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Acknowledgement Mailing with the Fisher Group

The Fisher Group specializes in the production of acknowledgement mailings for many non-profit clients. The frequency of mail dates varies from daily to weekly and monthly. Annual quantities range from over 15 million to 50 thousand pieces. The acknowledgements we mail always include a personalized laser form, and most include other components such as a reply envelope to encourage another donation. In addition to the name, address and gift amount, the form often contains a short note of thanks and a signature.

Custom Solutions

We are a boutique mailer –small enough to customize our operation to suit our clients yet large enough to get the work done. The Fisher Group pays a great deal of attention to detail, is fast to respond to questions and issues, does not believe in bureaucracy. Our people will quickly come to know you, your direct mail strategy, and your business.

Most aspects of the working relationship are tailored to client preferences. Reports, updates, timing/frequency, almost every aspect of the mailing is done according to our client's preferences.

Customer Care

Fisher Group Account Managers are experts, cross-trained in all aspects of production, and are long tenured. Our clients work with one person coordinating the entire job, and it's the same account manager every time. This one point of contact allows for simpler, more effective communication. The Account Manager's knowledge of the company's culture and their commitment to service excellence is outstanding. The Account Manager remembers the client's preferences and truly becomes the client's in-house representative. Customers appreciate having an advocate on the inside who makes sure our company is truly working for them. Account managers can give daily email updates, advance warning of postal or paper price changes, and notify a client when changes increase package weight.

Turnaround

Some clients have specific timing demands which require that names we receive must mail the same day or within one business day. Other client schedules allow for weekly or monthly drops. We adapt to meet all of these different needs in a fluid and timely manner.

Data

Acknowledgement data is generally posted to our secure FTP site or in some cases emailed. Some clients segment their acknowledgement data based on what triggered the giver's response, the level of giving and method of payment. This results in some smaller segments that may need to be done manually. Larger segments are produced on high-speed lettershop equipment.

Reporting

We provide activity, postage and inventory reports on a regular basis. Report formatting and frequency is tailored to the client's preferences.

Postage

Postage applications include live stamping, metering, or pre-printed indicia. We mail at both standard and first class rates. Here again, we work with each client's preferences regarding postal optimization –destination entry, co-palletization, and comingling or origin entry. Sample data is required to perform an analysis for optimum postal savings that includes all charges, including freight.

Tributes and Special Cases

We handle tributes "in Honor of" or "in Memory of" by sending an acknowledgement to the donor and a tribute card to the designated individual. There are many special case situations, for example when a donor requests multiple tributes (sometimes over 25 in number) or when tribute information is not supplied by the donor.

Staffing

Upper management: Martin Fisher, Chairman; Jeff Donald, President; and Dave Oakes, Vice President of our lettershop take an active role with clients and the running of the company. Ray Amsler, our Data Processing Manager, will oversee the skillful handling and formatting of acknowledgement data. The Account Manager is the client's contact who is good at listening and understanding customer needs and communicating those needs to the rest of our associates.

Everyone at the Fisher Group is dedicated to customer satisfaction. Our team approach encourages communication and involvement, which results in a very low turnover rate. At the Fisher Group, over twenty-five percent of our associates have more than twenty years experience working with us. We feel that the key to providing genuine product quality lies in the training and empowerment of our associates so that everyone assumes personal responsibility for the satisfaction of our internal and external customers.

Quality Control

Meeting mail dates is of prime importance; however, staying on schedule is of no value if the work is not right. In our lettershop, quality checks are made at the beginning of the project, at predetermined intervals during the run time and at the end. These checks verify the codes of components used, the postal sortation, addresses, and print quality. Live samples are not pulled from the mailing. Laser print quality is verified every 2,000 sheets and compared to the approved sample/proof. We verify final counts against the counts you supply. Set

procedures are developed with each client to insure receipt and confirmation of data files.

Other Services

The Fisher Group also assists organizations with Acquisition, Retention, Premium, High Donor and Renewal programs.

Direct Mail Experts

The Fisher Group produces direct mail. We are not a publisher or a general commercial printer. Our customers use direct mail in many ways, and we have become experts based on our experiences with our customers.

Transition

Our team works with you and your current supplier to transfer inventory, run test files, and deliver test reports to ensure the smoothest transition possible.

Strengths

The Fisher Group stands out because we offer a unique combination of features and benefits.

- One, centrally located plant, and the same team time-after-time.
- Turnkey production from print into the mail stream. We take responsibility for the complete production schedule and treat printing and mailing as one process.
- Our streamlined company size allows more customized features and services.
- We are a privately owned, independent company who answers to our clients (not stock holders). We put the customer, first.
- The Fisher Group is a stable company. In business for over 50 years, we have low debt-to-equity ratio and plan to be in business for many years to come.
- Great customer care. Our current clients grade our performance as excellent. One Account Manager handles your account, and is responsive to your issues and concerns.
- Our leaders know our customers and speak with them regularly. Formal reviews are held, either at the Fisher Group or customer's office, for evaluation of past performance and suggestions for improvement.
- When problems arise, we fix them quickly and make it right for you.
- Direct mail is what we do! Our oldest client has been doing business with us for over 50 years, which attests to the fact that we do it very well!

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