



Clean Up On
Aisle Five.

TRIPLE

MICHAEL SCARN IN

THREAT LEVEL MIDNIGHT

GREAT SCOTT FILMS INTERNATIONAL PRESENTS

A MICHAEL SCARN FILM "THREAT LEVEL MIDNIGHT" STARRING MICHAEL SCOTT, JIM HALPERT, DWIGHT SCHRUTE

ALSO STARRING DARRYL PHILBIN AND JAN LEVINSON VISUAL EFFECTS BY PAM BEESLEY MUSIC BY ANDY BERNARD WRITTEN BY MICHAEL SCOTT

EXECUTIVE PRODUCERS DUNDER MIFFLIN PAPER COMPANY PRODUCED AND DIRECTED BY MICHAEL SCOTT



PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

TRIPLE THREAT CASE STUDY



***MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS***

YOUR HOSTS

Kelly Leech (Jasmine Windsong)

Kelly@carolenters.com

Bryan Evangelista (Michael Scarn)

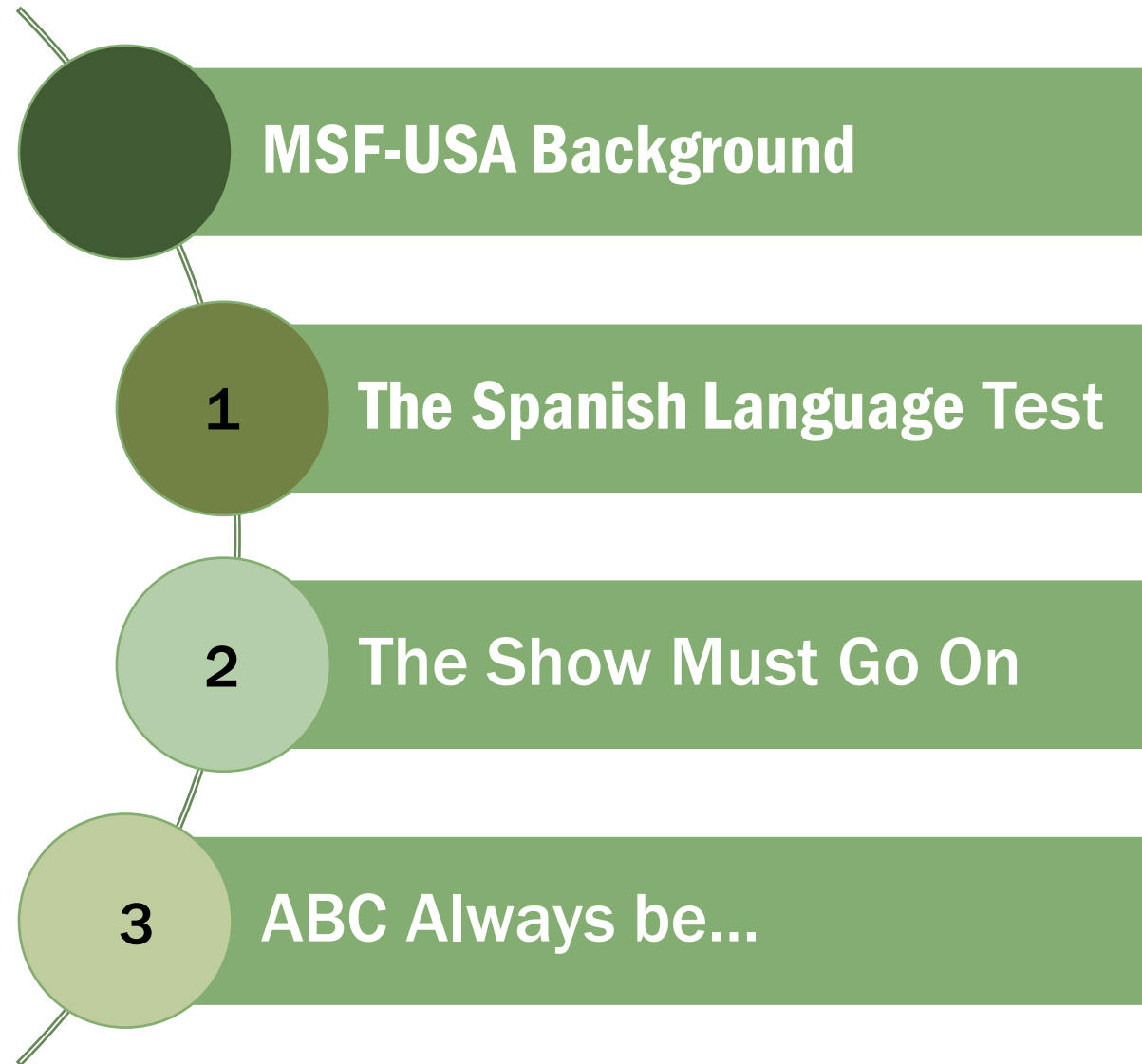
BEvangelista@lautmandc.com

Andrew Giffen (Samuel)

