

HOW TO GET YOUR NON-PROFIT ON TV!

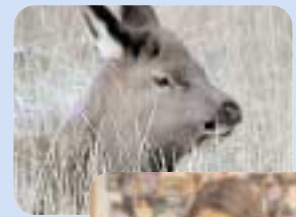


... AND MAKE A LOT OF MONEY!

While your Public Relations staff may be able to get your cause on TV for free, it won't make you much money. But using DRTV could add thousands of monthly donors to your list.

Buying time for a direct response television show (DRTV) is the best way to fundraise on TV. You can bring in millions of dollars – like many other non-profits.

Paid TV campaigns are not for everyone. But if your non-profit has TV potential, you can build long-term financial stability for your mission – and get your message to millions of television viewers.



Attracting Monthly Donors through DRTV

The secret to successful DRTV fundraising is attracting monthly donors. Donors who give month after month, year after year, will dramatically increase your organization's income and financial stability. We are North America's experts on monthly giving.

"DRTV is an excellent fundraising vehicle and a powerful outreach and education tool."

*Leslie Ackrill, Resource Manager
Interval House (Women's Shelter)*

Answer these 5 Questions

1. Do you have adequate investment to produce a high quality television show and purchase airtime?
2. Do you have a broad appeal or a significant niche market?
3. Have you got a compelling offer to make to an audience?
4. Can you tie a monthly pledge to a significant part of your work?
5. Do you have compelling stories to tell?

How Can I Find Out More?

During the Conference, you can contact Harvey McKinnon directly on his office phone at 1-604-732-4351.

After the Conference, you can reach him at the Harvey McKinnon Associates office at 1-800-815-8565. Call for a free consultation.

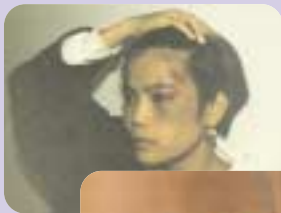
Harvey McKinnon, CFRE, is the author of Hidden Gold, the only book on monthly pledge programs. Internationally recognized experts in building monthly donor programs, Harvey McKinnon Associates have helped hundreds of U.S. and Canadian non-profits successfully launch and expand their monthly giving programs.

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Harvey McKinnon & Associates Inc.
The Direct Response Experts



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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