



momentum makes it happen.[™]





momentum (n): a quantity that expresses the speed of motion and direction of a mass and its resistance to slowing.

mass + speed + direction =
momentum

While the theory of momentum may seem like an abstract concept when discussing your donor file, it's a critical factor when considering how to move a donor from one place to another. Say, from unaware consumer to loyal customer...inactive donor to faithful giver...or untapped resource to unending benefactor.

Momentum is particularly useful as a marketing construct and becomes the key element in determining an organization's long-term predictable success, or ultimate failure. The ability to foretell the future comes from an agency's capability to harness Momentum and use it for their clients. It's why 150 of the world's largest and most recognized non-profits rely on Barton Cotton. Momentum is why Barton Cotton clients continue to grow.

Our team has developed an insight-driven proprietary methodology that specifically measures an organization's past, present, and future fundraising and membership effectiveness. The results support our clients in meeting their corporate goals in fundraising, marketing, and public awareness.

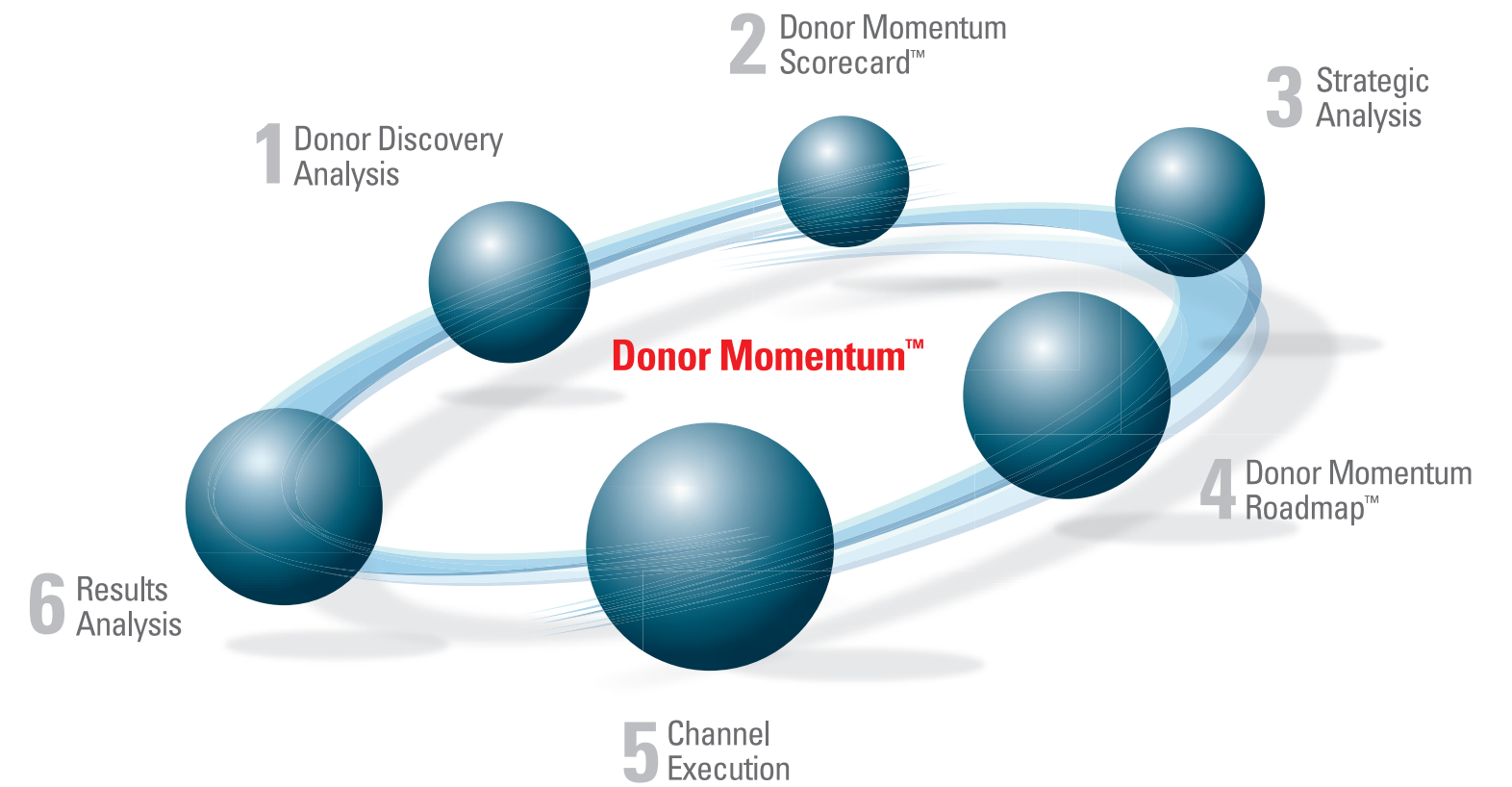
Call our success what you will...we call it **Donor Momentum™**.

