



Fundraising: Simply Redefined



PROJECT MANAGEMENT

Our clients tell us that when working with a supplier, one of the most important things to them is knowing their project is being overseen by someone through every step of the way. It's responsiveness, reliability and accountability that make for great project management. And we have that and then some!

Our custom project management software enables us to accurately estimate costs and track project status so that we can confidently produce quality products on time and on budget.

THIS ALLOWS US TO:

- Provide detailed timelines for all phases of the campaign.
- Assemble cost-effective production budgets for creative services, print, digital deployment, mail preparation and postage.
- Prepare data extraction instructions for client data pulls along with a segmentation model for campaign measurement.
- Rental list research and procurement as well as unaddressed postal code targeting for acquisition campaigns. As a Canada Post expert, Burke can provide reliable and experienced direction in this area.
- Provide our team with detailed direction for the creative package and oversee all stages of proofing with our client.
- Coordinate all aspect of print and mail house production including data and lasering.
- Provide clients with post-campaign reports for data imports and financial reporting.

STRATEGIC PLANNING

Our philosophy is that if you don't have a plan, then how will you know when you get there?

Planning not only helps you focus on what's important today but what you'll need to get you where you want to go in the future.

Whether you are planning just one campaign or an entire multi-channel annual Direct Response Program, Burke can help you develop the right blueprint for achieving your objectives.

OUR PLANNING EXAMINES AND MAKES RECOMMENDATIONS FOR:

- Data management processes – hygiene, data capture, appeal code tracking, report generation.
- Optimum donor renewal cycle.
- Donor upgrade strategies including monthly giving program development.
- Lapsed donor reactivation.
- New donor acquisition strategies.
- Donor acknowledgment & recognition.
- Corporate donor renewal & acquisition.
- Effective use of premiums and incentives.
- Integration of other channels such as tele-fundraising and email for donor stewardship, renewal and awareness.
- Multi-year projections for revenue and expenses.

DON'T FEEL IN THE DARK ABOUT THE DIRECTION YOU'RE GOING. SET YOUR COMPASS AND STAY THE COURSE!

HOW CAN WE HELP YOU?

- ☐ I would like more information on: _____
- ☐ Please add my email to United Way of the Alberta Capital Region's electronic publications.
- ☐ Please do not publish my name in your recognition materials.
- ☐ I wish to make a lasting difference. Please send me information about making a gift in my will.



Thank you for your partnership!

Your Donation makes a Difference

Your gift stays 100% local to help children and their families right here in the Alberta Capital Region. Your contribution will be eligible for a 2018 charitable tax receipt.

United Way is committed to protecting your privacy and maintain the confidentiality of your personal information. We do not track or sell your information.

Chantelle is one of those special people that kids just gravitate towards. It's common to see boys and girls coming and going from her office and volunteering to work with her in the kitchen. Many call her Mom – she is the heart of our kitchen!

So, when an angry and troubled Grade 7 student came to us, we knew Chantelle would have a way of reaching him. This boy was so full of rage. His life had not been an easy one. Exposed to lots of violence, drug abuse and he lived in a very unsafe environment. At school he was disruptive and challenging for his teachers. Counting on the success she had in the past with other at-risk kids, Chantelle asked if he would like to work with her in the kitchen.

Gradually they developed a trusting relationship and he felt comfortable sharing some of his story with her. She was able to help him connect with the school success coach, so the boy could receive the positive support he was so hungry for. His aggression lessened, and he soon began to do much better in class. **And it all started in the kitchen!**

So, you see, just like in most homes, the kitchen is the central meeting place for the family. place of sharing, connection and trust – things that most of these kids grow up never knowing.

You can help! Please continue your support of United Way so we can continue providing our free lunch and snack program for these kids. And ours is not the only school in Edmonton that benefits from your generosity. There are 25 other local schools that run a free snack or lunch program funded by United Way. And I can assure you, we all feel equally passionate about the difference these food programs make to our student's learning and thriving!

The last thing I want to say is thank you. You are making an amazing difference in the lives of these children every day. Because kids are getting the nutrition they need at school, they are more eager and able to learn. That means our teachers can get to the business of teaching the next generation of workers, business owners and leaders, something I know we all care about.

With sincere thanks,

Mona Markart

Mona Markart
Principal, Spruce Avenue Junior High School
Edmonton

PS I hope you enjoy the enclosed little recipe card. It's a simple yet nutritious snack that is sure to be a hit with your family. And thanks again for sending your donation as soon as you can. **The kids are counting on us!**

United Way of the Alberta Capital Region, in its 2018 fiscal year, anticipate raising \$26.5 Million in community support through fundraising at an estimated cost of \$4.4 Million. Donations will be used to support United Way programs and services.







DATA SERVICES & ANALYTICS

At the foundation of your organization sits your database. It can be your greatest weakness or your biggest asset depending on how it is managed and used. Ensuring that your records are accurate, current and complete is a must for today's fundraising professional. But it's often the most challenging.

BURKE CAN HELP!

As a Canada Post Expert, we are trained in the best methods to manage your data to ensure efficiencies and receive special promotions and offers from Canada Post which we can extend to you.

