Fundraising, Digital Print, and Tackling New Challenges

• In today's omnichannel world, it's harder for our fundraising messages to stand out among the noise and confusion of all the marketing messages that are delivered every day, minute, and second. Join Jeffrey Dowd as he highlights how using a digital press, data insights, variable content and metrics/measurements help deliver relevant information to the changing generations. Jeffrey will also showcase a nonprofit case study that baby-stepped from sending static documents to highly customized messages.









A HUGE thank you for sponsoring my attendance for this session

Jeff Dowd

Business Development Lead- North America
HP- Graphics Solutions Business
jeffdowd in





Marketing noise and confusion is everywhere









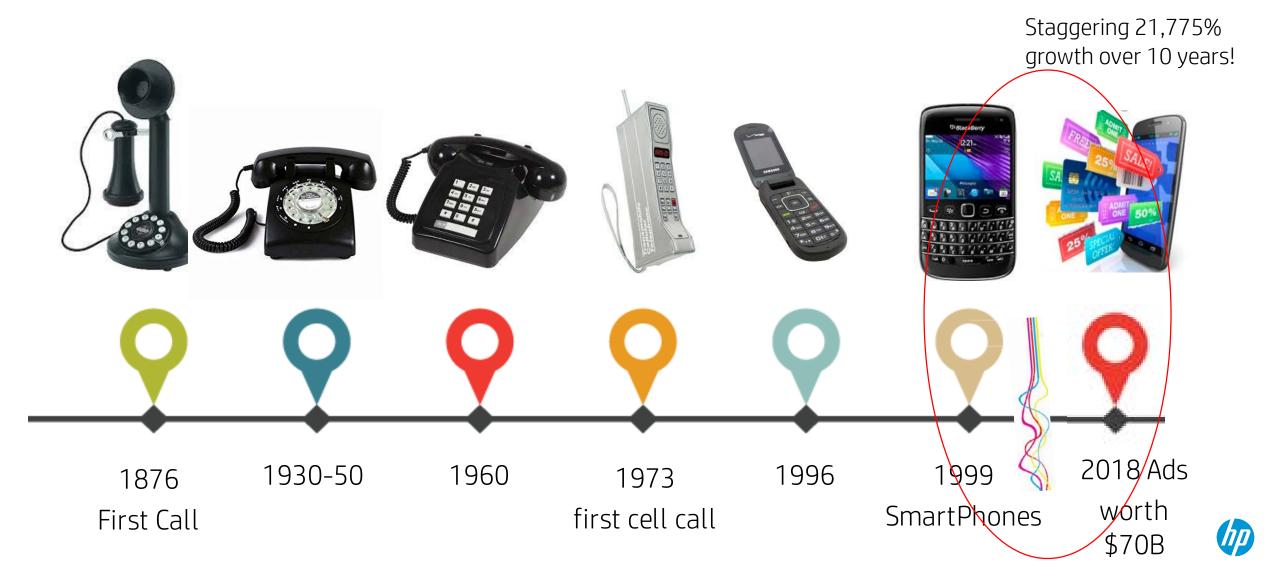




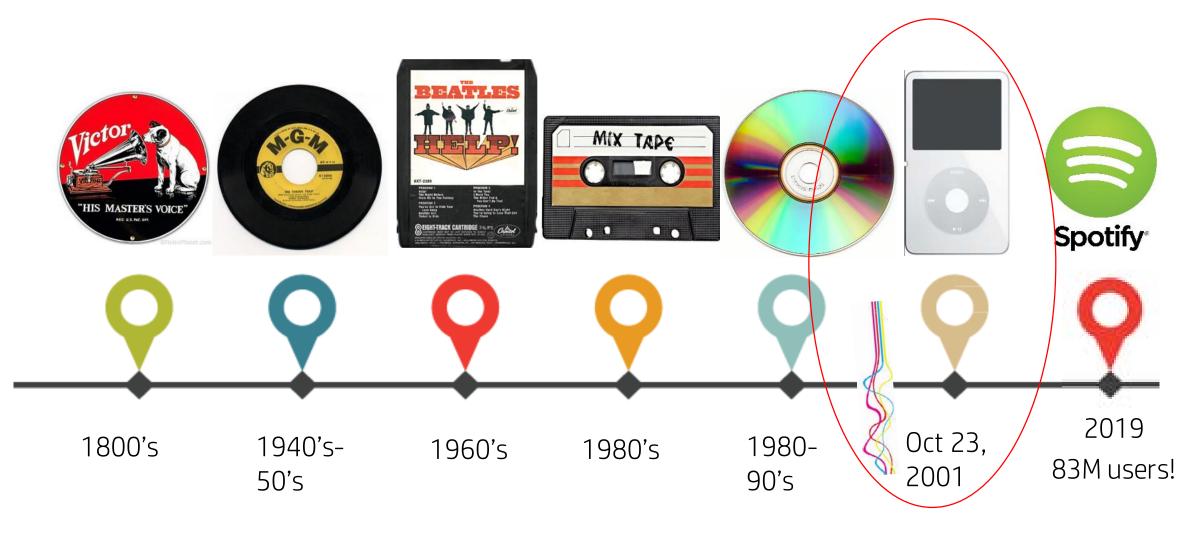




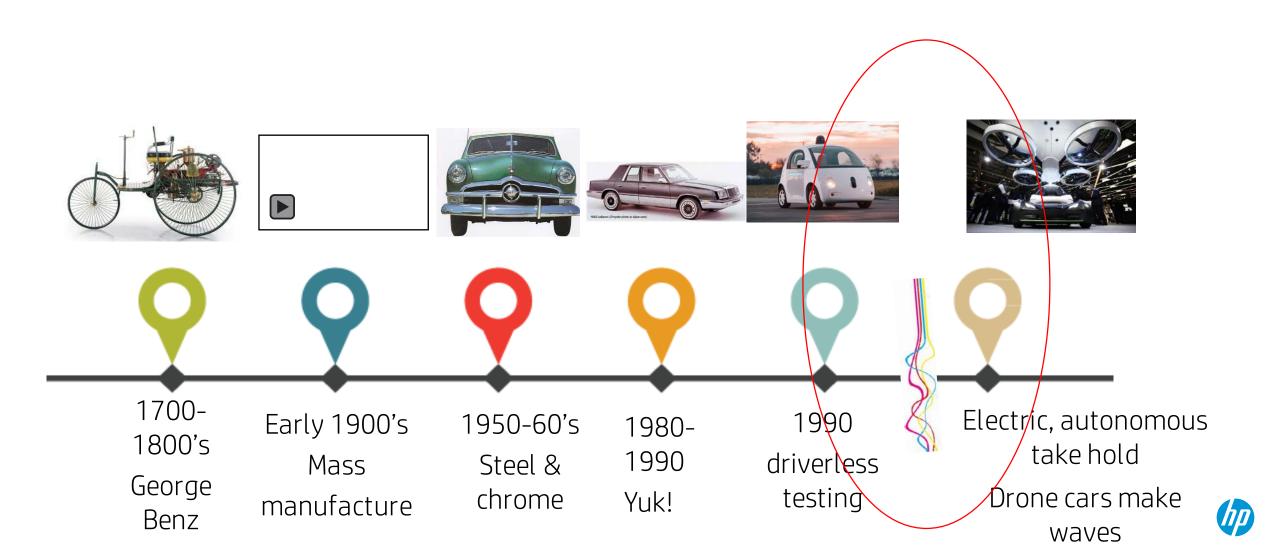
Speed of change with phone technology



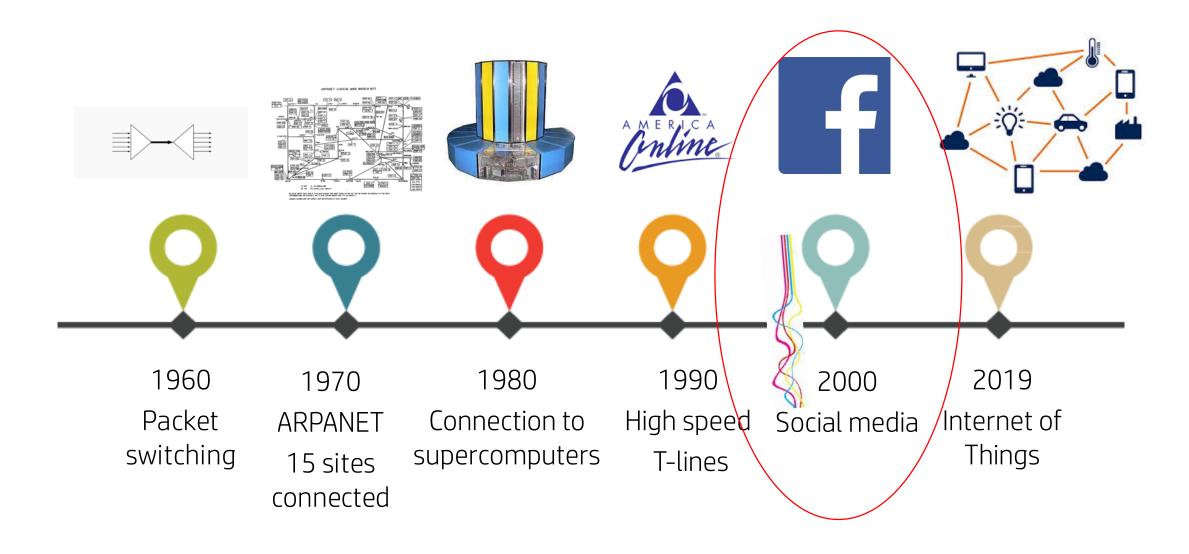
Speed of change happened with music



Speed of change happened with transportation



WHY? Broadband and the Internet changed us forever























Case Study 1



Using a digital press, HP Indigo, to achieve the results



Problem statement

