



Fundraising: Simply Redefined





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FUNDRAISING DURING CHALLENGING TIMES

You're a busy fundraising professional who is passionate about raising money for the good works of your organization. But the needs continue to grow each year while budgets often don't.

You are time pressured and short of in-house resources to get your mailing campaigns out on time. You're concerned if your strategy is sound. You're not sure if you're mailing to the right donors or how to find the best prospects.

You're unsure if you're mailing enough or too often. You question your digital strategy.

And you're concerned that in this highly competitive and congested fundraising market, will your message even be heard?

SOUND FAMILIAR?

There is no question that the fundraising landscape is changing. Now more than ever, nonprofits are under the spotlight to be more transparent and to make their fundraising dollars go further.

BURKE CAN HELP!

WE'RE PART OF YOUR TEAM!

Burke can make your job easier by providing you with a complete single-source solution for all your direct mail and fundraising needs, from strategy, data prep and analytics, creative, print, digital deployment, and mailing services – all under one roof.

That means you aren't having to coordinate your campaigns with multiple suppliers where you can experience inconsistencies in strategy and messaging and risk keeping to your timelines.

OUR SINGLE-SOURCE SOLUTION OFFERS YOU CONVENIENCE AND RELIABILITY!

By taking the project management responsibility off your desk, you will have more time to do your analysis and develop strategies to raise more money for your organization. After all, isn't that what you're really passionate about?

Let's make a difference together!





SINGLE-SOURCE SOLUTIONS

Because Burke brings together our extensive in-house experience in all things direct mail, we can actually save you time and money.

HERE'S A SNAP-SHOT OF OUR COMPREHENSIVE SERVICES:

- **Project Management** – from concept to completion.
- **Strategy** – the right message to the right donor at the right time.
- **Data Services & Analytics** – examining the past to determine the future.
- **Creative Services** – impactful fundraising copy and design that's on brand.
- **Print Production** – quality respect for your message.
- **Digital Deployment** – multiple platforms for your targeted message.
- **Mail Preparation & Distribution** – making sure your message gets where and when it's intended.

LET BURKE SHOW YOU HOW!

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!



Charitable 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 the kitchen!

So, when an angry and troubled Grade 7 student came to us, we knew Charitable would have a seat at the teaching table. This boy was so full of rage. His life had just been at every turn. Exposed to lots of negative influences on the streets, he had no one to look up to. And when he was disruptive and challenging for his teachers, Counting on the success she had in the past with other at-risk kids, Charitable 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 think 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, a 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 a 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 Markert

Mona Markert
Principal, Spruce Avenue Junior High School
Edmonton

P.S. 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



I want to make a PANDA PROMISE to care for our new visitors with my gift.

My gift is: \$xx \$xxx \$xxxx \$xxxxx Other: \$ _____

I would like to donate \$pp.
 Check payable to Calgary Zoo HS4 MasterCard AMEX

Address: _____
 Residential Business Other _____
 Home Office Work Other _____
 Check here if you would like to receive e-mail communications
 Special Offer Please do not send me e-mail

Comments: _____

Phone: _____
 Residential Business Other _____
 Home Office Work Other _____
 Check here if you would like to receive e-mail communications
 Special Offer Please do not send me e-mail

Comments: _____

Will you make a
PANDA PROMISE
 to our new visitors? 2018

DATE

Mr. Stamp
 123 Any Street
 Any City AB T0N 0N0

We are so excited! As just a few short weeks, the Calgary Zoo will welcome a very special family of visitors. Are other pandas are coming?

If you were in Calgary in 1988, you'll remember that not only did the city play host to the Winter Olympics that February, but we welcomed an adorable pair of pandas for a few months. And ever since then, we know we just have to bring the pandas back!

This time, we've got just two, but four giant pandas! Pandas Er Shun and Da Mao are here, exactly ready to eat, play and explore. They will arrive at the Calgary Zoo after arriving from their home at the Pandas' new residence in Sichuan, China. And thanks to global supporters, our pandas will move into their newly renovated \$20 million Panda House where they will receive the attention of visitors we expect to attend the Zoo this spring.

But that's not all. And there's more! That's just the important part of the panda story of survival. Let me explain...

the panda story of survival. Let me explain... For decades, the giant pandas were on the brink of extinction but thanks to breeding, conservation and other human development, but recently, to determine the correct birth date of the pandas in our collection, we've turned the corner. Because of the reduction in pollution, the creation of special panda forest sanctuaries in China in 2016, and the creation of special panda forest sanctuaries in China in 2016, the giant pandas are breeding more successfully than ever before.

Although we're not the

and that's why we need your help.

For more information, visit www.calgaryzoo.com

calgaryzoo

The Calgary Zoo is located at 1300 2nd Street SW, Calgary AB T2P 1L2. www.calgaryzoo.com

PRINT PRODUCTION

Taking advantage of a single-source solution with Burke has many advantages during the print production stage. Since we will be involved at every stage of your project—from strategy to completion—we are better equipped to make recommendations for economical and efficient runs.

Take for example the considerable unit cost savings you would incur by bulk printing your annual volume of reply envelopes in one run rather than printing smaller quantities for each campaign. We would keep your annual supply in our warehouse for when you need them and would keep track of inventory throughout the year – at no extra cost to you!

We can also make recommendations for colour, format and stock adjustments to bring your overall costs down. Because our creative team designs for production, we work together to save you money.

As Burke is one of the most experienced printers in Western Canada, print production is second nature to us. You'll be in capable hands as our experienced team works hard on your behalf!



MAIL PREPARATION & DISTRIBUTION

Burke is a Canada Post Smartmail Marketing Expert Partner – one of only a few across the country. What does that mean? Simply, we know all there is to know about mail, ensuring that your mailing gets in the right hands as planned.

We offer a full range of integrated mailing services such as simplex and duplex lasering, bar codes, inkjet, tabbing, fulfillment, inserting and delivery to Canada Post.

And in the complex world of direct mail, Burke helps you make sense of the changing Canada Post regulations and new products available to provide further opportunities for fundraising growth. Services such as Personalized Mail, Neighbourhood Mail, variable laser data, and precision targeting help you to mail smarter, thereby maximizing results.

PUT US TO THE TEST. YOU WON'T BE DISAPPOINTED!



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!



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Simply Redefined



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