

HOW LEADING COMPANIES ARE USING DATA-DRIVEN MARKETING



Dan Cornelius

*Director of Integrated Marketing Solutions,
Think Patented*



Elly Chichester

Chief Marketing Officer, Allied Printing Co.



David Rosendahl

President, MindFire

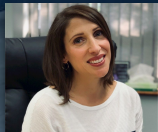
Friday, June 23rd
8:30 am Pacific
11:30 am Eastern

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David Rosendahl

Co-Founder &
President at
MindFire



Who is MindFire?



MindFire is a white-label marketing solution that integrates **print** and **digital channels** into **one platform**.

We empower North America's leading mailers to create modern, data-driven direct mail campaigns that drive ROI.



Dan Cornelius

Director of Integrated Marketing Solutions, Think Patented

Image: Courtesy of David McNameey



Elly Chichester
Chief Marketing Officer, Allied Printing Co.

Let's get
started ...

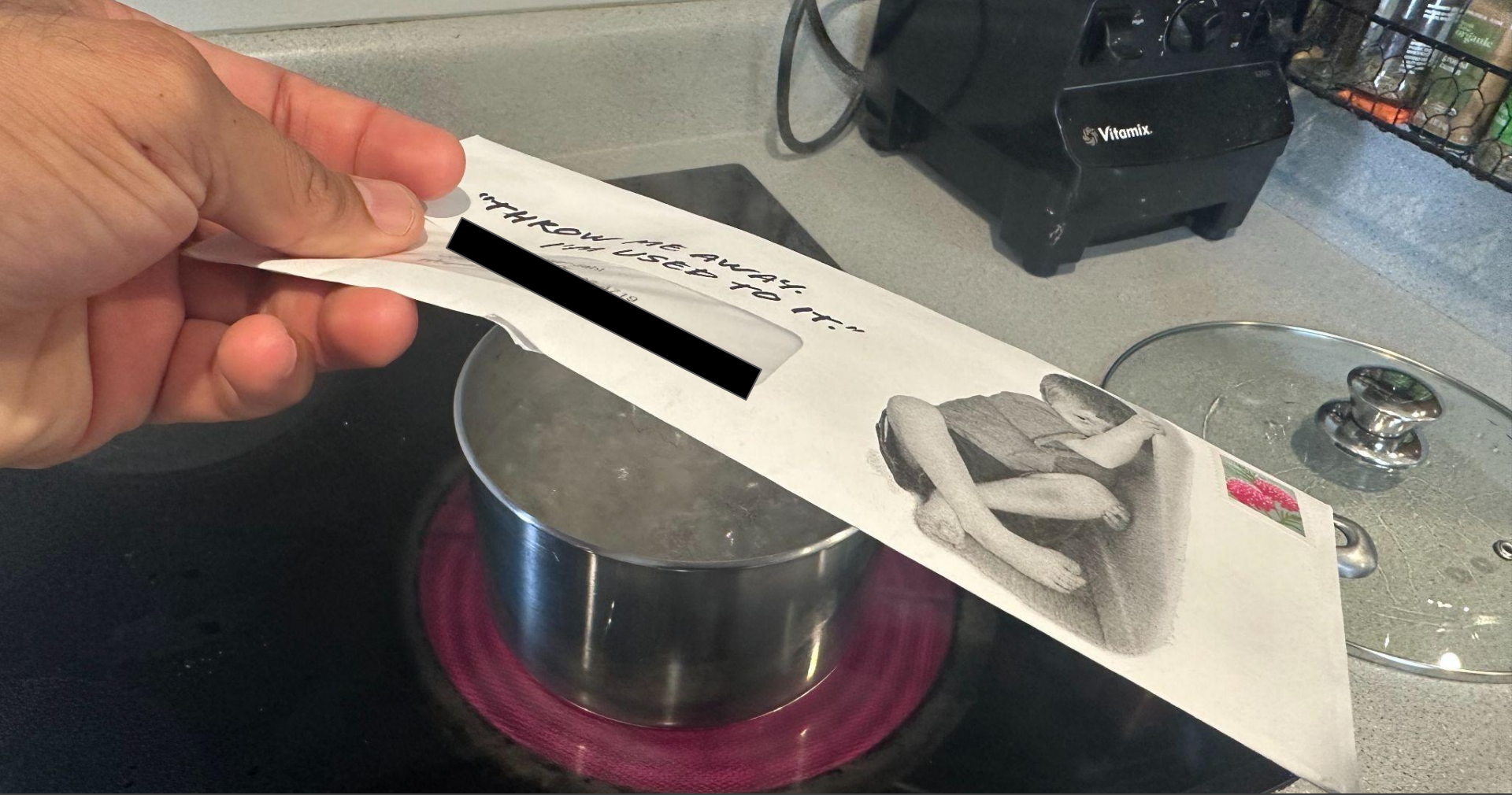




**"THROW ME AWAY.
I'M USED TO IT."**

Mr. David Rosendahl





"THROW ME AWAY. I'M USED TO IT."



