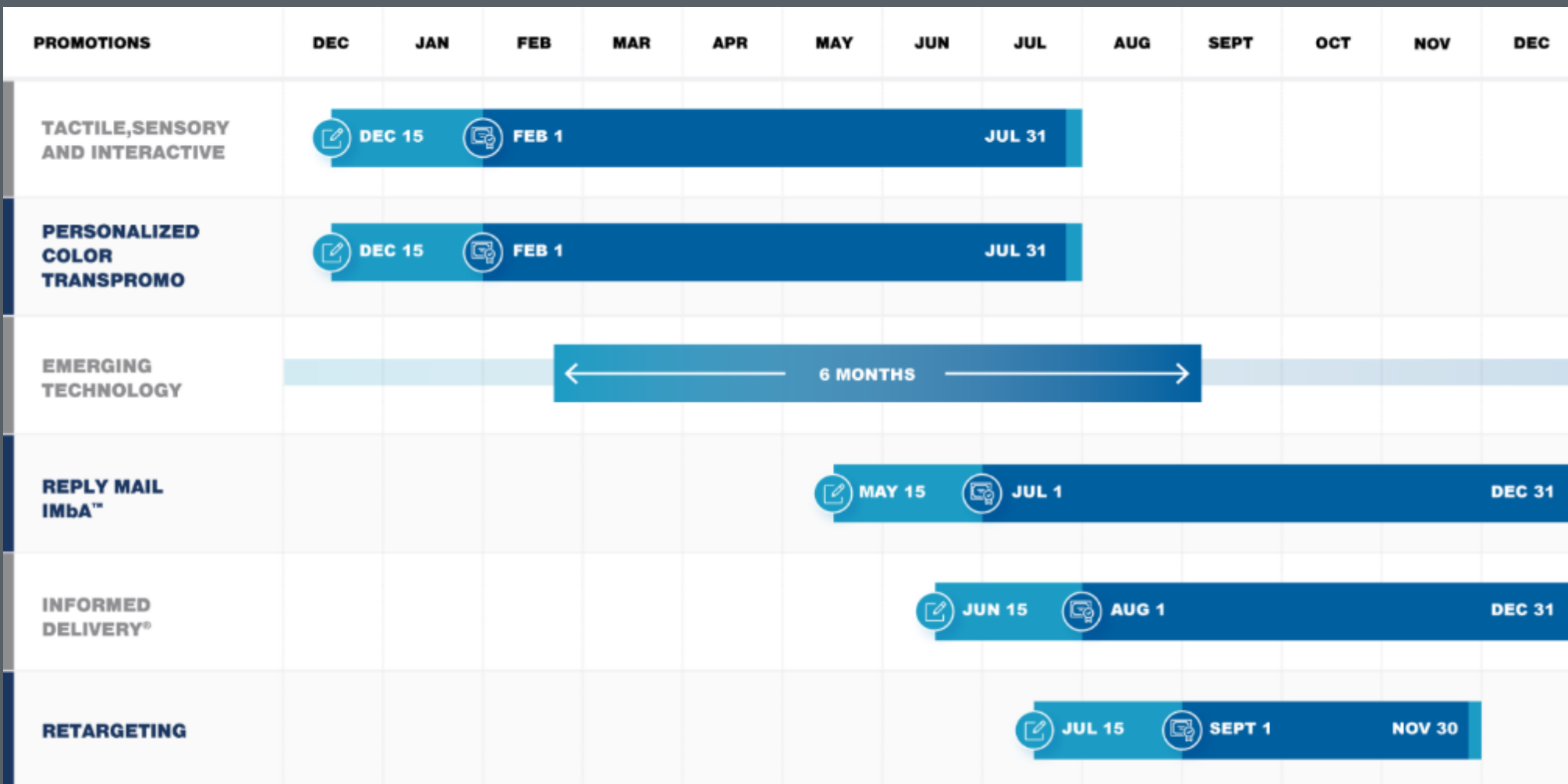


***SIGNED, SEALED, DELIVERED:
SAVE POSTAGE WHILE
INCREASING YOUR
RETURN ON DIRECT MAIL***

SUTTLE-STRAUS
AN ICSC STRATEGIC PARTNER



***TACTILE, SENSORY &
INTERACTIVE MAILPIECE
ENGAGEMENT***



OVERVIEW

- First Class, Marketing Mail and Non-Profit letters and flats
- 5% postage discount
- TSI Promotion encourages mailers to excite their customers senses by incorporating innovative techniques
- Mailers must use multi-sensory experiences through special effects like sound, scent, texture, and taste.
- Mail pieces can feature things like pop-ups, infinite folds, metallic ink, coatings, or other dimensional treatments to encourage interaction by the addressee.
- The promotion begins on February 1st and ends on July 31st.
- The discount is applied to the postage statement at the time of mailing.

