
A New Strategic Alliance Combines the Benefits of Advanced Analytics with Best in Class Creative for Nonprofits

West Chicago, IL and Kansas City, KS — May 9, 2007 A new strategic partnership announced on May 1, 2007 between Douglas Shaw & Associates (DSA) of West Chicago, IL and StrategicOne (S1) of Kansas City promises to boost net revenues for a broad range of nonprofit organizations.

The dynamics of a changing environment in the fundraising arena call for a more sophisticated approach than the traditional RFM (recency, frequency, monetary) model. DSA and S1 have come together to offer a fully integrated and customized program that can be executed across all channels. The foundation of this program is built on the most advanced data analytics, cutting edge tools to gather donor insights and preferences, and best in class creative.

This new partnership combines the benefits of S1's Constituent Relationship Marketing (CRM) model with DSA's advanced capabilities at gathering in-depth, data-driven insights about its client's donors. As these insights are incorporated into content, messaging and strategy, what will result is a communications program that goes well beyond the "what your donors did or didn't do" to the "why they did or didn't do it". Working together, DSA and StrategicOne now have the ability to guide client constituents to the right marketing channel at the right time with the right message to maximize long-term donor value.

As a part of this alliance, DSA and S1 have formed a consortium designed to provide a higher level of analytic support to DSA clients at a price they can now afford. This includes CRM data warehousing, predictive modeling, strategic analysis, and performance measurement. These tools, in combination with DSA's strategic and creative expertise, will produce deeper constituent relationships for nonprofit organizations resulting in more net revenue for ministry.

Ted Pauls, DSA president, says, "Our partnership with StrategicOne is a critical component of Douglas Shaw & Associates' fundraising strategy that utilizes the latest and most advanced approaches in direct response communication and messaging. Our enhanced capabilities will allow DSA clients to focus on a personal 'one-to-one' dialogue with their donors, strengthening relations and cementing long-term giving partnerships."

Since its inception in 1994, DSA has supported its diverse client base through its Donor-Focused Strategic Marketing® platform. DSA pioneered the process of shifting clients' communications from an institutional focus to one that is focused specifically on the donor, recognizing them as vital in the saving and changing of lives. Doug Shaw, co-founder and Chairman/CEO, enthusiastically states: "Our new alliance with StrategicOne brings together

two very distinct organizations that share the same values and commitment to service. It takes our Donor-Focused Strategic Marketing® platform to a whole new level because we are now better able to understand and incorporate the donor's wants and desires into our communications in a way that makes them feel more a part of the organizations they support. We're delighted to be known for the company we keep!"

StrategicOne is a leading CRM consultancy and analytics firm that focuses on using data, analytics, strategy, and performance measurement to help its clients move from a campaign-focused view of direct marketing to a donor-centered view. Mike Rogers, StrategicOne's CEO, says, "Constituent Relationship Management, when effectively implemented, represents the next significant advancement in fundraising." Mike Plunkett, StrategicOne's Chief Operating Officer, says, "We are thrilled to have DSA as a strategic partner and to be an integrated part of their client services. We believe our CRM services combined with their donor-focused approach is the best way to appeal to constituents based on their preferences, therefore optimizing results for clients."

Douglas Shaw & Associates serves national and international nonprofit organizations, including rescue missions all over the United States, Joni & Friends, Inc., Precept Ministries International, Youth for Christ, Moody Church Media, Wycliffe Associates, Operation Mobilization, Answers in Genesis and many other organizations. For more information, call Michael Johnson at 630-562-1321 or visit www.douglasshaw.com.

StrategicOne has offices in Kansas City, KS, Lincoln, NE, and Washington, DC. Organizations that StrategicOne has had the privilege of serving include leading nonprofit clients such as The Salvation Army, Concerned Women for America, Prison Fellowship, Alliance Defense Fund, Focus on the Family, ALSAC - St. Jude Children's Research Hospital, Moody Bible Institute, and others. For more information, call Mike Plunkett at 913-342-9100 or visit www.strategic-one.com.