NECESSARY
IF MAILED



Children's Villages provides the
foundation for life to children who need
a place to call home.”

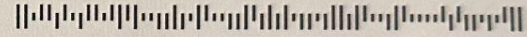
—Nelson Mandela (1918–2013)
President of South Africa
Nobel Peace Prize winner
SOS Children's Villages Ambassador

1620 I Street, NW • Suite 220 • Washington, DC 20006-4035

Every 9 minutes, a vulnerable child comes to us
asking for help. Can you spare a few moments?

SOS CHILDREN'S VILLAGES USA
PO BOX 96718
WASHINGTON DC 20077-7490

1A2302DU



became part of a community and supported



Will you help a child rebuild their life?

“ SOS Children’s Villages provides the
foundation for life to children who need
a place to call home.”

—Nelson Mandela (1918–2013)
President of South Africa
Nobel Peace Prize winner
SOS Children’s Villages Ambassador

Printed with eco-friendly inks on recyclable paper

WILL YOU EMPOWER
A CHILD?

Mr. David Rosendahl



You can save a life like his!

“Throw me away. I’m used to it.”



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 2079 WASHINGTON, DC

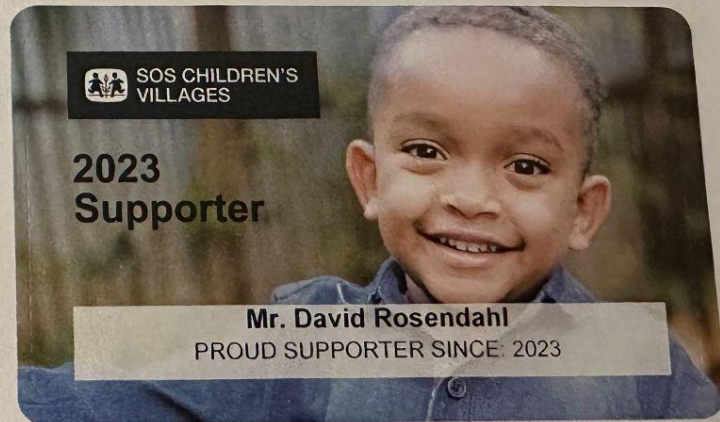
POSTAGE WILL BE PAID BY ADDRESSEE

SOS CHILDREN'S VILLAGES USA
PO BOX 96718
WASHINGTON DC 20077-7490



WILL YOU EMPOWER
A CHILD?

Mr. David Rosendahl

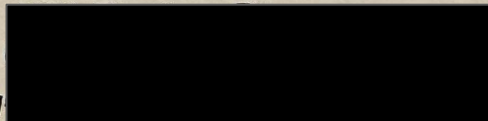


You can save a life like his!

“Throw me away. I’m used to it.”

WILL YOU EMPOWER A CHILD?

Mr. David Rosendahl



You can save a life like his!

“Throw me away. I’m used to it.”

Dear Mr. Rosendahl,

It’s common for children who have been orphaned or abandoned to say these shocking words. Having only known terror, hopelessness, and despair, they expect the very worst from the world.

Shanna* didn’t have to say the words—her empty brown eyes said them for her.

She was just 4 years old when SOS Children’s Villages found her living on a dirt street in the Democratic Republic of the Congo, with no one to take care of her. She was alone and scared.

WILL YOU EMPOWER A CHILD?

Mr. David Rosendahl



Mr. David Rosendahl
PHOTO SUPPORTER ESTABLISHED 2023

You can save a life like his!

"Throw me away, I'm used to it."

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Shanna* didn't have to say the words—her empty brown eyes said them for her.

She was just 4 years old when SOS Children's Villages found her living on a dirt street in the Democratic Republic of the Congo, with spent machine gun shells littered about. She and her brother, Maya, 11, were surviving off the scraps of food they were able to find. With thin hands caked in dirt and blood, Shanna clung in fear to her big brother's tattered shirt. Both children's bellies were swollen from malnutrition.

