

Can print power purpose?

Over the past decade, the number of non-profits has grown by 30%, creating more competition over the same amount of funds – popular online fundraising platforms and viral crowdfunding only up the ante. Everyone wants a piece of the pie, or in this case, share of wallet and donor attention.

NAVIGATING THE NON-PROFIT SPACE

Today's always-on-the-go donors see countless calls-to-action across platforms each day. So how can non-profits stand out and build loyalty in a distracted, digital world? And how can they do it fast and for less?

REAL RELATIONSHIPS DRIVE REAL RESULTS

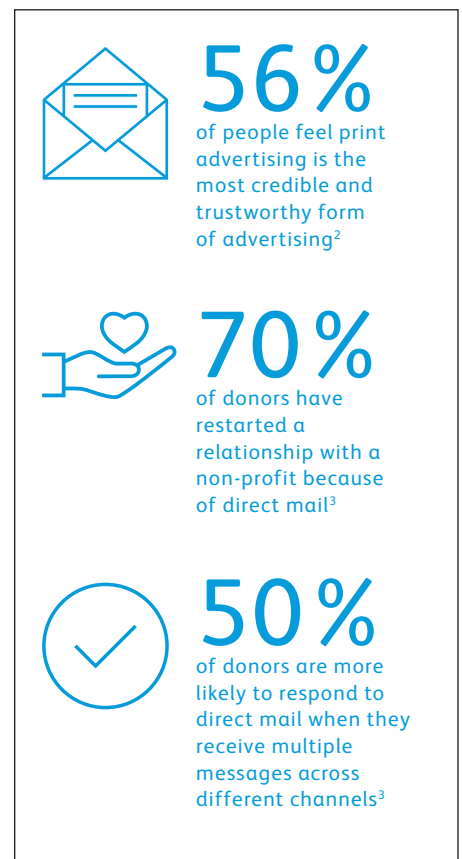
The key to attracting and engaging donors is building real, personal relationships that go above and beyond securing contributions – donors want to be seen as partners, not just deep pockets.

Print goes a long way in forming the deep, meaningful, emotional connections needed to maintain and grow a solid donor base. It offers distinct advantages compared

to digital, providing a tactile experience and a welcome refuge for tired eyes that are tuned to ignore digital messaging.

As digital communication continues to increase, mail volume has decreased, creating a golden opportunity for direct mail to shine. In addition, direct mail and physical media are seen as more authentic and trustworthy, which is crucial to nurturing donor relationships and boosting donor retainment.

But print isn't a replacement for digital. Rather, it's a complement that can be used as part of an airtight omni-channel strategy – blending the permanence of print with the convenience of digital to create a richer donor experience that moves them to act.



Direct mail requires 21% less effort to process and is 70% easier to remember than a digital ad¹



Inspire Action With a Personal Touch

Xerox® Inkjet Technology takes the cost and complexity out of quickly producing materials that capture attention and stir emotion. It balances cost, quality, speed and sustainability, allowing non-profits to reach their goals faster and more affordably – that translates to lower costs and more lives changed.

The Xerox® Baltoro® HF Inkjet Press delivers the high performance and sweet spot economics non-profits need to retain existing donors and attract new ones. And when combined with the personalization and workflow tools that only Xerox offers, the possibilities are truly endless.

MORE VALUE, MORE IMPACT

With the smallest footprint in its class and flexibility for the future, the Baltoro gives non-profits the power to tell their story in powerful ways with the ability to:

- Save precious dollars without compromising the impact of your communications
- Produce materials on-demand in the quantities needed
- Get more done with up to 2 million impressions per month
- Create short run, high-quality, personalized communications
- Improve eco-credentials with a sustainable, non-toxic solution that reduces waste
- Capture attention with vivid, high-quality imagery on a wide range of media types

THE BOTTOM LINE

Non-profits are an invaluable force for good, but competition is fierce in this crowded space. Getting the message out and capturing attention can be difficult in a digitally saturated world, which makes direct mail and other physical media a powerful tool for building relationships that drive life-changing results.

With the Baltoro, non-profits can create the materials and impact they need to support their cause – and they can do it quickly, affordably and at just the right time. It helps non-profits set themselves apart while reducing costs in the process. And with the ability to grow with you, the Baltoro is an investment that will continue to support the mission of non-profits for years to come.



3X

the amount donors are more likely to give online in response to direct mail compared to an e-appeal³

Donors agree that direct mail is better at telling touching stories⁴



Find out how the Xerox® Baltoro HF Inkjet Press can further the mission of your non-profit. Visit xerox.com/baltoroHF or talk to your sales rep.

¹ <http://www.lendingsciencedm.com/how-millennials-respond-direct-mail>

² <https://www.themailshark.com/resources/articles/is-direct-mail-dead/>

³ <https://www.mobilecause.com/direct-mail-fundraising>

⁴ <https://greymatterresearch.com/mail-and-email>