donor (n): 1. a person who gives or donates. 2. a person who gives property by gift, legacy, or devise, or who confers a power of appointment. 3. supporter, contributor, sponsor, patron.





How do you reach a qualified donor? What captures their heart... their imagination...their support? Barton Cotton uses insight-driven data to build a strategic and tactical appeal that guarantees results. Giving patterns, likes and dislikes, demographics, and general information about your donor base serve our analytic, strategic, and creative teams in planning and producing campaigns that arrive at your constituency's mailbox, television set, or email-gaining a positive response.



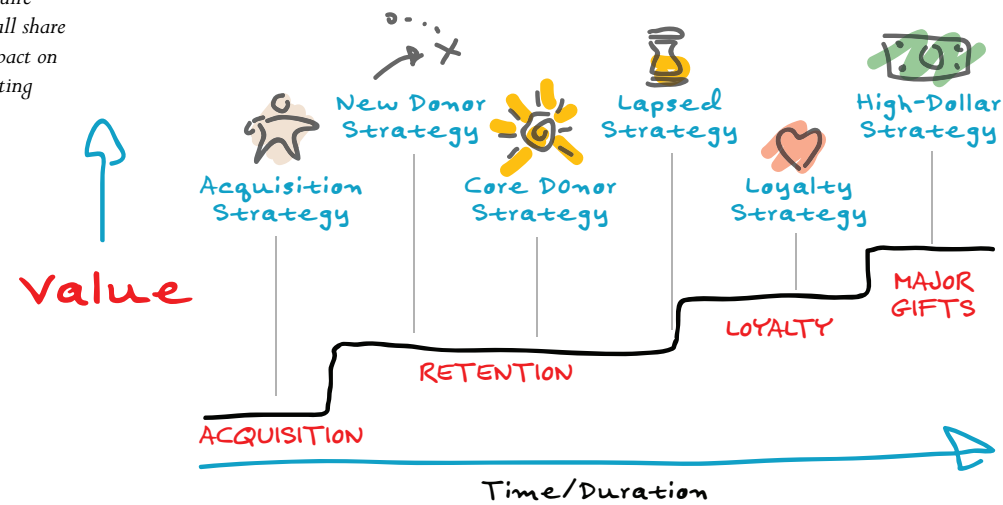
process that fosters predictability.

Barton Cotton has transformed the abstract concept of rationalizing marketing strategy into a concise and accurate, insight-driven process. This involves a set of quantitative diagnostic measures that describes the health of your organization through its donor data. Barton Cotton generates models that can accurately predict the future—the future health of your organization’s initiatives and campaigns, identifying and addressing potential shortcomings and hurdles before they arise.

test » measure » learn » apply

Barton Cotton’s distinction lies in the analysis process that leads to strategic development and ultimately creative execution. Form and function meet in order to target the right audience and deliver the most effective message to them. This approach resonates with the donor, and results in the kind of Momentum that moves a campaign forward with great velocity and success.

Different stages of the donor lifecycle require different fundraising solutions, but they all share the same goal: produce an immediate impact on an organization's bottom line, while creating and building loyalty and lifetime value.



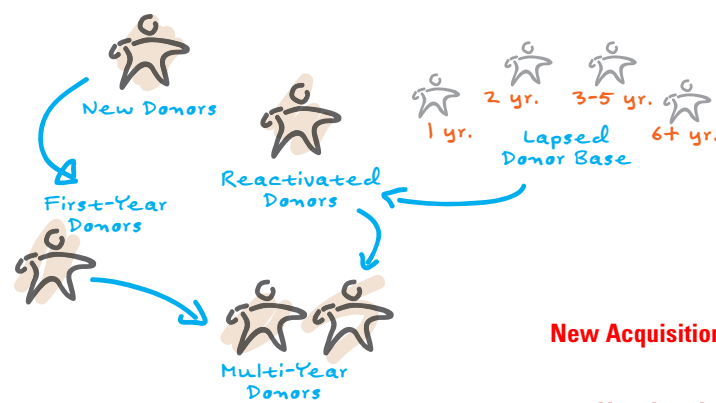
Consumers and advocates respond to passionate causes...



acquisition to loyalty— more effectively, more efficiently, more often.

