

SAVE THE CHILDREN

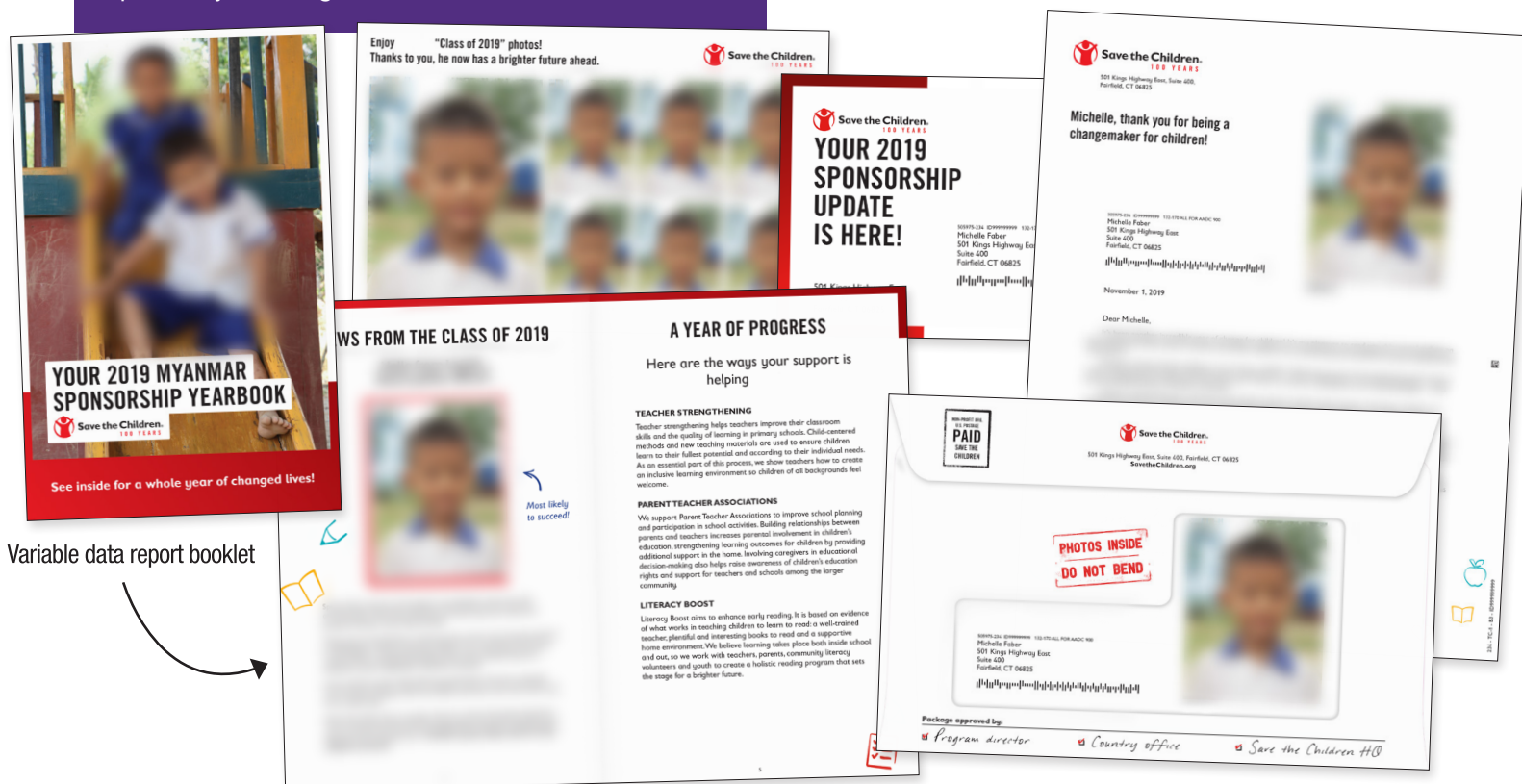
For 100 years, Save the Children has been giving children in the U.S. and around the world a healthy start in life, the opportunity to learn and protection from harm. Save the Children reaches America's most vulnerable kids through early education, literacy, health and disaster preparedness programs — helping them to succeed in school and in life. They work in 120 countries helping the most vulnerable, hardest-to-reach children. Through pioneering health, education and protection programs, they create lasting, life-changing results.

