



REACH A LARGER AUDIENCE WITH MASS COMMUNICATIONS

2015 DDI USER GROUP MEETING
MAY 19TH-20TH

WHAT DO YOU MEAN MASS COMMUNICATION?

- Reach Out To Those Constituents You Know
- Build Relationships With Constituents You Need To Know
- Why Should My Organization Try To Utilize Mass Communication?
- But We Aren't A Sales Organization...



MASS COMMUNICATION TYPES

- Email & Social Media



- Direct Mail



- Phone



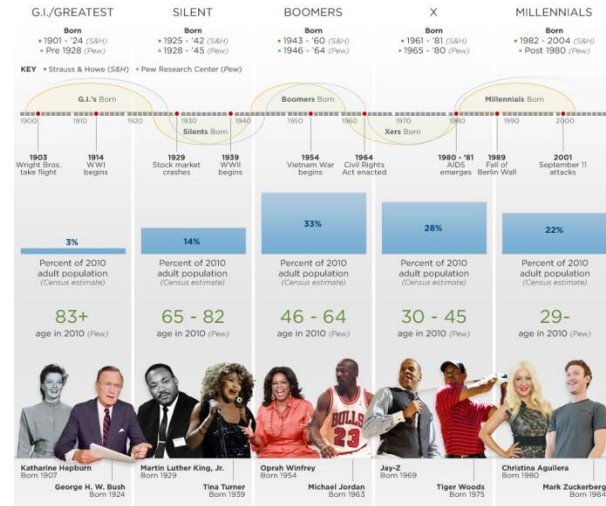
- In-person Presentations

BENEFIT STATEMENTS

- Expand Your Ministry



- Generational Changes Are Happening



<http://www.cnn.com/interactive/2011/05/living/infographic.boomer/index.html>

- Smooth The Gaps



May 19-20, 2015

DONOR EXAMPLE

- Appeals for Donations
- Large Donor Development
- Newsletters



INVESTMENT EXAMPLE

- Attract New “Younger” Investors
- Send Thank You Letters to Large Investors
- Appeal For New Investors From A Specific Church
- Newsletters



