

FUNDRAISING DIRECT MAIL RFM SELECTION



Lane Services LLC
not-for-profit technology solutions

Process an Entire Appeal with a Simple Interface

Direct mail fundraisers require the ability to perform complex database segmentation so they reach out to the proper prospects or previous donors for special appeals. Based on historical recency, frequency & monetary (RFM) statistics, they assign key codes to these records and may offer special premiums to entice prospects to donate a greater amount than they had previously. In addition, it's important not to ask a previous \$10 donor for a gift in excess of \$100, or ask a \$100 donor for \$10. The application also handles prospect records from outside lists that were purchased or 'rented'. These records may be imported from either the iMIS Name or Prospect tables, for those using the Acquisition Management module. Prospect records are checked against previous donors using a match code stored in major key to minimize the possibility of duplicate mailings. Mailings are personalized and in many cases sent to an outside vendor for processing.

Direct Mail in iMIS? We Make It Easy!

By maintaining stored procedures that were used to select records for previous appeals, this application provides an organization with a user interface to:

- Process an entire appeal, from record selection to n'th naming
- Adding 'decoy' records
- Creating MAILING activities in iMIS
- Creating the export file

iMIS DIRECT MAIL FUNDRAISING SELECTION

PLEASE SELECT ACTIVITY MAILINGS TO CREATE!

- [Activity House Mailing](#)
- [Create Prospect in iMIS](#)

Please Select from Below Prospect Mailing files to process

TOTAL RECORDS: 4

Select	Mail Name	Description	Updated By	Total Record	Date Created	File Processed
Select 16	NA_ACQ	ACQ Mailing	ACQ21018_march	34012	3/18/2018	True
Select 17	NA_ACQ_MAILING	ACT Mailing	NA_PL	34012	3/20/2018	False
Select 18	NA_2018_MARCH	Acquisition Finder File Test for May 2018 Campaign	PL7_MARCH_2018	34012	3/20/2018	False
Select 20	NA_2018_ACQ	Sep 2018 ACQ Imports	NA_09_2018_ACQ	338842	10/29/2018	False

SEQN

17

Set Total

File Name

NA_ACQ_MAILING

Description

ACT Mailing

Updated By

NA_PL

Total Record

34012

Date Addedd

3/20/2018

File Numbers: ex 1.2

Dropped Mail Date

File Processed?

☐

Submit