



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.)

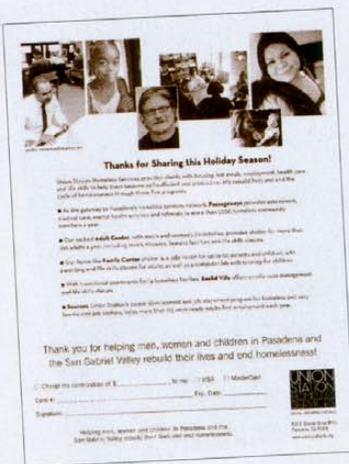
Silver: Paralyzed Veterans of America Patriotic CD
(PEP Direct)
(Note: Only two submissions for this category)

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

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

(continued on Page 24)

DIRECT MAIL



Acquisition
(fewer than 50,000 mailed)

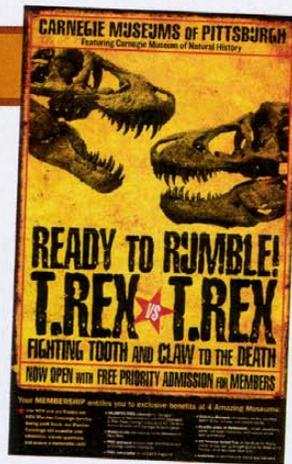
Union Station Homeless Services

Fall Acquisition Package
Submitted by Schultz & Williams

Numbers

Recipients: 25,551
Income Generated: \$12,984
Average Gift: \$34.62
Out-of-Pocket Costs: \$10,758
Response Rate: 1.47 percent
Cost to Raise a Dollar: \$0.83

Never underestimate the value of simplicity. That's the lesson learned from this impressively understated mailing. A major concern for the organization when it prepared this package was to decrease the cost of acquiring new donors. To that end, it went with strongly branded messaging and a more targeted approach that included mailing fewer pieces more frequently, allowing it to contact its best prospects more often. Our judges were impressed with the strong branding and clean look of both the envelope and the enclosed components, as well as the fact that the package achieved its goal beautifully. Overall, the organization's acquisition program invested \$17.91 to acquire a new donor, which is \$22 less than in 2007.



Acquisition
(50,000 and more mailed)

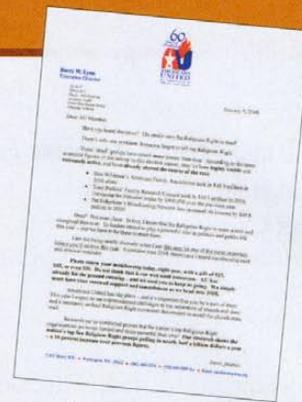
Carnegie Museums of Pittsburgh

June '08 Membership Acquisition
Submitted by Daniller & Co.

Numbers

Recipients: 54,995
Income Generated: \$71,335
Average Gift: \$122.15
Out-of-Pocket Costs: \$41,227.04
Response Rate: 1.06 percent
Cost to Raise a Dollar: \$0.58

Combining a kid-captivating dinosaur theme with graphics that channel the energy and fearsome grace of a heavyweight prize fight was a winning move for Carnegie Museums of Pittsburgh. This highly charged member-acquisition package focused on the "T. rex vs. T. rex" exhibition at the museum and used strong imagery (razor-sharp dinosaur teeth) and messaging ("T. rex vs. T. rex Fighting Tooth and Claw to the Death") throughout, including a nice-sized poster that's hard to imagine any little boy not wanting to tape to his wall. It also focused heavily on campaign-specific benefits such as priority admission to "the hottest ticket in town" and the once-in-a-lifetime opportunity to see this unique exhibit. Our judges were impressed with the energy and excitement that seemed to spill out from all sides of this eye-catching package.



Renewal
(50,000 and more mailed)

Americans United for Separation of Church and State

Membership Card Renewal
Submitted by Craver, Mathews, Smith & Co.

Numbers

Recipients: 56,033
Income Generated: \$531,514
Average Gift: \$59.81
Out-of-Pocket Costs: \$23,488
Response Rate: 15.86 percent
Cost to Raise a Dollar: \$0.04

Once again, we're back to simplicity — this time with a bit of a twist. This mailing from Americans United for Separation of Church and State relies heavily on its letter, which has four pages loaded with information, urgency and specifics on how the organization plans to translate funds raised from the campaign into important strides in protecting church-state separation.

The twist in this case is a back-end premium offer of a book for a \$60 donation. Our judges liked that the reply form offered eligible donors the option to decline the book. With a letter this long, the writing had better be pretty good — and it is. The authoritative but inclusive tone of the letter marries current issues with AU's core mission and focuses on action, urgency, and the important partnership between AU and its donors.