



www.strategic-one.com

PRESS RELEASE

Media Contact:
Lynn Howes
(714) 290-0001

Coral Ridge Ministries Hires StrategicOne for Fundraising Consultation and Business Intelligence

OVERLAND PARK, KS, December 9, 2008 – With a focus on moving to a donor centered fundraising approach, Coral Ridge Ministries has retained StrategicOne, LLC to guide the organization’s direct marketing decisions based on donor insights and analytics.

StrategicOne will provide Coral Ridge with analytical consulting, business intelligence and donor lifecycle modeling.

“We needed to understand our constituents and focus on retention of our current supporters,” stated Hector Padron, executive vice president for Coral Ridge Ministries. “Through the use of StrategicOne’s analytics and data intelligence solutions, we hope to gain efficiencies in marketing while communicating with donors based on their interests and needs.”

StrategicOne will deliver to Coral Ridge Ministries, InsightOne™, an online solution that integrates information from various datasets in order to understand each donor’s characteristics, propensities and preferences. It tracks trends, key performance indicators and campaign-specific performance and provides the details in easy to read dashboards, scorecards, graphs and pivot tables.

Along with the business intelligence solution, StrategicOne will provide analytical services that focus on optimizing existing campaigns and re-engaging lapsed donors. By using statistical modeling, StrategicOne can rank donors based upon the highest probability of response and value; rather than, mailing all donors based upon lapsed status. This results in a net savings and higher response.

“We are thrilled to be partnering with Coral Ridge Ministries,” stated Michael Rogers, CEO of StrategicOne. “In conjunction with BBS, the direct marketing agency, we will move Coral Ridge Ministries towards a donor-centered marketing approach that provides for greater net income and improved cultivation and retention of donors.”

For more information on StrategicOne, please call 913-342-9100 Ext 102.

About StrategicOne

StrategicOne, founded in 1997, is a 30-person firm with offices in Kansas City, Lincoln, NE and Denver. StrategicOne enables non-profit clients to make better marketing decisions by learning from past donor behaviors, understanding the present and anticipating the future. Such clients include: The Salvation Army, American Red Cross, Focus on the Family, Food For The Poor, and ALSAC - St. Jude Children’s Research Hospital. For more information, visit www.strategic-one.com.

About Coral Ridge Ministries

Coral Ridge Ministries, founded by Dr. D. Kennedy, brings the gospel via broadcast media to America and around the world. Their mission is three-fold: to introduce people to Jesus Christ, nurture and encourage Christians, and reform the culture by the application of biblical principles. For more information, visit www.coralridge.org.

###