

# THE ART AND SCIENCE OF DIRECT MAIL FOR NON-PROFITS

At Anne-Tisdale, direct mail is both an art and a science. Since 1987, we've helped non-profit organizations like yours do more with less money and reach deeper into their target's wallets.



Visit our site today. Recently redesigned and chock-full of useful information.

Our redesigned website is packed with resources to make your life easier and the news you need to know. And it's guaranteed to make you look days younger. Check out our Blog, Ask the Expert, and FTP your files to us right from our site.

- > Mailing list and e-mail list services
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Minority Business Enterprise

Profitable non-profits?  
Yep, it happens.



# THE NON-PROFIT'S GUIDE TO DIRECT MAIL

# Here's our list of direct mail tips all non-profits can't be without.

## 1 You don't know until you test it.

Are you really making all of the money you can with your current mailing? We can test the package you already use against another piece created with our help and see which one lands on top. Even changing your current piece to one that includes a tear-off reply card can save you print money and production money while pulling the same or better response.

## 2 Make your list and check it twice.

No one knows mailing lists better than we do. In fact, we're "recognized list brokers" which means that our peers know that we know what we're doing. We have access to thousands of current, relevant mailing lists. We can test yours to make sure you're getting the most bang for your buck and/or compile a list that zeros in on the people most likely to support your cause. And, never forget your acquisition mailings—even when your budget is extremely tight—to increase your donor base for years to come.

## 3 Get a real writer to write your copy.

When you're investing any amount of money on direct mail, it really pays to have a professional do the writing for you. We can match the right writer ... whoops, the right writer who can generate copy that will deliver results you want.

## 4 Inkjetting/laser services get your message out affordably.

Laser letter personalization, match mailings, annual reports, save-the-date postcards. Whatever you need, we have the right way to do it and do it well. Give us virtually any size or kind of paper (including coated) and we can image single or variable data on it. We even print on stickies (we're one of the few shops that can) and attach them for monumental impact.

## 5 Handwork comes in handy, and live stamps stand out.

From a simple letter to a complicated mailer, if it needs to be stuffed, inserted, labeled, or collated, we've got you covered. We do it quickly and correctly, no matter the size, shape, or just plain weirdness of your items. And, affixing a live stamp onto your mailing adds a personal touch to anything you send vs. bulk mail with an indicia.

## 6 Support somebody who supports others.

We firmly believe in championing the disadvantaged folks in our community. That's why our payroll is filled with great people, including those with special needs, the hearing-impaired and the elderly. We give them a skill they can use and, most importantly, a boost to their self-esteem. Plus, they do a really nice job.

## 7 Make every donor—no matter how small—feel appreciated.

A lot of non-profits forget to do what all of our mothers told us to do ... say thank you. We'll add you should say it often. Simple handwritten notes, a phone call, an invite to a focus group or reception, or a tour of the facility will go a long way to making donors feel that their money was a good investment. Even mailing a small gift is a great way to say thanks. We can help you find the best way to thank your \$5 donors to your \$5,000 donors and beyond.

## Want to hear more?

Let's sit down and talk. Give us a call at 410-780-0086. Tell us where you want to be and we'll help get you there.

Printing? Mailing Lists? Inkjetting? Laser? Handwork? Design? Yes.

Anne-Tisdale Direct is the single solution for all of these—and we understand the needs of non-profits.



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