

Merkle Response Management Group Introduces Amy Bobrick as Vice President of Strategy



Merkle Response Management Group has announced the appointment of Amy Bobrick to the newly created position of Vice President of Strategy. In her role, Amy will lead the development of back-end solutions that leverage touch points and data gathered during donation processing to complement client fundraising strategies and improve donor retention.

Today only about a quarter of donors continue their relationship with a nonprofit after their first gift. Merkle

RMG recognizes the vital role donation processing plays in improving retention and lifetime donor value, and has created this new position to fully capture the value of insights and data derived on the back end of fundraising. As Vice President of Strategy, Amy will leverage Merkle RMG's services and visibility into donor information to develop solutions that are proven to enhance donor relationships and drive more revenue to support the missions of its clients.

"There is a wealth of data that is or can be captured on the back end of donation processing that nonprofits do not fully exploit. This represents missed opportunities for organizations to act on that information in a way that increases lifetime donor value," said Bill Sayre, President of Merkle RMG. "With Amy at Merkle RMG as Vice President of Strategy, we will create offerings that allow nonprofits to utilize this information to do a better job of retaining donors. Amy will help turn data into insights that can develop fundraising strategy in a way that complements and builds on existing donor acquisition and renewal efforts."

Amy brings nearly 10 years of experience to Merkle RMG working with nonprofits and developing direct mail, telemarketing and online fundraising strategies. Prior to joining Merkle RMG, Bobrick worked as a fundraising consultant at a variety of integrated marketing agencies. Bobrick graduated from Providence College with a Bachelor of Arts in political science and economics.

"Throughout my experience supporting nonprofits, I noticed too large an emphasis on donor acquisition and saw retention treated as a one-size-fits-all challenge," said Amy Bobrick, Vice President of Strategy, Merkle RMG. "At Merkle RMG, there's an opportunity to use valuable back end data to tackle this pervasive industry challenge. Seemingly basic information that first-time donors provide on a response can reveal valuable insight into the best next steps to build the relationship with that individual. My goal at Merkle RMG is to change how nonprofits interact with supporters to create a stronger impact on their overall missions."

Customer Service News - "An Imperfect World-Error Recovery"

Here at The Merkle Response Management Group, we strive for perfection. It is our ongoing goal to push and execute flawlessly on best practices. Being ISO certified, we are held to very high standards and rigorously audited on our execution of these processes. Checks and balances abound in every department to ensure that we get it right. All of that said, we live in an imperfect world.



This is the situation for all business everywhere. When people play a role in a process, there is a looming potential for error, despite sound processes and best efforts. Some errors feel big, others small. At the end of the day, one of the most important things any organization can do is offer exceptional Customer Service when an issue arises. In order for a business to be successful it must have a solid error recovery process.

My team of Account Managers are experts not only on Merkle processes and your account, but they are also trained experts in Customer Service. We have a culture in our department that is driven by both passion and empathy. When issues arise, we do not take them lightly. Your pain is our pain. We believe in taking a deep dive to understand the root cause of an issue so that we can deliver the most effective corrective action. Doing our part to mitigate the risk of a reoccurrence ensures that we are stronger moving forward. We are your partners and an extension of your organization as we work together in this imperfect world.

New Business



National Multiple Sclerosis Society



EARTHJUSTICE
BECAUSE THE EARTH NEEDS A GOOD LAWYER



UNITED STATES
**HOLOCAUST
MEMORIAL
MUSEUM**

USPS News

Did you know that RMG tracks the deliverability of our USPS pick up locations by placing seeds in the mail for your organization? Each month, my team selects clients and we mail from different drop off locations and then track the time it takes to receive the envelopes back at RMG. We not only track First Class mail but BRE mail as well. We are compiling months' worth of data on average deliverability time so we can help our clients make informed decisions about the postal facilities they should be working with. We believe as many of you do that the average length of deliverability absolutely has an effect on the donor experience. We want to get the acknowledgement in the mail as quickly as possible and having this type of data at your fingertips can allow us all to make USPS location decisions much easier and less time consuming than testing different locations. After collecting over twenty months of data, the average deliverability time from mail date to receipt date at RMG for the following USPS locations is below:



Baltimore MD – 4.0 days
Brentwood (DC) – 4.3 days
Merrifield VA – 4.0 days
Hagerstown MD – 3.5 days
Greencastle PA – 4.0 days

Service Spotlight – Commercial & Government Processing

While a high percentage of our business tends to focus on the non-profit industry, we also process commercial and government payments and correspondence. We have a dedicated staff that processes annually almost 2.5MM pieces of various types of:



- Real Estate taxes
- Personal taxes
- Water bills
- Business Licenses
- Environmental Citations
- Civil Citations
- Parking Citations
- Ambulance bills
- Meal taxes
- Cigarette taxes
- Transit taxes
- Utilities taxes
- DMV letters
- Registrations
- Mail/Email sign-ups for Retail promotions



In addition to depositing checks and credit card payments, we are able to provide images of all contents including correspondence and envelopes either by sending separate image files or uploading to RMG's image archival retrieval system, Arch-e. We are also able to offer secure document storage at our warehouse facility if long-term storage of hard copy documents is required.

Best Practice – Mailing/Mail Code Files

Most clients are familiar with sending us the mailing files and mail code tables. We upload to our system in order to reduce unnecessary keying and make available the search criteria in our image archive retrieval produce, Arch-e.

Once a list has been rented or selects made from your database, the mailing file is forwarded to the Mail shop/Print vendor. Our recommendation is to simultaneously send the mailing files and mail code tables to Merkle in order for us to upload and have available before the donor remit arrives. Daily, we have to put one or more client's data on hold as we wait to receive these files. The overall impact may result in delays to bank deposits, data output, acknowledgement letters and images posted to Arch-e. Our best practice is to send us the mailing files and mail code table at the same time as you would send to the Mail shop vendor.



Merkle RMG Holidays



Independence Day-
Tuesday, July 4th
Labor Day-
Monday, September 4th