The Challenge A non profit was not increasing their donors Just using emails or phone calls make it hard to raise up above the noise.

But it seems inexpensive.



Problem statement

The Challenge A non profit was not increasing their donors



November, 2014

David Wilkerson was one of the most influential Christian leaders of the late 20th century.

Obedience to the call of God sent this humble country preacher to New York City to reach out to young people caught up in gangs and drugs. Within five years, Rev. Wilkerson traveled to Southern California to help found Teen Challenge in Los Angeles.

We are the beneficiaries of David Wilkerson's life and vision. Most of you know about his best-selling were one consequence on Lieuws variances on the artist varion, and you as now assume the benefits of the Cross and the Switchblade with more than 17 million copies published in dozens of

Now I'm excited to share with you that Gary Wilkerson—David's son—has written a fitting tribute to his late father in the recently published book, David Wilkerson: The Cross, the Switchblade and

Through our special relationship with Pastor Wilkerson and the publisher Zondervan/HarperCollins. we are able to offer the book to benefit Teen Challenge of Southern California. Our arrangement the Man Who Believed. we are able to ofter the book to benefit leen Challenge of Southern Calliornia. Our arrangement does not allow us to sell the book, but we will send one to you for a small donation. If you can, we ask you to include a suggested donation of \$25 in addition to your regular monthly gift.

David Wilkerson's life touched millions, but there are still countered at the countered that the countered t \(\text{CITY2} \) and destructive behaviors who need our nep. < \text{HIST Name}, right nere at nome in city2 \text{Ariday your gift directly helps city2 \text{Ariday your local pomensum, shapugh one of eight Teen Challenge of Southern California

fm always thankful for your prayers and financial support that make this work possible, but I'll anways unatimul for your prayers and unances support that make this work possible, but In this month of Thanksgiving I'm especially grateful that we can offer you a personal copy of th this monitorial management the expectancy grade to that we can oner you a personal copy of this inspirational story. I'm grateful for the impact of David Wilkerson's life. And I'm grateful that you have heard the calling to help continue his legacy through the life-giving ministry of Teen

Thank you for your crucial role in spreading the Good News that hope can be found in Christ.

