



## SAN FRANCISCO BIG LIST 2008

### Crafting as perfect a list as possible (and dealing with the imperfections that creep in)

As we collaborate jointly on an integrated and cooperative database for the San Francisco market, we strive together to craft the perfect list for each and every mailing. The perfect list is clean. The perfect list is devoid, as much as possible, of patrons who do not wish to receive mailings. The perfect list achieves your objectives. At EnerTex, we work toward this goal every single day. And, with the assistance of all the participants in San Francisco Big List, the community as a whole will collectively approach, and will benefit as well, on an individual basis, from the creation of The Perfect List.

To get to this perfect list takes some time and effort, although we start off at a better place than many large lists because of one simple fact: every single consumer in the San Francisco Big List database has provided his or her mailing address to one of the sixty-nine participants of the Big List.

Why is this important? Because the San Francisco Big List is composed of "like minded" non-profit cultural organizations. No one is selling time-shares, or soliciting credit cards, or selling wireless service. Rather, art and culture is being marketed in the least obtrusive manner: via direct mail.

Most organizations do not seek permission from a consumer to make his or her name and address available to other organizations. To our knowledge, this is not a legal matter; there are no statutes that require a non-profit organization to allow a consumer to opt out of list exchange transactions. However, there is a practical, moral, and ethical obligation on the part of each organization to respect the preferences of their patrons. And within every list there are patrons who do not wish to receive direct mail solicitations.

Here are the recommended steps to follow to adhere to consumer preferences:

#### 1) Maintain an internal Do Not Mail file or code

Each organization should maintain a data file of individuals who do not wish to receive direct mail. (If you do not have such a file, you should create one.) This might seem counter-intuitive, to create a special code or segment within your database for people who have requested not to be listed with your organization, but it is the only way to ensure that they are excluded every single time.

What you'll need: when speaking with the patron, you will need to gather his or her full name and the complete address on the mailing they received. Put all of this information into a database file and code them as Do Not Mail. Whatever you do, do not simply erase address fields, or alter the actual address so that it "won't work," i.e. John Smith, Do Not Mail, San Francisco, CA 94110.

At the time of list submissions to San Francisco Big List, each organization should provide a segmented list of buyers encompassing the three most recent seasons or years of activity. **Do NOT submit names and addresses of people who are coded as do not mail, do not trade/exchange, deceased, etc.** Many organizations also decide to exclude and to not submit list segments such as staff, board, artists, and musicians. Remember, what is submitted to the database can be selected out of the database in the form of a mailing by your organization or by other organizations.

## 2) Match your Do Not Mail list with every Big List mailing you do

When you access the San Francisco Big List for a mailing, we recommend that you always match your Do Not Mail file against the final mailing extraction to drop patrons who do not wish to receive your mail. You can accomplish this in one of two ways:

- 1) Send your current Do Not Mail file via email to your Enertex Account Executive who will process this file against the final mailing output that you have selected.
- 2) Or if Enertex is creating an output that is being sent along to another vendor, such as a mail house or mail shop, the removal of patrons coded as Do Not Mail can happen at that point at the mail house or mail shop.

## 3) Utilize the Direct Marketing Association pander file

Thousands of consumers who do not wish to receive direct mail are registered with the Direct Marketing Association's Mail Preference Service (MPS). Enertex Marketing utilizes this database for many clients. The objective is to not mail to households that are registered with the DMA. The cost for this service is \$.07 per record suppressed or dropped. Folks who have taken the time to register with the DMA do tend to be a bit more adamant about not receiving unsolicited mail --- the response rate from these households tends to be quite low.

See the subsequent sheets in this folder detailing how you can direct consumers to the DMA website to register themselves for the MPS.

## 4) After the mail goes out

One of the objectives of San Francisco Big List is to craft a virtually perfect mailing list for every direct mail effort. You only want to mail to households that should be interested in what you are selling. But even a great list might contain patrons who do not wish to receive future mail. Here are the recommended steps to follow:

- 1) When contacted by these patrons, add his or her name and address to your internal mailing file and code them as do not mail or do not solicit. Suppress these patrons from all future mailings.
- 2) Also send his or her name and address, via mail or email, to your Account Executive at Enertex Marketing. When Enertex receives these listings, we permanently remove these patrons from San Francisco Big List within one week. This Big List Do Not Mail list is maintained across years, so these people will only have to opt-out once to be off the list forever.
- 3) For recommendations about what to tell the patrons about how they got on your list, and how to talk about the Big List to the general public, please see the "Talking About the Big List" sheet in this packet.

Historically, in other Big List markets, the volumes of patrons who express a concern with mailings from Big Lists numbers in the dozens, not in the hundreds, on an annual basis.

If you have further questions about the Big List, or about Do Not Mail processes in general, please don't hesitate to e-mail or call your Enertex representative. We have built and maintained many lists across the country, and have become experts at working with the large mass of patrons associated with these endeavors.