AFTER THE 2024 ITERATION OF THIS PROMOTION,

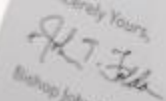
GLOSS STOCK

WILL NO LONGER BE ELIGIBLE

DEAR BROTHERS AND SISTERS IN CHRIST,

How blessed we are to share in the abundant grace of our Lord Jesus Christ!
As his followers, we are now sent into the world to carry on the mission
that Jesus has entrusted to us. Thank you for your own abundance
and participating in the mission of Christ's Church in the Diocese
of Fargo. Your contribution to the 2023 God's Gift Appeal will help
many others to grow in faith and know the merciful love of God
in their lives.

Sincerely Yours,



Bishop John T. Folda • Diocese of Fargo



AREAS OF SUPPORT

THIS IS
MY BODY
THAT IS FOR YOU

PROGRAMS + MINISTRIES





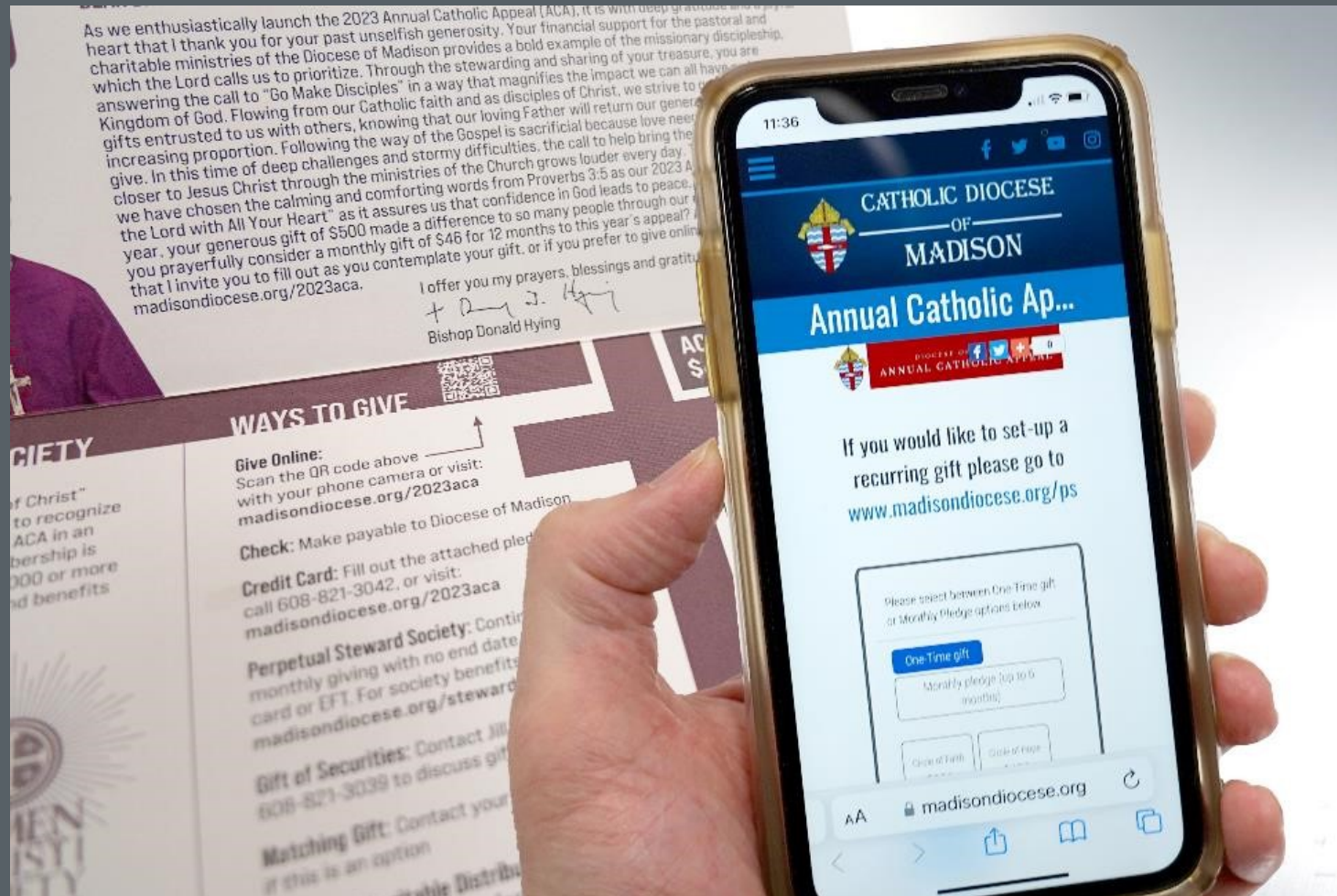
EMERGING TECHNOLOGY

(INCLUDING ONLINE DONATIONS)



OVERVIEW

- First Class Mail, Marketing Mail and Non-Profit Letters and Flats qualify for this promotion.
- 3% postage discount for Mobile Shopping
- QR codes can be used to trigger online donations.
- New in 2024: You choose the date when the promotion begins and then it lasts for 6 consecutive months.





Dear [Salutation],

Summer is upon us here in Madison, but the campus is still active with research, summer classes, outreach, and new projects that lay the groundwork for the future.

Although the student population is lower during the summer, UW-Madison's community of students, faculty, and staff would rank us among the 10 largest cities in the state of Wisconsin. Our campus "city" is home to some of the brightest minds in the world, dedicated to research that improves lives and addresses some of society's greatest challenges. Philanthropic leaders like you help ensure that UW-Madison is not only one of the largest universities in the country but also one of the most consequential in terms of impact. *Thank you!*