P\$ <First Name>, make your gift to Teen Challenge of Southern California in November ** < PRIOR FRANCE >, FLAGRE YOUR GIRK TO THEM CHAMBERING OF SOURIERT CAMPUTATES IN PROPERTIES AND AND THE CHOSS, THE SWITCH BLADE AND THE CHOSS. THE SWITCH BLADE AND THE and the Man Who Believed. Complete the gift form below or give online at www.teenchallenge.org/book

this inspirational story Church in Colorado Springs, CO, along with his continuing leadership role in the Texas-based World Challenge ministry established by his father, Reverend David Wilkerson. He is a Man of God following in his father's footsteps, a true friend of Teen Challenge of Southern California

Receive your personal, hardcover first edition of

> and was the featured speaker at our 2013 and 2014 Pastors' Conferences. Mail your gift with the form and envelope below, or give securely online at:

enchallenge.org

YOU can join us in saving lives from destruction. Your gifts further the ministry of Teen Challenge and help transform lives of the addicted and at-risk in Southern California.

When my father saw evil in the world, he never questioned why it existed. Instead, he did something about it. 'You can't do everything,' he always told us, 'but you can do something' @ WHING

TOSA DECEMBER ☐ One-time gift by credit card or check (enclose check or complete information below) □ <amt1> <amt2> Recurring gift charged automatically to my credit card <amt3> Charge my card \$_____ on the ____ day of each month ☐ Contact me about planned giving options or automatic recurring gifts

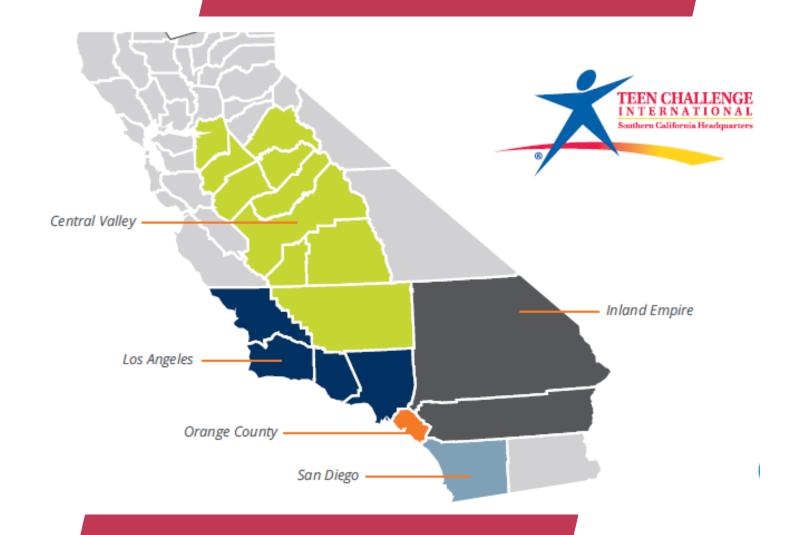


Enclosed is my gift to help <County> win the battle against drug and alcohol abuse through the grace of Jesus Christ.



Problem statement

Five regions-9 centers, but everyone was getting the same piece





Solution

Step 1, baby step the process. Make simple changes to the static document



November, 2014

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David Wilkerson's life touched millions, but there are still counties enhanced rick or involved in dust alcohol and destructive behaviors who need our help. <First Names, right here at home in <City> and a cross Southern California, you are making a difference today your gift directly helps completely your local promise in the property of the county of the county

I'm always thankful for your prayers and financial support that make this work possible, but in this month of Thanksgiving Tm especially grateful that we can offer you a personal copy of th this month or maintagroung its especially grateful triac we can offer you a personal copy of this inspirational story. I'm grateful for the impact of David Wilkerson's life. And i'm grateful that you have heard the calling to help continue his legacy through the life-giving ministry of Teen the Continue of the continue has legacy through the life-giving ministry of the continue has been continued in the continue has legacy through the life-giving ministry of the continue has been continued in the continue has been continued in the continued

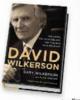
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www.teenchallenge.org/book

Complete this tear-out form and enclose in return envelope below When my father saw evil in the world, he never questioned why it existed. Instead, he did something about it. 'You can't do everything, he always told us, 'but you can do something' Gary Williams One-time gift by credit card or check (enclose check or complete information below) □ <amt1> Name on card C <amt2> Recurring gift charged automatically to my credit card <amt3> Contact me about planned giving options or automatic recurring gifts

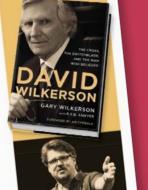


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Enclosed is my gift to help <County> win the battle against drug and alcohor abuse through the grace





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reenchallenge.or

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onal, hardcover first edition of this inspirational story

Discover how YOU can join us in our

vision to transform lives.

