

MAKE THEIR DAY SPECIAL...



AND PROFIT THROUGHOUT THE YEAR WITH BIRTHDAY PROSPECTING



BirthdayProspecting™

Bring *THEIR* celebration to *YOU!*

BOOST YOUR SALES WITH THE BIRTHDAY PROSPECTING DIRECT MAIL PROGRAM.

Executive Director Jim Schimpf shares the benefits of this unique program with *Essence Magazine*:

ESSENCE: *Why is birthday prospecting a smart marketing tactic for today's independent restaurant?*

JIM SCHIMPF: According to the NRA, **8 out of 10 people celebrate their birthday at a restaurant.** That's where we come in: We mail people postcards on behalf of your restaurant, giving them a special offer just for their birthday.

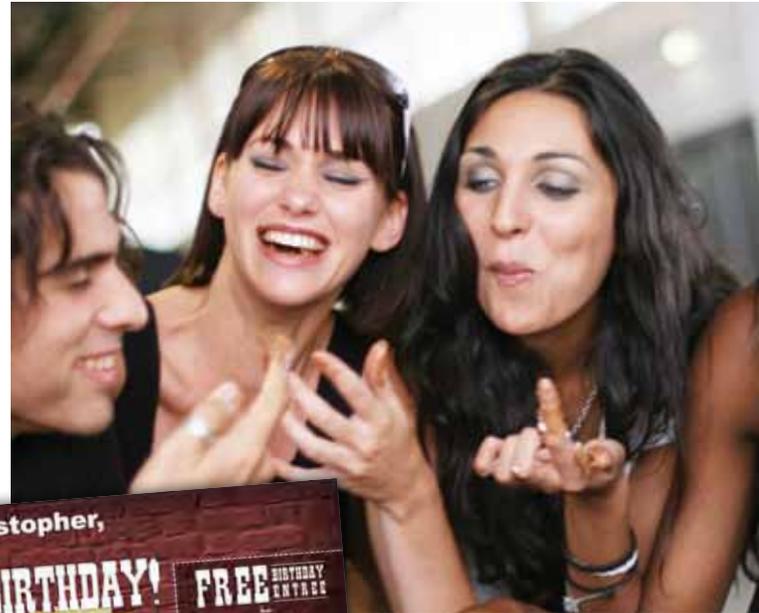
ESSENCE: *How does the Birthday Prospecting program work?*

JIM SCHIMPF: Our program is a simple, cost-effective, three-step program:

- 1. Choose Your Prospects:** With our database you can sort by specific zip codes, household income, and BIRTHDAY!
- 2. We Design Your Postcard:** We know what offers work and have a response rate that's 16 times the industry average.
- 3. We Mail Your Postcards:** Every month, we mail postcards to arrive by the 1st of your prospect's birthday month. You don't do a thing, it's all automatic.

ESSENCE: *Why should I choose Birthday Prospecting over another prospecting tactic?*

JIM SCHIMPF: Results are seen quickly as the postcards are brought in for redemption! We can also collect the emails of the postcard recipients.



Perforated Card



this card got a **29% response rate!**

ESSENCE: *Are there ways to know that the Birthday Prospecting program is working for a restaurant?*

JIM SCHIMPF: **Results are seen quickly.** You'll see results as the postcards are brought in for redemption! We can also collect the emails of the postcard recipients by sending them to a special web address where they download and print their special birthday offer.

ESSENCE: *What is the cost of launching the Birthday Prospecting Program?*

JIM SCHIMPF: Thanks to a **35% discount just for Maine customers**, you can get started at under \$300. You'll see a return on investment of approximately 15-25 new parties that can turn into long-term customers, and their check is usually 30% higher than the average because it's a celebration.