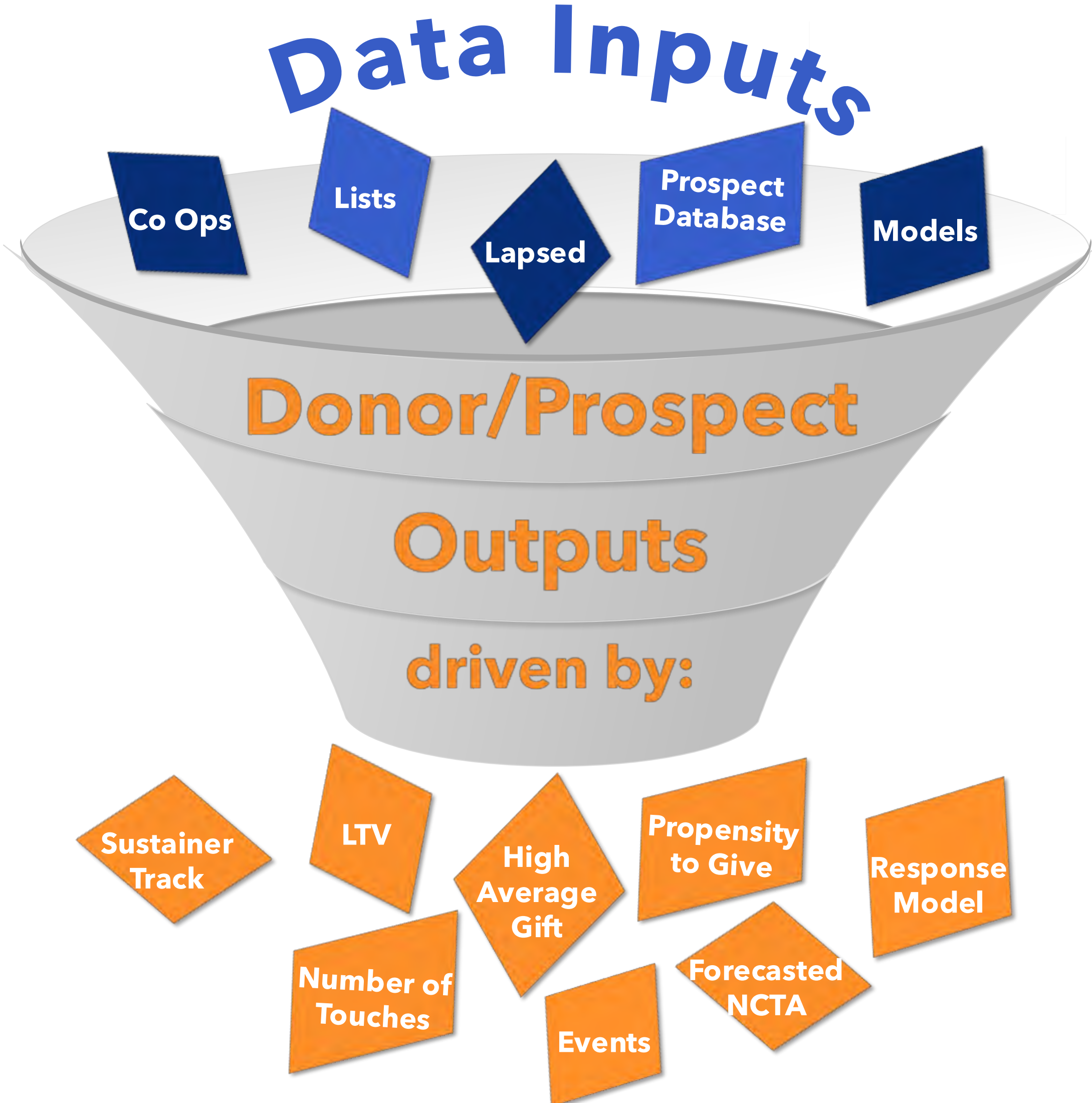


# Not Your Grandmother's Direct Mail Appeal



October 23, 2024



## Variable Componentry

**Personalized components tailored to each Donor**

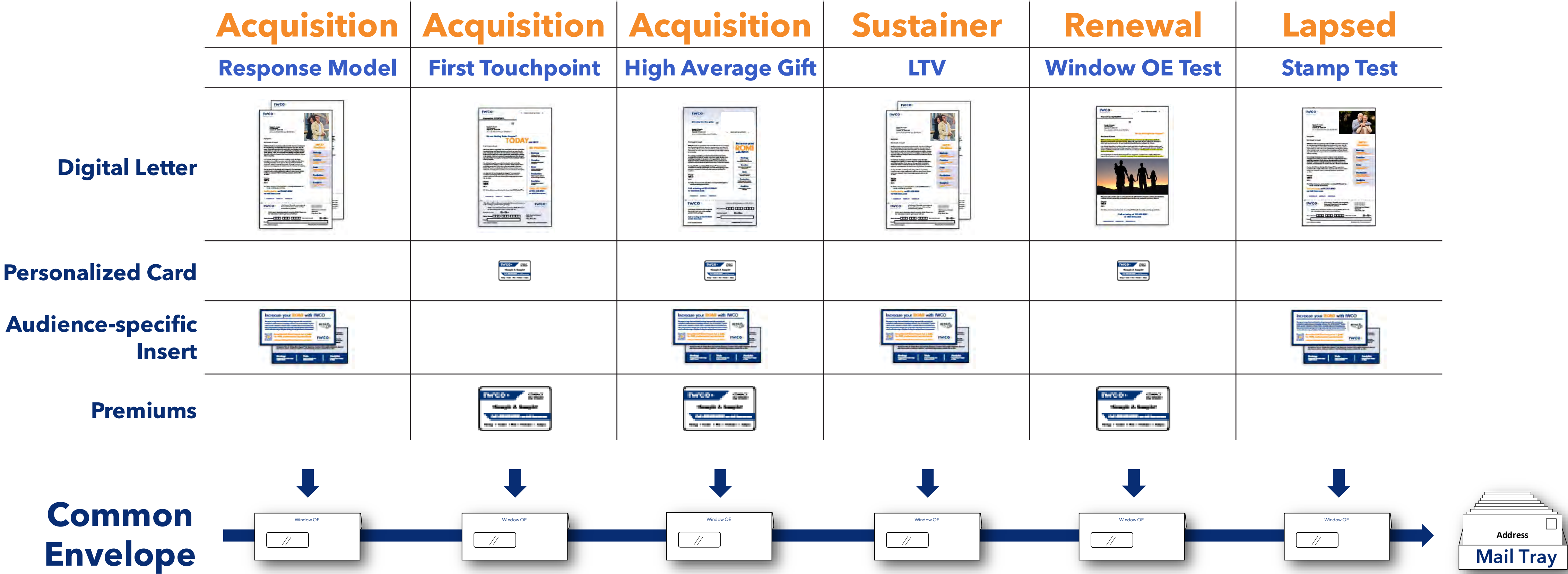
**Send every donor, or potential donor just the pieces that fit.**

Speak directly to your donors by combining targeted messages and imagery with hyper-personalized content and components tailored to each recipient.

- ▶ **Selectively insert** personalized and generic components
  - ▶ Digital letter
  - ▶ Hyper-personalized card
  - ▶ Digital inserts
  - ▶ Buckslip
  - ▶ BRE
- ▶ Allows multiple programs to be merged into a **single mail stream** resulting in lower postage costs

NOT YOUR GRANDMOTHER'S DIRECT MAIL APPEAL

# Data + Audience + Creative + Components



**Single Stream Mail Delivers Best in Class Postal Optimization**

## CONTACTS

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