☐ One-time gift by credit card or check (enclose check or complete information below)

I believe in walking

- Rev. David Wilkerson

in the Spirit.

Recurring gift charged automatically to my credit card





CI <amt2>

<First Name> <Last Name>

Secondary Address>

<City>, <State> <Zip>

Primary Address>







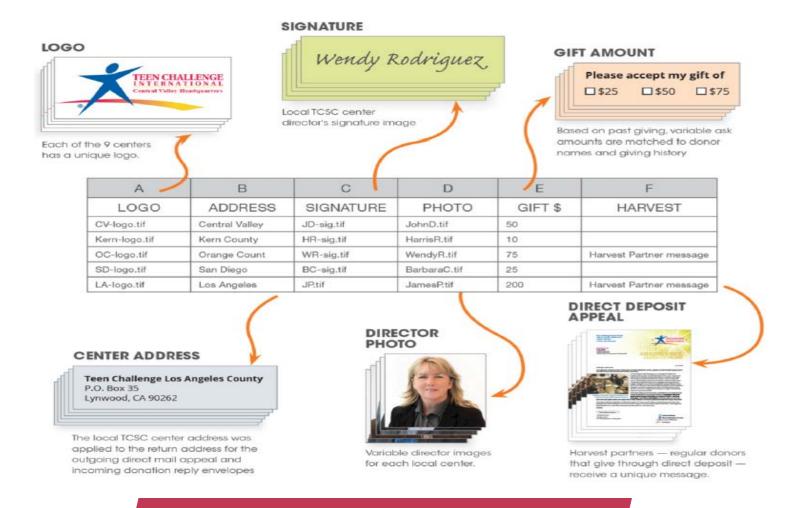
Solution

Simple Changes at first

A-B test is the most important aspect

Test, Test, Test

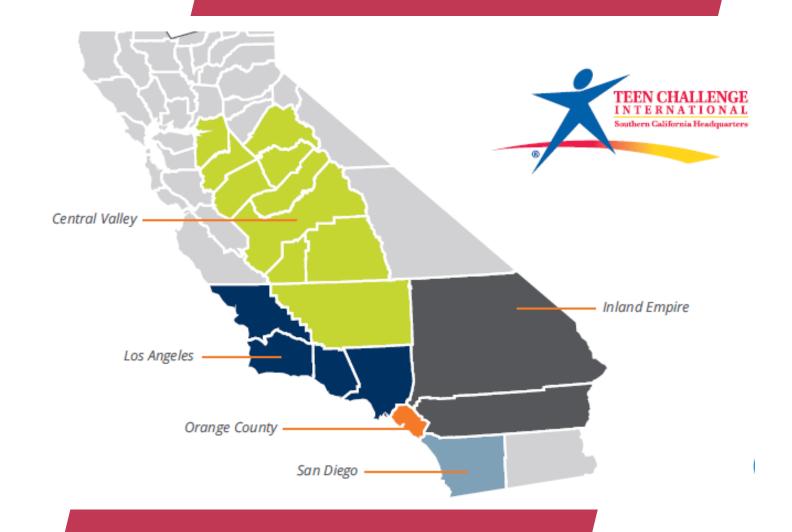
BUILDING A DATA SET





Build upon the data insights

Remember those 5 regions They are very, very different





Build upon the data insights

Step 2 Personas based on data.

