**Memorandum**

**TO: Missy Kurek**

**FR: Joe Cross**

**CC: Kelly Ward, Stella Ross, Hayley Dierker, Jackie Forte-Mackay, Brandon English**

**DT: October 4, 2013**

**RE: POTUS & FLOTUS Direct Mail Results**

1. **POTUS Letter Results**

In August of 2013 we mailed a package signed by President Obama to our active appeal donors, monthly sustainers, and a small portion of previous survey responders who have never donated to the DCCC. Two weeks later we followed it up with a letter to our active appeal donors signed by Leader Pelosi which referenced the letter signed by President Obama.

The results for both of these mailings were strong, and as of 9/27/2013 they are the two most successful appeal mailings of the year grossing a total of $810,536. As a comparison, the average income of an appeal mailing prior to this year was $245,000 ($490,000 for a similar two mailing series).

1. **FLOTUS Contest Results**

In September of 2013 direct marketing partnered with the digital department on the contest to have brunch with Michelle Obama. On the direct marketing side we used the contest as an incentive for donors to contribute to our September telemarketing campaign via credit card instead of by check.

The September telemarketing campaign finished with a 40.92% credit card pledge rate. This is an increase of 5% over the credit card rate we had for our August telemarketing campaign which finished at 35.93% on credit card.

1. **Conclusion**

Clearly, both President and Michelle Obama are major draws to the grassroots donors on our direct marketing file. It will be in our best interest to utilize them as signers and incentives as much as possible during the remainder of the 2014 cycle.