

MEMBERSHIP INVOICES AND RENEWALS

100% 400,000

MAIL PIECES

ACCURACY

THE OPPORTUNITY

A large scientific and professional organization in the United States works with AGS on their membership renewal campaigns. The organization had previously done business with a large, high-volume print company, but approached AGS because of the level of personalized customer service that AGS provides, the high quality of work and the lower costs obtained through workflow automation. This particular organization's marketing campaigns target multiple member types using customized mailings. Between October and April of each year, mail pieces can total over 400,000..

THE CHALLENGE

Being a large professional organization, membership renewal and retention is critical. This is a high impact project as the renewals generate over \$32 million per year. Membership renewal materials are created for nine different member audiences (students, teachers, life members, etc.) as well as collateral for membership marketing campaigns, "thank you for joining" literature, and membership cards for new members. The mailings are then sent out both domestically and internationally. This requires AGS to print high-volume, variable data materials over four different "waves" during the organization's renewal billing timeframe. The first, and largest, mailing includes over 150,000 pieces and subsequent waves involve fewer member types as renewals take place. Ensuring that each personalized mailing ends up where it needs to go is of the utmost importance as it has a direct impact on the organization's retention rates. In addition, membership materials can vary from a single form to multi-page saddle-stitched booklets, so it's necessary for AGS to dynamically produce multiple variations at one time.

THE SOLUTION

AGS has been successful in customizing the print "vision" of this organization to match the variable data needs of the projects. AGS has provided full-service design, data import, printing and mailing to meet the organization's needs. Higher quantity print runs are produced on a Kodak Prosper 5000XL high speed inkjet web press and lower quantities are printed on the Xerox iGen digital presses. From there, materials go to bindery and then out for mailing.

AGS's depth of experience in handling membership renewal and retention campaigns for organizations translates to reliability. Organizations can trust AGS to provide the specific care necessary to nurture their relationship and create the quality products they need to reach their audience.