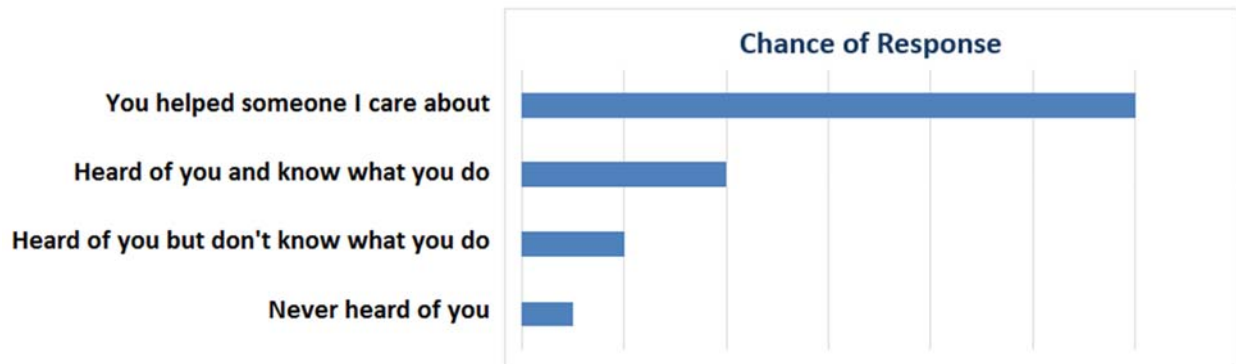


## The Five Tests for whether you will be successful acquiring donors with a rental list

### Test 1:

Are you well known in the community, in particular among those who may care about the need you meet?



### Test 2:

Do you meet a pressing need? Is your 'offer' well defined? Does it engage emotions?

### Test 3:

Are you credible? Or "do you pass the Google test"? Means that donors can find most of the following on your web site: track record, budget, performance numbers, board members, testimonials, services, staff names, phone number to call, donation button, branded transaction page.

### Test 4:

Can I match your typical donor profile to a targeted list of people who will care enough to give?

### Test 5:

Is your first time donor renewal rate above 30%? Does your first time donor stewardship process include:

- Immediate thank you letter (receipt in the footnote)?
- Immediate thank you email?
- Phone (voice mail) thank you call?
- Donor impact information by email and direct mail within 6 weeks?
- Second ask within 1-5 months?

### Examples

<b>Small Community Hospital</b>	<b>1.4%</b>
1. Well known?	yes
2. Pressing need?	no
Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially

<b>Bernie2016</b>	<b>8%</b>
1. Well known?	yes
2. Pressing need?	yes
Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	yes
5. Loyalty process?	yes

<b>YMCA Cap Camp</b>	<b>&gt;\$45000</b>
1. Well known?	yes
2. Pressing need?	yes
Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	yes
5. Loyalty process?	no

<b>Children's Medical Care Facility</b>	<b>0.4%</b>
1. Well known?	no
2. Pressing need?	no
Well defined offer?	yes
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially

<b>Oceanic Research Lab</b>	<b>0.1%</b>
1. Well known?	no
2. Pressing need?	no
Well defined offer?	no
3. Credible?	yes
4. Targeted list?	partially
5. Loyalty process?	partially