From Kentucky to Kenya, Save the Children's objectives are the same: Go wherever we're needed — and do whatever it takes — to ensure children grow up healthy, learning and safe.

THE PROBLEM

COMPILING LOGISTICS AND EXECUTING PROCESSES TO ORGANIZE COMPLICATED DATA AND ART REQUIREMENTS.

Save the Children mails their Annual Status Report to child sponsors once a year. The package serves as a yearly update on the sponsored child and demonstrates how sponsorship dollars have been put to work in communities all around the world. Each package contains three matched pieces that are specific to the donor/child and are specific to the type of donor sponsor, as there are five different types. Donor segmentation based on sponsorship type adds additional complexity to the project as one donor may sponsor 143 children in as many as 21 countries.



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Save the Children®

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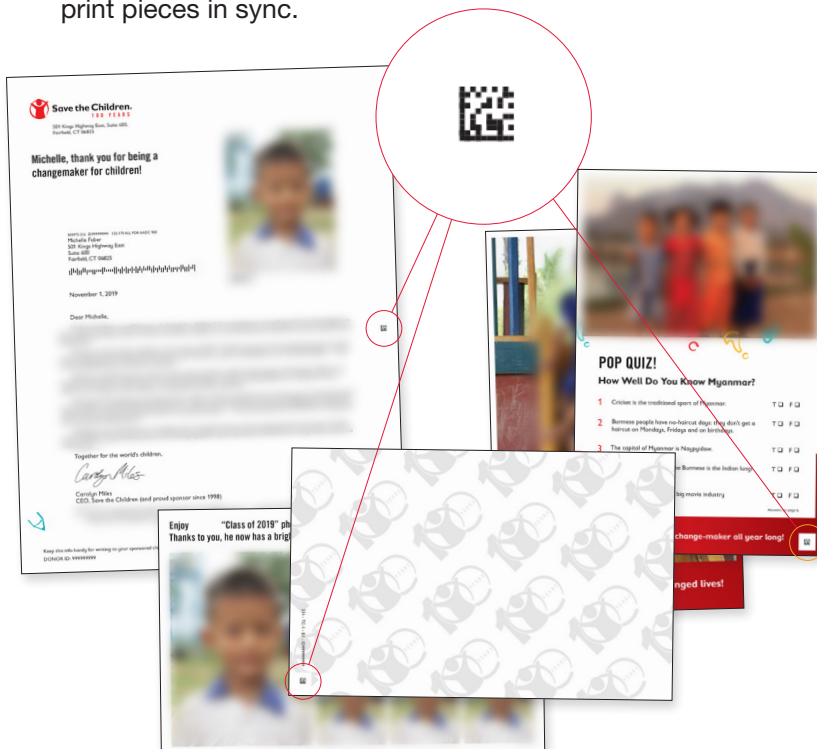


THE SOLUTION

UTILIZING VARIABLE DATA PRINTING TO EFFICIENTLY AND EFFECTIVELY ORGANIZE HUNDREDS OF ASSETS.

Through the usage of complex data processing, logic and execution specialists, NextPage was able to help design an efficient project to successfully organize and fulfill report requirements. For the single child sponsors, these Annual Status Reports fell into four additional batches and were automated using 2-D barcodes and 3-way camera matching. The NextPage team was able to establish variable data design files that successfully paired multiple creative assets with the corresponding record to produce a multi-piece Annual Status Report for donors.

Using advanced technology, our 2-D barcode system ensures the contents of the mail pieces are for the intended recipient. We use a barcode to marry the items together and keep our variable data print pieces in sync.



THE RETURN

HIGHER ENGAGEMENT RATES AND INCREASED RETENTION OF DONORS.

This nonprofit has achieved a 4-Star rating for Engagement with Charity Navigator, of which this project is a key element. Retention of donors has increased each year, producing a year over year growth for this project of 8%.



IN THEIR WORDS

"NextPage has been a great partner from the very beginning and really take pride in this project each and every year. I'm proud to work with a vendor who puts as much care and dedication into our projects as we do."

Michelle Sharnick
Associate Director
Sponsor Experience & Retention

"We are incredibly grateful to have your partnership, can-do attitude and expertise on this extremely complicated mailing."

Nicole O'Connor
Senior Director
Sustainer Experience & Retention



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