



MILWAUKEE
DIRECT
MARKETING

How to Navigate Acquisition Do Not Mail Requests

In order to remove names from future acquisition mailing lists, it's best to create an excel spreadsheet that tracks the following: Name, Street Address, City ST, and Zip. This is used to suppress future mailings.

When donors call, you can share the following information:

Phone Call Script

Thank you for calling. If you'll provide me some information, I can be sure to exclude you from future mailings from the Mission. Can I have your name, address and zip code?

We'll do our best to remove you from future mailings. You may receive three or four more mailings during the Holiday season as the data has already been processed and cannot be restricted at this time. Thank you, and have a blessed day.

If requests further information about being removed from mail purchase lists:

If you'd like to control the type of mail you receive from all nonprofit organizations who purchase lists to acquire new donors, you can register your name to the Direct Marketing Association's No Pander List at www.dmachoice.org. There is a small fee (\$4) associated with this service.

If asks what list we received/purchased their name from:

We rent lists from dozens of sources, including online and catalog buyers, subscribers, donors to other nonprofits, and name/address information that's available in the public domain. At (name of mission), we never rent, sell or exchange our donor information with others.

If is calling about a deceased relative who was mailed:

We apologize this happened, and we understand this must be difficult for you. If you'll give me their name and address, we can remove them from our lists. Since the data for these mailings is prepared 6-8 weeks in advance you might receive several more mailings in their name. We also encourage you to go to the Direct Marketing Association's website at www.dmachoice.org and add their name to the Deceased Do Not Contact List to permanently remove them from all solicitations from any organization. Thank you, and have a blessed day.

For more information on navigating do not mail callers, check out our blog post at www.milwaukeedirect.com/mdm-insights-main/do-not-mail-callers