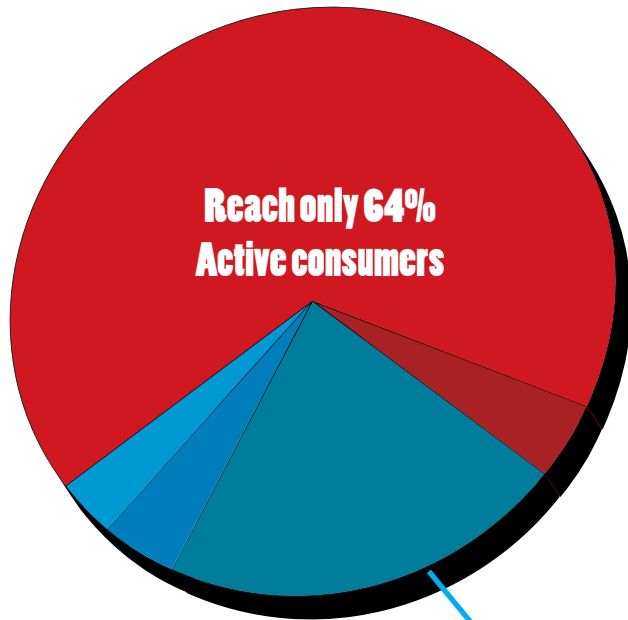


WHY REJUVENATE YOUR INACTIVE DONORS



BEFORE

3% DECEASED
2% UNDELIVERABLE 'NIXIE'
21% ECONOMICALLY INACTIVE
4% MOVED TO NEW ADDRESS
64% OPPORTUNITY TO GET A REPLY



AFTER

100% DELIVERABLE AND
100% ECONOMICALLY ACTIVE
100% OPPORTUNITY TO GET A REPLY

Expected results:

- ✓ **50-75%** of your inactive donors are refreshed!
- ✓ Mail performance to this segment improved by **25-50%**
- ✓ All for just **3¢ per record** refreshed!



Bringing you what works today!

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