**Consumer  
Information**

**Preference Services**

**Consumer FAQs**

**Parents**

**Consumers Home**

**DMA Home**

**Remove  
My Name  
From  
Those  
Lists**

**Tell a friend  
about this page**

**Add this page  
to your favorites**

## DMA's Mail Preference Service

**DMA's Mail Preference Service (MPS) is the Official Mail Preference Service for the Catalog and Direct Marketing community supported by the United States Postal Service**



**Do You Need Help Getting Off Mailing Lists? You Have Options!**

**Repeat Visitor? [Click here](#) to log in.**

**1. Remove your name from or add your name to individual DMA Member mailing lists.**



DMA's Mail Preference Service will allow you to receive more of the mail you want to receive and less of the mail you do not wish to receive. You may add your name to individual organization lists and remove your name from individual organization lists. Complete the form and we will send it along to our members, asking them to honor your preferences. [Click here](#) to register your choices.

**2. Remove your name from pre-screened credit offers.**

If you would like to reduce the number of pre-screened credit and insurance offers you are receiving, visit [www.optoutprescreen.com](http://www.optoutprescreen.com) or call 1-888-5OptOut (1-888-567-8688) to opt-out of these offers. This is a free service to consumers offered by the major credit bureaus.

### 3. Remove your name from DMA Member Prospect Lists

With DMA's MPS you can remove your name from DMA member prospect lists. **Please note that signing up with MPS may prevent you from receiving mail you want, such as new catalogs, coupons, announcements about new businesses in your community, and notices of special offers.**

Members of the DMA are required to use our name-removal service, and all marketers are encouraged to use it. **Because some mailings are prepared far in advance, please allow 30-90 days for your registration with MPS to become fully effective.** [Click here](#) to sign up.

#### **How to Register for the Mail Preference Service:**

Once registered, remember your user-id and password and you may log back into the website to change your preferences for up to three years.



You can register for MPS two ways:

1. Fill out the online form with all required information. Registering online is the fastest way to see results.

OR

2. Complete the mail-in registration form. Print the form and mail it with a \$1 check or money order (to cover processing), payable to the Direct Marketing Association, to the address on the form. Processing by mail takes longer than online registration.

**Please click the Register button to start the name removal process or for repeat visitors, sign in below.**

[Register](#)

**Repeat Visitor? Welcome Back! Please log in to change your preferences.**



## **How To Talk About the San Francisco Big List**

By Clayton Lord  
Theatre Bay Area

It's important that your customer interface (be it box office staff, marketing staff, or you yourself) know how to talk to patrons who perceive an increase in mailings and call you as either the organization that provided their information or as the organization whose materials they received. This document outlines some language that will hopefully allow you to talk about the Big List in a truthful but hopefully un-alarming way. Failing all else, you can direct them to call Clayton Lord, the coordinator of the Big List in the Bay Area, at (415) 430-1140 x22.

### **How did you get my name? (if you got it off the Big List)**

We are participants in a new audience-building initiative called the Big List. The Big List is designed to more effectively pair organizations with patrons who will probably like their work, and therefore broaden the horizons of both. Your name is part of the Big List because you are an arts enthusiast, and one or more of the organizations whose work you have attended in the past thought you would be a good fit for the goals of the program. Each list that is built is based on strict criteria designed to make sure that you are only getting information on work that reflects other work you've seen in the past.

### **How did \_\_\_\_ get my name? (if you gave it to the Big List)**

We are participants in a new audience-building initiative called the Big List. The Big List is designed to more effectively pair organizations with patrons who will probably like their work, and therefore broaden the horizons of both. Your name is part of the Big List because you are an arts enthusiast, and we thought that you would be interested in learning about some of the other non-profit arts going on in the Bay Area. Each list that is built is based on strict criteria designed to make sure that you are only getting information on work that reflects other work you've seen in the past.

### **Is this legal?**

Absolutely. All of the information was provided from the public domain or by the member organizations, and is strictly protected to keep you safe. Your information is administered by a third party who is prohibited from distributing it beyond the list's membership. The information also cannot be accessed without oversight from that organization and from Theatre Bay Area, the administrator of the Big List locally.

### **Who are the members of the Big List?**

The members of the Big List offer some of the highest quality work in all art forms in the Bay Area. Unfortunately, I can't directly provide you with a full list of members. However, I recommend that you contact the Big List coordinator at Theatre Bay Area, Clayton Lord, at [clay@theatrebayarea.org](mailto:clay@theatrebayarea.org) or (415) 430-1140 x22 to learn more about the program.

### **Who oversees the Big List?**

Locally, Theatre Bay Area, one of the largest and most well-respected regional arts services organizations in the country, oversees the Big List. Theatre Bay Area's mission is to promote the best interests of both artists and audience members for all art forms in the Bay Area.

### **I want to be removed from the list.**

If you will provide us with the name and address as it appeared on the mailing you received, I will make sure that you are removed from the Big List immediately and permanently. The removal will be effective within one week, and you should at that point receive mailings only from organizations to which you have directly given your information. Sorry for the inconvenience.