May 19-20, 2015

LOAN EXAMPLE

- Announce A New Lower Lending Rate
- Newsletters



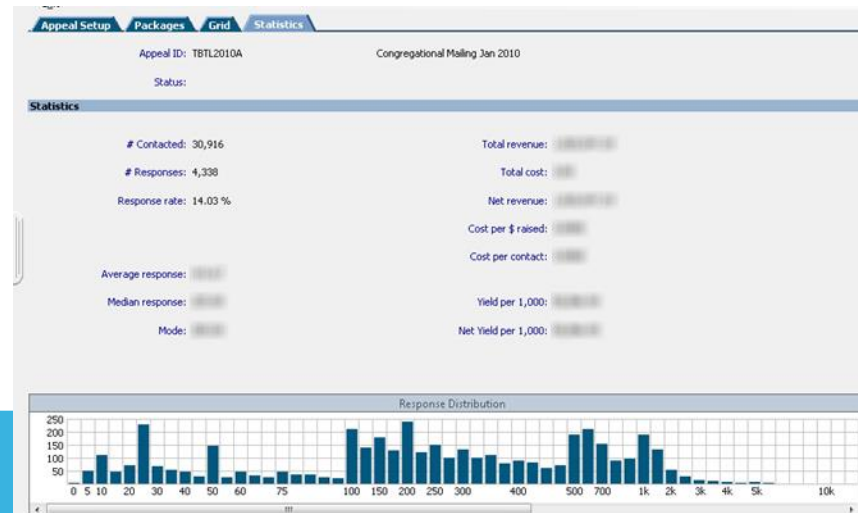
CAMPAIGNS & APPEALS

- Campaign Explorer
- Set up Multiple Packages
- Statistical View

Campaign Explorer

Region: Centrally administered campaigns Year: 2010

Campaign element	Description	Number Contacted	Total Cost	Number of Responses	Total Revenue
(Root)	Centrally administered campaigns for 2010				
DM201001 (Group)	Jan 2010 AR Direct Mailing	10,000	1,000	1,000	100,000
WLP2010 (Appeal)	Welcome Packet 2010	10,000	1,000	1,000	100,000
DE201001 (Group)	January 2010 Emergency Mailing Haiti Earthquake	10,000	1,000	1,000	100,000
DM201003 (Group)	Mar 2010 Prospect to Donors - Hunger Focused Direct Mailing	10,000	1,000	1,000	100,000
TBTL2010 (Group)	Tool of Hope and Blankets 2010 - Congregational Extracts	10,000	1,000	1,000	100,000
DM201002 (Group)	Feb 2010 AR Step II Direct Mailing	10,000	1,000	1,000	100,000
DM0201004 (Group)	April 2010 April House Data	10,000	1,000	1,000	100,000
DM201005 (Group)	May Direct Mailing	10,000	1,000	1,000	100,000
DM201006 (Group)	June Direct Mailing	10,000	1,000	1,000	100,000
DM201008 (Group)	August Direct Mailing	10,000	1,000	1,000	100,000
DM201009 (Group)	September Direct Mailing	10,000	1,000	1,000	100,000
DM201010 (Group)	October 2010 Direct Mail	10,000	1,000	1,000	100,000
SG201010 (Appeal)	Oct 2010 Congregational Annual Report Mailing	10,000	1,000	1,000	100,000
DM201011 (Group)	November 2010 Direct Mail	10,000	1,000	1,000	100,000
DM201012 (Group)	December 2010 Direct Mailing	10,000	1,000	1,000	100,000
DM201012A (Group)	December 2010 Follow-Up Direct Mailing	10,000	1,000	1,000	100,000
TBTL2011 (Group)	Blankets+ Congregational Mailings	10,000	1,000	1,000	100,000



May 19-20, 2015

EXTRACT INFORMATION QUERY

- Gather Listings Based on Many Criteria
 - Name
 - Address
 - Donation History
 - Appeal History
 - Individual Information
 - Investment
 - Loan

The screenshot shows the 'Individual Information' criteria form within the 'Indiana Donations Last 10 Years' application. The form includes a menu bar with options like File, Name, Address, Donor/Gift, Other forms, Reports, Outputs, and View Results. Below the menu, there is a 'Criteria form:' dropdown menu set to 'Individual Information'. The main form area is titled 'Individual Information' and contains several sections for filtering data:

- Include individuals with no personal information entered (all blank)
- Age range: [] thru: [] Blank ages: No restrictions (dropdown)
- Birth date range: [] thru: [] Search by month/day
- Death date range: [] thru: []
- Include earning codes: []
- Exclude earning codes: []
- Include education levels: []
- Exclude education levels: []
- Include professions: []
- Exclude professions: []
- Include schools: []
- Exclude schools: []

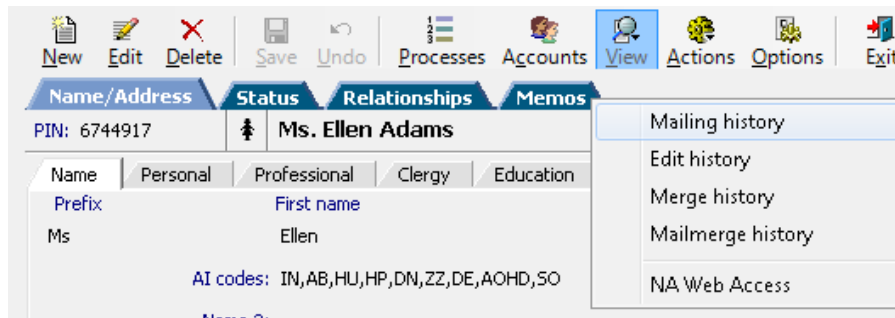
The screenshot shows the 'Accounts' and 'Constituents' selection options within the 'Indiana Donations Last 10 Years' application. The form includes a menu bar with options like File, Name, Address, Donor/Gift, Other forms, Reports, Outputs, and View Results. Below the menu, there is a 'Select:' dropdown menu with 'Accounts' and 'Constituents' options. The 'Constituents' option is selected. The form also includes a checkbox for 'Include deleted' and several input fields for filtering data:

- Select constituents: []
- AI codes to include: []
- AI codes to exclude: []
- Denom. to include: []
- Denom. to exclude: []
- Address types: []
- Account types: []
- Override default address type order?
- Combine residents?
- Include primary addresses only
- Combine duplicate email addresses?
- Allow vacation address
- Constituent email: No restrictions (dropdown)

