

EXECUTIVE PRINTING  
AND DIRECT MAIL, INC.



# FUNDRAISING APPEAL JUMPSTART

**Build donor relationships quickly and make giving easier with a unique personalized appeal program**



# Appeal with Appeal!

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**Does your organization want to reach out to its growing donor base, but doesn't want to start from scratch?**

**Do you want to test a new message with a smaller section of your database?**

Executive Printing's **Fundraising Appeal Jumpstart** offers special packages designed to get your annual fund mailings, seasonal appeal mailings and membership campaigns in front of your donors fast. Rather than starting from scratch, our Jumpstart is a complete package to make campaigns easier to create and manage.

You provide the content, images and logos and the project gets underway. Once you approve the proofs, we take care of everything from the data-merging, printing, folding and inserting to the final mailing. Executive even handles the post office and attends to all of the postal requirements.

Your recipients are greeted by a professional looking presentation with seamlessly integrated personalized information and a quick and easy to use response device.

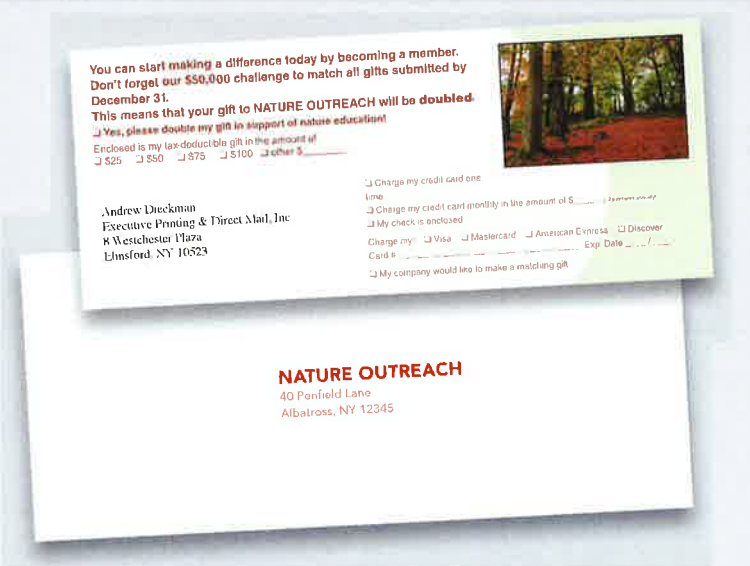
It makes giving easier for your donors and makes processing the gifts that come in easier for you and your team.

The packages can even be customized to create separate segments within a single appeal; variations on letters, gift-amounts, even images. This means that not every recipient will receive the very same general message. Executive can even break-out segments requiring handwritten attention from solicitors or board members.

You concentrate on the message and donor relationships while we take care of the rest. The Jumpstart packages give you everything you need to make your next campaign a success.

# The 4L Package

- Personalized full-color one-sided letter
- Personalized full-color one-sided reply card
- Outer envelope in full-color
- Reply envelope in one-color



A separate, full-color reply card does not get missed in this package. Printed on a thicker paper, it adds emphasis to a donor's participation, and is easy to fill out and mail back.

**A mailing of 2,500 packages starts at \$1.39 each, including nonprofit postage.**

# The TL Package

- Personalized full-color one-sided legal-size letter (with an integrated personalized tear-off reply sheet)
- Outer envelope in full-color
- Reply envelope in one-color



Simplifies the contents to two interior components. The personalized pre-populated reply slip is immediately accessible and stays present, right in front of the donor, while they read your message.

**A mailing of 2,500 packages starts at \$1.31 each, including nonprofit postage.**



# The 3L Package

- Personalized full-color one-sided letter
- Outer envelope in full-color
- Long-flap reply envelope in one-color on both sides

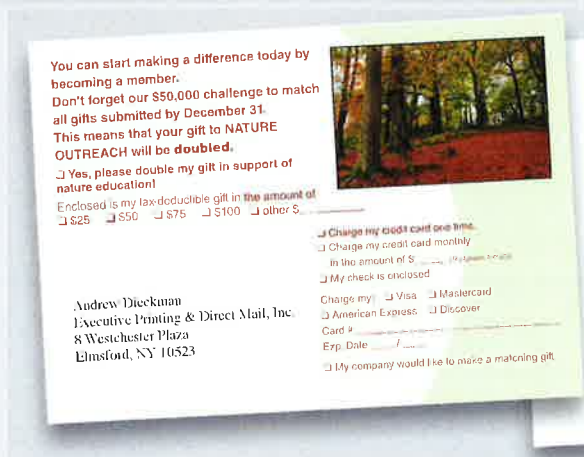


The reply slip and reply envelope are combined into one simple to use piece. Strong enough to stand on its own, it makes mailing the donation back faster and easier for your recipients.

