



the MESSENGER

a publication of Gabriel Group

New Year, New Website, New Capabilities

2020 IS LOOKING TO BE OUR MOST EXCITING YEAR

yet here at Gabriel Group! Between promising partnerships and expanded service offerings, we are continuing to band together as a company and with our clients to make the world a better place. And what does that mean exactly?

With the New Year comes multiple announcements to cover in our first newsletter of the year. So let's go ahead and dive right in ...

FIRST OFF, WE ARE EXTREMELY HAPPY TO DEBUT A BRAND NEW WEBSITE TO OUR PARTNERS AND FRIENDS ALIKE — NOW LIVE AT WWW.GABRIELGROUP.COM! Our goal with this new layout is to help the specific markets we work with (nonprofit included, of course) more easily navigate our services and to help them in whatever way we can to achieve their goals.

On our dedicated nonprofit page, you will find everything from case studies to conference appearances and outlines of our expertise to testimonials from our biggest fans. And as usual, you will be able to find our latest news, thought leadership pieces and pertinent articles on our blog. We hope you'll find this change beneficial to you and your organization — we can't wait to see what you think!

NOW ON TO OUR SECOND LINE OF BUSINESS ... WE AT GABRIEL GROUP ARE VERY PROUD TO ANNOUNCE THAT WE ARE NOW A PART OF THE OSG FAMILY. Along with our new sister company Diamond Communication Solutions, we are currently building a strategic partnership in order to offer a holistic direct response experience for our clients moving forward. We will preface this announcement by saying our day-to-day operations will remain business as usual, but we couldn't be more excited about what the future holds now that our capabilities have increased exponentially



and our capacity is booming as we speak (we've secured a neighboring building close by and are getting ready to staff a brand new production floor!).

We know it's quite a significant way to ring in a new year, but what's not to love? These amazing, new opportunities combined with the reliable, successful way we've done business for years leaves us nowhere to go but up, up and away. We hope you'll join us on our journey! ▶

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Winged Words

WITH
ART KERCKHOFF
FOUNDER AND PRINCIPAL



Friend,

As you read in our cover story, this year is looking to be a busy one for us at Gabriel Group. With the adjustment of becoming a part of OSG underway, I wanted to take some time to give you an idea of what will (and what won't) be changing as we move forward.

I'll start off by saying that since our beginning days as a company back in 1983, I've always been amazed at the quality of customer service we have been able to provide. After observing our clients being treated the exact same, exceptional way for nearly 40 years, this is one thing I can promise you will never see change here at Gabriel Group.

We've always felt like a small, dedicated team to our client partners, and that's because for the most part, we are. Our account teams are specialized and seasoned experts in their respective nonprofit markets, whether that be for Greek foundations, food banks, membership organizations or others. Rest assured ... the years it took for us to gather the knowledge to feel confident in our role as full-service fundraising and membership providers are being put to good use.

SO ... WHAT WILL BE CHANGING? QUITE HONESTLY, AT THIS POINT, IT SEEMS TO BE JUST OUR SIZE AS WE INVEST IN WHAT IS SURE TO BE A VERY BRIGHT FUTURE. As mentioned on the front, this will take the form of production-based growth. With more machines and more people to operate them, we'll be able to produce a substantial amount of mail, both for our partners and for OSG as needed. In addition, with the help of other OSG sister companies (Diamond Communication Solutions, in particular), we will also be able to expand our agency services as well — meaning more talented associates and more digital, creative and strategy capabilities for us and our clients. All good changes, we promise.

With that being said, the future will bring quite an interesting mix to our company — one that we're ready to welcome in as our next new adventure. **A larger, more robust organization with increased resources meets the tried and true personal services we're used to offering our partners around the world ...** are you ready to see what that looks like? We sure are.

Onward,

Call for Fundraising Ideas!

AT GABRIEL GROUP, OUR PAY-IT-FORWARD INITIATIVE is the driving force behind many aspects of our business: our core values for one (Servant's Heart, Warrior Spirit and Fun-loving Attitude), our honored role as a marketing partner to organizations around the world and especially our love for nonprofits just like you.

We're officially heading into our eighth year of selecting a St. Louis-based organization to raise funds for throughout the year, and we've built quite a tradition in our Pay-It-Forward fundraisers. From the always popular **Bring Your Dog to Work Weeks** to **Holiday Raffle Baskets** and of course the most intense **Ping Pong Tournament** ever to take place (see pictures below), we're proud of what we've been able to accomplish thus far. But we still need your help ...

As we start off 2020 and prepare to choose our next local

charity to support, we realized we'd be remiss not to take the chance at asking you — the fundraising expert — for your best ideas as we hope to raise more money than ever!

So please make sure to send back some of your favorite fundraising tactics via the reply form in your envelope! We can't wait to see what you and your team come up with as you help us be the best possible partner we can be.

And we thought we'd save the best part for last ... drumroll please ...

OUR 2019 PAY-IT-FORWARD TOTAL FOR THE YEAR CAME TO \$16,000! We are so happy to have beat our goal of \$15,000 once again and to have contributed to such an amazing cause as our recipient this year, **Sparrow's Nest Maternity Home.**

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Halloween Raffle Basket



Bring Your Dog to Work Week



Annual Ping Pong Tournament

Seton Hall Law School Invests in Legacy Donors

LOOKING FOR A WAY TO COMMUNICATE

its vision of inspiring integrity, loyalty and engagement while encouraging action from its alumni, **Seton Hall Law School** turned to Gabriel Group to put a plan into place.

