

IMPLEMENTATION

MAKING YOU LOOK GOOD – ON TIME, ON BUDGET

Implementing your donor conversation involves selecting specific donors to receive your message. The message may be an opportunity to ask for support, but it's also an opportunity to reinforce your relationship.

Someone who has given regularly for several years needs to be addressed differently than someone who has just made their first gift. That is why selecting from your donor files is one of the most critical steps of a project and why Amergent developed the ability to understand your donors based on the history of their interaction with you.

Now, you are ready to create your message. Letters... brochures... email messages... web pages... all need to be produced to your high standards on a schedule you have approved at a cost you have agreed to.

Count on Amergent to produce mailings or online campaigns you'll be proud of, launched at the optimum time to get results – at the predicted cost.

THE AMERGENT SYSTEM: DONOR FILE PREPARATION

Segmenting the Audience for Customized Messaging

"Donor conversation" is more than just a slogan. Your messages to your donors should be tailored to reflect your relationship with them. This is what makes the messages meaningful to the donors. It is what makes them have the desired effect.

In addition to overall theme, communication programs need to address each donor as an individual. So the message will be "versioned" to account for how recently the donor has given, what amount they have given, the scope of their relationship with you and other specific factors.

It is, of course, critical that the correct message versions go to the correct file segments. That is achieved in the preparation of the donor file. Technical Services, working with the most recent and complete donor file, programs the precise selection instructions. These instructions, which include omits, suppressions and special record selects, are an integral part of the strategy for your message program.

Some of the ways in which your message will be "versioned" for particular audience segments may include a great deal of personalized aspects of the donor's giving, suggested gift arrays or calls to action. A single letter, for example, may be distributed in dozens of different versions.



THE AMERGENT SYSTEM: PRINT PRODUCTION

The Donor Conversation on Paper

Your messaging strategy may include any of a wide variety of printed pieces – letters, brochures, newsletters, photocards and reports are just a few of the ways to bolster donor loyalty and responsiveness. These are developed based on your campaign strategies and program budget.

Amergent handles everything after that, from ordering materials to inspecting final proofs to providing the finishing requirements for the printing supplier.

All of our steps, with their checks and balances and multiple approvals, lead to the creation of your program components on time and within an agreed-on budget.

THE AMERGENT SYSTEM: MAILING SERVICES

How a Mailing is Sent

Mail Specifications instructions are provided to the supplier, who then faxes a 'live' insertion sample for each mailing lot. These 'lives' are reviewed and approved prior to the job being started. This is the final sign-off prior to materials being inserted into envelopes.

For more information about Amergent, please call 1-800-370-7500 and ask for [Jack Doyle](#).