How did these young siblings end up on the street, fendng for themselves?

In time, we learned they'd witnessed the torture and murder of their parents. The trauma left deep emotional scars. Imagine the horror of such an experience, followed by endless days and nights searching for food and shelter with no one to protect and comfort you. No friends or family. No laughter or love.

Everything began to change when Shanna was embraced by a loving SOS Children's Villages family to call her own. Healing didn't happen overnight. But with a warm bed, food on the table, a school to attend, and—best of all—a devoted caregiver nurturing her, Shanna gradually began to heal. Just as important, she became part of a community: her supportive children's village.

But raising children like Shanna takes more than a village ... it takes a global community. Caring people like you are part of that community, part of our family.

Donations from our supporters are what enable SOS Children's Villages to provide a lifeline to children who are orphaned and abandoned due to natural disasters, war, disease, poverty, and abuse. Because of such generosity, children who once knew only pain and loss now know family, love, and security. They smile easily. Their faces brighten with excitement and hope.

By supporting children through SOS Children's Villages, you're being heroic. You're not looking away. You're helping save lives—ONE child at a time.

Right now, YOU can empower ONE child with a single gift of just \$26. By taking action now and giving today, you will bring light back into a child's eyes!

Each child comes to us with their own story of loss, but what all these children have in common is that they don't have a family to care for them. **That's why I urge you to become a partner with us by making a single gift of \$26 to help provide nutritious food, medical care, education, a safe home, and a loving SOS Children's Villages family.**

(over, please)

SOS Children's Villages • 1620 I Street, NW • Suite 220 • Washington, DC 20006 • www.sos-usa.org/empower

URGENT REPLY NEEDED

Yes, Jennie! I want to help one child like Shanna escape poverty, homelessness, and isolation.

\$15 \$26 \$35 \$50 \$100 Other \$

Mr. David Rosendahl

PLEASE RESPOND ASAP

Help us reach our critical goal this month to help children in need.

- My check, payable to SOS Children's Villages USA, is enclosed.
- I am giving by credit card. (Please see reverse.)

Donate online:

www.sos-usa.org/empower



1620 I Street, NW • Suite 220
Washington, DC 20006

Please return your contribution in the envelope provided. Your gift is tax-deductible to the fullest extent of the law.

This gift will help save a child's life.

Our Mission:
SOS Children's Villages builds families for children in need, helps them shape their futures, and shares in the development of their communities.



1620 I Street, NW
Suite 220
Washington, DC 20006
www.sos-usa.org

WITH A SINGLE GIFT OF **\$26**
you can empower one child.

Your immediate support means a vulnerable child can find security and unconditional love. Our family-based village approach springs from four basic, time-honored principles, which transcend geographic, cultural, economic, and spiritual lines:

1. A devoted caregiver: Every child deserves a loving parent.
2. Sisters and brothers: Biological siblings should grow up together whenever possible.
3. The family home: Each child should grow up in their own house.
4. The integrated village: Children need to be part of the larger community.

I don't like thinking about where Shanna would be, what her life would be like, or if she would even be alive—until SOS Children's Villages found her and took her in. She was vulnerable to all forms of exploitation, including slavery, child soldiering, and terrorism.

That's why your help is urgently needed right now. We know how these children's tragic stories begin. But we need you to enable them to write their own endings. Please join me in changing the course of their young lives. They deserve more! Send a gift from your heart today.

For the children,

Jennie Ellwanger
Director of Child Advocacy

P.S. Every nine minutes, a vulnerable child comes to SOS Children's Villages asking for help. Don't look away. It takes so little time to make a big difference in a child's life. Please join our family of supporters around the world ... you'll be so glad you did.

P.P.S. You can make an IMMEDIATE difference by donating at www.sos-usa.org/empower. Thank you in advance!



You can put a smile on the faces of children like these!

