

RESPONSE SOLUTIONS

THE NONPROFIT MARKET



A brilliantly conceived and well-executed direct mail fundraising program will not achieve maximum results in the long-run if the responses received are not promptly and accurately processed according to the donors' wishes. Donors who receive timely acknowledgement of their gift and/or a quick response to their request or comment are more likely to give again and represent greater lifetime value to the organization.

That's where Merkle Response Management Group comes in. Merkle Response is a leading provider of donation processing, inbound call center, and fulfillment services to nonprofit organizations that raise funds via direct mail. The company is a division of Merkle Inc., which was founded in 1971 and today is one of the country's foremost customer relationship marketing agencies with over 1,200 employees and annual revenue of more than \$250 million.

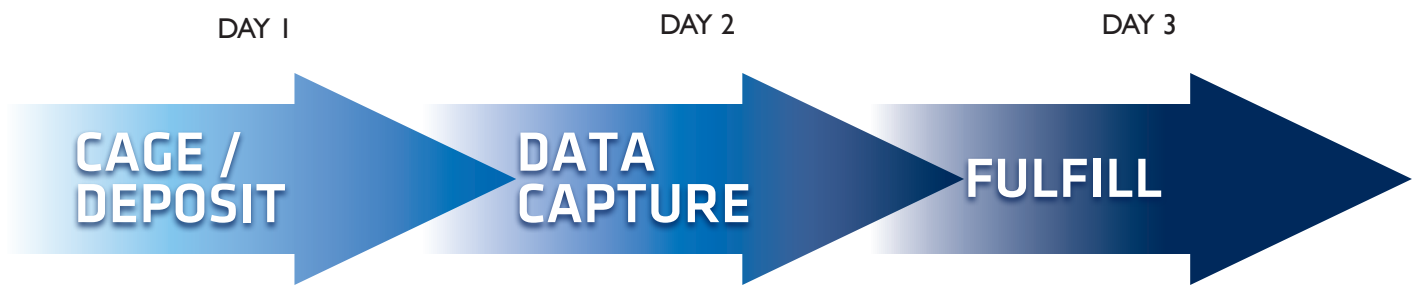
The Response Management Group was founded in 1983 and currently serves more than 168 nonprofit organizations through its 125,000 square foot facility in Hagerstown, Maryland. In 2010 Merkle Response's staff of more than 575 well-trained and dedicated employees processed 36.4 million mail responses for our clients representing more than \$5 billion in funds deposited.

Over the years Merkle Response has earned a reputation for providing exceptional response processing and fulfillment services by combining the latest technology with the skills and talents of our highly trained staff. Our "High Tech, High Touch" approach ensures speed, accuracy, efficiency and attention to detail that allows us to consistently deliver a high level of service to our clients and their donors while minimizing costs. Strong and proactive account management ensures excellent communications and the application of our best practices experience to tailor the best service solution for each client's needs.

Our Services Include:

- Secure Caging including Electronic Deposits via Check21
- PCI-compliant Credit Card Processing
- Accurate Data Capture/Scanning
- Web-based Image Archive and Retrieval
- Complete Exceptions Handling
- Personalized Daily Acknowledgments
- Fast Premium Fulfillment
- Responsive Inbound Donor Call Center
- Timely e-mail Customer Service
- Comprehensive Web Reporting

Figure 1: Donation Processing and Fulfillment Cycle Time



Fast, Accurate Processing = Funds Deposited Quickly and Increased Donor Satisfaction

Merkle Response Management Group is committed to providing exceptional quality to our clients in performance of all of our services. Our best practices include:

- Dedicated Quality Team led by our Director of Quality Assurance
- Certification to ISO 9001:2008 standards that provides a framework for quality management and continuous improvement
- Annual SAS70 Type II audit
- Certification as a Tier I processor compliant with Payment Card Industry (PCI) standards

Some of the Clients We are Proud to Serve Include:



Merkle Response has the experience, technology, facilities, staff, and commitment to excellence that drives us to provide exceptional service to our clients and their donors everyday. Let Merkle Response be a long-term partner in your success!

Contact us today at:

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