Andrew@carolenters.com



WHAT WE'LL COVER



ABOUT MSF-USA



Médecins Sans Frontières (MSF-USA), commonly referred to as Doctors Without Borders, works in over 70 countries providing lifesaving medical care to victims of conflict, natural disasters, epidemics and healthcare exclusion.

With a donor file size of 800,000+, massive Acquisition efforts to recruit donors are necessary to stem attrition and raise critical funds to help save lives around the world.

MSF'S ACQUISITION PHILOSOPHY



Data driven



Efficient



Balance between quantity and quality



Omni-channel



Adheres to MSF brand and style guidelines



Positive and focused on MSF's lifesaving impact

A QUICK SNAPSHOT – ACQUISITION MAIL



January	Domestic
February	Overseas
March	Overseas
April	Domestic
May	Overseas
June	Domestic
July	Overseas
August	Domestic
September	Overseas
October	Domestic
November	Overseas
November/December	Domestic

- 4 CO-CONTROLS (TOTE + PEN, MULTIPURPOSE PEN, MATCHING GIFT, URGENT GRAM)
- SEASONAL VERSION OF MULTIS CONTROL (SLIP AND SUPPORTER CARD)
- MULTIPLE CONTROLS STAVES OFF DONOR FATIGUE, AND ALLOWS MSF TO EXPAND INTO VARIOUS MARKETS
- MSF'S "EGGS" AREN'T ALL IN ONE BASKET

OVERSEAS CONTROL PACKAGES

Tote + Pen

Shared components

Multi-Purpose Pen



MATCHING GIFT FORM

YES, I want to multiply the impact of my gift. I've enclosed my contribution of \$35 to help deliver lifesaving medical care where it's needed most.

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036

Your Gift: \$35
Matching Funds: \$105
Total: \$140

MATCHING GIFT FORM

YES, I want to multiply the impact of my gift. I've enclosed my contribution of \$75 to help deliver lifesaving medical care where it's needed most.

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036

Your Gift: \$75
Matching Funds: \$225
Total: \$300

MATCHING GIFT FORM

YES, I want to multiply the impact of my gift. I've enclosed my contribution of \$200 to help deliver lifesaving medical care where it's needed most.

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036

Your Gift: \$200
Matching Funds: \$600
Total: \$800

MATCHING GIFT FORM

YES, I want to multiply the impact of my gift. I've enclosed my most generous contribution to help deliver lifesaving medical care where it's needed most.

Chris Q. Sample
Company Name

Your Gift: \$
Matching Funds: \$
Total: \$

YOUR SUPPORT HELPS SAVE LIVES.

Without Borders Worldwide Medical Activities



How to use your multi-function pen light:

- The light is operated by the black switch on the reverse side of the pen from the Doctors Without Borders logo.
- To use the pen, pull the top cap off above the silver ring.
- To access both screwdriver heads, pull the bottom cap off. To switch between them, pull the screwdriver head from the pen. Flip it over, and reinsert.

Please send your gift today to support our lifesaving work, or give immediately at doctorswithoutborders.org/2xmatch.

8000 15TH FLOOR | NEW YORK, NY 10006

4X MATCH for LongSampleName!
Help reach people in need with lifesaving care.

NONPROFIT ORG. U.S. POSTAGE PAID. DOCTORS WITHOUT BORDERS

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 515 HAGERSTOWN MD

POSTAGE WILL BE PAID BY ADDRESSEE

DOCTORS WITHOUT BORDERS
MEDECINS SANS FRONTIERES
PO BOX 5023
HAGERSTOWN MD 21741-9802

DOCTORS WITHOUT BORDERS/MEDECINS SANS FRONTIERES
AVRIL BENOIT
Executive Director

Dear Friend,

Natural disasters, violent armed conflict, disease outbreaks and pandemics, life-threatening malnutrition. Desperate situations like these leave people with nowhere else to turn. This is where Doctors Without Borders—and you—come in. Every day, our teams deliver emergency medical care around the world. With new crises and challenges arising constantly, we need the support of caring people like you more than ever.

