



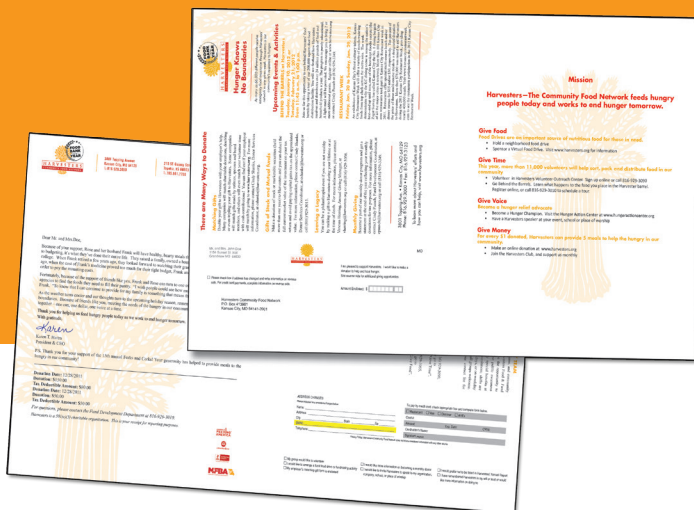
## HARVESTERS COMMUNITY FOOD NETWORK

Harvesters Community Food Network is a Kansas City-based-nonprofit. As the only food bank in the Kansas City area, Harvesters serves food to more than 66,000 different people a week.

### IN THEIR WORDS

*“NextPage’s help with Harvesters donor receipt program has been critical to supporting our growth in donations. We have come to depend on the program and have been able to re-task paid staff and volunteer team members to doing the work that harvesters is meant to do – feed the hungry.”*

*Vanessa Herring,  
Annual Giving Manager*



### THE PROBLEM

#### **VOLUNTEER DATA RECORDED IN MULTIPLE SYSTEMS PROVED TIMELY FOR MARKETING DONOR RECEIPTS.**

Harvesters was spending a great deal of staff time printing donation and volunteer acknowledgements, signing, folding and stuffing envelopes, and managing its stationary supply.

*The data for giving money, food and/ or time was recorded in separate systems, leaving no efficient way to combine the different acknowledgements and receipts sent to individuals for the donations.*

This meant an individual may receive multiple mail pieces thanking them for their efforts and/or donations each month.

### THE SOLUTION

#### **AN AUTOMATION SYSTEM AND DIRECT MAIL PROGRAM SPECIFIC TO HARVESTER’S DONOR RECEIPT CAMPAIGN**

NextPage readily assessed the program and helped Harvesters merge volunteer data into a single





## **THE SOLUTION, CONT.**

stream. Information about upcoming events based on that individual's interest and geographic location was also incorporated into each mailing, and each letter offered the opportunity for an additional financial donation.

*The NextPage automated system guarded against duplicate letters to the same individual and ran the address through the National Change of Address database to ensure accurate mailing data.*

## **THE RETURN**

### **SECOND-TIME DONATIONS HAVE INCREASED BY 54 PERCENT**

Because of the Harvester Donor Receipt campaign, Harvesters is able to redirect volunteers to mission-critical food distribution efforts, and has decreased material costs, postage expenditures, and significant staff time. Second-time donations have increased by 54 percent and resulted in 6,677 traceable donations of \$688,930 total, at a cost of less than \$70,000.

*Harvesters has also seen improvements in its volunteer nurturing and retention efforts and has seen more volunteers making financial contributions to the effort.*

Now Harvesters is able to mail responses to volunteers through NextPage within 48 hours of receiving the data.

