

D S T O u t p u t C u s t o m e r S u c c e s s S t o r y



Clues to Successful Consent Promotion

GETTING INVESTOR CONSENT to opt out of paper in favor of electronic documents is just like a good mystery—the essential ingredients are motive and opportunity. Investors need a motive to consent and fund managers need to provide plenty of opportunity to facilitate the process.

Calvert Funds, Inc. is unique in the market place. In 1982, Calvert was the first company to offer socially screened mutual funds. Today, although many funds are now in the market, Calvert continues to lead the industry in this sector. For Calvert's socially conscious investors, consenting to electronic documents is not simply convenient, it is also the right thing to do. They are quick to understand that in addition to lowering fund administrative costs, their consent saves paper, trees, and the environment. They have plenty of motives.

Opportunity is a bit trickier. When it comes to consent promotion, even for those pre-disposed like Calvert investors, readiness is a big issue. Regardless of how easy and immediate the client services manager makes the process, investor habits, in practice for years or even decades, are slow to change.

According to Karen Becker, Calvert's Senior Vice President, Client Services, it is essential to provide investors an easy way to consent, 24/7. "Many investors take the time to think about their options and preferences," says Karen, "then act on their own schedule. We must be ready when they are."

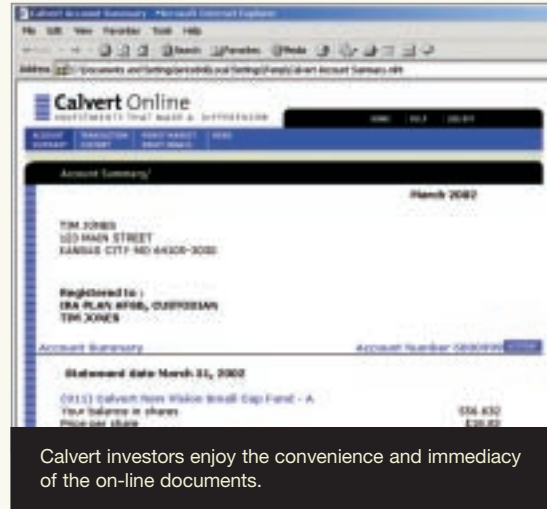
One of the first funds to offer regulatory documents online, Calvert knows the power of the Web. Their Web-enabled, enriched investor education program has helped raise the level and value of discussions among investors, financial professionals and Calvert management.

"At first we chose to offer online statements in response to customer demand," says Karen Becker. "Our investors simply assumed we would have them as soon as the compliance documents appeared. We were pleased to do it, because it is also the right thing to do," she continues.

Informa from DST Output, Inc. was chosen by Calvert as its online investor communications solution for its versatility and ability to grow with their needs. *Calvert Online* provides investors easy access to compliance documents and statements, and is a doorway to the complete range of Calvert services. "Informa enables us to invite investors

to join our e-community. We regularly interact with 15% of our investor base online,” says Karen Becker.

“Our dynamic e-statement was a collaborative effort with Informa,” says Karen Becker. “And through Informa we offer our investors e-display of their money market drafts. Our future plans include electronic confirmations and ultimately tax statements—features of the current Informa platform. We’re confident of the Informa compliance framework, including actionable bounce-back reports that enable uninterrupted, compliant e-deliveries when investors change their email addresses. In the near future we will take advantage of the campaign management tools available from Informa.”



Investor consent rates for Calvert are about 12%, excellent considering that only a modest amount of promotion has been used. “So far we have mined only a few of our many customer touch points,” explains Karen Becker. “Our initial efforts included a letter in the regulatory mailings, messaging on the paper statements and newsletter articles. We’ll put to use what we’ve learned from these activities as we go forward. We know we need to get the message out often; that repetition works; and that ‘keep it simple’ is the rule for both the calls to action and the responses. Most important, though, and vital to success, is letting the investors know what is in it for them.”

“We look forward to the day when a majority of our investors benefit from our online services,” says Karen Becker. “And since we have a 100% commitment to consent marketing from our president and CEO, we’ll be looking closely at the marketing assistance available from DST Output and NewRiver.”

The Informa Alliance members, DST Output and NewRiver, offer training and tactical support for consent marketing in book form, in seminars and workshops, and via project management and turnkey multi-media campaigns. NewRiver Marketing Manager, Virginia Gobats, describes the Informa marketing programs: “Our commitment is to provide absolutely everything a firm needs to take advantage of the e-opportunities Informa creates. Electronic consent is a win-win for our clients, their investors and the financial professionals who advise them. We want each and every Informa client to achieve that win-win as quickly as possible using best practices that work for them.”

For information about Informa, or consent promotion programs, contact DST Output at 800.441.7587 or NewRiver at 800.481.2656.



making customer connections count