



**Head Office / Calgary Base**  
1441 Aviation Park NE, Box 570  
Calgary, Alberta T2E 8M7  
tel: 403-295-1811 fax: 403-274-9569

**Edmonton Base**  
City Centre Airport, Building 16  
29 Airport Road, Edmonton, Alberta T5G 0W6  
tel: 780-447-5492 fax: 780-447-5493

## Alberta Shock Trauma Air Rescue Service Foundation

stars.ca

December 13, 2005

Mr. Jay Gelb, President  
Contempo Direct  
W228 N821 Westmound Dr  
Waukesha, WI 53186  
USA

Dear Jay,

We're writing this letter to thank you for your management of the Individual Direct Mail Campaign for STARS (Alberta Shock Trauma Air Rescue Society). Never before have we seen results like we have in 2005 and we know this increased success is due to your expertise and guidance.

Our first gift arrived on May 31<sup>st</sup> and as of today, December 13<sup>th</sup>, we have achieved a **net** return of over \$973,000 from over 29,000 returns. We are ahead of last year's campaign by over \$224,000 and have received 7,500 responses more than last year. Our average gift size is over \$41. We had projected a hopeful gross goal of a million dollars. We believe that we will see this million as a **net** goal before this year ends.

Why was this campaign such a huge success when we have run similar mail label campaigns for the past 8 years? We think the answer is easy – you! What did you do for us that was so different from our previous suppliers? Well,

1. Your package was definitely superior, and we say that not just from our perspective but from the positive comments we received from our donors. The design and superior quality was something we have been unable to acquire anywhere in the past.
2. Your knowledge. Jay, your extensive background in the direct mail arena was proven over and over again. For example, you made a recommendation that we go back to our data base and approach donors who have been lapsed for 25-36 months. We argued, saying that with Alberta's mobile population most of the addresses would be invalid, we would spend too much on undeliverable mail, we wouldn't get enough bang for our buck...a million arguments. However, after your continued encouragement and the statistics you kept providing, we reluctantly agreed (although we still thought you were wrong)! Today, we received a \$10,000 cheque from a donor from that lapsed 25-36 month category and following a conversation with our Planned Giving Officer, he now wants to make STARS a beneficiary in his will! Bear in mind that this donor had only made two previous gifts to us – for a total of \$5,050. Not someone we would have identified as a planned giving prospect. We don't expect these results every time but when we see response rates for lapsed donors of 15% (13-24 months), 8% (25-36 months), 6% (37-48 months) we know

that you have the expertise we needed. 28% response rates from current donors and acquisition response rates of 2.1% to 5.8% further support our decision to work with you again next year. You also talked us into the full-file thank you, another new concept for us and one which we resisted. Obviously, the return of over \$100,000 speaks for itself. Reminder letters that return over \$300,000 – need we say more?

3. Your commitment. Your dedication to this project, Jay, was overwhelming. You met deadlines (even when we didn't), you delivered when you said you would, you adjusted the package through our many revisions, you offered guidance when we were stuck for ideas – in short you never let us down. You are truly a professional who serves your client.
4. Your unwavering patience – and goodness knows we tried it!
5. Your ability to work with other suppliers. In the initial phase of our planning, we said that we had a supplier we had used in the past who had handled our tape work. We wanted to continue to work with this data company because we have developed such a strong relationship and because we know that they understand our data needs and our system. Like you, they have gained our loyalty. Your response was to liaise with this supplier and work closely with them in order to deliver solid data. You phoned, you e-mailed, you advised (and took advice) all in order to create a seamless flow of data. This was outside of your quote but you wholeheartedly worked within our parameters and as a result, the handling of our data work was better than ever.
6. Your integrity. We made many changes for which most companies would have extra-billed. You explained what requests were outside our agreement, we understood, we still made the requests, and you did everything in your power to reduce any additional expenses. For example, you had to print additional color packages because our estimate of the number of reprints we would require was too low – your cost to us was so low we thought you'd made a mistake in your bill! Although at the various stages of the campaign, we would have been forced to pay whatever you charged, you never took advantage of the situation and instead looked for any and all alternatives to avoid charging us anything. There are few businesses these days that support their clients as you did.

If you would like prospective clients to speak to us to find out what Jay Gelb has to offer, please feel free to give them our names and information and ask them to call. We would be honored to provide any references you need.

Again Jay, our most sincere thanks for this year. You have been a pleasure to work with and we look forward to our 2006 campaign! (And, this year we won't argue so much!)

Yours truly,



Lorna I. McNeill  
Database Administrator  
e-mail – [lmcneill@stars.ca](mailto:lmcneill@stars.ca)  
Direct Line: (403) 516-3565



Chris Strawson  
Database Administrator  
[cstrawson@stars.ca](mailto:cstrawson@stars.ca)  
(403) 295-1811, ext 248

STARS Foundation  
1411 Aviation Park NE, Box 570  
Calgary, AB T2E 8M7  
Website: [www.stars.ca](http://www.stars.ca)