



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.



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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



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