



## CONCERNS AND ISSUES OF RENTING YOUR MAILING LIST

### **Confidentiality:**

The issues here as they relate to your donors are: a) what information will you be renting, b) who will you be renting it to and, c) for what types of offers.

a) **The only information that you will be renting are name and address.** Nothing about their giving history or donation habits will be disclosed. As far as how your donors would feel about their names being rented, I would suspect that many of them, if not all, are already on other lists, receiving and responding to direct marketing offers, and apparently enjoying it.

b) As to who will be renting your list, you determine that because you have complete control over who uses it by clearing each and every order in advance (we email or fax you a clearance form and sample mailing piece), and allowing only those marketers with tasteful offers to rent it.

c) The types of marketers who are currently using lists such as yours are other fundraisers, publishing companies, catalogers; packaged goods companies, and more, all reputable businesses.

### **Security:**

The issues here are the possible unauthorized or misuse of your list by mailers or even the computer service bureau maintaining it, and the list getting in the hands of the wrong people, especially your competitors.

One of the ways we guard against misuse by those who use your list is that we put decoy names on it (both yours and ours) that go out with each and every order. If the mailer uses your list a second time without authorization, or gives it to someone else to use, we will discover it by receiving an unauthorized piece in the mail. Let me tell you that this rarely happens, if at all, since we only rent to reputable marketers. However, as a policy to further guard against misuse, we check each potential user's prior experience in the industry and their credit history. And since you get to clear each and every order in advance, the likelihood of misuse or of one of your competitors getting their hands on your list is highly remote, especially since any potential mis-user knows they will likely get caught. The risk of unauthorized use is so high, for such marginal gain, it just virtually never happens.

If you are not set up for list rental fulfillment or prefer not to do it, we can house and maintain your file for rentals at a computer service bureau that has an excellent reputation in list rental fulfillment, using state-of-the-art hardware and software, and are completely

trustworthy. They also have an excellent security system to prevent employee misuse or theft. We've been doing business with them for quite some time now and they are the ones who maintain most of the lists that we manage.

**The Effect Of Rentals On Your Own Marketing Efforts:**

It has been widely determined through testing that renting your mailing list not only does not hurt your own promotional efforts to your donors, but in fact, even helps it. I was personally involved in several of these tests confirming this, and it appears that the more successful occurrences a customer has via direct response, the more inclined they are to respond again, and again. The fact that it doesn't hurt your existing business is the reason why there are so many lists on the rental market today, including some of the biggest companies in our business.

Companies such as: American Breast Cancer Foundation, American Express, Muscular Dystrophy Association, Wall Street Journal, to name a few readily make their customer / donor files available on a rental basis. As I mentioned, the chances are that most of your donors are already on these mailing lists, and others, receiving their promotions. The only difference is that others are getting paid for this usage and you're not.

However, we are not suggesting for a moment that if you do put your list on the market, to allow your competitors to rent it, or anyone else you do not prefer. There are so many other reputable mailers who would gladly rent your names who are not competitive with your business. The added list rental revenue is often found to help in offsetting the costs of acquisitions.

I hope this helps in alleviating some of the concerns that you may have about putting your donor mailing list on the rental market.

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