May 19-20, 2015

MAILING HISTORY

- Quickly and Easily See Mass Communication History



Mailing History

Master ID: 006744917
 Ms. Ellen Adams
 14742 T Wood Dr
 Silver Bay, NY 12874

Date	Contact Type	Record Type	Record ID	Coding	Notes
08/09/2011	Mail	Connect-FR Appeal	903	1693	August 2011 Mailing to AOHD
06/10/2011	Mail	Connect-FR Appeal	897	1685	June 2011 Refugee Appeal to AOHD
05/23/2011	Mail	Connect-FR Appeal	893	1677	May 2011 Mailing to AOHD
04/21/2011	Mail	Connect-FR Appeal	889	1668	April 2011 Mailing to AOHD
02/24/2011	Mail	Connect-FR Appeal	884	1663	March 2011 Water Newsletter
02/04/2011	Mail	Connect-FR Appeal	880	1658	Feb 2011 AHOD Emergency Preparedness
01/20/2011	Mail	Connect-FR Appeal	876	1653	Jan 2011 Annual Report to AOHD
01/18/2011	Mail	Connect-FR Appeal	869	1647	January 2011 AOHD Direct Mailing
12/10/2010	Mail	Connect-FR Appeal	862	1640	Dec 2010 AOHD Follow-up Mailing
12/07/2010	Mail	Connect-FR Appeal	860	1638	Dec 2010 AOHD Direct Mail

May 19-20, 2015

COMBINED INFORMATION QUERY

- Build Complex Queries Using 2+ Standard Queries

The screenshot shows the 'Information Queries' interface. At the top, there are tabs for 'Extracts', 'Info Queries', 'Reports', 'Outputs', and 'View Results'. Below the tabs is a table with columns: Description, Owner, Type, and Category. The table lists five queries, with 'Indiana Donations Last 10 Years' and 'Constituent Listing TST1' checked. Below the table is a 'Selected queries' section with a table showing the combination of the two selected queries. The 'Combine method' is set to 'AND'.

Description	Owner	Type	Category
<input type="checkbox"/> Kentucky Constituents Last 10 Years		N	
<input type="checkbox"/> Kentucky Donations Last 10 Years		A	
<input checked="" type="checkbox"/> Indiana Donations Last 10 Years		N	
<input checked="" type="checkbox"/> Constituent Listing TST1		N	
<input type="checkbox"/> Constituent Listing TST2		N	

Order	Description	Combine method	Special list code
1	Indiana Donations Last 10 Years		
2	Constituent Listing TST1	AND	

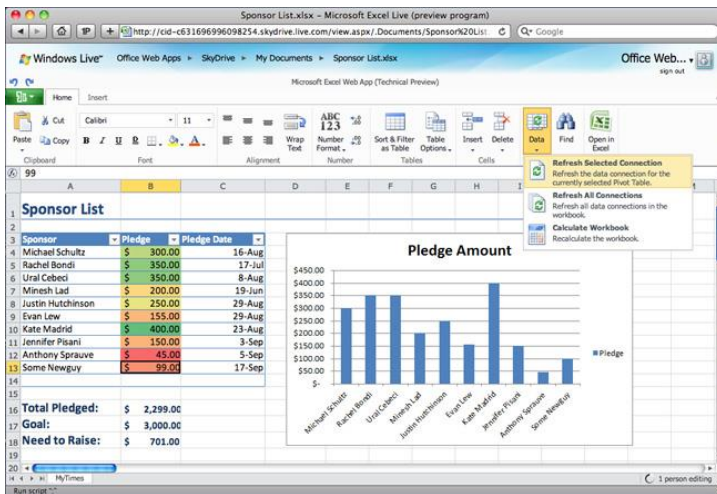
Order: 2 Constituent Listing TST1

Combine method: AND

Special list code:

ANALYZING THE DATA IN EXCEL

- Basic Analysis
- Sorting, Filtering, Pivot Tables



May 19-20, 2015

Discussion, Questions, Comments



Tom Ambler
tambler@ddi.org
support@ddi.org
317.713.2480

May 19-20, 2015