



MARTHA COAKLEY
ATTORNEY GENERAL

THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL
ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago

**ATTORNEY GENERAL'S REPORT
ON TELEMARKETING FOR CHARITY**

Professional fundraisers are for-profit businesses that solicit the public for donations on behalf of charitable organizations. A charity may use telemarketing as its primary method of raising money. In 2006, 566 charitable fundraising campaigns, conducted by 71 different professional solicitors, registered in Massachusetts.

This Guide is designed to help residents make informed decisions before making charitable donations. The report includes two appendices that detail the financial results of those individual campaigns conducted in Massachusetts during calendar year 2006 and registered with the Attorney General. The information is taken from public reports filed with the Non-Profit Organizations/Public Charities Division by the professional solicitor and the charitable organization pursuant to M.G.L. c. 68, s. 24(c).

Also view the **Attorney General's Guide for Donors**.

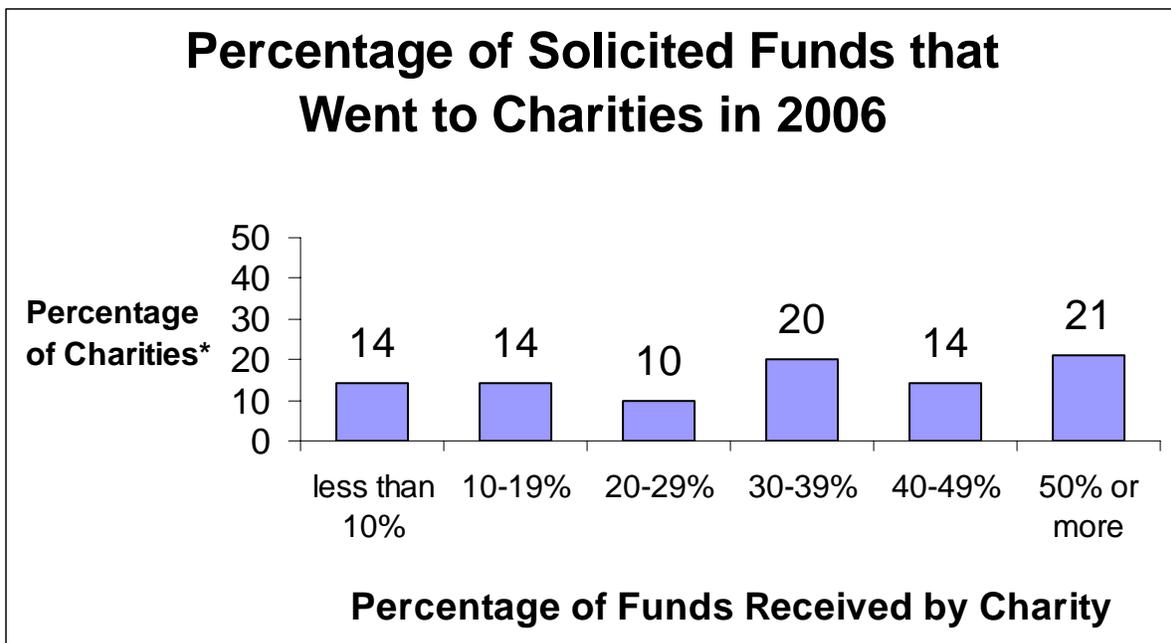
Appendix I reports campaign results by the name of the professional solicitor; **Appendix II** reports results alphabetically by the name of the charitable organization.

- The first column on the left lists the professional solicitors alphabetically by name, and then lists alphabetically the charitable campaigns they conducted. In Appendix II, the first column lists the names of all the charitable organizations alphabetically, and the second column notes the solicitor responsible for each campaign.
- The second column notes whether the campaign involved the sale of any product or service, and whether the filing for that campaign was intended to serve for an interim period of the calendar year – i.e., the campaign continued beyond the end of 2006.
- The third column states the total amount of money raised during each of the charitable solicitation campaigns. Please note that this amount often reflects the results of a regional or national solicitation effort and not just the results of activity conducted in Massachusetts.
- Column four lists the amount the charity received at the end of the campaign, and column five presents that amount as a percentage of the total generated revenue.

The data contained in these appendices can be summarized as follows:

- On average, of every dollar that a professional solicitor raised, the solicitor kept 56 cents and 44 cents went to charity.
- Of the 564 solicitation campaigns reported, 21 percent (118 campaigns) resulted in the charitable organization receiving 50 percent or more of their campaign's gross revenue.

- 14 percent of campaigns (77) resulted in the charity receiving between 40 and 49 percent of the gross revenue.
- 20 percent of campaigns (111) resulted in the charity receiving between 30 and 39 percent of the gross revenue.
- 10 percent of the campaigns (57) resulted in the charity receiving between 20 and 29 percent of the gross revenue.
- 14 percent of the campaigns (81) resulted in the charity receiving between 10 and 19 percent of the gross revenue.
- 14 percent of the campaigns (78) resulted in the charity receiving less than 10 percent of the gross revenue.



*Eight percent of the campaigns registered with us resulted in no solicitation; those campaigns are not reflected in the chart above.

The financial reports filed for each solicitation campaign are available for public inspection from 10:00 a.m. to 4:00 p.m. at the Non-Profit Organizations/Public Charities Division, located on the 11th Floor of the Saltonstall Building at 100 Cambridge Street in Boston. Information regarding solicitation campaigns can also be obtained by calling (617) 727-2200, ext. 2124.