



Dennis Marketing Group

Developed a series of personalized mail piece marketing campaigns to retain supporters year after year and increase the giving response rate. Crafted a unique series of 6-8 mail packages that kept the association's name in front of the supporters all year long, not just once a year. This series greatly increased donors' support and promoted long term relationships. Asked supporters to become an associate member, providing them with a personalized membership card and a bumper sticker. Developed newsletters and managed the content of association web sites creating a communication tool to highlight the many positive activities of the associations.

A premium gift encouraged supporters to give more. The average pledge increases from \$20.00 to as much as \$40.00 and increase the renewal rate when a gift is offered.

The collage displays several key marketing pieces:

- Business Reply Mail Envelope:** Features a barcode and the text "Early Renewal Enclosed - PLEASE RUSH" and "BUSINESS REPLY MAIL".
- Membership Renewal Notice:** A letter addressed to Mr. Sample, asking for a \$25 renewal donation for 2010. It highlights the benefits of membership, such as the ability to provide a \$5,000 in-of-duty death benefit to the family of a fallen officer.
- 2010 Associate Member Card:** A circular badge with "ASSOCIATE MEMBER" and "VIRGINIA SHERIFFS' INSTITUTE" text, and "2010" prominently displayed.
- Bumper Sticker:** A rectangular sticker with the same "2010 VIRGINIA SHERIFFS' ASSOCIATE MEMBER" design.
- Credit Card Payment Option Form:** A form titled "2010 ASSOCIATE MEMBERSHIP RENEWAL NOTICE FOR: MR. JOHN Q. SAMPLE" with a checkbox for "YES, I will gladly renew my membership..." and a section for "Credit Card Payment Option" with fields for card type, name, number, CVV, expiration date, and signature.