That's why I'm thrilled to share that right now, your impact will be instantly doubled thanks to a matching grant funded by a group of our passionate supporters.

They understand the critical role that friends like you play in our lifesaving work and are urging you to join Doctors Without Borders today. Any contribution you send will be matched dollar for dollar up to \$100,000.

Please, don't miss this special opportunity.

ALL YOU TO SAVE LIVES by sending your generous gift in the enclosed envelope or give online at doctorswithoutborders.org/2xmatch to have it matched immediately. Thank you!

Sincerely,
Avril Benoit
Avril Benoit
Executive Director
Doctors Without Borders USA

4X Match Offer Enclosed

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036



DOMESTIC CONTROL PACKAGES

Matching Gift

MATCHING GIFT CONTRIBUTION FORM

Yes, I want to take advantage of this matching gift opportunity. Please double my tax-deductible contribution of:

- \$35 becomes \$70 \$200 becomes \$400
 \$75 becomes \$150 \$_____ becomes twice as much

To give online, visit doctorswithoutborders.org/2xmatch



Gifts will be matched dollar for dollar up to \$100,000!

Please make your check payable to Doctors Without Borders USA. TO CHARGE YOUR GIFT, SEE OTHER SIDE. Detach and return this reply slip with your gift. Thank you for your support.



"Every time I go on a Doctors Without Borders assignment, I'm amazed at the resources we can bring to the field—in really austere environments—to create a lifesaving project. Every dollar our supporters donate can make a huge difference in saving a life."

—Dr. David Elliott, Doctors Without Borders Surgeon

YOUR SUPPORT HELPS SAVE LIVES.

Doctors Without Borders Worldwide Medical Activities

16,272,300 Outpatient consultations	1,214,100 Patients admitted	295,300 Births assisted, including Cesarean sections	118,100 Major surgical interventions	3,200,100 Routine vaccinations
4,268,600 Cases of malaria treated	1,422,600 Emergency room admissions	425,500 Individual mental health consultations	205,100 Outpatient consultations for diabetes	438,100 Children admitted to outpatient feeding programs

These figures are from 2022, the most recent year for which global figures are available.

Conditions are the worst because we're needed most.



Dear Friend,

About two o'clock in the morning I hear a knock on the door. It's the night guard from our hospital. He tells me there is a woman in trouble and I'm needed back in surgery.



Doctors Without Borders surgeon Dr. David Kanyanya operates on a patient.

It's monsoon season in the Republic of the Congo and we're driving through a huge rainstorm. As soon as we arrive, I see the woman, talk to the midwife, and realize that without an immediate C-section, the patient and her baby are going to die.

We lay the patient down and prep her belly. I make the incision and, suddenly, the lights go out. It's pitch black and the power doesn't come back on.

Here I am. Two lives in front of me. All I can hear is the rain on the roof, and I am feeling totally helpless. I don't know what I am going to do. After what seems like forever, a light appears at the head of the bed. It's the anesthesiologist, who has opened up a laryngoscope to light my way.



Awarded the 1999 Nobel Peace Prize

40 Rector Street, 16th Floor
New York, NY 10006
(800) 392-0292

Double the Power of Your Generosity

Any gift you send in the next 30 days will be instantly matched to make twice the difference! Give now at doctorswithoutborders.org/2xmatch

Dear Friend,

Even in the most difficult situations, hope can overcome despair.

That's not just wishful thinking—it's the daily experience of nearly 68,000 doctors, nurses, and other medical humanitarian experts who deliver lifesaving emergency care to people in crises.

From the war in Ukraine to the devastating earthquakes in Turkey and Syria, our emergency medical teams work around the clock to save lives.

But for every crisis making headlines, there are many more around the world that don't make the news. Natural disasters. Disease outbreaks. Armed conflict. Situations that trap people in desperate circumstances and leave them with nowhere else to turn. They are counting on us. And we are counting on you.

We can do it for you. Will you match?

When you match:

Any contribution of \$100,000. Please

Here are just a few ways you can help:

- When we're in the aftermath of a disaster, we need people at the scene to help with the relief effort.



