



## Success Story - Chamber of Commerce

**Regional Chamber of Commerce increases direct mail response rate by 47%!**

Like many nonprofit organizations, the Regional Chamber of Commerce in Lansing, Michigan wanted to update their information.

Susan Parr, VP of finance of the Chamber explains: "In previous years we sent out a generic mailer, asking our 2200 members to provide us with their current facts and figures. But with a response rate of about three or four per cent, we needed a more effective way of gathering this information."

Then, Brian O'Connor of RealTek Creative, Inc., advised her to personalize their communication using a variable information printing tool called PrintShop Mail, and provide pre-addressed reply cards. According to O'Connor this approach would make it much easier for the members to respond.

Susan Parr recalls: "It seemed like a clever, attractive and cost effective way to communicate with our members. And the results proved us right! The response rate jumped to well over 50 per cent! And the response cards were sent in much faster, too."

O'Connor explained: "We created a campaign where each member was addressed personally, asking them to verify their 'vitals', just like a hospital keeps track of a patient's vitals. All the 'patient's' known information was preprinted, to make it easy for members to verify. This personalization made possible by PrintShop Mail was crucial to the campaign. It yielded me with another satisfied customer, and I'm sure we'll be able to do more for them in the future."