

Market & Industry -



My last newsletter of 2015 is dedicated to you, our amazing clients. As we end 2015 we are honored to serve 169 of the greatest non-profit organizations in the world. Each organization is making an impact in the world that we live in; whether it is seeking a cure for a life threatening disease, improving the quality of life for those less fortunate, giving a voice to animals in need or addressing

environmental issues that will affect future generations, you continued to pursue your mission in 2015 with passion, creativity and commitment.

33 new clients joined the Merkle RMG family in 2015. Many of them were directly referred to us by one of our existing clients. We also asked many of our clients to serve as references during the RFP process for these new clients. I want to thank our new

clients for choosing us as their donation processor and thank our existing clients who gave their support and backing as we grew our business in 2015.

When I look to 2016 and what it means for our clients, I see a year of innovation and expanded services. You will hear more about our new Sustainer Management solution in Q1. There will also be details released surrounding our Remote Deposit Capture (RDC) capability and our 2D barcode recognition. We are also focusing a tremendous amount of effort around our Contact Management services – bringing to the non-profit market solutions to help retain donors, generate donations and increase donor satisfaction.

While bringing these new services to non-profits is going to be exciting, we will not lose our focus on what has made us successful thus far – industry leading service and quality built on a solid foundation of trust and integrity. I want to thank you again for your business in 2015 and for your support as we move into 2016.

Customer Service News - Scanlines

Your organization has gone to great lengths to make tracking return mail data as useful as it can be. At Merkle, we are well equipped to intelligently read your scanline information so that this data can be passed back to you for analytical purposes used in determining the direction of future campaigns. To many organizations, this data is just as important as the money that is going into the bank. Following the proper process can help ensure that there are no unexpected costs or delays processing your work.

So what should you do to ensure we are both set up for mutual success? As soon as your file is complete (and before dropping the package), following the below guidelines will get the information to us in a secure fashion and mitigate the risk of us having live work in house without the data that we need to succeed.

- Notification email should be sent to MRSmatchbackprocessing@merkleinc.com
- Include the file name and record count
- Include location of the file if it is on an SFTP site (FTP sites are strongly discouraged for security reasons)
- Files should NOT be sent as attachments if they contain any sensitive data
 - Sensitive data - anything that would make a donor identifiable, including but not limited to name/address, credit card info, medical info, social security number, school/work info.
 - Mailcode files are typically safe to send as attachments
- Files containing sensitive data should be encrypted – we use PGP software *
 - Network/Security team can assist with set up
- Any password info should be sent in a separate email from the username, for security purposes.
- If confirmation is required, a read-receipt can be requested for confirmation. This will notify the sender when the email has been read by the recipient.

It is very important that these files are reviewed prior to sending to ensure that they are complete and accurate. Our team has a commitment of 3 days from receipt for loading of these files. When we are processing and come across invalid or missing codes, IDs etc., it causes delays and a scramble to have an updated list provided by you or your vendor. This can jeopardize your commitments and lead to additional costs for codes that need to be manually added or full name/address information to be keyed. If you have any questions around this process, please ask your Account Manager so we can all be set up to succeed!



Merkle Response in the News

Subscribe to Bill Sayre's blog: <http://merkleresponse.com/blog>

Best Practice - Document and Image Storage

Direct mail campaigns drive a huge segment of the non-profit market, and rightly so – it's relatively inexpensive, it's more likely to get seen by the intended recipient, and it can be designed in a manner that drives more donor involvement. Direct mail has been and continues to be the largest driver for non-profit donations.

Now that you have all of those direct mail responses that were returned and processed, what happens to all of that paper? A surprisingly large number of organizations still store the paper in a box somewhere – in their own warehouse, in an empty office, on a pallet at Merkle, etc. The storage process is cumbersome, and the process to store and retrieve these items is costly both in time and effort. This is where electronic conversion comes into play – keep every piece of the transaction, but store it electronically with relevant data points. This allows easy searching for a single transaction, a

group of transactions, or a members' entire donation history. With a date and at least one other piece of information (a member number, a name, an address, a donation amount, etc.) these items can be stored and retrieved in a more efficient manner.

Merkle RMG offers multiple solutions for image archive and retrieval. The data and image combination can be directly delivered to you or you can take advantage of our onsite storage coupled with a Merkle RMG –owned application, Archive, which allows for easy retrieval of those images. Beyond that, we also offer services for converting your existing historical storage. Simply provide us with a few business rules on what you want to see as the end result image and data set and we'll create a customized process to ingest and convert these items to usable electronic data.

Service Spotlight - Surveys

Most non-profit organizations utilize survey mailings as part of their direct mail campaign strategy. The Merkle Data Capture team is able to capture survey answers and free-form comments and provide the information back in various reporting and upload layouts. Some organizations have us key every response while others just want a sampling captured. The data can be provided in your standard data layout or a special separate layout including Excel. We are also able to provide survey capture on non-imaged returns including items that may already have been processed but never tallied.

New Business



USPS News

Did you know that RMG tracks the deliverability of our USPS pick up locations by placing seeds in the mail for your organizations? 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 month's 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 acknowledgment 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 seventeen months of data, the average deliverability time from mail date to receipt date at RMG for the following USPS locations is below:

Merkle RMG Holidays

New Years Day - Friday, January 1, 2016
Martin Luther King Jr. Birthday - Monday, January 18, 2016
President's Day - Monday, February 15, 2016

Baltimore MD – 4.9 days
Brentwood (DC) – 8.1 days
Merrifield VA – 7.4 days
Hagerstown MD – 5.2 days
Greencastle PA – 2.9 days