*Names have been changed to protect privacy

Please charge my gift of \$ _____ to my: Visa MasterCard AmEx Discover

Card No.: _____ Exp. Date: _____

Telephone No.: _____ Signature: _____

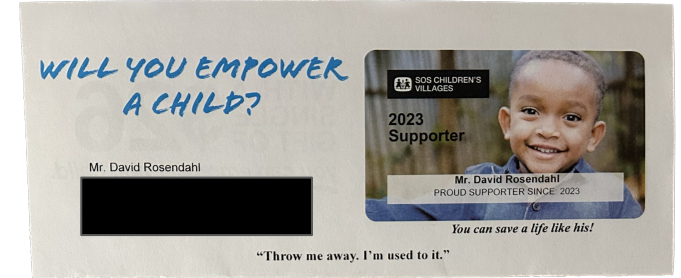
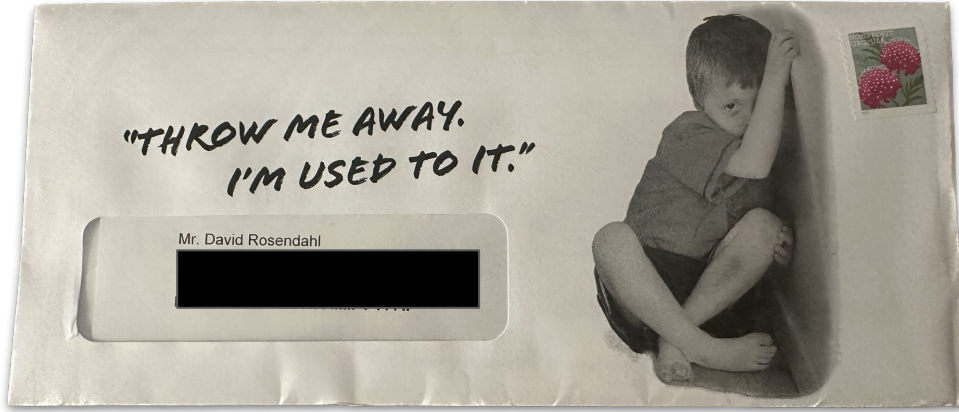
I would like to make an even greater impact for children in need by making my gift a recurring monthly donation.

Keep me updated on SOS Children's Villages news. My email address is: _____

As a donor to SOS Children's Villages, you are contributing to the world's largest organization focused on ensuring that children and young people without parental care—or who are at risk of losing it—grow up with the care, relationships, and support they need to become their strongest selves. Each year, SOS Children's Villages helps more than one million children and families in 136 countries and territories around the world.

Platinum
Transparency
2022
Candid.





18

Most will be thrown away.



Jennie Ellwanger · 2nd

Director of Philanthropy

Washington, District of Columbia, United States · [Contact info](#)

396 connections



Emily Schlaegel is a mutual connection

Experience



SOS Children's Villages USA

7 yrs 2 mos



Director of Philanthropy

Apr 2023 - Present · 2 mos

SOS Children's Villages is the world's largest organization dedicated to orphaned and abandoned children with a presence in 138 countries and territories including the US.



Senior Director of Annual and Individual Giving

Nov 2021 - Apr 2023 · 1 yr 6 mos



Director of Annual and Individual Giving

Full-time

Nov 2020 - Nov 2021 · 1 yr 1 mo



SOS Children's Villages USA



Wake Forest University

Elly & Dan's Thoughts

Tactics are important.

**But the data-driven
strategy is where the
value (\$) is to the brand.**

Understand What's Driving Response & Conversions

MAIL WEEK

Mail_Week	sent	30501	% VISITED	% RECEIVED	SENT DIS
4	92,959	15	0.02%	0.01%	25.2
3	92,375	251	0.27%	0.09%	25.0
2	92,020	413	0.45%	0.16%	24.9
1	91,567	448	0.49%	0.19%	24.8
Total:	368,921	1,127			

TEMPLATE

Template_Name	sent	30501	% VISITED	% RECEIVED	SENT D
1B	166,071	541	0.33%	0.11%	45
2D	165,975	478	0.29%	0.11%	44
3D	36,867	106	0.29%	0.11%	9
1F	8	2	25.00%		0
Total:	368,921	1,127			

TEASER

TEASER MESSAGE	sent	30501	% VISITED	% RECEIVED
OVERPAYMENT NOTIFICATION: PAYMENT REDUCTION DETAILS ENCLOSED	184,467	551	0.30%	
REGARDING YOUR AUTO LOAN PAYMENT	184,446	574	0.31%	
	8	2	25.00%	
Total:	368,921	1,127		

ENVELOPE

ENVELOPE	sent	30501	% VISITED	% RECEIVED	SENT
BLANK WITH TEASER	261,777	629	0.24%	0.08%	7
TIME SENSITIVE	107,144	498	0.46%	0.19%	2
Total:	368,921	1,127			

Give Direct Mail the Attribution it Deserves

MO. REMAINING ON MOST RECENT AUTO

Range	sent	30501	% VISITED	% RECEIVED	SENT
54 - 60	73,158	205	0.28%	0.11%	T
48 - 54	69,644	191	0.27%	0.10%	T
60 - 66	60,158	174	0.29%	0.11%	T
42 - 48	60,138	189	0.31%	0.10%	T
< 42	47,337	141	0.30%	0.10%	T
Total:	368,921	1,127			