Barton Cotton's ability to analyze a donor file, determine key growth factors, and design a program to foster loyalty among an audience is best represented through our analysis and strategic efforts. Our ability to determine lifecycle trends and develop a program that meets donors where they are—as well as our skill in integrating components that “grow” the donor and move them to the next level of generosity—are a tell-tale result of the process that we embrace as an agency. Our model applies to the way we execute campaigns for the nonprofit organizations that we serve. This has proven to build a sense of loyalty among donors across all forms of marketing—be it direct mail, web, television, or other media. When the right approach is present, the message rings true.

Special interest groups and organizations...



The development of new donors is a skill that every agency must master if they are to be effective for their customers. The retention of those individuals is an art—and one that Barton Cotton has perfected—through experience, talent, and the relentless pursuit of excellence.

- New Acquisition:** New donor that participates in their first financial exchange within the current campaign.
- 1st Year Loyalty:** New donor enacting a second exchange with a specified campaign.
- Multi-Year Loyalty:** Donor who participated in buying or giving in multiple years or campaigns.
- Reactivated:** Donor “recaptured,” and persuaded to engage after not having interacted financially with an organization for 13+ months.



Corporate givers consider the public perception of major gifts...



bringing donor momentum™ to the world's best-known causes.

Barton Cotton clients represent a broad spectrum of causes, and we strive to approach their respective brands with an understanding of their goals and missions, separating them into achievable objectives. Our strategy is driven by insight and produces results every time. Below, you'll find just a few of our partnerships:

- | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 Amnesty International
A worldwide movement of people who campaign for internationally recognized human rights.</p> | <p>2 American Diabetes Association
The nation's leading research, information, and advocacy organization striving to prevent and cure diabetes and to improve the lives of those affected by the disease.</p> | <p>3 World Wildlife Fund
The largest multinational conservation organization in the world, dedicated to protecting the future of nature for more than 45 years.</p> | <p>4 Veterans of Foreign Wars
Their mission is to "honor the dead by helping the living" through veteran's services, community service, national security, and a strong national defense.</p> |
| <p>5 Moose International
A venerated fraternal organization that serves those in need. Their school, Moose Heart, provides orphaned or at risk children housing and education from infancy through high school.</p> | <p>6 BoatU.S. Foundation
A leader in boating safety and environmental education and outreach, to reduce accidents/fatalities, and increase waterway stewardship.</p> | <p>7 National Railroad Museum
Enriching the lives of others by offering the American railroad experience through engaging exhibits, programs, and events since 1958.</p> | <p>8 Smithsonian
An educational and research institute established in 1846 dedicated to the increase and diffusion of knowledge.</p> |
| <p>9 Susan G. Komen
Fundraising for the world's largest and most progressive grassroots network of breast cancer survivors and activists.</p> | <p>10 Ducks Unlimited
Conserves, restores, and manages wetlands and associated habitats for waterfowl, other wildlife and people.</p> | <p>11 American Humane Association
Dedicated to the protection of children and animals through education and outreach.</p> | <p>12 American Lung Association
The oldest voluntary health organization in the U.S. founded to prevent lung disease and promote lung health.</p> |

visit www.bartoncotton.com/success for more momentum stories.

more than meets the eye.

The success that's achieved by a Barton Cotton client rests upon a solid foundation of analysis, strategy, creative, production, vision, and experience. Get to know us, and find out how your initiatives can achieve Momentum.

4 Execution

- Full-Service Account Management
- Purchasing, Printing, Lettershop
- Fulfillment
- 99% On-Time/On-Budget

3 Campaign Development

- Donor Acquisition Strategies
- Donor Renewal Strategies
- Creative & Copywriting Services
- Testing Strategies

2 Strategic Planning

- Donor Momentum Roadmap™
- Segmentation Studies
- Revenue Forecasting
- Portfolio Management

1 Analysis

- Donor Momentum Scoring™
- Performance Benchmarking
- Predictive Modeling
- Campaign Analysis

visit www.bartoncotton.com to see your goals achieved.



