

# embark

on your way to effective marketing & fundraising



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## GET "IN" WITH ALPHA DOG MARKETING

Recently, Alpha Dog Marketing developed a new line of programs designed for nonprofit organizations to streamline direct marketing and fundraising strategies into turn-key solutions. Programs for strategic consulting, donor data management, and integrated marketing were introduced to give nonprofits a way to access a variety of solutions that maximize benefits and easily incorporate strategies into current activities. The new programs are designed to integrate with each other, encouraging nonprofits to "Get IN" by combining the programs into a complete strategic solution. Over the next few issues of Embark, we will be discussing these programs more in-depth to give you an idea of how they can benefit your organization.



**in•tel•li•gent:** an ability to think & understand things clearly & logically

**in•spi•ra•tion:** being stimulated to creative thought or activity

Intelligent Inspiration Consulting™ is a complete review of a nonprofit organization's strategic, fundraising and marketing plans. Alpha Dog Marketing takes a total view of the organizations overall goals. "Our holistic approach will help nonprofits identify opportunities for growth and can address the challenges that stand in the way," says Mike Monk, CEO of Alpha Dog Marketing. "We feel organizations can do more good if all aspects of the organization are strategically aligned."

Why use the words intelligence and inspiration together? Because organizations need both to truly develop an organizational strategy that will advance their mission. Using intelligence gained from research, data analysis, and years of direct marketing experience, Alpha Dog Marketing consults with nonprofit executives to create value that

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# GET “IN”

benefits the entire organization. The inspiration comes from the ideas and innovation that evolve from the partnership we develop with each organization.

We can serve you better if we know your organization from the inside out. In order to align strategies and integrate messaging throughout your entire plan, Alpha Dog Marketing’s consultative approach includes review, analysis, and alignment of the organization’s strategic, fundraising and marketing plans. Because the plans are dependent and relational, we take a total view of your goals and your mission to ensure you have a well-rounded, comprehensive plan.

Over the next few issues of Embark, we will introduce you to InSight Analysis™, a bundle of data management solutions aimed to highlight trends, reveal areas of concern, discover opportunities, and answer questions about resource development; and then show you how InTouch Marketing™ is designed to improve reach, increase revenue and grow the donor base for nonprofit organizations.

Together with the services, strategies, and solutions offered by Alpha Dog Marketing, these programs give nonprofit executives a way to get “IN” to reach more people, raise more dollars, and do more good. For nonprofit professionals that would like to learn more about the programs, visit [alphadogmktg.com](http://alphadogmktg.com) or contact us, 800.730.0668 or [info@alphadogmktg.com](mailto:info@alphadogmktg.com), to schedule an individual presentation.

*by Emily Edwards, Marketing Manager*

## ASK THE EXPERT: *Getting to Know You*

Getting to know you... all about you... is one of the great joys of working with our partners. Because each organization is distinctive and every community is unique, we always enjoy learning about the great work that is being done by our partners.

We consider ourselves consultative professionals at Alpha Dog Marketing. Even if we are now just working with you on only some aspects of your overall plan, we know we can serve you better if we have a complete view of your organization taken as a whole. We have our recommendations about what works well in our experiences, but we also realize you have a unique strategy to guide your organization. We value your feedback and strive to create market-

specific solutions that reflect your organization and help you reach your goals. Then it’s a matter of applying the great adage, “Plan the Work – Work the Plan,” to get your goals accomplished.

**[Expert Tip]** A self-assessment is great way for you to critically think about the key aspects of your organization. Fill it out online here, or download a copy to share with others. A great way to gauge how you’re doing is to ask a couple of different key stakeholders to fill it out, and then compare your answers.

At Alpha Dog Marketing, our belief that listening is the key to good communication means we want to know what YOU think. Have a success story to share? Let us know! Want to do something different than what you’ve always done? Let’s give it a shot! Is there a hurdle that you just haven’t been able to overcome? We’ll help you over it.

*by David Miller, Vice President*

# PARTNER PROFILE:

## *All "IN" for long-term growth*

There is no doubt that the changing economy has had an effect on charitable giving and nonprofits across the country have made adjustments in order to continue to advance their missions even in tough times. At Alpha Dog Marketing, our focus on results-driven strategies and innovative solutions has helped our partners to grow their fundraising capacity.

With a mix of strategic vision and long-term planning, along with adaptive annual plans, this example shows how an Alpha Dog Marketing partner has seen tremendous growth in their direct marketing program. Highlighted below are many of the factors that matter most: new donor acquisition, donor retention, active donors and gross revenue. By going "all in" with Alpha Dog Marketing beginning in 2007, this particular organization has benefited from the value of a long-term partnership.

With the alignment of strategic, fundraising, and marketing plans, your organization can also benefit from going "all in" with Alpha Dog Marketing. To find out more, contact us at [info@alphadogmktg.com](mailto:info@alphadogmktg.com) or 800.730.0668 to talk to one of our professionals today.

## Bark YOUR CALENDAR

### FEEDING AMERICA CENTRAL REGION CONFERENCE

October 25-26, 2011  
Baton Rouge, Louisiana

### SOCIETY OF ANIMAL WELFARE ADMINISTRATORS (SAWA) ANNUAL CONFERENCE

November 13-15, 2011  
San Francisco, California





## SPOTLIGHT: *Top-Notch Partners*

Congratulations to Alpha Dog Marketing partners Forgotten Harvest, a Detroit metro area food rescue organization, and the Food Bank of Lincoln (Nebraska). Both nonprofits were recently named a “Top Notch Charity” by the leading nonprofit evaluator Charity Navigator.

The list included the top 10 high-performing charities that excel in three areas: (1) financial, (2) accountability & transparency and (3) effectiveness and results. Alpha Dog Marketing is proud to partner with such quality organizations to support their financial and fundraising strategies.

“We love it when our partners are recognized in the nonprofit community for the great work they do,” says Connie Monk, President of Alpha Dog Marketing. “We wish them continued success and look forward to helping support their mission to end hunger in their communities.” Both of these organizations are able to achieve great results with low fundraising expenses and high fundraising efficiency, according to Charity Navigator’s rating system. Read the complete release here.

## DEFINING CONCEPTS

How do you define your organization? Defining yourself in terms of purpose and values can be very empowering. If you haven’t done it already, it is truly an exercise that will focus your organization on what matters most. If already you have, revisiting it will keep you aligned and heading in the right direction. Here are some key concepts...

*Mission Statement*—“What is our purpose?” “What do we value?” “How do we define success?”

A Mission Statement defines the organization’s purpose and primary objectives. Its prime function is internal – to define the key measure or measures of the organization’s success – and its prime audience is the leadership team and stakeholders.

*Vision Statement*—“Where are we going?” “How do our purpose and values connect with our mission?”

A Vision Statement concentrates on the future. It also defines the organization’s purpose, but this time they do so in terms of the organization’s values rather than bottom line measures. Values are guiding beliefs about how and why things should be done. For employees, it gives direction about how they are expected to behave and inspires them to give their best. Shared with customers, it shapes customers’ understanding of why they should work with or support the organization.

*Brand*—“What are we known for?” -OR- “What do we want to be known for?”

A brand is how the company is perceived by its constituents. A brand is also a kind of promise. It is a set of fundamental principles as understood by anyone who comes into contact with an organization. A brand is an organization’s “reason for being”; it is how that reason is expressed through the various communications to its key audiences, including constituents, stakeholders, and employees. A brand should also represent the desired attributes of a company’s products, services and initiatives.

*It is awfully important to know what is and what is not your business. - Gertrude Stein*