FICO

Range	sent	30501	% VISITED	% RECEIVED	SENT
680 - 700	64,440	224	0.35%	0.13%	T
700 - 720	59,740	151	0.25%	0.09%	T
720 - 740	53,860	157	0.29%	0.09%	T
660 - 680	51,073	201	0.39%	0.16%	T
< Under 660	42,479	166	0.39%	0.16%	T
Total:	368,921	1,127			

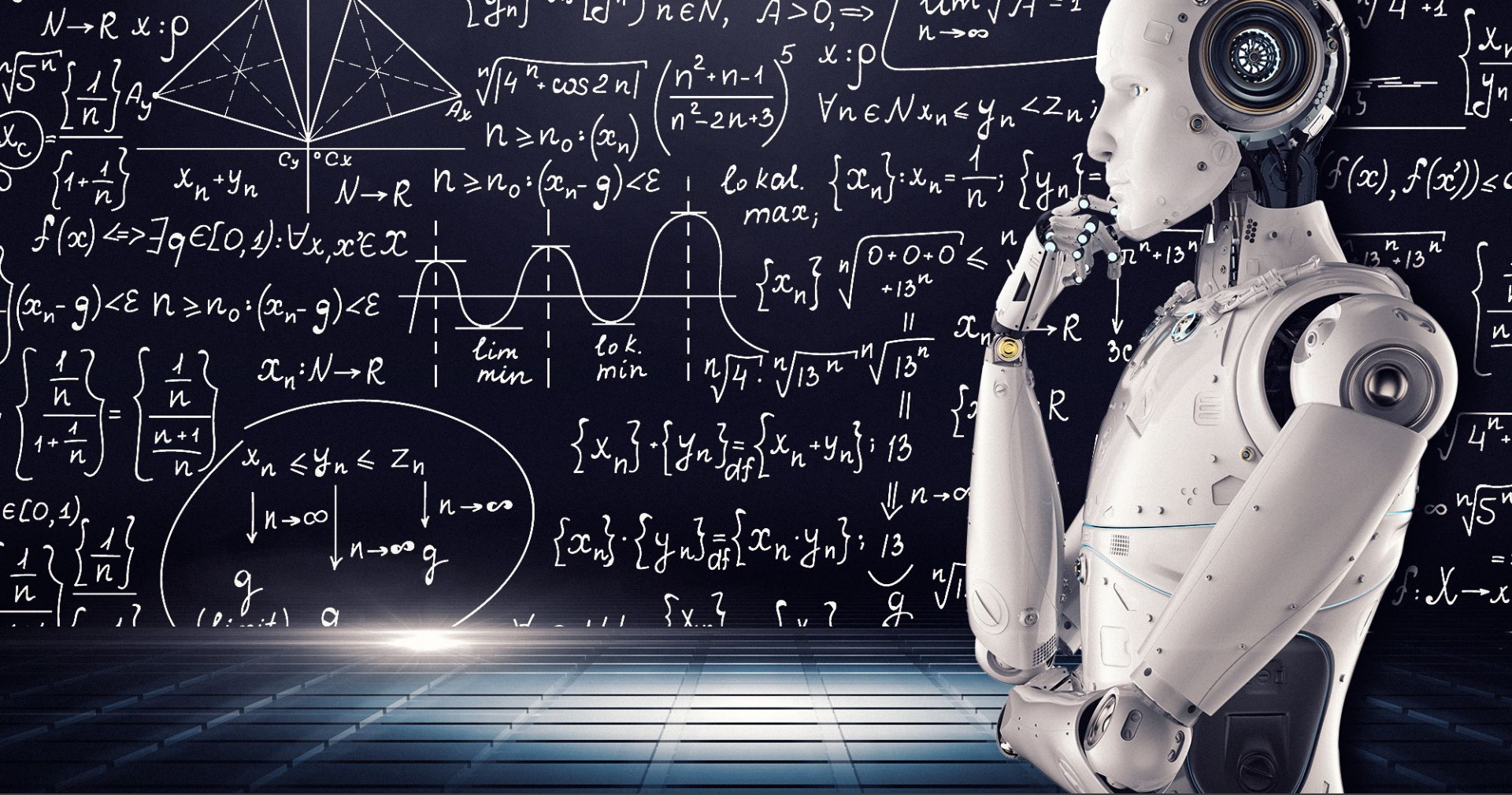
Monthly Savings

Range	sent	30501	% VISITED	% RECEIVED	SENT
< 90	80,155	167	0.21%	0.07%	2
90 - 100	23,375	50	0.21%	0.09%	T
100 - 110	23,295	74	0.32%	0.11%	T
110 - 120	22,439	79	0.35%	0.14%	T
120 - 130	22,203	72	0.32%	0.11%	T
Total:	368,921	1,127			