DATA-DRIVEN VARIABLES



GEO-TARGETED LIST LOCALIZED IDENTITY

PERSONALIZATION

VARIABLE MESSAGING & IMAGERY

COMMUNITY-BASED GIVING THEME-BASED CREATIVE





Build upon the data insights



Yet we know that even with all that has been accomplished so much re-



Teen Challenge International

<Center_County> Headquarters <Center_Address> Center City State Zipo

<CnAdrPrf_Addrline1> <ChAdiPit_City>, <ChAdiPit_State> <ChAdiPit_ZiP>

July 3, 2015

<CnadrPrt_AddrIne2>
<CnadrPrt_ZIP>

Teen Challenge International <Center_County> Headquarters <Center_Address>

<Center_City_State_Zip>

ENDORSEMENT LINE «CnBio_Name» «CnAdRif_Addrine!»

ny sweet son come back alive. As months passed, each visit was a Miracle. sso encouraging to hear how God is moving in the lives of the men and men who come to Teen Challengel And yet, there are so many more who Easter is a time of celebration for many. But in some families, Easter is a painful eminder that their loved one is lost, held captive by life-destroying drugs and

we celebrate the joy of Christ's resurrection this Easter, Lask that you take a noticent to remember those who are bound by addiction. Won't you conside making a life-changing donation to help someone who needs to hear that

my family's life forever. I dropped off my broken and dying son, I had lost

making life-changing consulon is need a support of the Constitution of the Constitutio

To make your donation, simply return the enclosed response form or go t romake your consount, simply return one encrosed response to in a go needs help with a life-controlling addiction, please call us at <Center_Phone

its your heart as we celebrate our risen Savior, the Author of Hope.

Dear < Mr. & Mrs. John Anderson>;

That's how many men and women are at Teen Challenge of Southern California right now finding freedom from ille-threatening addictions. Jeff was one of those students.

Twas a heavy addict for nearly 40 year," he soid. "Even though I have been a hardcore sincer must of my life these has been part range an experience of new gray years, no saw, exercised general resource services and service of the service of me that has been louched by God since my childhood Sunday school days, Beyand all possibilities, Hinally Found my way to or me man nou seem tourned by sood since my companious summary summary, segment in prosonnies, rimary present y Teen Challenge and the rest of my heart hat finally been touched by God's glace. Now every day is a mitade and a blessing."

While it's a blessing to see and hear stories like Jeff's, the need still is great. Every week i come into contact with people who need the purpose of people who don't know where else to turn. And there are still millions of people right here in Southern California who need to know that hope can be found to Jesus Christ and that they can be freed from addition to chugs and alcohol.

Here at Teen Challenge of Southern Caillomia, we bring freedom through Christ and the power of Grace. We offer our services at no charge to those who need help. But to do that, we need sleady monthly support from YOU, our generous downs,

«As one of our Harvest Partners, I want to thank you from the bottom of my heart for your regular support. I'm also asking at this time if you would consider making an extra gift to help us though the normally lean summer months. With your help well be there for those addicted to drugs and alcohol, providing a self-place where healing and freedom can

I pray God's blessings be on you and your family. Because of your support lives are being saved and families respond.

Oon Buron

Executive Director Teen Challenge of Southern California

<CnAdrSal_Addressee:

<CnAdrPrf_Addrline l> <OnAdrPrf_Addrline2>

<CnAdiprf_Oty>, <CnAdiprf_State> <CnAdiprf_Zip>

Here's my gift to help Teen Challenge keep Moving Forward in 2015: □ <amtl> □ <amt2> □ <amt8> □ \$___ To give via credit card or to help minimize Teen Challenge's operating expenses through

if you need prayer or would like to send a note of encouragement to our students, pilicale let us know have

factanicam/ten/tellengesouthen/altensa

You Take your become colline challenge

yte> <CnAdrPrf_ZVP>

Here's my gift to help Teen Challenge Move Forward and change more lives in 201

High amits | Seami2> | Seami3> | S Contact me about blanded division tings or automatic medicionid Web presence

provides more exposure to the success of TCSC programs and individual

recovery stories.

