your web site to get answers but not generally to make contributions. On the other hand, direct mail can be highly focused and personally addressed with controlled circulation (i.e., cost) and the intimacy of a one-on-one request.

Today’s recession is nothing compared to the great depression of the twenties which lasted about 10 years. During that time, 11,000 of our country’s banks failed. Stocks fell to about 20 percent of their pre-depression value and as many as 15-million Americans were out of work. No one knows how long our current recession will last, certainly not as long as the depression of nearly a century ago. How you spend your fund raising dollars will be important, but the bottom line is to continue your search for donors and to do so in the most cost effective way possible. Call us. We’ll help you unleash the power of direct mail. ■



BARBARA GRAHAM
Rush-Copley Foundation
Executive Director

The magic of Merlin verifies your mail is properly addressed!

Not Merlin the Magician of King Arthur fame, but the magic of 21st century electronics—“MERLIN”—acronym for Mailing Evaluation Readability Lookup Instrument. And United Printing & Mailing, Inc. is one of only a very few facilities in the U.S. Southwest certified by the United States Postal Service for outside verification of mail using MERLIN.

Having a “MERLIN” device on-site at our Phoenix, Arizona, plant allows us to bypass the need for verification upon delivery to the U.S. Post Office. In turn, this means your letters are delivered faster, more accurately and qualify for automation discounts. As the Postal Service states, “Using MERLIN reduces mail production costs, ensures accurate application of discount rates and increases consistency of mail delivery. When your mail is processed on MERLIN you will receive a Summary Verification Report listing the results of each verification performed.” United works so closely with the USPS that U.S. Postal Service employees actually maintain an office within our facility.

Still another bit of modern mailbox magic is CASS (Coding Accuracy Support System) which checks your mail against the USPS’s national database to ensure that each of the addresses are deliverable. Duplicate addresses are removed, and after verifying the addresses, the system presorts the mail list, breaking it down into tiers based on zip codes. This breakdown determines the postage rate at which each tier will mail, and by using CASS you can earn a reduced postage rate.

The Merlin of old would have never imagined the magic we now use to make your mailings faster, safer, sounder and more inexpensive! ■



Numbers...

...you may find interesting

- 71 years since G.E. introduced the fluorescent light bulb.
- 54 years since Ray Kroc opened the first McDonalds
- 47 years since Diet Coke made its debut
- 200 books capacity of Amazon’s amazing new Kindle device
- 2010 year when cell phones may be used as boarding passes
- 1991 debut of World Wide Web
- 1930 Minnesota Mining & Manufacturing (3M) invents Scotch tape

P.S. We Love ‘em!

Why do we end most of our letters with a postscript? Because they get read. They work. Postscript comes from the Latin post scriptum, an expression meaning “after writing.” And as one direct marketing expert puts it: “The P.S. is still just as powerful as ever. Often, it is the first thing your readers read. It is your last chance to introduce a new idea, a new incentive or an additional reason to act today.”

Another says this: “The P.S. is one of the most effective parts of any letter. Many prospects will first glance through a letter. Their eye will pick up an indented paragraph here, stop on an underlined statement there, and finally come to rest on the P.S. If you can express an important idea in the P.S., the reader may go back and read the whole letter. This makes the P.S. worthy of your best efforts. Use the P.S. to closes on a strong note, to sign off with the strongest appeal you have.”

P.S. We agree! ■

