

# Environmental Defense Action Fund

## Launching a 501C4 Sister Organization

### Summary:

When Environmental Defense determined that they needed to build a grassroots advocacy arm to lobby Capitol Hill on behalf of the environment, they turned to CMS.

In 2003, we launched a comprehensive strategy around legislation they were supporting on Global Warming.

We looked first to their 300,000 501C3 members who had a 30 year history of consistently standing up for issues of environmental concern.

CMS developed a direct mail package to invite these donors to also begin supporting the Environmental Defense Action Fund. Key to this package was an insert that detailed specific action, associated dollar needs, and explanation of the legislation at issue — support for the McCain-Lieberman Climate Stewardship Act.

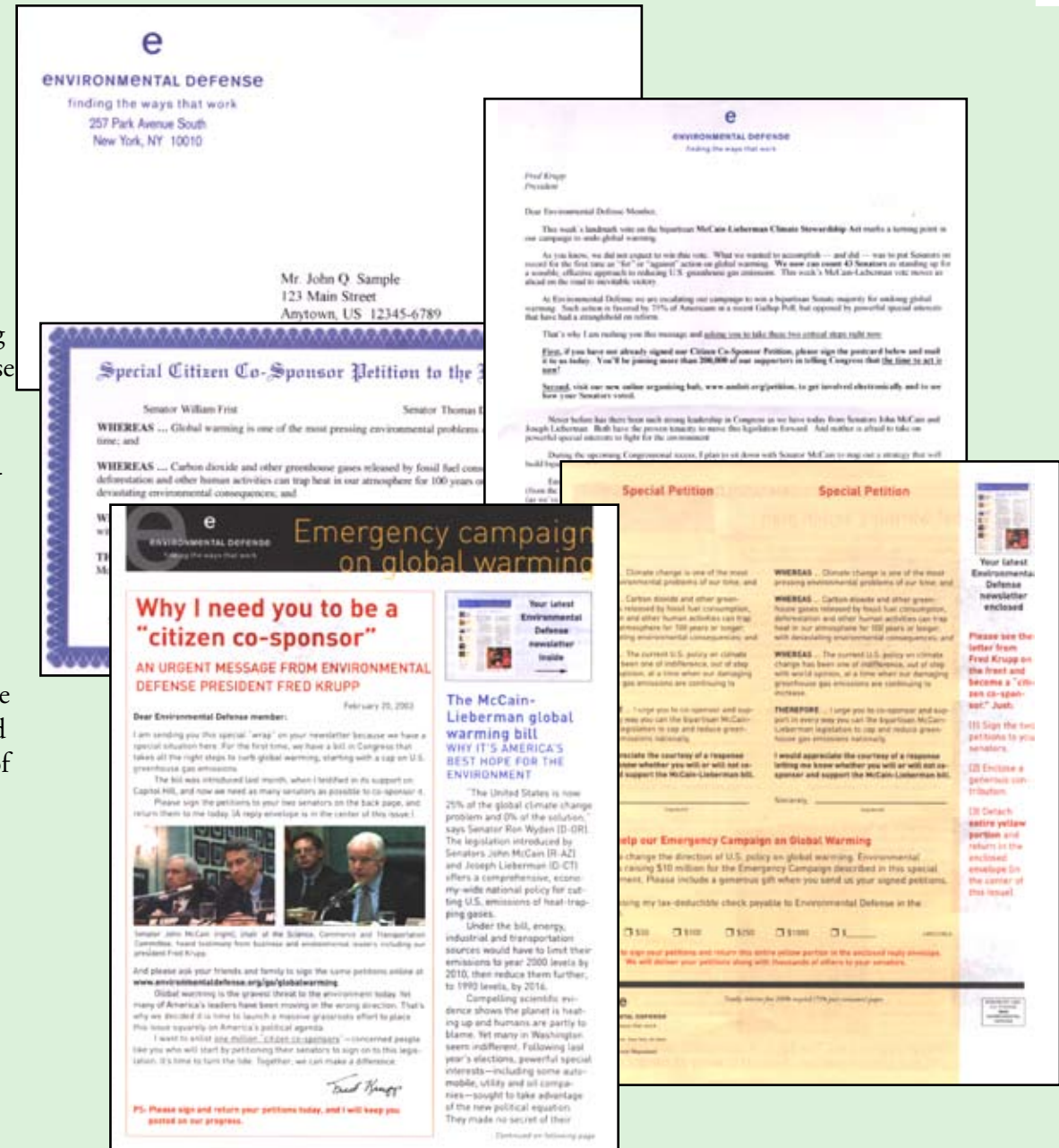
In order to draw further attention to this new sister organization, we recommended using an out “wrap” on their member magazine that included a personalized perf-off, sign and return petition to members’ senators.

And finally, we developed an online component that included outbound emails and micro-sites.

Simultaneously, we created direct mail acquisition packages to begin prospecting to outside lists for Environmental Defense Action Fund supporters. Ultimately, a control was found in a package with a lift note signed by John McCain — a co-sponsor of the bill.

We could then implement a unique fundraising track for this new list of 501C4 donors.

