

National affiliation of churches

Client profile

The publishing office of a church produces localized newsletters for approximately 17,000 associated churches. These associates need to communicate with members and to reach new participants.

CASE STUDY



Objective

Efficiently and effectively manage the process of publishing newsletters. Individual churches received terrific support from the publishing office, but they were using a manual process of template customization and versioning. The process was labor intensive and becoming less effective as more participants joined.

PBMS solution

Pitney Bowes Management Services (PBMS) created a Web2Print publishing tool that held standardized templates for individual church customization. The newsletters template made it easy for participating churches to upload event announcements, hours of worship, and personalize messages from local ministers. In addition, a list ordering tool made it easy for the local churches to identify non-member addresses in the area and invite them to learn more about the church.

Results

The publishing office gained control of the process again and was able to redeploy their resources to template creation and on-demand support. Subscribing churches received 24/7 access to newsletter creation, gained a real-time budgeting tool, and could order prospecting lists right from the portal. PBMS also delivered significant postal savings through bulk discounts.

Benefits of Web2Print publication workflows

- Individual authors have 24/7 access to tools
- Templates are easily available, and with a single repository, always current
- Economy of scale of list purchases and mail creation provides discounts

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