





Catherine M. Connolly

Direct Marketing & Membership
Consulting



- 
- New members & donors are only the first step of a successful fund raising program
 - Supporters need useful and pertinent communication ... to maximize both the individual's satisfaction and the donations they send



For fund raising to be efficient and effective these programs need to be well integrated into the Development operation – while aligned with the goals and mission of the organization.



I specialize in helping organizations manage all facets of their membership and donor programs.

- improve current systems
- train staff in best practices
- implement better programs

always working to improve the overall fundraising

Direct Marketing Services

for member & donor acquisition and resolicitation

- Strategic Planning
- Creative Development
- List and Audience Development
- Implementation and Production
- Analysis and Next Steps

Membership/Donor Programs

getting the most from your supporters

- Program Design and Evaluation
- Implementation
- Reporting and Benchmarks

Supporter Database


from the fundraising perspective

- Audit and Effectiveness Evaluation
- Designing Database Systems and Programs to meet your goals and needs
- Developing the support systems that ensure an effective program

Staff Support

help for transitions and managing change

- Hiring support – job description, interviews, rating candidates
- “Temporary” support while recruiting and hiring a new membership position
- Training support to ensure a smooth and qualified transition for a new employee



Direct response marketing is a potent source for nonprofit organizations to solicit income, build a constituency, and create a personalized forum to communicate directly with the public.



■ For more information ...

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