During the past few weeks, you have received communications from campus leaders sharing a few of their goals for the next academic year and beyond — and how annual funds, such as those featured to the right, can help make those goals a reality. Your contributions will provide the resources UW leaders need to offer students unique hands-on learning experiences, research and mentorship opportunities, and other important support services while also investing in new and emerging avenues of discovery. Your support empowers UW students with the skills they'll need to make a difference as future leaders and enables our expert researchers to pursue important areas of research.

Thank you for making a leadership gift to the university. I hope you will consider making a gift to an annual fund today and join me in celebrating the next generation of Badgers and the future of the UW.

Visit supportuw.org/leaders or scan the code to give now.

On, Wisconsin!

Mike Knetter
CEO
Wisconsin Foundation and Alumni Association



PAYING IT FORWARD JUST GOT EASIER.

We all want to support the things that matter most to us — but life is hectic. Sometimes “I’ll get to it next week” turns into “Where did the last two years go?”

Make it easier to live your values with automatic monthly giving. Just set your monthly gift amount and then relax until you feel ready to change it. (Or make a bonus gift for a special occasion — like Fill the Hill!) These smaller, more frequent gifts add up — so you can make a greater impact on our community while feeling less of an impact on your budget.

Questions? Email giving@supportuw.org for assistance.

Scan the code, return the attached gift form, or visit supportuw.org/monthly23 to set up your monthly gift now.



INFORMED DELIVERY



OVERVIEW

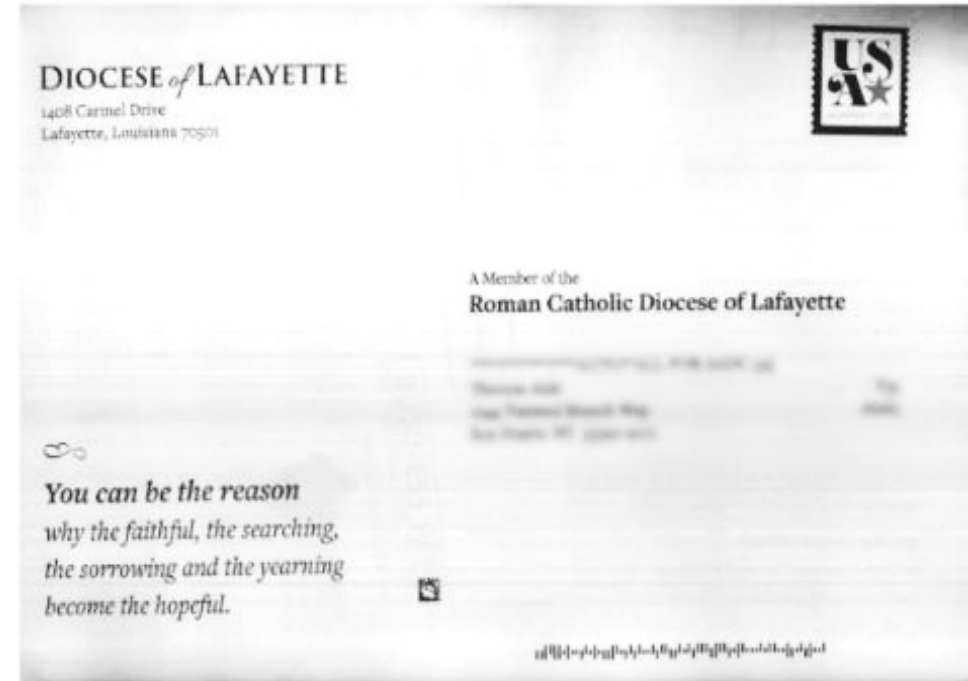
- First Class, Marketing Mail, and Non-Profit Letters and Flats are eligible for this promotion.
- 4% postage discount
- The promotion begins on August 1st and ends on December 31st.



