

Global nonprofit institution - 1

Client profile

Large nonprofit with global reach is a leader in the collection of funds for research and education related to a life-threatening illness.

CASE STUDY



Objective

To improve the delivery of materials to constituents who contact a national call center. In addition, to improve the kitting and fulfillment of therapy materials provided by the nonprofit, as well as donor response communications.

PBMS solution

Pitney Bowes Management Services (PBMS) receives a data feed of collateral selections from the nonprofit's CRM system, which are in turn used to create Print on Demand and kitting orders for outbound material. The flexibility of the production workflow allows for inclusion of local clinical trial information, based on proximity of the constituent's home to the trial locations.

Requests for therapy materials are fulfilled from a high security kitting and distribution operation, which meets HIPAA guidelines for patient privacy.

Results

Although the partnership began at the beginning of 2009, this nonprofit has continued to bring new communications challenges to PBMS. A recent contract addition includes the provision of a PBMS-hosted web site. This web portal is designed for companies participating in sponsored events. The nonprofit provides the sponsors customize templates and printed collateral.

Benefits of variable print on demand communications

- Recipients receive only what they need, instead of loose collections of generic information
- Costs of providing targeted content are greatly reduced
- Web2Print workflows speed the production and delivery of material to end users

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