At one of our Southern California centers, she dedicated her life to Gr addiction. She graduated from Teen Challenge's one-year program, t Challenge Ministry Institute, where she interned at a local church. After graduation from T and now loves sharing her story with others and telling them how God can help them. Deedra's story is only possible because of supporters like you. Your donations helped Dee and recover from her addiction. Now she has a life with promise and a purpose for living. Bufutura inicidence professional artisen challenge today who continue to need giving scames of eyen scamed reverse perfections from life-controlling addictions. Bright Blocks also over new hope in Christ and a life full of purpose and meaning. Harvest speakers following the table to change lives. In Historichly using automatic (ACH) transactions from checking accounts or beculifing redit card payments. \square <amt1> \square <amt2> \square <amt3>

Here's my gift to help Teen Challenge

<CnAdrPrf_Addrline1>

<CnAdrPrf_Addrline2>

<CnBio_First_Name>:

<CnAdrPrf_City>, <CnAdrPrf_State> <CnAdrPrf_ZiP>

Did you ever have a time when everything seemed hopeless and it seemed like no one und

and for many other men and women who come to Teen Chanenge—that pain of feeling lo heroin addiction/ariable outgoing and

and demanded she leave home.

i PCO P i i P potrolov eggingo reach people like Deedra.

One day she slipped away from a family party, shut herself in the bath heroin. After her two young nieces found her passed out on the floor,

Deedra had gone from being a bright young woman with a success?

heroin addict with no home or money. Then she found Teen Challeng

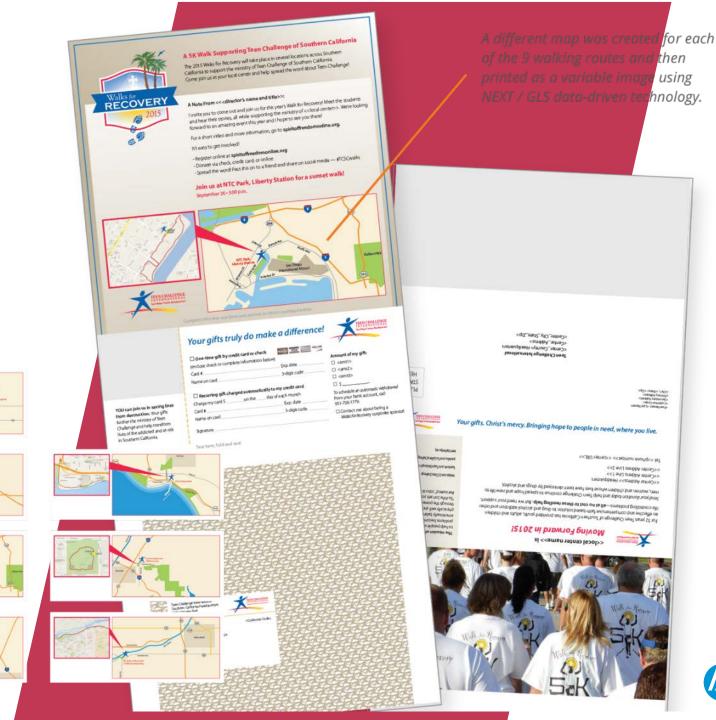
credit in 2014, your gift

Charitable Tax Credit in 2014 ostmarked or processed online per 31. Your donation will help many more lives in 2015.

