

Project Summary

Objectives

- Create an automated way to generate personalized thank you letters to donors
- Minimize human involvement with the letter creation
- Keep highly sensitive donor information secure

Results

- Developed a fully automated process that produces visually appealing letters in less time
- Donors receive letters of acknowledgement that are accurate and timely
- All personal data is handled according to strict security guidelines with no breaches or data leaks
- Project has been running successfully for over ten years

Automating The Process of Saying Thank You



An Ivy League University wanted to improve the process they used for creating and mailing letters that acknowledge donations from their benefactors and detail each donation for tax purposes.

Their in-house process was largely manual and thus time consuming and cumbersome. As the volume of donations increased, so did the challenges that came with this manual process.

The University wanted to automate the thank you letter process while protecting the highly confidential donor information that is included in these letters.

To achieve success with both of these goals, the University turned to Goodway Group.

▶ Goodway Group Case Study

A Secure and Efficient Solution

Goodway developed a secure, automated solution that creates, prints, and mails highly personalized thank-you letters that acknowledge the donor's contribution and provide the tax-related information they need.

Goodway, working with Xerox and the University's programmers, developed a secure solution that could handle the highly confidential information that was included in these letters. Under this secure process, files are uploaded via secure FTP once a week. The data from these files is run through Goodway's proprietary program, which turns the linear information into highly personalized letters.

The length of the letter is variable, depending on the complexity of the donation. Some letters are only one paragraph, while others are several pages. Once the letters have been created, PDF proofs are sent back to the University, again via secure FTP. Once the letters are approved, Goodway prints, folds and inserts the letter into envelopes to be mailed – all under the guidelines of its secure quality control process.

Except for the manual steps of proofing, folding and inserting, the entire process is automated and takes just one day to complete.

History of Success

The thank you letter project is now in its tenth year. The University is clearly pleased with the way Goodway has improved the process for these letters and how they have protected their sensitive donor data and kept it secure.

Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn visit www.goodwaygroup-ma.com or call 781-272-2690