



Custom  
Printed  
Products

## CASE STUDY

# Non-profit Organization

Custom Post-it® Notes utilized as incentive in direct mail campaign to build awareness and support for injured veterans.

### Situation

For a number of years, a large veteran's organization has conducted an 8 million piece direct mail campaign in order to build awareness and raise funds for injured veterans across the United States. This non-profit organization was looking for a cost effective promotional product which would be useful to the recipient and light enough that they would not incur additional postage expense.

### Solution

We worked with the customer to develop a 12 sheet Post-it® Note pad which could be secured to the mailing insert. Two pads of notes were secured to a donation card and inserted into the envelope along with a letter.

#### The solution allowed:

- The customer to add value to their mailing while keeping the overall weight of the envelope low.
- The notes to be machine inserted into the mailing which was vital due to the large quantities.

### Outcome

Donations to the veterans organization increased from previous years. The recipients enjoyed receiving a premium which allowed them to help share the organizations message in their daily communications.

#### In addition:

- The Post-it® Notes have tremendous pass on advertising potential and the overall cost of this item was minimal compared to other promotional items.