



# FOR Fundraising Excellence

## And the Winners Are ...

### COMPLETE LIST OF WINNERS

#### Fundraising Campaigns of the Year

**Gold (tie):** Obama for America Sound Card Appeal  
(A.B. Data Group)

**Gold (tie):** Save Darfur Coalition "Be a Voice for Darfur" Poster Appeal  
(A.B. Data Group)

**Silver:** Syracuse University Keep 'em 'Cuse: The Syracuse Responds Initiative  
(Syracuse University)

**Bronze:** Carnegie Museums of Pittsburgh June '08 Membership Acquisition  
(Daniller & Co.)

#### Direct Mail — Acquisition (50,000 and more mailed)

**Gold:** Carnegie Museums of Pittsburgh June '08 Membership Acquisition  
(Daniller & Co.)

**Silver (tie):** Democratic Senatorial Campaign Committee "Paul Newman" February 2008 Appeal  
(Nexus Direct)

**Silver (tie):** Heritage Foundation "Special Report"  
(BMD)

**Bronze:** MSPCA "Einstein" Notepad Acquisition  
(DaVinci Direct)

#### Direct Mail — Acquisition (fewer than 50,000 mailed)

**Gold:** Union Station Homeless Services Fall Acquisition Package  
(Schultz & Williams)

**Silver:** National Committee to Preserve Social Security and Medicare "Neighborhood Petition"  
(BMD)

**Bronze:** Lombardi Comprehensive Cancer Center Greeting Cards Acquisition  
(Craver, Mathews, Smith & Co.)

#### Direct Mail — Renewal (50,000 and more mailed)

**Gold:** Americans United for Separation of Church and State Membership Card Renewal  
(Craver, Mathews, Smith & Co.)

**Silver:** Paralyzed Veterans of America Patriotic CD  
(PEP Direct)  
(Note: Only two submissions for this category)

#### Direct Mail — Renewal (fewer than 50,000 mailed)

**Gold:** The Empty Stocking Fund Donor Renewal Test Package  
(The Heritage Co.)

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## FUNDRAISING CAMPAIGNS OF THE YEAR (TIE)

### No. 1 and Winner, Fearless Fundraising Obama for America

Sound Card Appeal

Submitted by A.B. Data Group

#### Numbers

Recipients: 9,858

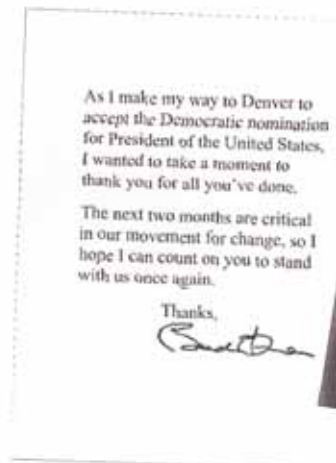
Income Generated: \$102,067.16

Average Gift: \$77.09

Out-of-Pocket Costs: \$36,910.67

Response Rate: 13.43 percent

Cost to Raise a Dollar: \$0.36



No matter what your political stance, there's no denying that President Obama is a powerful orator. In this bold package, A.B. Data harnessed that power to capture the imagination of a nontraditional direct-mail audience — mainly folks who purchased Obama-related goodies online but who weren't responding consistently to direct mail. The focus of the package is a greeting-card-like device that, when opened, plays a short recording of a speech by then-Sen. Obama. Noticeably absent is a traditional letter,

which is replaced by a short note from the candidate written inside the card.

Our judges found this package so innovative and edgy that they moved it into the Fearless Fundraising category and named it the winner of both that category and overall campaign of the year.

*From our judges: "The challenge for any fundraiser is to convey the strongest quality of an organization into a printed mail piece. No one can argue that this audio package does the trick beautifully."*

### No. 2 and Winner, Direct Mail Special Appeal Save Darfur Coalition

"Be a Voice for Darfur" Poster Appeal

Submitted by A.B. Data Group

#### Numbers

Recipients: 29,730

Income Generated: \$75,830

Average Gift: \$48.50

Out-of-Pocket Costs: \$12,293

Response Rate: 5.26 percent

Cost to Raise a Dollar: \$0.16



2008 was a banner year for A.B. Data in terms of creative — and successful — fundraising efforts. Our judges were impressed by this package that delivered a large, striking poster to recipients, along with highly personalized elements and a call to action — signing a petition to then-President Bush — that involved more than just donating. Like the Obama sound-card effort, this package was geared toward supporters with high online interest.

*From A.B. Data's submission: "For a file consisting of donors and activists originally brought on through*

*online channels, it is imperative for direct-mail appeals to stay as fresh and engaging as their cyber cousins."*

*From our judges: "This is definitely clever and attention-grabbing, and the personalization is great. I'm going to test this concept at [my organization]."*