40 Rector Street, 16th Floor
New York, NY 10006

FPO NP Stamp

Match Offer Enclosed

Chris Q. Sample
Company Name



Urgent Gram

Emergency Update for Jane



Awarded the 1999 Nobel Peace Prize

40 Rector Street, 16th Floor
New York, NY 10006
Tel: (800) 392-0292
Web: doctorswithoutborders.org

URGENT

January 3, 2024

Dear Jane,

During an emergency, mere minutes can mean the difference between life and death.

When catastrophic earthquakes struck southeast Turkey, Doctors Without Borders teams mobilized an emergency response.

Compassionate people like you made it possible for us to care to survivors in the immediate aftermath of the crisis.

I'm reaching out to you because we need your support now, your impact will be instantly doubled. Thank you for your passionate support, any contribution you send will be matched.

As you read this, Doctors Without Borders teams—medical professionals, and other staff—are delivering emergency care. Sending your gift right now, you'll help us save lives in the most dire of circumstances.

In the wake of conflict in Sudan, our staff are treating the wounded at South Hospital in El Fasher, North Darfur, now under military control.

Amid widespread flooding in Pakistan, our teams are setting up mobile clinics, and distributed by hand.

We can do this work because we are a fiercely independent organization. We're relied largely on individuals like you—not on government.

Will you join us? When you do, your gift will be matched. Your gift will be lifesaving impact. I hope you'll choose to act now to help us save lives.

With gratitude,

Avril Benoit

Avril Benoit
Executive Director
Doctors Without Borders USA

P.S. Any donation you make today will be doubled to help us reach those in need of emergency medical care. Please send your gift today.

NON-PROFIT ORG.
US POSTAGE
PAID
DOCTORS WITHOUT BORDERS

URGENT
IMMEDIATE RESPONSE REQUESTED

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 879 HAGERSTOWN MD
POSTAGE WILL BE PAID BY ADDRESSEE

DOCTORS WITHOUT BORDERS
MEDECINS SANS FRONTIERES
PO BOX 5023
HAGERSTOWN MD 21741-9802



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 879 HAGERSTOWN MD
POSTAGE WILL BE PAID BY ADDRESSEE

DOCTORS WITHOUT BORDERS
MEDECINS SANS FRONTIERES
PO BOX 5023
HAGERSTOWN MD 21741-9802

POSTAGE WILL BE PAID BY ADDRESSEE
NECESSARY IF MAILED IN THE UNITED STATES



compassion without borders health without borders act without borders care without borders
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 health without borders act without borders care without borders compassion without borders
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 compassion without borders health without borders act without borders care

THE SPANISH LANGUAGE TEST



SPANISH LANGUAGE TESTING

OBJECTIVE/DIRECTIVE

- Diversify Donor File
- Expand List Market
- Maximize Learnings
- Limit Risk (start with domestic)

Packages & Quantities Sketch

Matching Gift Spanish Lists (English Control) = 50,000

Matching Gift Spanish Lists (Spanish Test) = 50,000

Urgent Gram Spanish Lists (English Control) = 50,000

Urgent Gram Spanish Lists (Spanish Test) = 50,000



Oferta de igualación adjunta

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036



Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036



URGENTE
SE SOLICITA RESPUESTA
INMEDIATA

WUT?



SPANISH LANGUAGE TESTING

CHALLENGES & CONCERNS

- Narrow universes/ limited scalability
- Available data sources would not ordinarily meet program standards (e.g. compiled; low-dollar; lower-tier within models)
- Ethnicity does not mean preferred language
- Lack of channel integration or prior learnings to leverage
- No established post-join communication pathway

- ASPIRA ASSOCIATION
- CHICANO CENTER FOR THE USA
- GRASSROOTS LEADERSHIP
- HISPANIC AMERICAN COMMUNITY ACTION EDUCATION SERVICES (HCAES)
- HISTORIC HERITAGE FOUNDATION
- HISPANIC INSTITUTE
- HISPANIC LEADERSHIP FUND

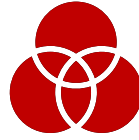
- LATINO VICTORY FUND PAC
- LCLAA
- MALDEN
- NALE
- NATIONAL ALLIANCE FOR HISPANIC HEALTH
- NHMCO NATIONAL HISPANIC MEDIA COALITION
- UNIDOS (FORMERLY NATIONAL COUNCIL OF LA RAZA)
- UNITED
- VOTO LATINO