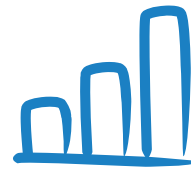
Internet and online Fundraising

The power of the internet for initiatives such as fundraising, and email marketing—in tandem with non-electronic means of marketing such as direct mail—is still largely untapped. Barton Cotton is breaking down barriers with products like email campaign strategy, HTML email design, data synchronization, and search engine marketing.



Strategic Marketing and Planning

We've identified Key Momentum Indicators™ and use them to expose, manipulate, and forecast insights. Through our Donor Momentum Scorecard™ and Donor Discovery Analysis, data tells us where to focus. Our approach includes projected results and net income, and serves as a strategic guide for your long-term fiscal planning.



Marketing Research

Barton Cotton implements advanced methods of market research to discover information about industries, target markets and their needs, competitors, market trends, member and donor satisfaction with products and services, and the like. Additionally, donor and member studies and focus groups are conducted to gain greater insight into our client's constituency base.

Analytics



Barton Cotton's Lifetime Value (LTV) analysis includes reporting to calculate effectiveness from 6 to 36 months. Additionally, our interactive reports allow organizations to segment information based on criteria such as list, list type, and gender. Our proprietary suite of results compiled over the last decade is a virtual goldmine of actionable information across all verticals.



Creative Services

High-caliber, persuasive, and strong performing advertising, design, and packaging that genuinely represent the voice of your organization and speaks directly to your constituency's passions is a hallmark of our talent. Partnered with Barton Cotton's strategic analysis, our Creative Audit process delivers campaigns that bring about positive results.



Data Solutions

Barton Cotton's complete donor management system is a web-enabled, real-time database of donor and consumer activity that captures critical information from basic contact data and provides a history of giving. With our constituent management system, data warehousing, and campaign management solutions, our capability to merge data from multiple sources into a single data warehouse provides structured methods to support strategic program analysis.



Affinity Marketing

Barton Cotton knowledge of lifestyle trends—coupled with our experience with over 35 national and international non-profit groups to create branded product lines and market them directly to their member-base and other targeted groups—has resulted in licensing programs that give organizations solid incremental income solutions.



DRTV

Barton Cotton leverages the data collected from the analysis phase to generate some of the most compelling and targeted Direct Response Television spots on the air. Our creative concept and production services create segments for effective TV campaigns that demand attention and produce results.



Public Relations

Our fundraising efforts are built on a foundation of donor awareness and a positive public perception of the good work our clients do. To that end, we offer targeted public relations strategies that support multi-channel fundraising and work to build the venerated reputations of our clients. These efforts sow the seeds of the early stages of a donor's lifecycle and continue to support its growth.



Telemarketing

Barton Cotton's integrated telemarketing program generates incremental net income through its ability to produce new donor conversion, monthly/one-time donor conversion, special appeals, upgrade requests, and lapsed donor reactivation. All of this adds up to additional profitability for organization's using this service.

Production Management



Barton Cotton operates as a full-service agency, and provides client services and production under one roof. Part of our effectiveness rests in having ultimate control over all aspects of the process, from the strategic planning phase, to concept and implementation, straight through to manufacturing and fulfillment/distribution.

Barton Cotton Services

Our large portfolio of services focuses on our client's brand equity and delivers on their brand promise through multiple channels. While there is a service for every potential need, the breadth of our talent and experience allows us the ability to customize a program for our clientele, and formulate a system that enables them to meet their specific goals. Each service considers analytic, strategic, and tactical matters as they lead toward knowledge and Momentum that carries an organization toward success. Each service carries an impact, and efforts on behalf of our customers amount to results far greater than the sum of their parts.

visit www.bartoncotton.com for an expanded list of services.

longevity, predictability, and accountability.

In Barton Cotton's 80 years, the organization has grown into a premier full-service agency serving many of the world's most well-known causes. We have brought together a diverse and talented team that enables us to offer a uniquely innovative, accountable, and integrated portfolio of services. We serve a discerning client base who value innovation and demand our unheard of level of accountability. Our value to these organizations is evidenced by a predictable impact to their respective bottom lines.

