

NONPROFIT MEET & LEARN

Hosted by



Direct Mail • EDDM • New Products • Design Services

www.PsPrint.com

HELPING GOOD PEOPLE DO GOOD THINGS



Who we are:

- PsPrint is the leading online print production and design company dedicated to helping you stand out from the crowd in your print communications.

Why we love working with our nonprofit customers:

- We have been working side by side with nonprofits like yours for 25 years.
- We help you shine and empower you to do what you do best.
 - Build community
 - Grow your nonprofit
 - Make meaningful connections
 - Make a lasting impression
 - Save the world!



WE UNDERSTAND YOUR GOALS & CHALLENGES



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PsPrint
A DELUXE COMPANY

DIRECT MAIL DELIVERS FOR NONPROFITS

Executed properly, direct mail provides enhanced **awareness for current donors** & helps **acquire new donors**.





DIRECT MAIL MARKET GROWTH

The largest direct marketing vehicle

- \$577.4B projected to grow 2.7% through 2016 (\$16B ann)

Awareness building - gaining share of mailbox with high read/scan rates

- 56% share of mailbox with 81% read/scan

DM conversion rates have remained strong

- Conversion at just under 4%, on average

Postcards are the most popular direct mail vehicle due to the low cost and ease of production

- 54% read rate with 3.99% conversion
- New offerings like EDDM make it easier & more cost effective than ever



Direct Mail

EDDM

Every Door Direct Mail



Target

SPECIFIC INDIVIDUALS

- Target by demographics
- Use your list or purchase one



Send to entire mail routes

NEIGHBORHOODS

Campaign



By specific address



LOCAL

By zipcode or radius of a location

Sizes

LETTER OR FLAT

Min: 3.5" x 5"
Max: 6.125" x 11.5"



Min: 6.125" x 11.5"
Max: 12" x 15"

FLATS ONLY

Min: more than 10.5" L or 6.125" H
.007" thick, Max: 15" x 12" high, .75" thick



Delivery

FIRST CLASS BULK



1-3 days

STANDARD MAIL

2-9 Business Days



Cost & Limits

.24-.36 PER PIECE

200 Piece Minimum, No Max
Permit Required for Mailing



.145 - .16 PER PIECE

Entire route 200 - 5,000/day
No Permit Required with Retail EDDM



TIP: Nearly 83% of small business customers live within 5-miles of the business

PREMIUM MARKETING PRODUCTS

EDDM Postcards

We take the headache out of direct mailing and provide quality products in acceptable sizes, bundles, and quick turn around.

- Can't miss sizes from 6.5" x 9" to 9" x 12"
- 100-piece bundling option to meet EDM Requirements
- Five premium paper options, including 16pt. C2S and 15pt. Velvet so your product looks professional when it arrives in the mail
- Three-day turnaround to meet your deadlines



PREMIUM STICKERS & LABELS

Sheet Stickers



- **VERSATILE:** Available in five size formats, including round corners and ovals
- Create one design per sheet or a different design per sticker
- UV option available to make your sticker stand out
- Turnaround as fast as one day

Great for branding event bags, packaging, or customized return labels!

PREMIUM MARKETING PRODUCTS

Adhesive Vinyl Banners



Create professional signage on a budget. Perfect for events – put it where you want, easily take it down when the event is over.

- **VERSATILE:** Sizes from 1' x 1' to 4.75' x 8' & with gloss or matte finish
- **EASY INSTALLATION:** Air bubbles can be expelled through the banner so there are no unsightly bubbles or bumps left behind

PREMIUM BROCHURES

Brochures - New Paper & Folds

Easily create stand out fundraising pieces with unique folds and sturdy stock, that you can hand out or direct mail.

- New **ECO FRIENDLY** 13pt. Matte Recycled Stock so your message will be backed with a professional look and feel
- New gate, double-gate and four-panel accordion folds to meet your creative needs



DESIGN SERVICES

Our Design Services team knows what works when it comes to print marketing. Let us provide a reliable, affordable design for your next printed piece.

- **Need design help?** Whether a brochure, postcard or poster, we have experience in affordably designing for nonprofits.
- **FREE 15-minute consultation:** Speak with a designer about your needs and brainstorm ideas.
- **EXPERT KNOWLEDGE & HELP:** Our in-house designers will make sure your printed piece will look exactly how you envisioned it.



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