

John Floyd established Evergreen Creative Communication (ECC) in 1995 with the goal of assisting not-for-profit clients with direct mail consultation including strategic planning, creative services, acquisition lists and quality production. ECC's diverse client base includes animal welfare, social service agencies, hospital foundations and universities.

My primary goal is to review and assist each client's direct mail program and provide a plan to improve response rates, average gifts at the lowest costs. This enables more resources to be used for programs that fulfill the nonprofit's mission. Teaming with AKA Direct enhances this goal and offers a long term benefit to build on our mutual interest in responsive, client focused service.

A 1973 graduate of Oregon State University, the 22 years leading to Evergreen Creative included 15 years of direct work in the nonprofit sector as a director for special needs camps, a special events and volunteer coordinator for Oregon Easter Seals before accepting the development director position and finally state director for Oregon Cystic Fibrosis Foundation. With an increasing interest in the potential of direct mail, he was recruited to fill a new position within Century Direct Marketing, a Portland direct mail response company. For seven years I assisted a variety of regional and national nonprofits to incorporate direct mail as an effective fundraising tool within their annual development programs.

Evergreen Creative Communications joint venture with AKA Direct strengthens our mutual efforts to provide clients cost effective direct response mailings. Our combined experience and continually improving production capabilities offers a winning opportunity for our clients.