

McLean, Koehler, Sparks & Hammond

Certified Public Accountants/Business Consultants

Nonprofit Organizations

Are people reading your nonprofit's mailings?

In recent years, commercial organizations have adopted personalized documents and customized marketing communications to great benefit. They have capitalized on information collected about customers to rise above the din of competitive messages.

Now that the technology has become less complex and more affordable, nonprofit organizations can take advantage of these developments as well.

Until recently, the technology to create personalized documents was available only to large organizations with large pocketbooks and extensive systems.

Typical office copiers and desktop PCs did not provide a viable way to link customer data to customized documents. For most nonprofits, this meant the best that could be hoped for were mass marketing mail pieces that performed at rather disappointing response rates.

Today, with the advent of digital printers and database systems, the promise of personalized documents that perform well beyond generic "junk" mail is within reach.

A combination of donor data, thoughtful document composition and digital printing technology gives nonprofits the ability to create mailers that command dramatically improved response.

Nonprofit organizations today have collected more information about their constituents than ever before. One of the most valuable assets your organization has is the data you've collected about your donors. The more pertinent and timely the communication, the more likely the person receiving your mailing will read, understand and act upon your mailing.

Of the many products available, here are a few to consider:

NEWLEAF by PrintSoft – www.printsoft.com. A desktop tool designed to be compatible with the Microsoft Office suite of programs.

PrintShop Mail by Atlas Software – www.printshopmail.com. A software tool that merges variable database information with document design.

Dialogue by Exstream Software – www.exstream.com. Designed to connect with a variety of data sources and create relevant and timely customer communications.

PrintNet by GMC Software – www.gmc.net. An easy-to-implement tool for designing, proofing and printing personalized communications in direct mail.

McLean, Koehler, Sparks & Hammond helps owners and business leaders become more successful by providing innovative financial, technology and management solutions for every stage of their organizations' life cycle. For more information on this article or MKS&H, please send an email to info@mksh.com or call 410.296.6200 and the marketing director can put you in touch with the right department.

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