

# RadioActive Messenger

News and Information that matters to the Apostolate of Catholic Radio

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## Association Happenings

### Board of Directors to Meet in January

The Catholic Radio Association's Board of Directors is meeting in January 2005 to discuss the role of the CRA and its efficacy in fulfilling its mission to spread Catholic radio. The meeting will also provide an opportunity for the recent Member Surveys to be evaluated and responded to. The Board of Director elections will take place after this meeting. Please keep this meeting in your prayers. Ω

### Radio Glossary Available

Many whom the Holy Spirit calls to start Catholic radio have little or no background in the technical aspects, and equipment needs, of starting a radio station. In order to help those working in Catholic radio have a better understanding of radio terminology, the CRA has developed a Radio Glossary. This glossary defines radio equipment and also provides a list of suppliers for such equipment. To obtain a copy of the glossary, please [email the CRA](#). Ω

### Calling All Conversion Stories

The CRA is putting together a booklet of conversion stories resulting from Catholic radio. We would like this booklet to include testimonies from stations around the nation. If you have any stories to

## 2005 Conference

### Mark Your Calendars Now for the 2005 Global Catholic Radio Conference

The 2005 Global Catholic Radio Conference is co-hosted with EWTN. It is tentatively scheduled for Oct. 20-22, 2005 in Birmingham, AL.

We are honored to have the attendance of Archbishop Elden F. Curtiss, Omaha, and Bishop Robert Baker, Charleston. Both Bishops will be speaking at the conference. Please mark your calendars now. We look forward to seeing you there.Ω

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## Direct Mail Fundraising 101

### Part 3 – Housefiles and Thank You Program

By: Thomas Minarik

**NOTE:** *This is the third of a four-part series. Part I focused on the purpose of a direct mail prospect campaign. It noted the importance of properly determining one's market when obtaining lists of names to receive the donor acquisition (prospect) mailing. Part II was devoted to the direct mail package itself. This article will focus on the donor file. Please remember to send in any questions you may have regarding this series of articles, or fundraising in general.*

Your donors – or “housefile” – are your organization's “lifeblood.” They are the ones who enable you to fulfill your apostolate's mission. Never forget that the dollars generated from the *prospect* go to pay for the costs to conduct the acquisition program. However, the dollars netted from *housefile* mailings go to pay the costs to operate the apostolate. Do not neglect these people; and do not abuse them.

You should write to your donors *at least once a month*. Some organizations mail every three weeks without fail. The purpose of these letters is twofold: (1) To cement the donor's relationship with the organization; and (2) To motivate the donor to make a contribution to help fund the ministry's work.

These monthly housefile letters follow basically the same formula as a prospect appeal with the exception that there is no need to “re-sell” the donor with lots of testimonials and endorsements. Successful housefile mailings are *urgent* in tone; but not strident. And although it is important that these letters reinforce the donor's

share, please email them to [Mary Beth](#). Ω

## **Member Services**

- Ω **Station acquisition assistance** - At the member's request, the Association will help members to locate, evaluate and negotiate a station in their market. The Association also has contacts developed with multiple radio station brokers to quickly find stations that are for sale or can help members to locate and negotiate a station directly with the owner.
- Ω **Credit card processing** - The Association has developed a discounted credit card processing plan for members.
- Ω **Special events** - The Association co-hosts, with EWTN, an annual conference each year to provide members with the most up-to-date information and guidance in order to train and assist members in their apostolate.
- Ω **Newsletters/Information exchange** - The Association provides to its members a bi-monthly with information, pertinent news, and ideas relevant to Catholic broadcasting.
- Ω **Regulatory** - The Association will share with its members via its newsletter or e-mail broadcast any regulatory changes or updates of which it becomes aware.
- Ω **Resource sharing** - The Association makes known, via its newsletter, any items or abilities possessed by its members which other members may be interested in.
- Ω **Engineering/technical** - The Association will evaluate the coverage area of a station a member is seeking to purchase, and provide recommendations as to its upgrade-ability, suggested purchase price and signal enhancement. The fee for a detailed upgrade analysis is only \$300.
- Ω **Legal** - The Association has developed relationships with two attorneys practiced in FCC law, contractual work, and nonprofit corporations who offer their services to the members at significantly reduced rates.
  - Ω **Broadcast Software International (BSI) Discount** - 20% discount on all its proprietary software to

good will toward the organization, it is also vital that they get the donor emotionally involved in a particular project or issue and convince him to *do* something that will help advance the organization's agenda/cause. A common maxim of direct mail is: "People give money to fight enemies, not to win friends."

