

The World War II Memorial



## DIRECT MARKETING SERVICES

- Direct Mail Marketing
- Digital Marketing
- Strategic Research
- Communications & Creative Suite
- List Service
- Telemarketing
- Analytics



**Stephen Winchell & Associates**

For more information, please visit our website:

[www.swadirect.com](http://www.swadirect.com)

a division of Odell, Simms & Lynch  
[www.OdellSimms.com](http://www.OdellSimms.com)

To enhance **Odell, Simms & Lynch, Inc.**'s capabilities, our firm acquired **Stephen Winchell & Associates (SW&A)**, a full-service direct response advertising agency, in 2005. SW&A has raised well over a billion dollars for its clients since its founding in 1976, and is renowned for success in using direct marketing to drive:

- **Fundraising:** Secure broad-based funding for an initiative through high-volume gift solicitations.
- **Membership:** Encourage support of an initiative through a membership recruitment and renewal program that requires dues or fees for membership.
- **Issues Advocacy:** Mobilize a powerful base of grassroots supporters to take action regarding an issue through an awareness and advocacy campaign.

With SW&A as part of our integrated team, Odell, Simms & Lynch, Inc. is even better equipped to meet the diverse needs of our clients. Whether an organization is new and trying to position itself in the marketplace for the first time or is well-established with an existing direct marketing program, our firm offers the expertise and strategic thinking to help them meet their goals. Odell, Simms & Lynch, Inc.'s compelling creative packages, methodical research and testing, and insight into different populations segments prove a formula for success. As a full-service agency, we can manage all aspects of our clients' direct marketing programs and are medium agnostic—we recommend the marketing channels most appropriate for our clients' target audiences. Our focus is on driving a specific "call to action"—whether it's becoming a member, making a donation, or calling a congressperson about a piece of legislation—in a measurable, cost-effective way.