

The Children's Home Society of Idaho brings marketing power in-house

HP printers enable powerful marketing campaigns with color
and personalized messaging



“When the well-being of children is at stake, every single dollar means something. By creating our own high-quality marketing materials, we’re saving money, and just as importantly, raising more money. That’s essential for a non-profit organization like The Bridge.”

–Megan Crouch, Program Director, The Bridge



HP customer case study: The Children's Home Society of Idaho raises revenues, cuts costs by producing own marketing materials on HP printers

Industry: Not-for-profit social services

Objective:

Raise revenue, cut costs, speed turnaround by bringing marketing-collateral production in-house.

Approach:

Deploy HP Color LaserJet 5550dn printer and HP Color LaserJet CP3505 printers.

IT improvements:

- Faster turnaround.
- No more waste.
- Personalized messaging.
- On-the-fly changes.
- Ease of use.

Business benefits:

- Quick response to opportunities.
- Improved audience response.
- Higher fundraising revenue.
- Lower production costs.
- Better service to children and families.

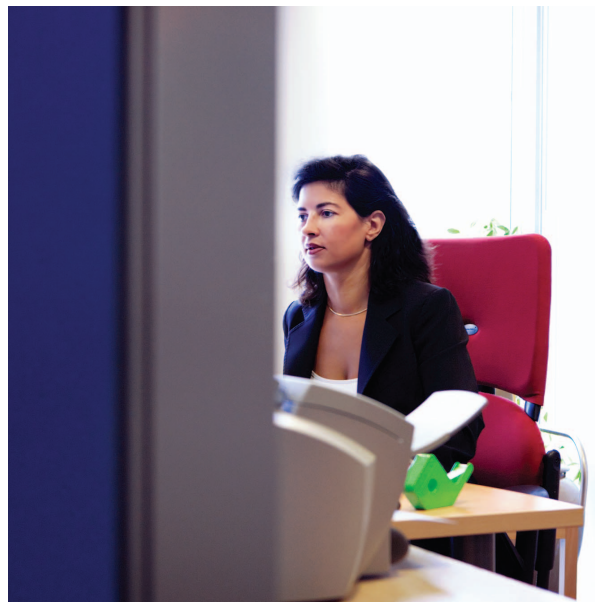


The Children's Home Society of Idaho (CHS) is a non-profit organization that operates two programs: The Bridge and Warm Springs Counseling Center. The Bridge, founded in 2004, brings together contributions, resources, agencies and families to provide lasting homes for Idaho's children in foster care. Warm Springs Counseling Center provides mental health services to children and their families, the majority of whom are from low-income households.

The financial support that CHS receives from the community makes these services possible for all children, regardless of financial circumstance. Working within a tight budget, CHS must make every dollar count. They looked to HP to help them incorporate in-house marketing in the hopes of stretching their marketing dollars while generating community awareness with a credible, professional image.

“Our primary goal with this do-it-yourself approach was to save money without compromising the fundraising efforts so critical to our success.”

Megan Crouch, Program Director for The Bridge



With an in-house, design-it-yourself approach, CHS could design and create their own professional-quality brochures, flyers, and other marketing materials using Microsoft® Publisher and easy-to-use templates. Once the decision was made to incorporate in-house marketing, The Bridge turned to the HP Color LaserJet 5550dn printer to create an assortment of documents.

“Our primary goal with this do-it-yourself approach was to save money without compromising the fundraising efforts so critical to our success,” says Megan Crouch, Program Director for The Bridge.

Timely opportunities

The effects that the HP Color LaserJet 5550dn printer had on the organization were immediate and dramatic. “The HP Color LaserJet 5550dn completely widened the scope of our marketing activities,” says Crouch.

Before The Bridge had access to the HP Color LaserJet 5550dn printer, they were outsourcing all of their marketing pieces to agencies. At least a six-week lead time was required from the time they initiated a marketing piece until the finished product was delivered. Such lengthy turnaround times prevented The Bridge from participating in last-minute opportunities with tight deadlines. These opportunities potentially represent thousands of dollars.

Now, using do-it-yourself design features of Microsoft Publisher and the HP Color LaserJet 5550dn printer, The Bridge can create materials in a fraction of the time and for a fraction of the cost. Just recently, The Bridge was able to produce 5,000 inserts for a local publication with the intent of reaching potential donors

right before tax time. From the time The Bridge learned of this opportunity, they were given less than one week to make it happen. By creating these pieces in house, they were able to produce full-color laser inserts in a day and a half and have them ready in plenty of time to meet the demanding timeline. As a result, The Bridge raised over \$25,000.