Do not lose focus on the primary purpose of a housefile letter; namely, to bring in the dollars needed to operate the apostolate. Every part of the letter should be focused on that end, including the reply. It is important to establish a personal relationship with the donor. Just as people give money to fight enemies, so people give to people - not to organizations.

Pay greater attention to donors who give \$50 or more on a regular basis than you do to your lower dollar donors. All are important. But your high-dollar donors are especially important. Send them letters in closed face envelopes and use first-class postage. Along with the envelope, the letter and reply should be personalized. If a three-way match (envelope, letter, reply) is too costly, offset the letter and personalize envelope and reply. Enclose a stamped, closed-face, pre-addressed return envelope. The more personalization you add to an appeal, the more income the package will generate. That being the case, if financially possible to use those same components for the lo-dollar donors, do so. Usually, however, non-profits cannot afford to send personalized letters to the lo-dollar donors. If yours is one such organization, send your lower dollar donors mailings in standard-window carriers and mail them at the non-profit postage rate. Enclose a colored BRE (Business Reply Envelope).

Although the Thank You Program is one of the most important elements of a successful direct mail program, it is often the most neglected. When someone makes a contribution to your organization he has, in a sense, thrown himself out of an open window. He's now floating and anxiously waiting for you to catch him. Your "thank you" letter is the safety net that catches him. It provides him with a psychological hug: "Hey, got your contribution. It arrived just in the nick of time. I put it to work right away to .... Thank you very much. Your sacrifice is not in vain. Your hard-earned dollars will be put to great use and bear much fruit. God bless you." To better appreciate this, make a \$100 contribution to an organization. See how long it is before you receive a "thank you." And note the inner anxiety you feel while awaiting acknowledgement that your contribution was received and put to work. No one wants to waste money or feel he's been taken advantage of. Your "thank you" note alleviates those worries. But to do so, it must mail *within one week* of receiving the contribution. Be sure to include a BRE along with your "thank you" note. In so doing, your "thank you" letters will generate enough income to pay the costs of the program and also provide net income for your organization. Ω

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## **Program Spotlight – Vital Signs**

### **New Program Discusses Science and Morality of Medical Issues**

Stem Cell Research. Homosexuality. Abortion. These are just some of the plethora of medical and moral issues that Catholics

members, including its cutting edge station automation system, Simian. 10% discount on all other software and hardware.

Ω **Armstrong Transmitter Corporation Discount** – 25% on the purchase of all transmitters and 20% on the purchase of all other hardware by members.

Ω **Gorman-Redlich 5% Discount and Free Shipping** – on its well-known Emergency Alert Systems (EAS) to members.

Ω **Employee Benefits** – The Association is working with a Catholic fraternal insurance company to provide tax-advantaged retirement vehicles for members.

### Contact

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are faced with today. With such controversial issues as these, it can be difficult to separate the wheat from the chaff. Questions arise from both moral and scientific perspectives.

A new radio program, “Vital Signs”, seeks to answer these questions. The program, now in its second season, is funded by a grant from Our Sunday Visitor. It is produced and aired by Ave Maria Radio and the Catholic Medical Association and is hosted by Dr. William Chavey, a professor with the University of Michigan’s Dept. of Family Medicine.

The hour-long show is in interview format, wherein guests, who are experts in their respective fields, join Dr. Chavey for discussion on a particular topic and for questions from listeners. Topics covered thus far include contraception, abortion, stem-cell research, and even a medical look at the crucifixion of Our Lord.

“Vital Signs” host Dr. Chavey, a father of seven, came up with the idea for the program through conversations with friends and time in front of the Blessed Sacrament. He wanted to create a program that would look at moral medical issues from a scientific point of view.

“Vital Signs” is unique in that it offers a learned look at timely medical issues that have deep moral implications. The show tackles each issue in light of recent research and evidence. It then applies Catholic moral teaching to the issue, and challenges listeners to action. As Ave Maria’s Michael Jones said, Dr. Chavey looks at medical issues from a scientific point of view “with Catholic lenses.” Jones believes that the program is important because it educates the laity about medical issues while also educating healthcare professionals about Catholic teaching in regards to medical concerns. Program feedback from listener call-ins and emails has been positive.

The program is available free of charge from Ave Maria Radio through ISDN line, Satellite, and CD. Ave Maria Radio is also developing a high quality web delivery. For more information contact Michael Jones at Ave Maria Radio (734-930-3167). Ω