



Philosophy of Direct Mail

Nine times out of ten, the winner in the race is the campaign that raises the most money. But ten times out of ten (unless you're self-financed) fundraising requires a strong written plan and an ongoing commitment to follow that plan. Properly done, your direct mail plan can account for 10%, 15%, 20% or more of your fundraising goals.

People open, read, and respond to fundraising letters that are personal, compelling, and strike a responsive chord with their interests. Our firm combines highly personalized letters with a program that raises MAXIMUM NET DOLLARS through the donor stage and MINIMIZES RISK during the prospecting phase.

We start with a careful inventory of your "assets" including your donor list and history, masterfile lists, donor experience, your state's fundraising traditions, and computer capability. Then we timeline a fundraising plan which is reviewed and revised as new experience is gained, circumstances change, and new donors and prospect lists are acquired.

Because one in five of last cycle's donors will have moved, died, or lost interest, prospecting for new donors is essential to your long term success. Prospecting should begin quickly because new donors brought on board early have more opportunities to give again (and again) before Election Day.

We treat your donors as your campaign's most precious asset. That means we stay in touch with them regularly, treat them as insiders, thank them sincerely, and keep them involved. They do not consider your fundraising letters to be a nuisance. They see you in the newspapers and on television and they like to say, "That guy's a friend of mine and I helped him get elected." If they only hear from you during the heat of the campaign, they will feel neglected and used. The surest way to lose a donor is to write only in an election year. The surest way to keep a donor is to thank him or her promptly for their gift.

At a time when the average congressional seat costs two to four million dollars and the average United States Senate seat costs fifteen million, fundraising must be an ongoing commitment. SCM Associates' strengths are in handling the myriad of details, taking the burden off your shoulders, recognizing hidden fundraising opportunities, and generating the maximum profit for your campaign.