

**STARFISH MARKETING GROUP**  
2010 Annual Schedule of Format Offerings

MONTH	SPECIAL FORMAT	STRATEGY	ALTERNATIVE FORMAT
January/February	Supporter Card: Package includes a wallet-size supporter or member card	<b>Annual Fund Renewal:</b> One of the most powerful terms in fundraising. This sends the message to your donors "If you're only going to give one time this year now is the time to give." Securing at least one gift annually from your donors prevents your lapsed file from growing and your attrition rate from soaring. It's critical for your donors to renew their support financially - so ask early in the year and ask often!	Full Color, Starfish Classic Package
March/April	Note Card: Personal piece of mail resembles a note from a personal friend	<b>Upgrade:</b> While there are donors on your file who are currently giving at their capacity, many more are capable of giving much more if properly asked and motivated. This technique is even more effective when combined with a request to fund a specific need. Craft a strong ask/offer, build a case for upgrading the donor's giving level, and watch your average gifts increase!	Full Color, Starfish Classic Package
May/June	Loyalty Certificate: Package includes a Loyalty/Appreciation certificate	<b>Appreciation / Cultivation:</b> Recognizing and thanking your donors for their continued support will never go out of fashion. Keep in mind, there are other deserving charities out there just like yours - each doing good works. Making your donors feel special and appreciated goes a long way toward keeping them from straying!	Full Color, Starfish Classic Package
July/August	Urgent Gram: Designed to look like an urgent and important piece of mail	<b>Budget Crunch / Urgent Needs:</b> For most smaller non-profits, there are urgent needs, fires to put out and a shortage of funds on an <u>everyday</u> basis. But the heat really turns up during the doldrums of summer. Make the case for URGENT help - don't be shy about asking for help! - and your donor, like a good friend, <u>will</u> step up and respond!	Full Color, Starfish Classic Package
September/October	Voucher: A donor involvement device included in the package	<b>Matching Gift / Lapsed Renewal:</b> Seek out a major donor (or group of donors) to pledge a Matching Gift Fund. Your regular direct mail donors will recognize the immediate value of knowing that every dollar they give multiplies two, three or more times in value! This is also an effective technique for renewing lapsed donors on your file. And even if you can't secure a matching gift, this same package format can also be effectively used to highlight certain price points such as, "\$50 feeds a family for a week."	Full Color, Starfish Classic Package
November/December	3-in-1: Three gifts (bookmark, supporter card and wallet calendar) perf off from one card	<b>Year End:</b> The Fall giving season is here and it's time to rake in the calendar dollars! Take advantage of this time of year when your donors are feeling their most generous. An initial appeal in November sets up your follow-up ask in December. Get it while you can!	Full Color, Starfish Classic Package

If your non-profit can only mail one or two packages per year, the optimal time to mail is during the Fall giving season. If your annual mail plan includes three or more appeals, refer to below for the best timing and strategy mix:

- 3 Mailings:** January, May, November
- 4 Mailings:** January, April, August, November
- 5 Mailings:** January, March, May, August, November
- 6 Mailings:** January, March, May, July, September, November