Devotional/
Relief



Publications



Co-ops



Health



Compiled

List Approach

SPANISH LANGUAGE TESTING

SPANISH LANGUAGE TESTING

Results

Test (Spanish) v. Control (English)

Response Index **0.66**

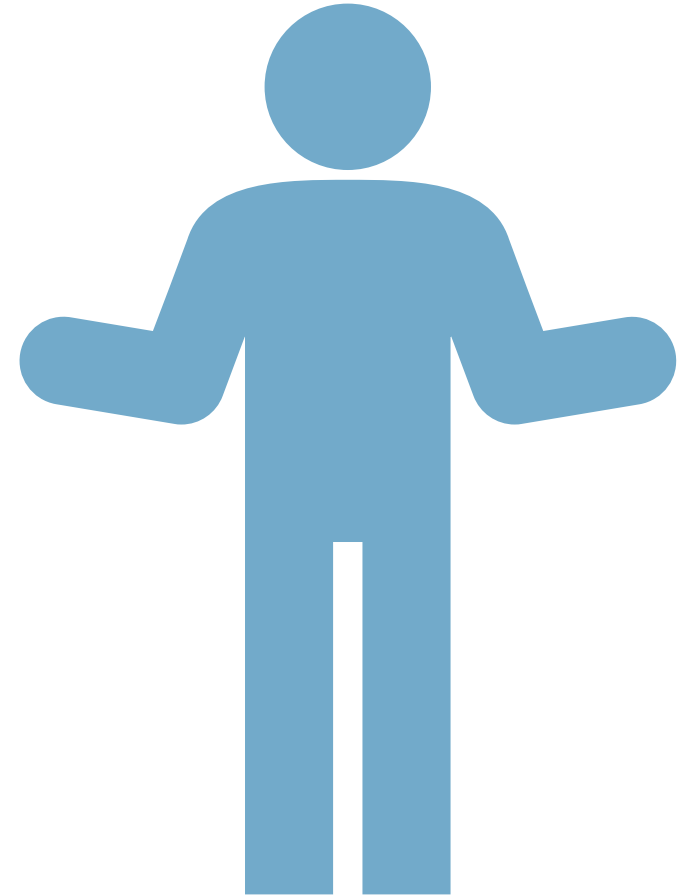
Revenue Index **0.58**

Response Index Compared to Rest
of the Campaign...

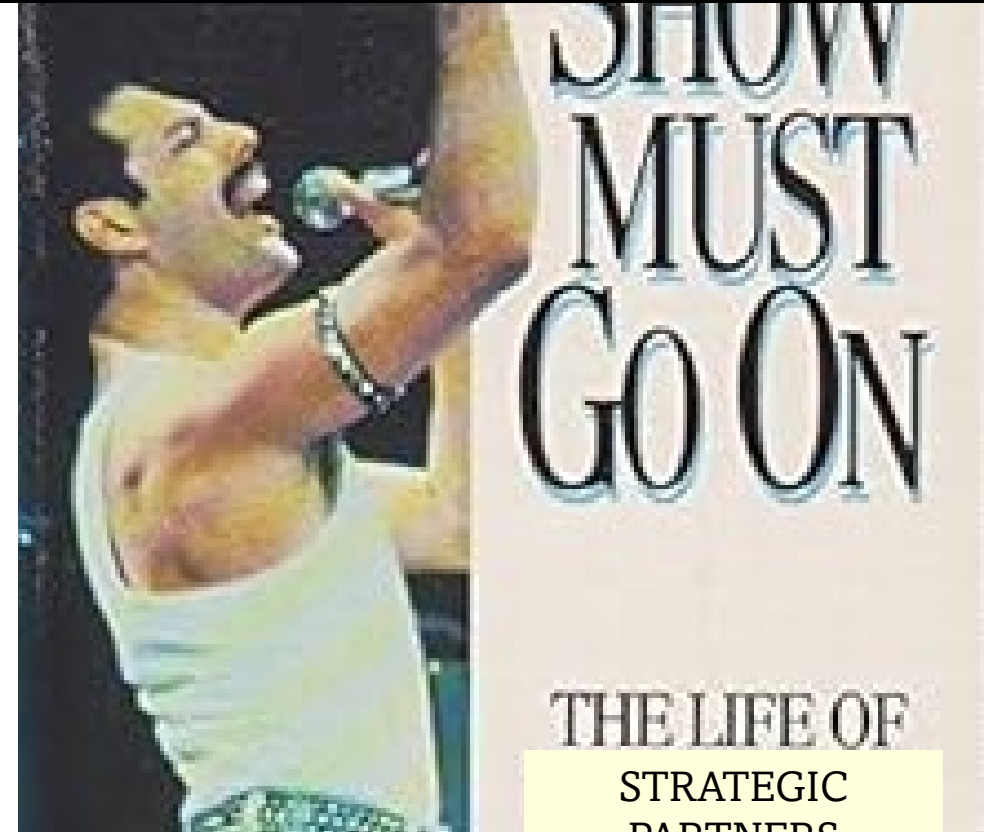
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NOW WHAT?



