

**WHY TEAMSOPER**

With 38 years of fundraising experience in public broadcasting, including **Sr. VP Development at PBS**, Michael Soper gave up a terrific staff and big budgets for the chance to work directly with you. Soper creates customized teams of expert, experienced, independent professionals who are driven to produce "Wow!" results on every client's projects and direct marketing assignments.

**TEAMSOPER CAPABILITIES:**

"The high-touch feel, innovation, and speed of a small firm -- **AND** -- The expertise and capabilities of a much larger agency." It all flows from a hand-selected, passionate, dedicated network of nationally recognized, independent experts. TeamSoper's tested and experienced professionals are not available from any other agency or firm.

**NEW - E-MAIL & WEB MARKETING SERVICES**

- Cost-effective weekly e-newsletter creation.
- Guaranteed white listed "double opt-in" e-mail delivery.
- E-Mail list building & permission-based preferences.

**CLIENTS**

WTVI / Charlotte  
 WSKG / Binghamton  
 WITF / Harrisburg  
 SOPTV – Southern Oregon Public TV  
 NJN – New Jersey Network  
 KBDI / Denver  
 WTPV / Peoria  
 KNPB / Reno  
 Society of Women Engineers / Chicago  
 ALS Foundation / Los Angeles  
 NAACP / Baltimore  
 The Children's Inn at NIH (National Institute of Health), Bethesda  
 World Wildlife Fund – International, Gland, Switzerland

**INDUSTRY LEADERS SAY**

*"Michael B. Soper has been a leader in the public media industry for over three decades."*

*"His grasp of the tried and true methods of fundraising are unparalleled, and his knowledge of all facets of new media opportunities is equally strong. A consummate communicator, Michael always sees the big picture, and has an uncanny ability to grasp the challenges of the future, and then act on them, invariably with positive results."*

Call Michael at **435-654-5896**.

# TEAM SOPER

Your Expert Fundraising Partner



Development & Marketing Management Corporation  
 P.O. Box 40, Midway, UT 84049



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**CUTTING EDGE THINKING: w/ 38+ Years Working Knowledge**

- DTV / Analog Shut-Off Communication & Membership Strategy & Campaign, 2007
- Renewing Membership – A Case For Revising Membership Practices, 2007
- Segmented, First-Year, On-Air Acquired Renewal Strategy & Creative, 2006
- Reinventing PTV Membership, "The Soper Manifesto" 2003 (Updated 2005)
- PTV Image, Brand Resonance & Member Attitude Research, 2002

**TEAMSOPER'S CAPABILITIES & APPROACH**

- ✓ TeamSoper provides full-service direct marketing campaigns ... and we didn't mean for them to be our "best kept secret." A sample schedule is on page two.
- ✓ TeamSoper consists of highly recognized, independent professionals unavailable from any single agency or fundraising firm. Experts who would be unavailable from any single direct marketing firm or direct mail agency.
- ✓ Clients work with our most senior professionals. Our team members have experience and expertise in copywriting, creative package design, direct marketing planning & analysis, testing, printing / mailshop management, on-air & e-mail synergies, weekly e-Newsletter creation and white listed e-mail delivery.
- ✓ TeamSoper's responsiveness and speed save you time and money. When clients need it, TeamSoper has produced and mailed acquisition campaigns in as little as 23 working days and special appeals in as few as 18 working days. One lapsed campaign was launched and completed within the 32 days remaining in a client's fiscal year.
- ✓ TeamSoper's approach is client focused and results driven, adding donors / members / supporters and increasing net income.

**MOST REQUESTED DIRECT MARKETING SERVICES**

**DIRECT MAIL - SPECIAL / ADDITIONAL GIFT APPEALS & ACQUISITION:** Abandon "cookie cutter copy." Now you can speak to your potential members, current and past supporters, donors, and members, in your market, about your organization. We don't hold clients' hostage. If we lose your business, you retain use of the creative.

**DIRECT MARKETING – ACQUISITION & LAPSED MEMBER CAMPAIGNS:** Testing, analysis, and refinement are the key's to TeamSoper's acquisition packages – from the "PTV Secrets" package to our new one-page, highly-personalized format. TeamSoper's phone and mail lapsed member campaigns regularly produce net income and increase a client's active membership by 6% to 8% in as little as 30-days.

**NEW DIRECT MAIL CREATIVE:** Given changes in pledgers / members, executives are turning to TeamSoper for an update of all membership direct marketing creative.

**MAJOR & MID-LEVEL GIVING & BEQUEST SOCIETIES:** TeamSoper provides nonprofits with customized communications that urges your supporters to include a gift to your organization in their Will and your staff to maintain ongoing contact that recognizes supporters' commitment and strengthens their relationship with your institution.

**NON-PLEDGE NAME CAPTURE, CULTIVATION & SOLICITATION:** Clients seeking to reduce days of on-air pledge, now have an alternative – build your own direct mail file.

