

FIVE MAPLES MERGE & CODING CAPABILITIES

Effective communication with variable data merging

You need an easy way to communicate with different groups according to their interests and relationship with you. You're in luck — we're experts with variable data printing (VDP) and it's probably one of the main reasons you're working with us!

HOW IT WORKS: By using a **PRESORT SEQUENCE NUMBER** and caret with our **LAKE SYSTEM**, we get **100%** record matching accuracy among your variable pieces.



Our production machines have Lake System cameras that read the presort sequence numbers and ensures all pieces being inserted having matching numbers.



Each record receives a presort number and this number is printed on every variable piece we need to match. It looks like this --->^78
See an example on the next page!

VARIABLE VERSUS VERSION: Some segments should get very different messaging and different letter versions would be best used. Donor and non-donor versions are popular with clients, since one group is familiar with your mission, and one isn't. You'd talk to your donors with more familiarity and less background of your organization, while with non-donors, giving background would be helpful.

Within the versions, there may also be different groups that require slightly varied wording based on their relationship to you. **By using a variable sentence**, you can:



ask one segment for a second gift,
ask a LYBUNT for a renewed gift,
and ask a prospect for a first-time gift.



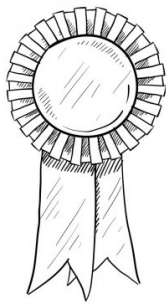
For example, current donors would get a sentence with “as a generous donor” and “thank you for your gift this year”, while lapsed donors would get something like “as a past donor” and “thank you for gifts in the past.”

APPEAL AND CONSTITUENT CODING: We recommend including not only an identifying **<Appeal Code>** for each of your mailings, but also creating **<Package Codes>** to further identify your donors' status and relationship with your organization.



Segmentation based on Giving History: Use calendar years to determine last gift year criteria, not fiscal year. Most donors won't know your fiscal year and will be confused.

- **LYBUNT (L):** gave last calendar year but not this calendar year
- **SYBUNT (S):** gave some year in the past, but not last year or this year
- **Current (C):** gave this calendar year
- **Prospect (P) / Non-donor (ND):** have never given



Segmentation based on donor experience with your organization: It's important to address these groups in the same way they identify themselves with your organization.

- Board members (**B**), volunteers (**V**) or patients (**P**)
- In a university, your alumni have different interests than the parents of your current students. You can add **"AL"** for alumni, **"NG"** for non-graduate, **"PA"** for parents, or add the class year to the code.
- Geography: Speaking to donors about a location they are familiar with or can visualize is very helpful. If your organization has services or facilities in multiple regions, consider including language that mentions the town, region, or the facility familiar to the donor.

MATCHING PRESORT SEQUENCE NUMBERS

^11167



August 12, 2021

Dear Jane,

I think we can agree—it's been very difficult to find good in the pandemic and racial injustices in our country. Especially for your native neighbors, the Navajo Nation of the Southwest region.



Food and income inequities among the Navajo Nation became even more obvious during the pandemic. Members of the Navajo Nation received limited government aid.

In many Navajo areas, going to the "local" grocery store means a trip of an hour or two. There is not much food coming through these stores, especially fresh

Yes, Jackie, I'll help Vegan Outreach fight food inequity for immigrant families and beyond!

Match my gift of: \$200 \$150 \$125 Surprise Us! \$ _____

Gift method:

Check enclosed, payable to **Vegan Outreach**

Credit cards accepted: AmEx Discover MC Visa

CARD NUMBER _____ EXP DATE _____

NAME ON CARD _____

SIGNATURE _____

I want to help VFA all year by becoming a **Monthly Donor!** Please charge my credit card the following amount every month:

\$25 \$15 \$10 \$ _____

Jane Q. Donor
123 Main St.
PO Box 123
Anywhere, USA 01234-0000

^11167



3053 Freeport Blvd #282, Sacramento, CA 95818

Jane Q. Donor
123 Main St.
PO Box 123
Anywhere, USA 01234-0000

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