THE SHOW MUST GO ON

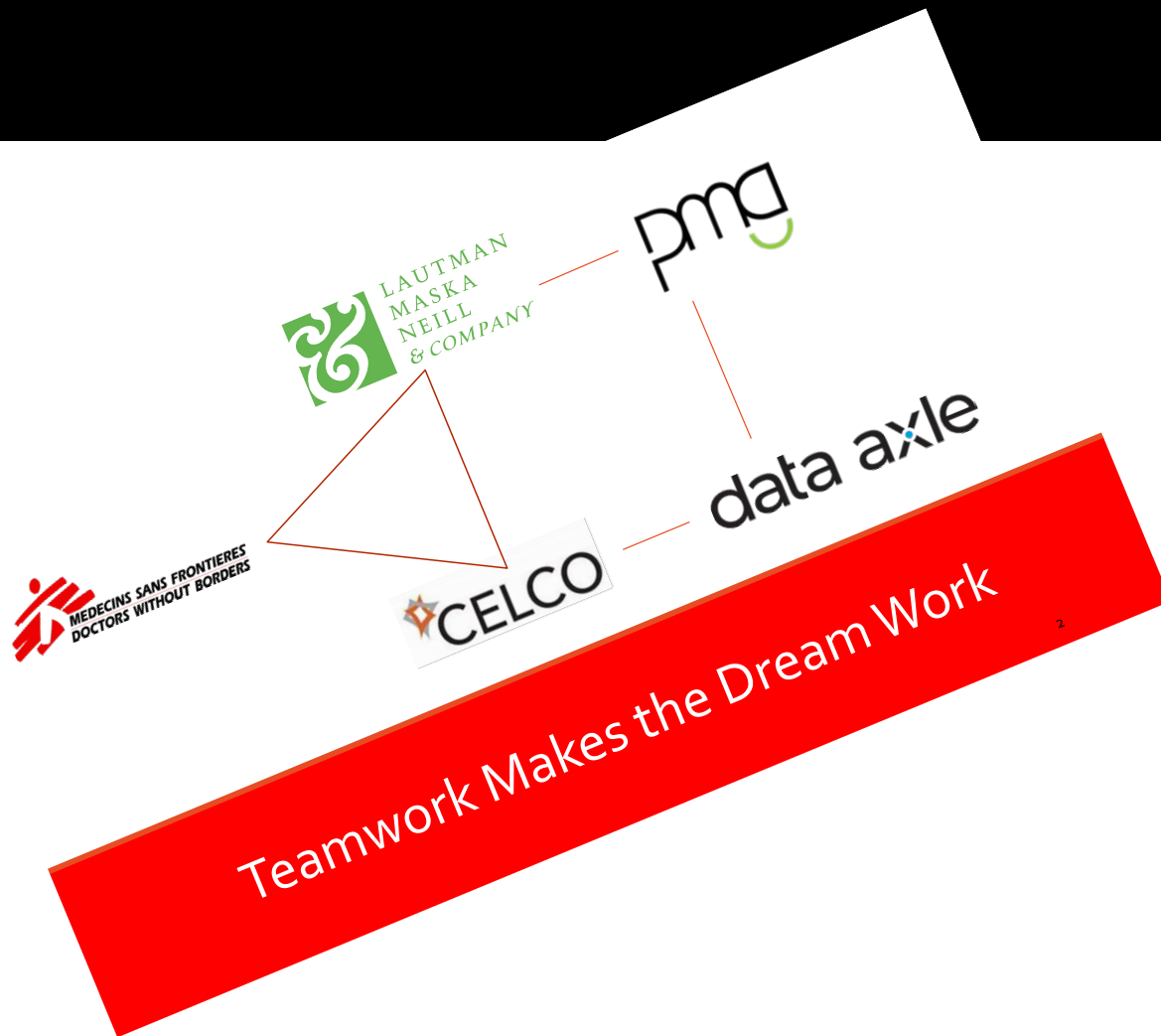




**CAN
ANYONE
RELATE TO
THIS?**



THE SHOW MUST GO ON



As leadership, teams and organizational priorities evolve, with their deep institutional knowledge about the program and channel, the program's strategic partners have been called upon to educate new and long-tenured staff alike.