Based on donor contribution history, variable donation

Add more value and relevance, solve more problems with the insights

Step 3 Geolocatingthe routes of walks hyperpersonalizes the appeal





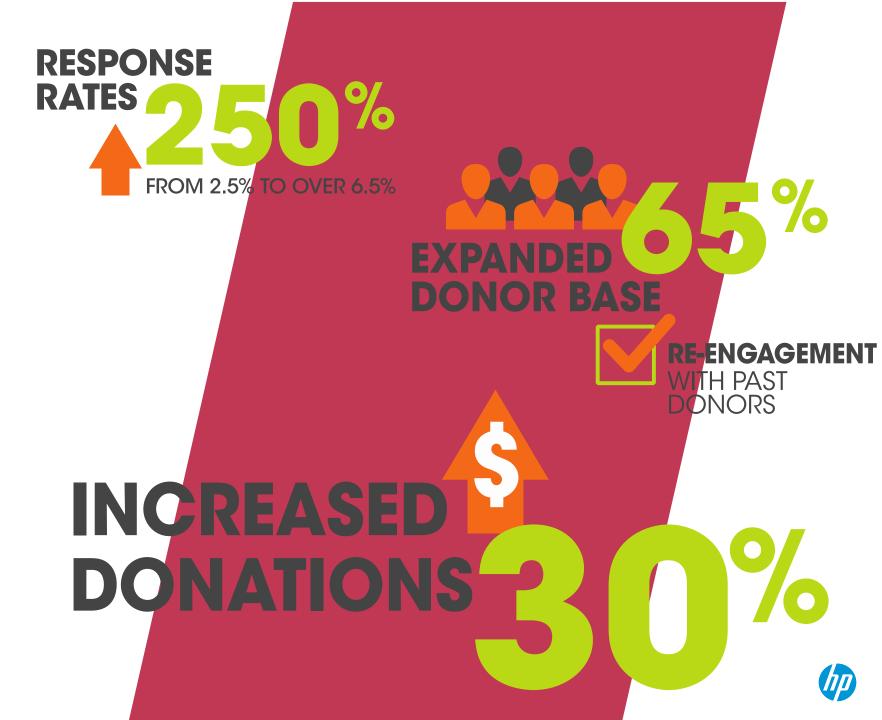
Add more value and relevance, solve more problems with the insights

Step 4
Increase the Value to the individual





RESULTS



Direct Mail based on big data & Insights

2.2 Million direct mailers based on hundreds of parameters and geolocation



Step 5 Expand this to the other regions using same methodology



Best Practices

Separate house list & prospect list

Segment your house list (think loyalty programs)

Test wording, imagery, discounts, offers and layout.

Adjust

Be agile based on insight

Best Practices

Not a data Geek?

Someone needs to be able to make sense of the data and someone needs to take that information tell a story with it.

Leverage Omnichannel- Let mail trigger email, phone, other CTA's

Case Study 2



Orange Club Syracuse University







Great Applications that standout are combination of items (only with Indigo)



HP Indigo

Offset quality
Supports Brand Standards

<u>Inks</u>

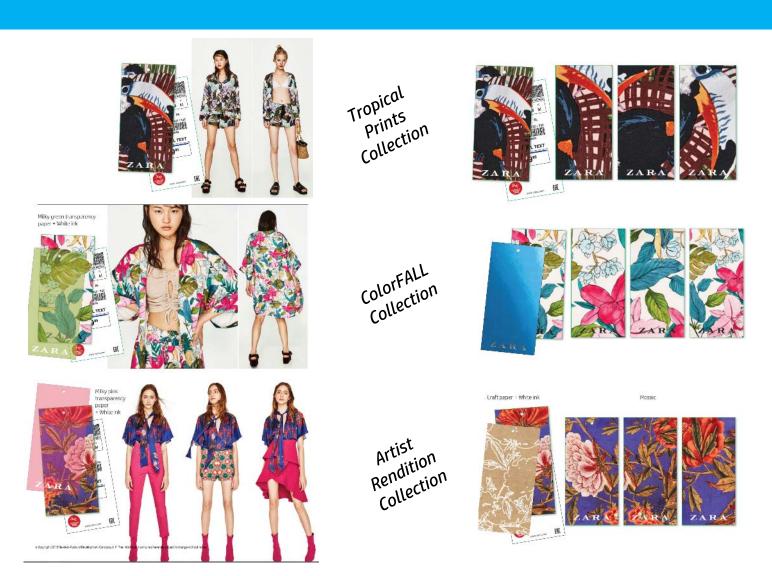
Spots, Fluorescents, Raised, UV, White, OVG, LCLY, LLB, Matte, Scratch off

Substrate

Teslin, Tyvek, Canvas, Foils, Stipple, Velum, ClingZ, Plastics, Non Tear, Craft, Thick, Colors, Recycled, Cork, Veneer, more



Don't forget Mosaic and Collage. Makes static print Hypercustomized!





Highlight a group of items within a set, or build inter-set associations.

One seed file using white on craft paper





Questions on how to implement some of the ideas shown here today and for all your printing needs, call Printing Concepts!



Gracias!

Thar