**A mailing of 2,500 packages starts at \$1.31 each, including nonprofit postage.**

# The GC Package

- Personalized full-color folded card, printed inside and outside
- Personalized full-color one-sided reply card
- Outer envelope in full-color
- Reply envelope in one-color



A greeting card format offers a more formal shape for an appeal: A classic invitation style, making for a warm but formal presentation of the message and the ask.

**A mailing of 2,500 packages starts at \$1.71 each, including nonprofit postage.**

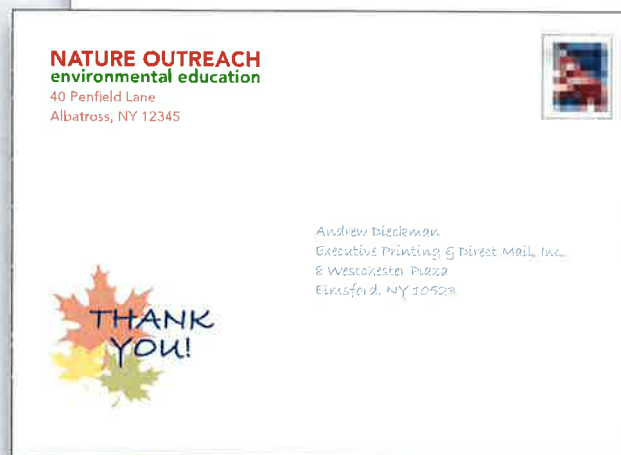
# Simple Stewardship **THANK YOU LETTER PACKAGE**

**A crucial step in the timely and attentive stewardship of all donation levels.**

This package consists of a full-color greeting card-size envelope with corresponding full-color mini-letterhead.

The letterhead can be used for handwritten notes or for printing thank you letters on your desktop printer.

Designed to allow use of your first class stamp or your meter-imprint.



Thanking donors promptly and personally is the best way to strengthen your relationship and bring key donors back at higher gift levels in subsequent appeals!

**100 sets start at \$2.24 per set**

# Fundraising Appeal Jumpstart Questions and Answers



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**I have a package in mind that is different from these templates, is that okay?**

**Absolutely, these templates can be used as-is or with customizations and variations to make it fit your exact needs, or we can construct a completely distinct package based on your specific needs.**

**How do I set up my document for variable data information?**

Any area where there is to be information that varies from record to record can simply be marked with a different color from the main text. In preparing the files we will make all text color consistent.

**Can I see proofs of how the actual variable data works on the letters and reply cards?**

Proofs can easily be prepared showing examples of live data as it works into the letters and reply devices.

**Can I put graphics on the outer envelope?**

Absolutely! Full color images or different colored copy can be put on the face of the envelope.

**How long does nonprofit mail take compared to first class mail?**

The USPS describes the service standard for first class mail as 2-3 business days, while the service standard for nonprofit is 3-10 business days.

**How much is nonprofit postage compared to first class postage?**

First class can range from 39¢ to 47¢, nonprofit will typically be between 15¢ and 17¢ each.

**I like the look of a live stamp, can I use a live nonprofit stamp?**

Yes. Live nonprofit or first class stamps do not effect the postage cost and can make the appearance of the envelope warmer and more inviting.

**What format does my mail list need to be in?**

Most database software will easily export selected data into either Microsoft Excel files or comma-delimited files. Either is fine (if you have another format get in touch, chances are we can work with it!)

**What sorts of pictures or image files are needed?**

We can convert and use any image file, resolution should be at or above 300 ppi.

**Should I include my organization's brochure?**

Chances are it will decrease response, and will distract from the impact of the letter's message and the ask. Best to leave it for another mailing.





# What are the next steps?

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- Contact Andrew. Together we will brainstorm the objectives and the number of intended recipients for the project to choose the best package format.
- Give us your copy, images and mail-lists. We arrange the package for your review before it goes to final print.
- Send in your estimated postage check to cover the mailing.
- We print, data-merge, insert, seal, arrange all of the postal forms and perform the final mail drop.
- You start receiving and processing incoming donations.

Andrew can be reached at [914-592-3200](tel:914-592-3200)  
or emailed at [andrew@exprint.com](mailto:andrew@exprint.com)



**EXECUTIVE PRINTING**  
AND DIRECT MAIL, INC.

**We help nonprofit organizations  
communicate, raise awareness and raise funds.**

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