THE SHOW MUST GO ON

Recent conversations have educated new and long-tenured staff on the following areas.

%Resp.	Avg. Gift	Rev/Piece
0.52%	\$38.16	\$0.19
0.81%	\$26.96	\$0.22
0.18%	\$26.96	\$0.23
0.43%	\$37.13	\$0.15
0.62%	\$49.14	\$0.31

Role of DM Acquisition Program

Creative Controls and Pipeline

Target Audiences and List Sources

Performance Benchmarks and Time to Break-even

How MSF-USA Compares to Others

Opportunities

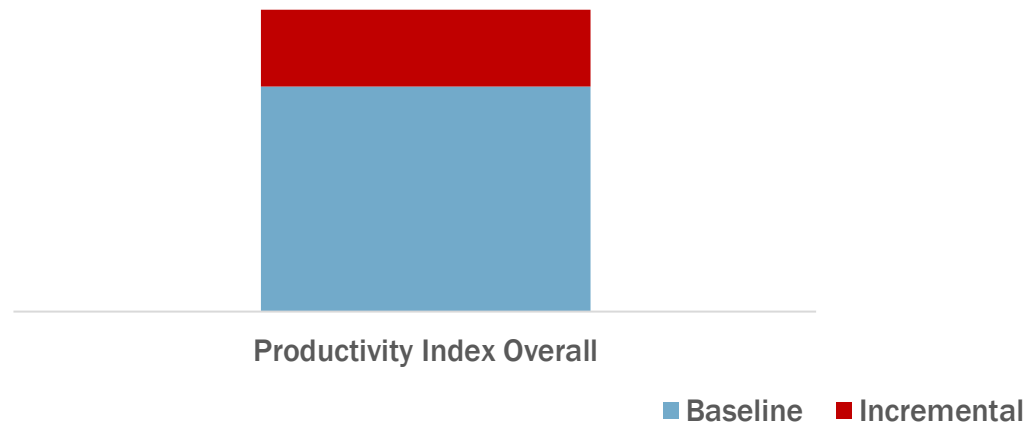
DM 101 ← →

← **DM 201, C-level etc.** →

THE SHOW MUST GO ON

Making the Case for Additive Investment or Investment Reallocation.