**TYPICAL MAIL SCHEDULE**

- **ACQUISITION / PROSPECT**
  - January / February
  - May
  - Mid-October / November
- **LAPSED / REACTIVATION**
  - January Reactivation Campaign
  - Lapsed segments in acquisition
  - Lapsed segments in add gifts
- **ADDITIONAL / SPECIAL GIFTS**
  - January
  - May
  - September
  - November
- **RENEWAL / UPGRADE-MONTHLY**
- **ACKNOWLEDGEMENT**  
Frequency depends on volume.
- **OTHER DIRECT MAIL CAMPAIGNS**
  - Midlevel Giving Societies
  - Capital Needs Appeals
  - Program Fund Appeals
  - Sustainer / Monthly Giving
  - Bequest / Recognition Circles

**WHAT OUR CLIENTS SAY:**

"I have to say that the sessions with Michael were among the most practical, energizing, efficient, and productive of all the consultants we've had."

"I knew we needed help. In two months, TeamSoper's lapsed member campaign increased active members by 11%."

"Michael has great energy and enthusiasm which becomes infectious ...much more helpful & energetic than \_\_\_ [other consultants]\_\_\_."

"TeamSoper has produced & mailed our acquisition campaigns in 23 working days and our add gift in 18 days."

"Soper won't be satisfied meeting his contractual obligations – he's committed to your institution's success."

"TeamSoper's copywriting produced a record-breaking additional / special gift appeal – still the best ever after 10 years."

"Comprehensive. Addressed all issues brought to the table. He didn't allow silly stuff to be kicked around long. No one felt silly for having said anything."

"Focus on NET revenue, not "cash at any cost."

"Michael's method is to help you think through your own particular problems and find practical things you can actually do to make improvements."

"Michael positioned himself as a part of OUR team approach to solve problems. It was easy to feel that Michael was WITH us and not FOR us."

**TEAMSOPER HIGH LEVEL PERSONALIZATION:** The technology exists. Now there are research-based, permission-given personal preferences that build conversations through personalized direct mail, e-mail, and internet personal landing pages. Ask us about it!

**NEW - TEAMSOPER ACKNOWLEDGEMENT PACKAGE:** Thank your members as they've never been thanked before! Reinforce members' decisions to give; Cultivate their next gift; Identify individual member's motivations to give; Allow donors to share their enthusiasm for your programming; Unlock new web-based news and features just for members, including invitations to preview parties, studio tours and more, and; Use new graphic elements to remind members' when it's time to renew.

**MOST REQUESTED PROFESSIONAL CONSULTING SERVICES****JOINT FUNDRAISING REVIEWS:**

During a day and one-half series of on-site meetings, assist management & fundraising professionals to identify areas of development success and those for improvement. For example, "How can you increase file size?" "What can be done to increase renewal / retention?" Action plans are produced with an intensive focus on success measures. Let TeamSoper and your staff celebrate that "what gets measured, gets done!"

**RESPONSE RATE ANALYSIS, NET INCOME, MEMBERSHIP BUDGETING & CASH**

**FLOW PROJECTIONS:** Develop membership revenue and expense budgets that focus on net income and are based on actual response rates and average gifts. The result is a cash-flow forecast that fits perfectly into an organization's overall budget process.

**NEW - E-MAIL & WEB MARKETING SERVICES**

- **COST-EFFECTIVE WEEKLY E-NEWSLETTER CREATION.**
- **GUARANTEED WHITELISTED "DOUBLE OPT-IN" E-MAIL DELIVERY.**
- **COLLECT PERMISSION-BASED PREFERENCES.**
- **"FORWARD TO A FRIEND" ADDS VIRAL ELEMENT AND GROWS YOUR LISTS**
- **ADD EASY NEWSLETTER SIGN-UP FORMS TO YOUR WEBSITE.**

**MICHAEL B. SOPER: EXPERTISE & EXPERIENCE:**

President & CEO, TEAMSOPER / Development & Marketing Management Corporation, July'94 to Present. Left WETA to create Parents Active in Children's Education (PACE). Selected to assist the NAACP under a Ford Foundation grant. Grew to become a full-service direct marketing agency with clients worldwide, with a specific focus on public television and public radio stations. Soper's previous experience includes:

Senior Vice President, Development & Marketing, WETA / Channel 26 / FM 91, Washington, DC. March'92 to June'94. Responsibilities included all fundraising, including: \$12 million (60%) of the operating budget, \$10 million / year in national production funds & a \$20 million capital campaign.

Senior Vice President, Development, Public Broadcasting Service, Alexandria, VA 22314 June'78 to February '92. Soper managed all fundraising support services supplied to PBS member stations, including the development of the "**TV Worth Watching ... TV Worth Paying For**" and "**Funded by the Annual Financial Support of Viewers Like You**" campaigns and themes which continue to be some of the most successful in the industry's history.

Annual evaluations by PBS member stations rated services and teams under Soper's leadership as providing outstanding customer service, focused on those areas of greatest importance to the financial success of the stations. He was formally rated by his employees as superior in team building, strategic planning, research, consulting, improving customer service, motivational and public speaking, and successful large-scale conferences / meetings.

In 1991, he assembled an industry-wide panel of fourteen top Board members from three national public TV organizations to recommend specific strategies for the financial support of public television. Titled, "**Funding The Vision**," the report is still used by PBS stations nationwide.

Soper is the creator of the "**PTV Partners**" – an e-mail-based cultivation, engagement, and solicitation program for public broadcasting stations. He has also authored articles on "Revenue Centered Thinking ©," change and transition management. He has completed post-graduate study in: "Research Methods," "Marketing The Non-Profit Organization," Time Management, Selling & Social Styles, Direct Marketing Methods, Major Gift Cultivation & Solicitation, and two Tom Peters' Leadership SKUNK CAMPS.