Your Questions


Your Questions


AI





9:51 5G


Dave Rosendahl  








@daverosendahl 


172 Following 580 Followers 15.7K Likes

Edit profile Add friends  

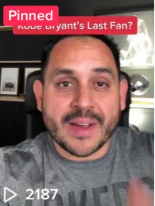
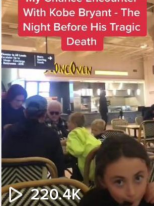
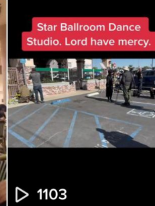
MindFire President, dad of 4. We get printers more leads+ROI from direct mail 

 Email



   



View expired Stories in "Your private videos" 

Pinned



  

2187 220.4K 1103

Today at the scene of the Monterey Park mass shooting  

Home Friends  Inbox 


9:50 @THEBUSINESSPALACE 5G

 Following  For You 





consciousness.

 946  31  77  81

thebusinesspalace

The World Before Coffee  #joerogan #coffee #caffeine #viral #fyp

Home Friends  Inbox 

9:52 5G

 Following  For You 



Emptying the dishwasher like my 8 year old son

 8579  109  386  1322

Why do I have to do everything around here? 

mattyaacton

Asking your kids to do a simple chore and they make out like you're asking th... more

Home Friends  Inbox 



- + New chat
- Medicaid Cuts Begin.
- Sales advisor sets up org.
- "Leadership Book Outline"
- New chat
- Print Sustainability Topics.
- Birthday Wishes Sent.
- Clear conversations
- Upgrade to Plus **NEW**
- Dark mode
- Updates & FAQ

ChatGPT

Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

Limitations

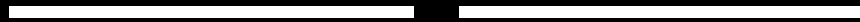
May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Send a message...

“Knock Knock!”



“I scream, you
scream, we all
scream for _____”

GPT

VOLUNTEER

MINDFIRE



Join the Beta



Sign In with Discord

[← Return Home](#)



MIDJOURNEY PROMPT:

young female soul
portrait, person, real,
smearred mascara,
raining, smoky room,
smoke, 100mm, f 1.2



MIDJOURNEY PROMPT:

young female soul
portrait, person, real,
smearred mascara,
raining, smoky room,
smoke, 100mm, f 1.2



MIDJOURNEY PROMPT:

high texture quality
portrait of a young
woman with freckles
and crystal blue eyes
with wreath in her hair





MIDJOURNEY PROMPT:

basketball star Magic Johnson working in a commercial printing company



MIDJOURNEY PROMPT:

basketball star Magic Johnson working in a commercial printing company



Want to take full advantage of Discord with better performance, in-game overlay, and more? Get the desktop app! Download

- Discord Profile
- Profile with 1 notification
- +
- +
- ↓



- Home
- Channels & Roles
- INFO
 - announcements
 - recent-changes
 - status
 - rules
 - # getting-started
- SUPPORT
 - # trial-support
- NEWCOMER ROOMS 3
 - # newbies-127

newbies-127 Bot room for new users. Type /imagine then describe what you... 13

77+ new messages since 10:22 AM Mark As Read

Midjourney Bot BOT Today at 10:25 AM
 The children and the fast-running dinosaur racing across a wide open plain Style of the artwork: Energetic Mood of the artwork: Thrilling and exciting --ar 3:2 - Image #2 @banba1984



Make Variations Web

Favorite



AI?



Let's Be Honest



Brands don't wake up in the morning asking for **Print**.

They are asking for more engagement with consumers, more data to build customer journeys and improve loyalty.

They want behavior based automation and predictive tools that elevate their marketing.

Print is a powerful part of that mix and it's our job to show brands how that all comes together.





That's YOUR Job.

...

(And we're here to help.)



David Rosendahl

Helping volume mailers

SUPERCHARGE Direct Mail | 2-3...



Text anytime:

949-375-4459

For:

Questions

Slides

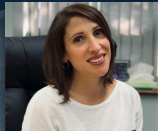
Staying Connected 

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