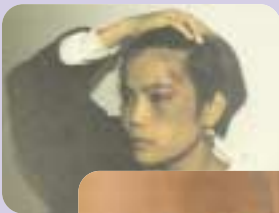




AND BUILD DONOR LOYALTY!



Imagine sending your donors a direct mail video. You can tap into the power of television by producing special fundraising videos and sending them to your donors. We've produced videos that double a donor's gift, quadruple response rates, and recruit extremely valuable monthly donors.

Donors love seeing how their gifts are invested. They love to see problems they can solve. And they'll send you much more money!

Our videos work because they give your donors a highly personal message. Our videos allow you to combine powerful images, an engaging script, and moving music to show your organization in action.

In fact, a video does everything a letter can do, but with more power. You can say much more in a video than a fundraising letter because you communicate orally and visually.

What the Experts Say

Researchers at the Wharton Business School at the University of Pennsylvania discovered that videos:

- Increase memory retention of information by 70% over printed material.
- Reduce the amount of time it takes a viewer to make a buying decision by 72% compared to print.

And that means more money for your mission!

How Can I Find Out More?

If you think TV is the medium for you but lack the resources for a TV campaign, a direct mail video may be ideal. Call 1-800-815-8565 for a free consultation or write to Harvey McKinnon Associates 3066 Arbutus Street Vancouver, British Columbia Canada V6J 3Z2.

"They have dramatically increased the size of our donor base – 700% in year one. I recommend them highly."

Tony Barrett, CFO

Marmot Recovery Foundation

"Harvey knows more about monthly donor plans than anyone else in North America."

Mal Warwick, Author

"Raising Money by Mail" and 10 other best-selling fundraising books

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Harvey McKinnon & Associates Inc.
The Direct Response Experts