

## *what we do*

- Direct Marketing
- Data Analytics
- Planned Giving (Legacy)
- Mid-Level Programs
- Tribute & In Honour Programs
- Second Gift Strategy & Donor Onboarding
- Stewardship & Retention
- Monthly Acquisition Campaigns (MAC)
- Brand Activation

## *how we do it*

- Direct Mail & Print
- Digital
- Video
- DITV/DRTV
- Telemarketing
- Email
- Social
- Out of Home
- Benchmarking & Analysis

## *how we can help you build your donor files....*

**Integrated Campaigns:** Integrated direct marketing is far easier to say than to do. We know what it takes to grow monthly/sustainer files. We think in three dimensions to ensure strategy, channels and messages work together.

**Mid-Level Programs:** We have raised millions of dollars and doubled mid-level program revenues for a number of organizations, and we feel it is the single largest area of growth for most of the organizations we work with.

**Planned Giving (Legacy):** Building relationships through legacy marketing is the most under-valued, under-utilized strategy in fundraising today. We believe that when done right, legacy enhances your relationships with your most important donor groups.

**In-House Analytics:** Data analytics and insights are part of the Blakely DNA and is one of the things we do best! Our Insights team gives us the analysis and benchmarking tools we use to develop every strategy, in-house.