



VDM **LISTSHARE**

A PROVEN RESOURCE FOR  
FUNDRAISING SUCCESS



VITAL DATA  
MANAGEMENT, INC.

## A PROVEN RESOURCE...

*Acquiring new donors through direct mail can be a real challenge. It requires thoughtful strategy, fresh ideas, and a well-executed campaign. By far the most important component of a strong acquisition plan is the audience—above all, your appeal must reach the right people.*

*At VDM, we understand that accessing the top performing prospect lists is often the biggest challenge of all. That's why we've developed the VDM Listshare. Our Listshare offers broad access to a wide range of donor responsive lists for your acquisition mailings. We'll work with you to determine the best choices for your cause. Then we'll use our purchasing power to secure these well-tested lists so you can target a qualified audience without incurring costly minimum fees usually charged by list owners.*

*VDM's creative team will also help you develop a well-designed package that will get opened—and get results.*



## Welcome to a difference in direct mail fundraising.

### ...WITH PROVEN **BENEFITS**

- *Strategic consultation that's based on over 21 years of experience in nonprofit direct marketing.*
- *Fresh ideas and data-driven solutions to create customized acquisition mail campaigns for your organization.*
- *Broad access to proven mailing lists for **NEW DONOR ACQUISITION***
- *Opportunity to test more prospect lists without increasing your mail quantity.*
- *Substantial savings on mailing lists through the VDM Listshare*
- *Results-oriented copy and creative design to ensure your mission is portrayed clearly, accurately, and thoroughly.*
- *Complete project coordination and precision data processing, print, and direct mail production for quality mailings.*
- *Post campaign reporting that includes statistical analysis and state-of-the-art donor file wealth screening to keep your philanthropic support growing.*



## WANT TO KNOW **MORE?**

*Here's a sampling of lists from VDM's Listshare for healthcare direct fundraising:*

*American Cancer Society  
American Diabetes Association  
American Heart Association  
Christopher and Dana Reeve Foundation  
March of Dimes  
Mothers Against Drunk Driving  
National Easter Seals Society  
National Foundation for Cancer Research  
Special Olympics*

### **Case in point—a client testimonial:**

*"Here's a good example of how VDM's Listshare program made a difference in our fund-raising efforts: From 2003 to 2005 we sent out a series of appeals to patients of our Strong Memorial Hospital. The responses were far below benchmark for a constituent population. Then VDM recommended a list rental, and the response rates quadrupled. We have since participated several times in VDM's Listshare program; our most recent acquisition initiative captured a 1.57% response rate, which for us is outstanding."*

*- Sarah Campagna, University of Rochester, NY*



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### **Contact us today!**

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