



MARYLAND LEAGUE
OF CONSERVATION VOTERS
EDUCATION FUND

FREQUENTLY ASKED QUESTIONS REGARDING LIST ENHANCEMENT, SHARING, AND BROKERING

Q: Why is list enhancement important?

A: List enhancement allows organizations to function more effectively and efficiently, ultimately making the environmental community more powerful and strategic. The added data you will receive will enable you to fundraise in a more targeted manner, target your outreach by using screens like age or voting frequency, and assess the makeup of your membership. Combining all of the enhanced lists into one “Community Shared List” enables us to work in coalition together and build off each others efforts – providing more opportunities to keep your membership educated and engaged in Maryland environmental issues. And list brokering gives you an opportunity to allow folks who are already engaged with your group to hear other pro-environment messages.

Q: What exactly does List Enhancement involve?

A: Maryland League of Conservation Voters (LCV) Education Fund contracts with the National League of Conservation Voters (LCV) Education Fund to enhance your organizations list with information from the Maryland State Voter File. Our vendor will use a database program to match your list to this information-rich file. This confidential process, provides you with better information on individuals, including age, gender, county, voting precinct, congressional and state legislative districts, political party affiliation, voting frequency, phone numbers, and addresses.

Q: How will it help my organization’s fundraising efforts?

You will be able to target fundraising appeals based on factors such as age, gender, voting frequency, legislative district and up-to-date change of address information.

Q: What is the cost to my organization?

A: Maryland LCV Education Fund is offering this program free of charge to all 501(c)3 organizations.

Because we offer this service free of charge we do require that all participants add their enhanced lists, for blind use (your organizational name will not appear) to 1) a “shared

community list” which will be available by permission only on a case-by-case basis and 2) a statewide list made available for rent through a third party list broker. **Due to legal requirements, organizations with a status other than 501(c3) will be charged a small fee. We will consult with groups individually on this.**

Q: Why are we required to add our names to the shared list?

A: One of the benefits of our list enhancement program is that it helps the environmental community be more efficient, strategic, and a stronger advocate for the environment. Over the past four years, coalitions stretched dollars and used the shared list to identify members who are likely activists, target non-partisan 501(c) 3 voter participation efforts to help get environmental voters out to the polls, and send targeted educational materials. In exchange for not charging Maryland LCV Education Fund to enhance your lists, LCV Education Fund is requiring that all participating groups add their names to the shared community list for use by permission only.

Q. What is list brokering and why is it now required?

A: A second benefit of the list enhancement program is providing a means for groups to make their membership lists available for rent, from which your organization will generate revenue. A list broker is a third party commercial vendor who provides a service of renting lists from a variety of sources, such as non-profit organizations and magazine subscriptions, at a fair market value base rate per thousand names. List brokering is when you provide a list for a third party to rent. If you choose you may provide restrictions of rental purposes. For example, Maryland LCV Education Fund will instruct the broker not to make the list available for fundraising or marketing purposes. In the past, list brokering was optional. However, in 2007 we announced the transition of requiring all past participating groups to broker their lists in 2009. We will consult individually with first time participants.

Q: What exactly does list brokering involve?

A: Maryland LCV Education Fund will contract with a reputable list broker, Marketry, Inc. The broker will list our records as one database in their directory of over 1,000 lists to rent. If the list is rented, revenues will be distributed to your organization.

Q: What is the process for using the shared lists?

A: Maryland LCV Education Fund will contact each organization when strategic coalition opportunities to use shared lists arise. In addition, you may contact Maryland LCV Education Fund to propose a coalition use for the shared list. For example, a coalition of groups working on one of the issues identified by the Citizens’ Campaign for the Environment (CCE) as a priority issue—such as cleaning up the Bay—may request to use our shared list to send a mailing, educating voters and asking them to call their state legislators. In this example, we would email out a copy of the mailer and ask each participating organization to respond within 48 hours. We will only include your names if

you reply with your permission. Your organization's names will not be included if you reply that you do not want your shared names to be included in that particular use or if you do not reply within the 48 hours. Your staff will be able to see each piece or call-script being proposed for use and opt-in by giving your permission on a case-by-case basis. Bottom line, you retain control over your lists.

Q: How will I know that my membership list remains confidential?

A: Each organization will sign a contract with Maryland LCV Education Fund in which we agree to use the list for the list enhancement, sharing by permission (required), and brokering (required unless exception is given for first time groups). Maryland LCV Education Fund will protect the lists and all working files on as password-protected file which will be accessible only to our staff and computer contractors hired for the project. The contract will state that your portion of the list will not be used by Maryland LCV Education Fund or any other organization for fundraising or member solicitation.

Q: What if I don't know how to get the data out of our files or put it back in?

A: We will help you! We will walk you through extracting the information from your database and then we will provide a consultant (again, free of charge) to reintegrate the enhanced list in your system.

Q: What are the steps for participation?

The first step is to obtain approval through your organizational decision making process. For some groups it is simply getting these materials to the staff person with authority to export membership lists. For others, board approval is required; please let us know if your process will take longer than needed to meet **our Oct 7th application deadline and the October 23rd data submission deadline**. After we receive your application, Maryland LCV Education Fund will send a contract agreement for you to sign and instructions for uploading your data to LCV Education Fund. If you have any records that need to be marked "do not share," please contact Jen Brock-Cancellieri. We will sign and mail a hard copy of the contract back to you.

We will return your enhanced list to you by December 15th, along with charts and graphs that summarize your data. We will also provide a list summit, this is a meeting that will review how to import the data and discuss potential uses for building your organization and strengthening Maryland's environmental community.