



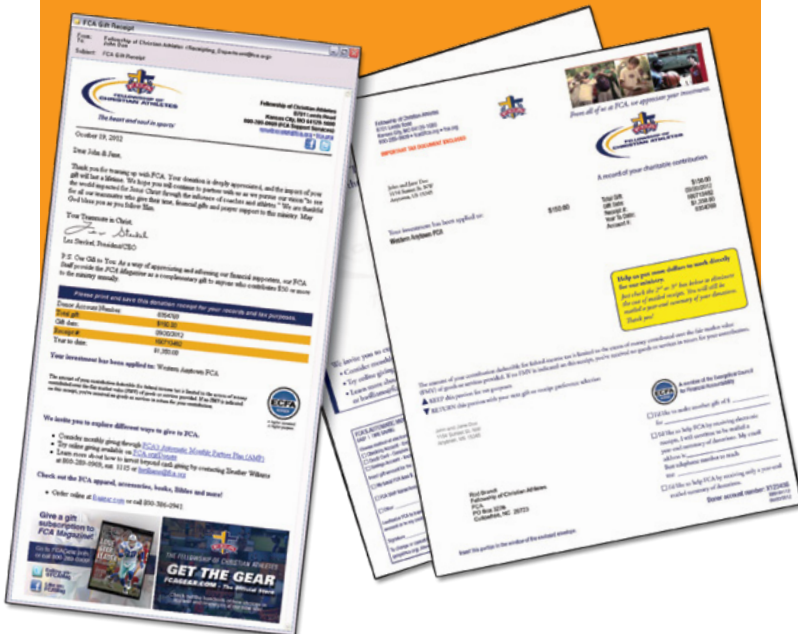
FELLOWSHIP OF CHRISTIAN ATHLETES

The Fellowship of Christian Athletes (FCA) is the largest Christian sports organization in America, serving local communities through 400 field offices.

IN THEIR WORDS

“Providing both automated email and mail options to our donors allows us to meet their needs in receipt preferences. It also has decreased our mailing costs and allowed us to be more flexible, relevant and current in our communications with our donors.”

*Nancy Hendrick,
Executive Vice President of Communications*



THE PROBLEM

DELIVER MORE EFFECTIVE DONOR COMMUNICATIONS WHILE REDUCING COSTS

Every year the Fellowship of Christian Athletes receives 200,000 donations from approximately 70,000 individual, business and foundation donors.

The FCA wanted to ensure each donor got a personalized thank you from the field office along with a message from the national office that included additional giving ideas.

They also needed to ensure that donors were contacted according to their preference of mail or email. The FCA wanted to minimize the cost to produce these materials.

THE SOLUTION

HIGH TECH PRINT AUTOMATION SYSTEM FOR PERSONALIZED MAIL OR EMAIL COMMUNICATIONS

NextPage created a [print automation system](#) that personalized donor receipts while allowing donors the option to receive receipts via mail or email.



THE SOLUTION, CONT.

NextPage designed direct mail and email templates that used individual greetings and timely marketing messages and sent them in the preferred format.

The system was designed to automatically send a mailed version to donors whose email bounced or if they changed their notification from email to mail.

THE RETURN

\$25,000 IN POSTAGE SAVINGS ALONE

NextPage's new system sent acknowledgements to donors for their cash donations and worked to nurture donor relationships for future engagement. Instead of mailing each of the 70,000 donors a print receipt upon each donation, one in seven donors now either get a year-end donor receipt only or an email receipt, saving over \$25,000 in postage costs alone.

