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PRESS RELEASE

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Union Rescue Mission Los Angeles Taps StrategicOne for Marketing Intelligence Solution

OVERLAND PARK, KS, June 12, 2008 – In an effort to gain deeper insights of their constituents and maximize net income potential, Union Rescue Mission, a nonprofit organization dedicated to serving the poor and homeless in Los Angeles, has retained StrategicOne for its business intelligence and campaign management solution known as InsightOne™.

InsightOne provides nonprofits with advanced data discovery solutions in order to analyze and track donor behavior, review and improve campaign performance and find pockets of revenue opportunities. The online solution integrates information from various datasets including StrategicOne's knowledge base, which has detailed demographic and attitudinal data on over 120 million households nationwide along with each client's specific donor database. This data is used to discover trends and associations in order to understand each donor's characteristics and preferences. This information is displayed in easy to read dashboards, scorecards, graphs, and pivot tables.

“We are thrilled to be working with Union Rescue Mission,” stated Michael Rogers, CEO of StrategicOne. “Through the use of InsightOne, we will be looking to



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pinpoint areas of improvement and offer alternative solutions in order to increase efficiency and overall net revenue.”

Through the use of InsightOne, Union Rescue Mission can gain insights such as detecting donors who have the capacity to increase giving, identifying lapsed donors who are likely to reactivate and creating a donor-centered strategy by communicating with donors based on the donors’ interests and preferences.

“We turned to StrategicOne in order to optimize our fundraising campaigns and increase overall net revenue from our direct marketing program,” stated Tim Campbell, Chief Development Officer of Union Rescue Mission. “At the end of the day, we want to stretch our donated dollars even farther so that we can meet the growing needs in our community.”

For more information on InsightOne or StrategicOne, please call 913-342-9100, Ext 102.

About StrategicOne

StrategicOne, founded in 1997, is a 30-person firm with offices in Kansas City, Lincoln, NE and Denver. StrategicOne enables non-profit clients to make better marketing decisions by learning from past donor behaviors, understanding the present and anticipating the future. Such clients include: The Salvation Army, American Red Cross, Focus on the Family, Moody Bible Institute, and ALSAC - St. Jude Children’s Research Hospital. For more information, visit www.strategic-one.com.