Among those solicitations was an upgrade effort to lower dollar donors built around the theme of the “51 Club” — a group of donors giving \$51 dollars in recognition of the 51 Senate votes needed to pass the legislation.



**e**  
ENVIRONMENTAL DEFENSE  
ACTION FUND

FRED KRUPP  
Office of the Executive Director

EMERGENCY MOBILIZATION ALERT

April 10, 2004

Dear Environmental  
Defense Action  
Fund Member,

I wish I  
could sound the  
alert by holding  
an emergency  
meeting with  
you and all the  
other supporters  
of Environmental  
Defense.

But,  
since time and  
distance make  
that impractical,  
I'm sending this  
urgent letter  
instead.

I have just  
been informed  
that Vote #2  
on the McCain-  
Lieberman Climate  
Stewardship Act is  
expected as early  
as mid-May.

You'll  
recall that when  
the Senate voted

**INTER-OFFICE MEMORANDUM**

**Memo to:** Fred Krupp  
Executive Director, Environmental Defense Action Fund

**From:** Tom Belford  
Vice President for Communications TB

**Subject:** Ramping Up for McCain-Lieberman Vote #2

**Date:** March 31, 2004

The May vote in the Senate is our next big opportunity to advance McCain-Lieberman and our UNDO IT Campaign against global warming.

Not only must we win 51 votes — that's 8 more than we won last October — but we must deliver this vote in less time than we had expected.

This opportunity confronts  
Environmental Defense with  
an enormous challenge: We  
must again mobilize our own  
members and activists, who  
have done yeoman work in  
the last year, while reaching  
out and activating millions  
more concerned Americans  
in just a few brief weeks  
before Vote #2 in May.

And, down the line, as the  
campaign proceeds we will  
need to produce a veto-proof



**URGENT  
VOTE PENDING**

Mrs. Good  
Donor  
123 Main  
Street  
Anytown, US

50% Recycled (30% Post-Consumer) Paper

and filibuster-proof Senate (60 votes),  
and later a majority vote in the House.

**Extraordinary Resources Required  
— Quickly!**

Given this enormous opportunity to  
advance the global warming issue,  
I'm confident that our members  
and supporters will respond to the  
challenge.

Here is a brief summary of our plans  
... and the resources required:

Component	Specs
Outer Envelope	#10, SLW, 2/0
Letter	2 sheet/4 page, 50# white offset stock, non-pers
Insert	8.5 x 14, 1 sheet/2 page, 2/2, cream
Reply	8.5 x 7, personalized, 2/1
Reply Envelope	#9, BRE

**SIGN ME UP FOR THE 51 CLUB!**

MRS. GOOD DONOR  
123 MAIN STREET  
ANYTOWN, US 12345  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

XXSOURCE CODEXX  
XXMEMBER IDXX

Dear Fred ...

I want to do my part to win Vote #2 on the McCain-Lieberman Climate Stewardship Act. I realize that time is short, but we have a plan and we can win the 51 votes we need.

To make sure we raise the funds we need for this emergency mobilization I am enclosing my 51 CLUB gift in the amount of:

[ ] \$51 [ ] \$75 [ ] \$100 [ ] OTHER \$ \_\_\_\_\_

PLEASE MAKE YOUR CHECK PAYABLE TO THE ENVIRONMENTAL DEFENSE ACTION FUND AND RETURN IT IN THE ENCLOSED ENVELOPE. BECAUSE THE ENVIRONMENTAL DEFENSE ACTION FUND ENGAGES IN HARD-HITTING CITIZEN ACTION TO WIN PASSAGE OF LEGISLATION FOR A BETTER, HEALTHIER ENVIRONMENT, CONTRIBUTIONS ARE NOT TAX-DEDUCTIBLE.

IF YOU PREFER TO USE A CREDIT CARD, PLEASE SEE THE REVERSE SIDE. AND, IF YOU WANT TO MAKE YOUR GIFT GO TO WORK FASTER, PLEASE CALL 1-800-591-1919 OR GO ONLINE: WWW.UNDOIT.ORG

YOU CAN LEARN MORE ABOUT THE ENVIRONMENTAL DEFENSE ACTION FUND PROGRESS YOU ARE MAKING POSSIBLE ON OUR WEB SITE, WWW.UNDOIT.ORG. IF YOU'D LIKE TO RECEIVE OCCASIONAL E-MAIL ALERTS ON BREAKING ENVIRONMENTAL NEWS AND HOW YOU CAN MAKE A DIFFERENCE, PLEASE FILL IN YOUR E-MAIL ADDRESS:



**Results:**

- ✓ Launch provided more than \$117,000 in unbudgeted income;
- ✓ Over 4% response rate to 501C3 donor list; and,
- ✓ The Acquisition mail package brought in almost 10,000 new donors in just the first three mailings.
- ✓ 51 Club appeal raised average gift of lower dollar segments by more than 25%.

Component	Specs
Outer Envelope	9 x 11, CF, 24# white stock
Letter	8.5 x 11, 2 sheet/4 page, personalized
Insert	8 x 10, 50# canary, 2/0
Reply	8.5 x 14, 40#, 1 seet/2 page
Reply Envelope	#10, 1/0, 20# white stock, BRE