We can also help you make sense of your information in a way that assists you in making sound decisions and more accurate financial projections for the future

HERE'S A TASTE OF OUR DATA AND ANALYTIC SERVICES:

- Historical giving analysis.
- Audits of your gift processing practices.
- Merge/purge of multiple lists and other data services such as address correction, change of address and duplicate elimination.
- Profile analysis to determine the demographic and psychographic characteristics of your donors.

LET US HELP YOU MAKE SENSE OF THE DATA!



CREATIVE SERVICES

Talking to donors and donor prospects requires a sensitivity and sensibility. At Burke we understand this balance.

Copywriting and design for fundraising tools is different than for other types of organizations. We have the expertise to know how to be relevant, respectful and on brand while at the same time utilizing proven methods for engaging the donor, so they will react to your message.

At Burke, we understand that impactful words and great design must work together to visually get the donor's attention, gain their trust and communicate your message. Our team will work closely with you to understand your goals and then build the creative from concept to execution, with you in the driver's seat at each stage of the evolution.

HERE'S ARE SOME OF THE TOOLS WE CAN DEVELOP FOR YOU:

- Direct mail packages
- Self-mailers
- Big gift donor mail packages
- Monthly giving materials
- Planned giving materials
- Annual reports
- Newsletters
- Services brochures
- New donor welcome packages
- Gift acknowledgement and stewardship materials
- Email copy, design and deployment



DIRECT MAIL APPEALS

The following is our understanding of the current direct mail mailing cycle and package specifications:

- Six house mail campaigns
- Package format is an 8.5x14" letter with attached response form, printed 4/4
- Most letters incorporate duplex variable. (since the number of variable versions has not been specified, we are basing our quote on four different versions – i.e. repeat, new, lapsed, Leaders)
- Outer Envelope – Size varies. 4/4 print process.
- Business Reply Envelopes are already pre-produced.
- May include a buck slip
- UWACR will review two drafts of the creative package and then sign off.
- UWACR requires full color, hardcopy proofs, as well as live data proofs for review prior to mailing.
- In addition, please note that all proofs will be reviewed by our mail department (Canada Post Expert Partners) prior to sharing with UWACR, so that we can ensure all aspects of the campaign meet Canada Posts mailing standards.

CREATIVE PRICING EXAMPLE

- Signatory Interview
- Art Direction
- Copywriting
- Graphic Design

COST = \$2,600

EXAMPLE CRITICAL PATH

DROP DATE: JANUARY 28, 2021

Task	Due Date	Responsibility
Creative direction/signatory/collateral due from client	Dec 4	Client
Burke production quotes provided	Dec 7	Burke
Interviews/Copy Commences	Dec 8	Burke
Text for design	Dec 11	Burke
1st draft creative due to client	Dec 16	Burke
1st draft creative changes due from client	Dec 21	Client
2nd draft creative + 3 email copy versions due to client	Dec 23	Burke
2nd draft creative changes due from client	Dec 29	Client
Final creative due to client (send any final changes asap)	Jan 5	Burke
Sign off creative by client	Jan 8	Client
Final creative due to Burke production team	Jan 8	Burke
Data files and mail instruction due from client	Jan 11	Client
Prepress proof due to client for approval	Jan 13	Burke
Print production to begin	Jan 15	Burke
Variable PDF proofs due to client for approval	Jan 20	Burke
Print/client supplied materials due at Burke mail dept.	Jan 21	Client/Burke
"Kill file" due from client	Jan 21	Client
Live proofs produced and delivered to client for approval	Jan 25	Burke
Statement of mailing due to client	Jan 28	Burke
Mail date	Jan 28	Burke Mail Dept.

REDEFINING THE SUPPLIER ROLE

At Burke, we see our role as your trusted partner. That means we take the time to understand your needs and goals.

We help you sift through the details, so you can confidently develop materials and campaigns that are impactful and measurable.

We take our role as your partner seriously. We know that when you give us your trust, you expect that we will bring our extensive experience and know-how to every project we manage for you.

You trust that we will always look out for your best interest and make recommendations that are to your organization's benefit.

We will be a trusted partner. That you can count on!

ABOUT US AND HOW WE GOT HERE....

Burke is a graphics communications solutions company. Although we started out as a commercial printer over 100 years ago, we recognized the changes in the marketplace. Timelines were getting shorter and our clients wanted to expand their marketing budget beyond traditional print. This is how our one-stop-shop philosophy was born – to provide our clients with a single-source solution for all formats of printed and digital graphics.

We soon heard from clients who wanted us to go even farther. So, we expanded into large format signage, mail, and graphic design.

But then we heard from our nonprofit clients who wanted a complete solution for their direct response needs. So, we created our newest fundraising division and have added direct mail strategy, copywriting and analytics to our suite of offerings.

We are now one of the few true "one-stop-shops" for creative, print, and direct mail fundraising in Canada. We proudly stand behind the work we do. We hope you'll give us a try!



burkegroup.ca/fundraising

Head Office

17407 106 Avenue
Edmonton AB T5S 1E7

1-800-837-1395

Calgary

2828 19 Street N.E.
Calgary AB T2E 6Y9

403-250-1026