



Nonprofits in Action

MANAGE DONATIONS

Relief aid coming in as well as being distributed will need a coordinated and managed effort.

- Use **FasTurn Labels** on a roll to quickly identify contents of boxes, and **Stamps** to mark receipts.
- **Registration Forms** gather valuable information from those donating as well as those receiving.
- Add custom **Water Bottle Labels** with QR codes that lead to additional resources and **Branded Shopping Totes** for carrying supplies.

IDENTIFY STAFF

Easily identify those in charge as well as volunteer workers.

- Use **Branded Apparel** to build loyalty and drive enthusiasm.
- **Name Badges** offer a personal connection - use **Dry Erase** for temporary workers and volunteers.
- **Business Cards** can be used as appointment cards and product vouchers.

ATTRACT AND ENGAGE

Ensure a visible footprint that can be easily identified and found. Use messaging in multiple languages to be more inclusive.

- Weather resistant **Vinyl Banners** can be used indoors or outdoors to identify stations or entry and exit points.
- **A-Frame Signs** and **Retractable Banners** can be moved easily to adjust to changing conditions.
- **Floor Decals** are great for indoor as well as outdoor to direct traffic and designate areas of donation and distribution.



Who Gives?

- 80% of donations come from individuals as opposed to large organizations
- 6 out of 10 households give charitably
- 48% of 18-29 year olds give monthly and prefer recurring donations
- Donors that set up recurring monthly donations give 42% more than one-time givers
- Older generations are most likely to donate to religious organizations
- Those making less than \$50,000 a year give more in relation to total income



SPREAD THE WORD

Use **Door Hangers** to canvas the community and inform of event details. Perforated bottoms act as vouchers, coupons and more.

Corrugated Yard Signs can be updated in a flash with messaging that holds up to the weather.

Further the Mission

INCREASE MEMBERSHIP

A primary goal of nonprofits and especially faith-based organizations is to increase attendance and overall membership.

- Targeted mailings of **Postcards** inform of service times or invite potential members to special events.
- **Brochures** and **Flyers** inform prospective members of the organization's mission statement and overall goals.

ENCOURAGE INVOLVEMENT

The backbone of any nonprofit is the community of members who become involved and work together for their cause.

- Create unique community events that can double as fundraisers. Send **Invitations** or sell **Event Tickets** to increase attendance.
- Involve the membership by sharing **Annual Reports**.
- Use **Envelopes** and **Inserts** with pre-printed donation suggestions to make giving easier.

BE THANKFUL

Showing appreciation to members for donations of time and money is important to keeping them engaged and motivated.

- Create a **Calendar** using artwork from an organization event or donation recipient.
- A handwritten **Thank You Note** expresses importance and a personal appreciation.
- Assemble gift items into a custom printed **Folding Cartons**, sure to make a lasting impression.