Matchback Impact

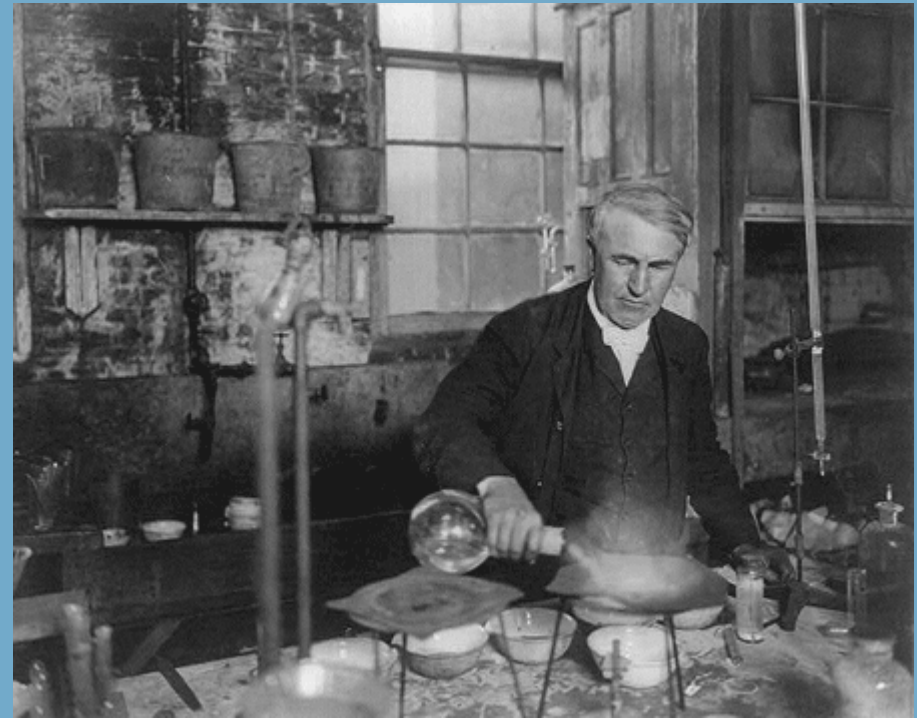


**ABC
ALWAYS BE...**



Consultative

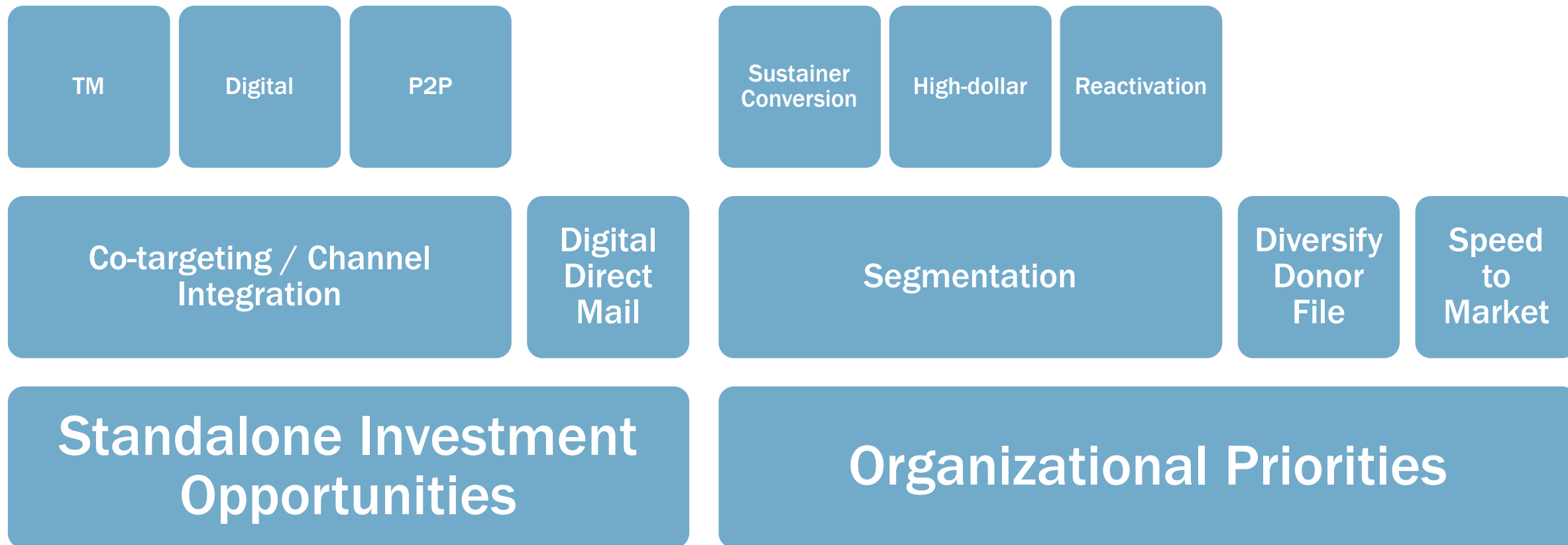
When timing is key



“Our greatest weakness lies in giving up. The most certain way to succeed is to try just one more time.”

—Thomas Edison

ALWAYS BE CONSULTATIVE



ALWAYS BE CONSULTATIVE



A telemarketing touch point began in April to a select group of prospects from the April direct mail acquisition campaign.

ALWAYS BE CONSULTATIVE



- Digital direct mail
 - Adding Q4 investment
 - Scaling lapsed
 - Direct-to-sustainer
 - Inserts
-
- Digital / P2P co-targeting
 - Direct-to-mid-level

KEY TAKEAWAYS

Foster a collaborative relationship between list brokers and agencies.

Listen and take a consultative approach together in the best interests of the organization.

Service does not have to begin and end with the Acquisition program.

QUESTIONS?

Kelly Leech

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Bryan Evangelista

BEvangelista@lautmandc.com

Andrew Giffen

Andrew@carolenters.com



THANK YOU!