



Retail Fundraising Website Case Study

Web based print and document fulfillment system

tgi
direct
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Case study objectives

Project:

Design and build a web based print and document fulfillment system for a large fundraising firm.

Market:

Fundraising

Business Application:

Production and fulfillment of chairperson handbooks, new client acquisition kits, and post planning Kits.

Project Objectives:

- Streamline and enhance the supply chain of new enrollment kits.
- Increase new client commitments by building a survey process that generates a personalized new client acquisition kit.
- Boost the sales performance of new members through development of customized distribution of chair person and post enrollment kits.
- Reduce the volume of materials consumed and the time frame for turnaround of both kits.



Significant Results:

2008/09 new client commitments increased 135%.

New members that received the post enrollment kits posted a 64% increase in sales versus a control group that did not receive the kit.

Project Description:

One of the nation's leading fundraising firms had come to a crossroads. Their legacy systems for fulfilling orders for new member materials were becoming antiquated and costly due to manual labor and heavy call center volume. The firm needed to incorporate the internet and digital variable print solutions to streamline and improve these processes.

TGI Direct built a system that receives client information from the parent company's website questionnaires and generates personalized handbooks and kits. These documents are designed to take a prospect through the process of becoming a new fundraiser client. In addition to the print and fulfillment systems, TGI built a secure website to allow clients to access documents, kits and marketing literature to be produced through a print on demand system. The fundraiser parent firm is furnished with comprehensive reporting on a weekly basis as well.

Summary:

Client	A fortune 1000 fundraising firm.
Provider	TGI Direct
Software Provider/Partner	Proprietary TGI Direct software, PageFlex, Promail
Hardware	Xerox IGen3, HP Indigo
Target Audience	Community Groups and School Organizations
Distribution	1500-2000 pcs/month
Date	Fall 2007 ongoing