WHAT IS INFORMED DELIVERY?

- A free service for USPS consumers (everyone with a mailbox)
- Email every morning to see what's coming in the mail today
- Black and white images come from barcode sorting equipment at USPS
- Marketers can add color images and a clickable link!
- If you are not registered yourself, sign up at informedelivery.usps.com It's free!

From Diocese of Lafayette



Do more with your mail

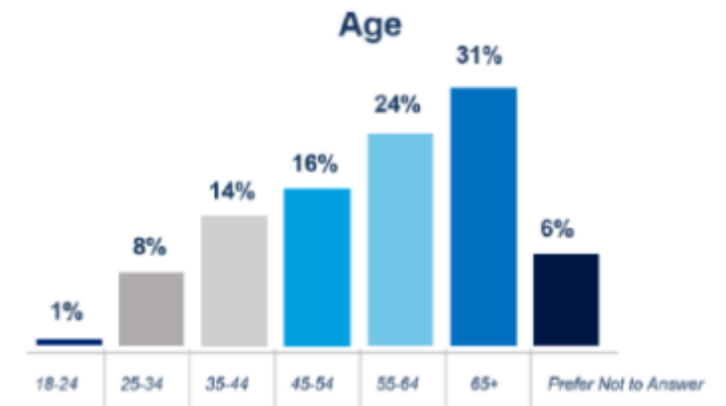
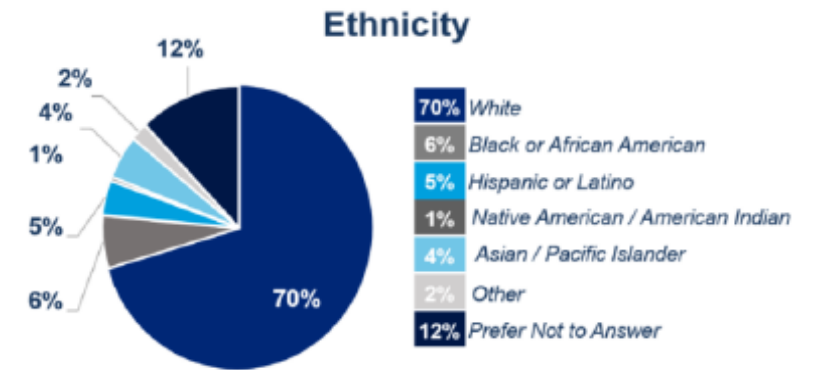
[Learn More](#)

INFORMED DELIVERY BY THE NUMBERS

- More than 59 million subscribers
- More than 50 million email subscribers, 9 million login to dashboard instead
- More than 1 in 4 households subscribe (31%)
- 3,000+ of mailers enrolled
- More than 24,000 active campaigns at a time
- 64% average email open rate

WHO ARE THE USERS?

Informed Delivery users come from a variety of backgrounds



WHY USE INFORMED DELIVERY?

- Save Postage – 4% discount
- Move your mailpiece to the top of the email
- Increase Impressions
15-25% additional impressions
- Directly Connect Your Mail
to Your Website .01-1% click thrus
- Control Your Brand
- Customer Data Insights – See who opened and clicked
- Cheap! Just \$99 when added to
any size mail campaign with Suttle-Straus

 **COMING TO YOUR MAILBOX SOON.**

[View all mail on dashboard >](#)

Black/White Mail Panel 



Time is running out!

Make your year-end
gift to the next
generation of Badgers.

FROM University of Wisconsin Foundation

[Learn More >](#)

 **Full Color Ride Along**

RESULTS

- Open rates are amazing on Informed Delivery, since USPS is a trusted sender it gets a high open rate every day.
- Industry average open rate for non-profit email is less than 25%!