“We were basically able to start printing right out of the box. The entire installation took place in less than 15 minutes. And then, the first page out delivered in just seconds.”

Angela Terhaar, development and communications manager of The Children’s Home Society

Waste not

Crouch says that CHS is thrilled with the print-on-demand aspect in-house marketing brings, which virtually eliminates waste. With the ability to print only what they need, when they need it, The Bridge is never stuck with marketing pieces that are outdated or no longer relevant.

When they were outsourcing invitations for an event, CHS only needed 150 invitations. The only way the printer could offer them a price break was if they ordered 200 invitations—the 50 extra invitations would be waste. “And we can’t afford waste,” says Crouch.

Not only does in-house marketing give The Bridge the flexibility to print only what they need, it also affords them the flexibility to work up to deadline and make on-the-fly changes to brochures and other marketing

pieces. This is especially important to organizations like The Bridge who acquire sponsors at various phases and who need to add donors' names at any given time.

"We work up to the minute to get it right," says Angela Terhaar, development and communications manager of The Children's Home Society. "I can even add a photo to a grant at the last minute if I decide to."

"We recently received \$500,000 in funding after a customized PowerPoint presentation. Not that it can be entirely attributed to our marketing, but I strongly believe the personalization made a huge impact. The quality of our marketing pieces definitely lends credibility to The Bridge."

Megan Crouch, Program Director for The Bridge

A personal touch

Perhaps the most exciting benefit of The Bridge's do-it-yourself marketing approach is the ability to personalize the marketing collateral used in their fundraising efforts. Using the HP Color LaserJet 5550dn printer, they can target potential donors with personalized messaging.

The Bridge uses personalization for invitations and PowerPoint presentations, customizing them to best speak to their specific audience. "We recently received \$500,000 in funding after a customized PowerPoint presentation," says Crouch. "Not that it can be entirely attributed to our marketing, but I strongly believe the personalization made a huge impact. The quality of our marketing pieces definitely lends credibility to The Bridge."

Color counts

"Color adds so much visibility and vibrancy to the things I can produce in Publisher," says Terhaar. "It makes us want to produce even more exciting marketing materials, like extra posters or banners. And now we can."

The Children's Home Society recently sent out 800 legal-sized, double-sided surveys to low-income families. They added strategically placed color to the documents to encourage participation from an audience that typically doesn't respond well to these types of mailings. "We received a response rate of over 10 percent in just the first week, with a 15 percent return rate overall. I honestly think it was because of the large size paper and that the surveys were in color," says Terhaar. "Due to the costs and turnaround time associated with using an outside agency, we couldn't have done this type of mailing before we had the HP Color LaserJet 5550dn."

CHS estimates that since they started using the HP Color LaserJet 5550dn, donations and grants have increased by as much as 50 percent. And since adding color to their annual gala programs, they've enjoyed their two most successful galas to date, netting \$121,000 in 2006 and \$147,000 in 2007.

A new arrival

Recently, CHS acquired an additional tool to support their marketing efforts, the new HP Color LaserJet CP3505. It didn't take long for this printer to impress the CHS staff.

"We were basically able to start printing right out of the box," says Terhaar. "The entire installation took

Customer solution at a glance

Primary applications

In-house production of brochures, flyers, fundraising materials and surveys

Primary hardware

- HP Color LaserJet 5550dn printer
- HP Color LaserJet CP3505 printer

Primary software

- Microsoft® Publisher



place in less than 15 minutes. And then, the first page out delivered in just seconds.”

On the first day of operation, CHS printed 500 full-color flyers on HP Presentation Paper with outstanding results. “We’ve grown accustomed to quality output with the 5550, and we are equally impressed with the color vibrancy that we get with the CP3505,” says Crouch.

One feature that’s already stood out is the driver shortcuts for customized print jobs. If CHS needs to print labels, for instance, they can configure the printer with their preferences and save the settings so it’s all ready to go next time.

CHS anticipates additional time-savings and cost-savings will be realized once the machine is in full swing. For now, they’re just grateful. “As a non-profit agency, we’re extremely fortunate to have these printers working in tandem on future projects,” says Crouch.

Faithful stewards

Crouch speculates that CHS’s ability to hire additional staff and improve programs is due in part to the money they’ve saved by creating their own marketing materials.

“It all boils down to spending less and doing more. The more money we can save on marketing, the more money we can put towards programs that benefit children,” says Crouch. “And at the end of the day, that’s what matters.”

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