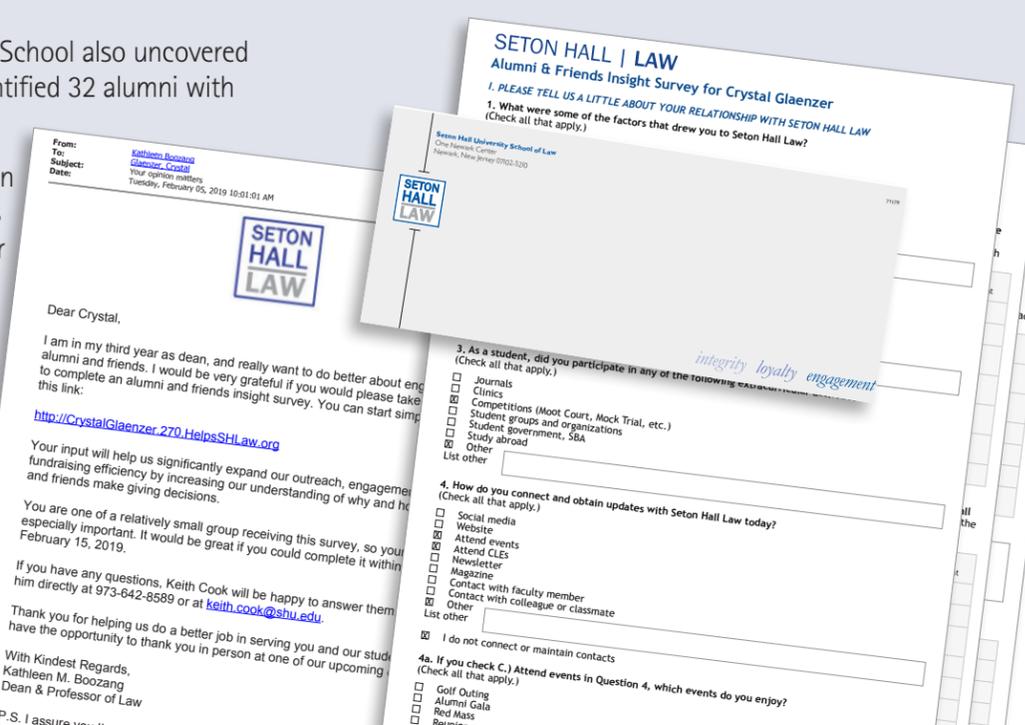
Seton Hall chose GG's digital **Donor Insight Survey** to achieve its goal of identifying planned giving leads while strengthening its efforts to build their donor pipeline for the future. Although the Law School was working with a much smaller email list than what other nonprofits and higher education institutions usually market with, the success of the survey brought in huge numbers.



- EMAILS SENT: **3,637**
- EMAILS OPENED: **1,975** (54.30%)
- CLICK-THROUGHS: **892** (45.26%)
- WEBSITE CONVERSIONS: **809** (90.70%)
- TOTAL PLANNED GIVING LEADS: **394**
- OVERALL RESPONSE RATE: **22%**
- OVERALL LEAD RATE: **10.8%**

From its 394 leads, the Law School also uncovered 7 existing bequests and identified 32 alumni with no heirs.

Seton Hall has shown that an investment in legacy donors always pays off — no matter how small your file or tight-knit your community may be. **REACH OUT TO US TODAY IF YOU'RE READY TO TAKE YOUR NEXT STEP IN YOUR NONPROFIT'S PLANNED GIVING LEAD GENERATION STRATEGY!**



Pay-It-Forward Call for Fundraising Ideas

Continued from page 3

We simply wouldn't have the opportunity to make a difference without our amazing clients and the incredible nonprofit community we are so lucky to work with every day. **Thank you so much for that.**

Be on the lookout for the announcement of our 2020 Pay-It-Forward recipient in our spring newsletter coming to your mailbox in a few short months! **NEW YEAR, NEW CAUSE, NEW MESSAGE TO MAKE OUR MISSION!** ▶

Please send back some of your favorite fundraising tactics via email to anna.mcnulty@gabrielgroup.com!

Connect with us!

@GabrielGroup



Join us on March 5th! Variety Matters: Keeping Your Direct Mail Interesting

Thursday, March 5, 2020

1:00 – 2:00 pm CST

Register at bit.ly/VarietyMatters

LETTER PACKAGES ... self-mailers ... three-dimensional pieces ... the list goes on. All can serve tailored, important roles in your organization's direct marketing mix.

TUNE IN TO OUR WEBINAR to learn what kinds of direct mail can help you achieve your specific goals while keeping your communications varied, interesting and profitable. ▶

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We look forward to hearing from you!

If you're interested in learning more, please fill out this form and email it to anna.mcnulty@gabrielgroup.com or mail to:

Anna McNulty
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- I would like more information about Gabriel Group's following service offerings:
 - Full-service Fundraising
 - Membership Services
 - Planned Giving Lead Generation
 - Newsletters

Call Anna at 314.743.5796 or email anna.mcnulty@gabrielgroup.com to talk to us about how we can help your nonprofit thrive.

NAME _____	ORGANIZATION _____
POSITION _____	ADDRESS _____
CITY _____	STATE _____ ZIP _____
PHONE _____	
EMAIL _____	

