



International non-profit boosts donations and saves money with direct mail and fulfillment automation

BEYOND INK



Background

An international child development ministry connects caring individuals with children in poverty. Through 1-to-1 sponsorships, children are provided with the resources and opportunities they need to rise above their circumstances. Sponsorships and programs have aided over 40,000 children in 14 countries, making an incredible impact.

The communications required to foster these relationships are incredibly complex. Any single contact or activity could generate up to 500 different combinations of personalized letters and outbound materials.



International non-profit boosts donations and saves money with direct mail and fulfillment automation

BEYOND INK



Challenge

Printing, assembling, and mailing these two-way communications was taking the non-profit's current direct mail vendor weeks to process. The loss of potential new donors and retention of current sponsors was at risk.

- The complex mailing and fulfillment operations were taking too long to reach sponsors and field staff
- The disorganized way the program was managed resulted in higher than necessary postage costs
- Resources were limited to execute segmented mailings daily
- Project management left the organization with no time to grow sponsorships and expand the mission

It was time to make a change.

The organization needed to find a capable partner who could effectively manage their complex data and printing needs, keep sponsor/child relationships strong and their ministry growing. They sought a local connection to help with data, direct mail design and programming logic, with the ability to execute production, personalization and mail on a global scale.

Solution

BR automated a complex, manual process managed by spreadsheet. Now, single communication requests trigger the system to merge data and match what needs to be fulfilled. Jobs are sent out to the production floor, creating personalized printed correspondence in high volumes quickly — while being nimble enough

to vary direct mail formats and content for individual requests, prospects and new sponsorships.

Formats were redesigned, mail files are segmented and postal presorts are optimized to ensure all programs mail at the lowest rates possible.

Results

- Increased open rates due to format design innovations and the use of varied paper substrates
- More timely communications resulting in higher sponsor retention rates
- Thousands of dollars in annual postage savings to reinvest in the mission



BEYOND INK

CONTACT US 

WEB: brprinters.com EMAIL: info@brprinters.com

San Jose CA
(HQ, CMC, & EPIC)
665 Lenfest Rd.
San Jose, CA 95133
408-278-7711

San Diego, CA
(CDM)
7606 Miramar Rd.
#7200
San Diego, CA 92126
856-677-1727

Denver, CO
(BR DENVER)
5050 Moline St.
Denver, CO 80239
303-765-1383

Denver, CO
(ROSS4MARKETING &
C&D PRINTING)
550 East 76th Ave.
Denver, CO 80229
303-287-3217

Independence, KY
(BR KENTUCKY)
10154 Toeppen Dr.
Independence, KY 41051
859-292-1700

Appleton, WI
(NGS)
2600 North Ballard Rd.
Appleton, WI 54911
920-734-7500

Cincinnati, OH
(BR OHIO)
3962 Virginia Ave.
Cincinnati, OH 45227
800-598-7808