Today: The agency provides strategy, analytics, affinity marketing, products, and creative services to more than 150 national and international known clients in the United States and Canada. Our progressive perspective allows Barton Cotton to bring a more aggressive and successful approach to helping nonprofits gain Momentum and achieve their long-term goals.

*excellent creative & production
is guided by solid strategy,*



data and analysis go hand in hand,

analytics shine light upon strategy,

a team approach assures that every base is covered...

the end result compels donors to give... more, and more often.

Barton Cotton serves over 150 clients in the U.S., Canada, Mexico, and the United Kingdom with 80% of those clients having been with us for more than six years

Yesterday: Barton Cotton was founded in Baltimore in 1928. Paper rations during World War II limited the company to producing printed materials for religious groups and eventually led to the advent of boxed cards premiums as a source of fundraising for nonprofit groups. The boxed cards have grown into a classic American tradition and Barton Cotton has grown into the leading agency for furthering the mission of causes that help the world.

Tomorrow: Barton Cotton refuses to wait for the future. Our desire to implement forward-thinking strategy, insight-driven planning, and extraordinary creative push us forward, developing today what will be tomorrow's approaches to successful fundraising.

Viral email campaigns, interactive and DRTV, web-based marketing, new analytic tools and techniques...there are no boundaries that will keep Barton Cotton from gaining Donor Momentum™ for our clients. We are set apart within the industry as a result of our unique approach to "solving the problem" through revolutionary and proprietary research, and out-of-the-box thinking.

Barton Cotton is set apart within the industry as a result of a unique, revolutionary approach to successful fundraising

a call for momentum...

Barton Cotton understands donors...and we certainly understand the business of converting unexplored and underexposed audiences to faithful causes. Our work with over 150 nonprofit organizations ranging in size and mission have made us a well-rounded agency—and our breadth of knowledge across many sectors has added to our client's success. Organizations large and small, social and faith-based, in health and consumer issues, animal rights and children's advocacy have all turned to Barton Cotton to help them meet their fiscal goals. And Barton Cotton customers stay with us—there's no better evidence that we achieve what we set out to do than this gratifying result. We're humbled by their expression of confidence in our work.

www.bartoncotton.com

...a call for your momentum score™

What's your organization's Donor Momentum Score™? Where are you going? Is it the right direction? How fast will you get there? Our team of strategists will complete a data analysis that will reveal your Donor Momentum Score™—the insight you need to propel your organization forward with one phone call.

some of the causes we help
to achieve their missions...

ENVIRONMENTAL

National Geographic Society
National Geographic Society in Canada
Ducks Unlimited
Ducks Unlimited Canada
BoatU.S. Foundation for Boating Safety and Clean Water

ANIMALS

American Humane Association
American Kennel Club
United States Equestrian Federation
National Audubon Society
American Quarter Horse Association
Rocky Mountain Elk Foundation
World Wildlife Fund
Defenders of Wildlife
National Wild Turkey Federation
Buckmasters American Deer Foundation

MILITARY & FRATERNAL

Veterans of Foreign Wars
Shriners of North America
Moose Charities
Air Force Association
National Society Daughters of the American Revolution
Lions Club International Foundation

SPORTS & HOBBIES

United States Golf Association
Fly Fisherman
United States Tennis Association
US SAILING
Motorcycle Hall of Fame Museum

CHILDREN

Moose Heart
Juvenile Diabetes Research Foundation
Shriners Hospital for Children
Shriners Hospital for Children Canada

HUMANITARIAN

Amnesty International
Amnesty International USA
UNICEF Canada

FAITH-BASED

National Shrine of St. Jude
Trinity Missions
Society of the Little Flower
Salesian Missions
Missionaries of Africa

HEALTH

American Breast Cancer Foundation
American Diabetes Association
American Heart Association
American Lung Association
Foundation Fighting Blindness
Guiding Eyes for The Blind
Susan G. Komen for the Cure
Canadian Red Cross
Project HOPE

CULTURAL

Smithsonian
American Museum of Natural History
National Trust for Historic Preservation
National Railroad Museum

1405 Parker Road
Baltimore, MD 21227
Direct (410) 204-7575
Toll Free (800) 348-1102
Fax (410) 247-7224
www.bartoncotton.com

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momentum™