Informed Delivery ®



9,103

Emails Sent

17% of 52,000 list emailed



6,459

Emails Opened

71% Open Rate



65

Ads Clicked

1% Click Thru Rate



WHAT DO I NEED FOR INFORMED DELIVERY?

- 1 Representative Image (optional) – must match look of mailpiece
 - 2 Ride-Along Image (required) – must have a call to action
- Target URL – must be secure page <https://>



7 TECHNOLOGIES

Timed and delivered strategically to drive maximum exposure and engagement for your campaign.



INFORMED DELIVERY

Join me
in giving
to this
year's ACA

Make your gift today!



MISSIONARY
DISCIPLESHIP



Diocese of Biloxi


PLEASE SUPPORT THE CSA

2021
BISHOP'S
SERVICES APPEAL

*You can be
the reason*

Make your gift today.


DIOCESE of LAFAYETTE



HOPE RISING
Diocese of Jackson

2024 CATHOLIC SERVICE APPEAL

MAKE YOUR GIFT TODAY



2024 Diocesan Annual Campaign

**NOURISHED
by FAITH**





THE DIOCESE OF
HARRISBURG

MAKE YOUR GIFT TODAY




Make Your Gift Today!

FACEBOOK ADS


**Roman Catholic Diocese of Jackson**
Sponsored · 




We are hope rising because of you. Can we count on your support?





jacksondiocese.org
Make your gift today!
2024 Catholic Service A...


[Learn more](#)

 You and 4 others

 Like  Comment  Share



**Archdiocese of Mobile**
Sponsored · 




Show your love for those in need with a gift to the 2024 Catholic Charities appeal.



mobarch.org
In all things Charity
Archdiocese of Mobile

[Learn more](#)

  24 3 shares

 Like  Comment  Share

**Catholic Diocese of Biloxi**
Sponsored · 

Support Missionary Discipleship in our diocese by giving to the 2024 CSA today!



biloxidiocese.org
Catholic Sharing Appeal
Please support the CSA!

[Learn more](#)

 Like  Comment  Share

GOOGLE ADS



HOPE RISING
Diocese of Jackson
2024 CATHOLIC SERVICE APPEAL

MAKE YOUR GIFT TODAY



MISSIONARY DISCIPLESHIP



PLEASE SUPPORT THE CSA



Diocese of Biloxi



Make Your Gift Today!



In all things
Charity





HOPE RISING
Diocese of Jackson

2024 CATHOLIC SERVICE APPEAL
MAKE YOUR GIFT TODAY





MISSIONARY DISCIPLESHIP

PLEASE SUPPORT THE CSA



Diocese of Biloxi



Make Your Gift Today!



In all things
Charity





HOPE RISING
Diocese of Jackson
2024 CATHOLIC SERVICE APPEAL
MAKE YOUR GIFT TODAY



MISSIONARY DISCIPLESHIP



Diocese of Biloxi

PLEASE SUPPORT THE CSA

The Catholic Charities Appeal

In all things
Charity



Make Your Gift Today!



RETARGETING



OVERVIEW

- First Class Mail – Postcard only
- Promotion incentivizes marketers to send out a postcard to a recent website visitor and didn't convert to a sale.
- 5% postage discount
- The promotion begins on September 1st and ends on November 30th.



WHAT IS RETARGETED DIRECT MAIL?

Sending custom mail pieces to customers and/or prospects who are engaging with an organization on a digital channel.


47% of marketing respondents
said retargeted direct mail
INCREASED CONVERSION RATES



DROP SHIPPING

Our team will run a Drop Shipment Analysis.

Mail delivered to a Business Mail Entry Unit (BMEU) receives a postage discount. We determine which option provides the best postal rate.



Drop Shipment Consolidation Proposal

6/3/2020

Diocese of La Crosse

End of Year Appeal Matched Mailing

Job Number: 302439

Total Records: 28,563

Postage without Consolidation

Estimated Postage

\$3919.78

Postage and Transport Charge with Consolidation

Estimated Postage

\$3353.08

NDC/SCF Prep and Transport Charge*

\$373.62

Total

\$3726.70

Savings

\$193.08

*The NDC/SCF Prep and Transport Charge will appear on your final

THANK YOU

Scan the QR code to learn more or
contact Theresa Aide or Kate Cominsky!



SUTTLE-STRAUS
AN ICSC STRATEGIC PARTNER