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Vertical Solution Map – Not-for-Profit

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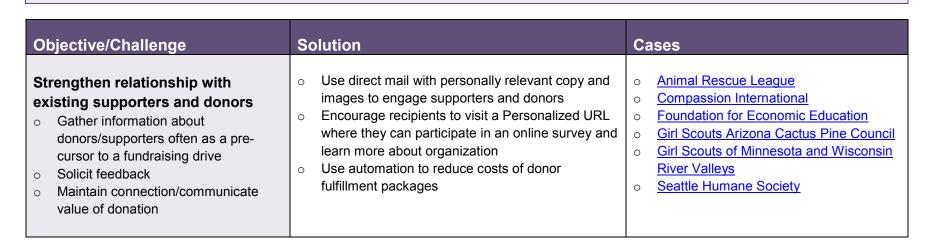
Instructions for use: This map provides an overview of common communication objectives within the Not-for-Profit market which can be solved with solutions powered by digital print. For each objective, specific challenges and solutions are identified with links to PODi case studies that illustrate successful implementations.

Service providers should use this sales tool to understand:
- o Common challenges within the not-for-profit market
- o Solutions that you can build to meet your customer's needs
- o Which case studies will best demonstrate to your customer the power of digital print

Objective/Challenge	Solution	Cases
Strengthen relationship with existing supporters and donors o Gather information about donors/supporters often as a pre-cursor to a fundraising drive o Solicit feedback o Maintain connection/communicate value of donation	o Use direct mail with personally relevant copy and images to engage supporters and donors o Encourage recipients to visit a Personalized URL where they can participate in an online survey and learn more about organization o Use automation to reduce costs of donor fulfillment packages	o Animal Rescue League o Compassion International o Foundation for Economic Education o Girl Scouts Arizona Cactus Pine Council o Girl Scouts of Minnesota and Wisconsin River Valleys o Seattle Humane Society

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Objective/Challenge	Solution	Cases
Raise funds o Increase average donation amount o Increase total amount raised o Reactivate dormant donors	o Establish connection by making communications relevant to recipients' experience with organization or cause o Customize information based on donor history o Use cross-media marketing to increase response o Make response mechanism easy (Personalized URL, pre-filled donation forms)	o Arizona's Children Organization o Boston Symphony Orchestra o Children's Home Society of VA o Fulton Theatre o Japanese American National Museum o Juvenile Diabetes Research Foundation o National WWII Museum o Push the Rock
	o Sell printed products, such as greeting cards or books, with proceeds going to the organization o Enable online ordering for efficient order processing and fulfillment	o Children's Art Project - 2012 o Children's Art Project - 2009 o Duisburg-Beeck

Generate/Nurture Leads
o Encourage prospects to learn more about organization, cause or services
	o Send relevant information with call to action to:
	   o visit a Personalized URL
	   o speak with representative
	   o return reply card
	o Offer a gift or incentive to responders
		o American Society of Plastic Surgeons
		o Breakthrough Ministries
		o Chicago Botanic Garden
		o Coalition to Protect Healthcare
		o Junior Statesmen Foundation

Manage Industry Association Event	**Event management** o Drive conference registrations with personalized direct marketing o Engage conference attendees with personalized on-site materials	o Greater Des Moines Partnership o The Illustration Conference o Printing Industries of Virginia o Professional Insurance Marketing Assoc o Swiss Marketing Association