

Mail Management Solution Increases Solicitations and Cuts Costs



PROFILE: Global Community Counseling provides personal and family counseling for people who cannot afford it.

CHALLENGE: Provide an integrated mail management solution that boosts direct marketing, saves time and cuts costs.

RESULT: An integrated solution that is helping to grow donations with more mailings that are easier to manage and cut postage costs by over fifty percent.

Helena Choo laughs about the good old days, when “direct marketing” at Global Community Counseling meant takeout dinners and an evening of folding flyers, stuffing envelopes and paper cuts.

“In a non-profit organization,” says Helena, “you wear a lot of hats. But that can also sometimes lead you to be penny-wise and pound-foolish. We’ve come a long way since then in how we communicate!”

Find out how Pitney Bowes helped grow GCC’s charitable mission by growing their mailstream - not just with stuffing their envelopes, but in managing their whole correspondence flow in and out of the organization.

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PROFILE: Global Community Counseling (GCC) is the non-profit humanitarian branch of Breakthru Counseling in New York City, providing personal and family counseling for people who cannot afford it. Like many non-profit organizations, GCC historically balances charitable purpose with limited budgets and resources.

"We knew we needed to update our postage meter," says Helena Choo, a Financial Analyst for GCC. "We had gone from mailing 20 to 30 pieces of mail a week to anticipating a much more ambitious direct mail program to inform people of our mission. But we also discovered that we were seen as a little guy - no company, including the current mailing equipment provider, was very interested in spending time with us."

Not Pitney Bowes. The team didn't see GCC as an opportunity to sell a piece of mailing equipment -- they saw a customer that could enhance their entire organization through an integrated mailstream solution.

CHALLENGE: Pitney Bowes recognized this was not just about upgrading a mail finishing capability. We saw the opportunity for an overall integrated solution where we could help the customer save time, save money and expedite the whole process.

Our team spent time with Helena and her staff, listening carefully and assessing their needs. During their conversations, GCC revealed their plans to expand their direct marketing mailings and ramp up yearly mail contact with non-profit donors in an effort to increase their fundraising dramatically. The team also discovered GCC was outsourcing several activities that could easily be brought in-house.

By exploring every aspect of the organization's mailstream needs and mailing systems, Pitney Bowes was able to recommend a number of improvements that gave GCC the process capability they needed - all managed in-house.

RESULTS: While Global Community Counseling seemed a candidate for a quick-fix equipment upgrade, Pitney Bowes developed a suite of solutions that benefited the entire enterprise. The results have been impressive:

These solutions are powering business. GCC has increased its solicitations -- and the opportunity for more donations -- exponentially, mailing an astounding 20,000 postcards and 40,000

donation letters yearly. GCC now uses a Pitney Bowes mailing system to process over two hundred letters a minute.

In addition, Pitney Bowes products also allow GCC to imprint envelopes - in color and in-house -- with their logo and address. They can even print marketing messages targeted at increasing the 'open me first' rate of potential contributors.

These solutions are saving money. First, GCC had not been taking advantage of non-profit postage discounts. Pitney Bowes gave them the information they needed for nonprofit authorization from the USPS so they could start to realize immediate postage savings.

But that was only the beginning of savings for GCC. Using Pitney Bowes address management software, they get even deeper reductions in postage costs by updating their address information with current USPS data and appending their addresses with delivery point bar coding. There is also the added bonus savings of less returned mail as addresses have been cleansed for improved deliverability of their mail.

By implementing these combined solutions, GCC is saving over fifty percent in postage costs!

These solutions are increasing productivity. The entire mail process has increased in volume, speed and efficiency including automating folding and inserting of materials. In fact, one person easily manages the entire direct mail process in-house. This frees up precious volunteer time to contribute to GCC in more meaningful ways.

"Sometimes a non-profit can be penny-wise and still grow their mission," says Helena. "Using Pitney Bowes solutions, we were able to dramatically increase our mailings without increasing our postal budget one penny. Thank you, Pitney Bowes!"

Mailstream solutions: Regardless of the size of your organization, your mail and document management can benefit from an approach that looks at the entire enterprise.

For more information about our solutions, please call 1.800.322.8000

