

Every good fund drive begins with an accurate and comprehensive mailing list.

MAILING LISTS

If you don't have a good mailing list for your area we can guide you to local resources or provide you with a commercially available list that is almost 100% accurate. All we need from you is a list of zip codes and carrier routes for the area you want to cover. The mail list is your property and you have our guarantee of confidentiality; we will never sell your list to anyone for any reason, ever.

Our address analysis reports and Choice Plus-4 insure the most efficient mailing possible. This means a more efficient use of your money, and better results for your fund drive.

ADDRESS ANALYSIS

In one of the most valuable parts of our program, we review every address on your list to verify its deliverability. All unverified addresses (with problems noted) are supplied to you for review and correction. You may make corrections and return the list OR specify that we mail to verified addresses only. Since you pay us based ONLY on the number of addresses mailed, this can save you money!

From the smallest to the largest customer, reports are geared towards your particular needs.

RECORD KEEPING & ANALYSIS

Choice Marketing sets the industry standard in record keeping and results analysis. We will completely maintain your file including; posting donations, updating your records, additions and deletions, and unlimited file changes. We also provide address lists, statistical reports, contributors lists, and final summaries. All of our reports are provided as searchable digital files (.pdf) or may be produced on 8.5 x 11 paper.

Choice Marketing Inc. PROGRAM RESULTS ANALYSIS BY GROUP

GROUP	TOTAL RECORDS	TOTAL CONTRIBUTION	AVERAGE CONTRIBUTION	TOTAL DONATION	AVERAGE RESPONSE
MERCHISE	141	104.44	0.74	104.00	0.60
AMPHIBIOUS	4	101.17	25.29	4.00	1.00
SMALL BUSINESS	41	0	0.00	0.00	0.00
NON-RESIDENT OWNERS	14	0	0.00	0.00	0.00
LANDSCAPE	11	0	0.00	0.00	0.00
TOTAL	211	104.44	0.49	104.00	0.60

Choice Marketing Inc. PROGRAM RESULTS ANALYSIS BY GROUP

GROUP	TOTAL RECORDS	TOTAL CONTRIBUTION	AVERAGE CONTRIBUTION	TOTAL DONATION	AVERAGE RESPONSE
RESIDENTS	726	102	0.14	102.00	0.08
NON-RESIDENTS	200	0	0.00	0.00	0.00
AMPHIBIOUS	104	70	0.67	70.00	0.67
NON-RESIDENT OWNERS	122	0	0.00	0.00	0.00
LANDSCAPE	11	0	0.00	0.00	0.00
TOTAL	1164	172	0.15	172.00	0.14

Choice Marketing Inc. PROGRAM RESULTS ANALYSIS BY GROUP

GROUP	TOTAL RECORDS	TOTAL CONTRIBUTION	AVERAGE CONTRIBUTION	TOTAL DONATION	AVERAGE RESPONSE
RESIDENTS	406	700	1.72	700.00	0.17
NON-RESIDENTS	200	0	0.00	0.00	0.00
AMPHIBIOUS	21	1	0.05	1.00	0.05
TOTAL	627	701	1.12	701.00	0.17

These reports may very well be the most important part of your fund drive. If you don't know where you made money last year, how can you design a successful campaign for this year? The final reports detail all of this for you - and only Choice Marketing has them!

MAIL PREP SERVICE

We understand that manpower is a precious commodity and how time consuming a fund drive can be. So rather than sit around with your staff and waste time stuffing and licking envelopes, let Choice Marketing collate, insert, address, and sort your mailers into trays to assure that you get the lowest possible postage rates. This will give you time to do what you do best. We prepare all the necessary postage forms to insure acceptance by the post office.

Choice Marketing Inc. PROGRAM RESULTS ANALYSIS BY GROUP

AMOUNT	TOTAL CONTRIBUTION	TOTAL DONATION	PERCENTAGE
\$0.00	1	\$0.00	0.0%
\$1.00	1	\$1.00	0.1%
\$2.00	0	\$0.00	0.0%
\$3.00	1	\$3.00	0.3%
\$5.00	0	\$0.00	0.0%
\$10.00	0	\$0.00	0.0%
\$15.00	0	\$0.00	0.0%
\$20.00	0	\$0.00	0.0%
\$25.00	0	\$0.00	0.0%
\$30.00	0	\$0.00	0.0%
\$35.00	0	\$0.00	0.0%
\$40.00	0	\$0.00	0.0%
\$45.00	0	\$0.00	0.0%
\$50.00	0	\$0.00	0.0%
\$55.00	0	\$0.00	0.0%
\$60.00	0	\$0.00	0.0%
\$65.00	0	\$0.00	0.0%
\$70.00	0	\$0.00	0.0%
\$75.00	0	\$0.00	0.0%
\$80.00	0	\$0.00	0.0%
\$85.00	0	\$0.00	0.0%
\$90.00	0	\$0.00	0.0%
\$95.00	0	\$0.00	0.0%
\$100.00	0	\$0.00	0.0%
TOTAL	2	\$4.00	0.4%

Choice Marketing Inc. 2005 VS. 2002 DONATION ANALYSIS

Contributions in 2005 totaled \$100 of which \$11 were from new contributors and \$89 were from contributors who donated both this year and last year.

Below is a comparison of their contributions this year donated both this year and last year and last year donated.

GROUP	2005	2002
CONTRIBUTED THIS YEAR	76	76
CONTRIBUTED BOTH YEARS	40	40
CONTRIBUTED LAST YEAR ONLY	1	1