

Procuction Week

APRIL 19 - 23 1 - 2 PM EDT DAILY

Pre-Production, Printing, Data Hygiene, Mailshop Processing, USPS and Postal Logistics



The Pre-Production Process





Senior Manager of Strategic Development Production Solutions



Robin Perry Vice President Lautman Maska Neill & Company

MONDAY, APRIL 19 1-2 PM EDT

Sponsored by:







Upcoming Events: Breakfast with an Expert

Topic: Planned Giving Thursday, April 29, 2021 | 9:45 am – 11:00 am **Presented By:** Ann Kolakowski, Senior Director, Planned Gifts The Humane Society of the United States Meg Roberts, CFRE, Vice President of Gift Planning **Impact Communications**

Topic: Creative

Thursday, May 27, 2021 | 9:45 am – 11:00 am **Presented By:** Julie Dixon, Creative Director, CDR Fundraising Group Kwai Vongfak, Director of Digital Experience, CDR Fundraising Group



Upcoming Events: Happy Hours



Thursday, April 29, 2021 | 5:00 pm – 6:00 pm

Enjoy great conversation, games, prizes, and cheer for the live performances from DMAW's top talent!





Upcoming Events: Webinar Save the Date

Topic: Payment Strategies

Wednesday, May 12, 2021 | Half Day

2021 BRIDGE TO INTEGRATED MARKETING & FUNDRAISING CONFERENCE

ENERGY ENDURANCE EXCELLENCE

- 12 Tracks over 70 Breakout Sessions
- Opening Keynotes with Dr. Adrian Sargeant and Dr. Jen Shang
- Exhibitors, Partners
- Chat Rooms, Games & More!



WED, JULY 14 - THURS, JULY 15

Registration fees ranging between \$299 – \$499!

Production Week

Direct Marketing Association of Washington

Membership Questions Membership@dmaw.org

Program Questions Visit our website: dmaw.org or **Email:** info@dmaw.org Donna@dmaw.org

Certificate of Completion

Attend all 5 Webinars

Certified Fundraising Executive CFRE

Each session is eligible for 1 point per day for a total of 5 points towards your CFRE certification



QUESTIONS? Please use the Q&A icon on your screen!

Thank you to our session Marketing Opportunity Partner!

Label Co., Inc. custom printed labels

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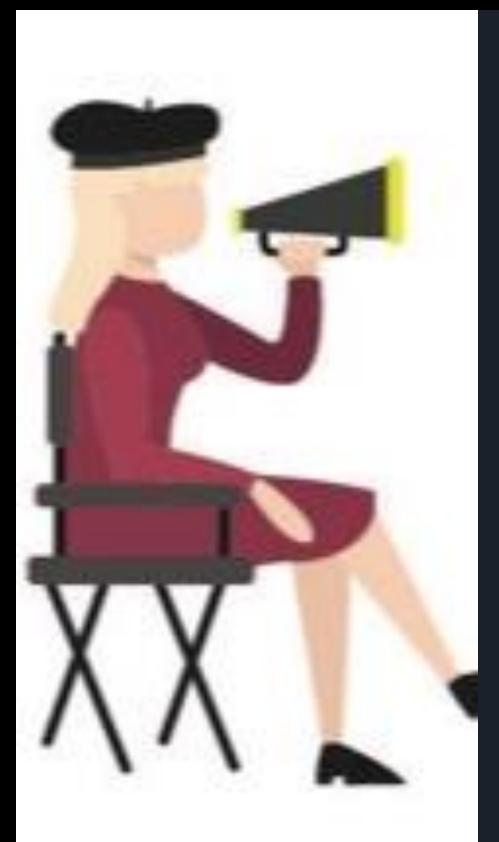






Production Week

DAY ONE: PRE-PRESS



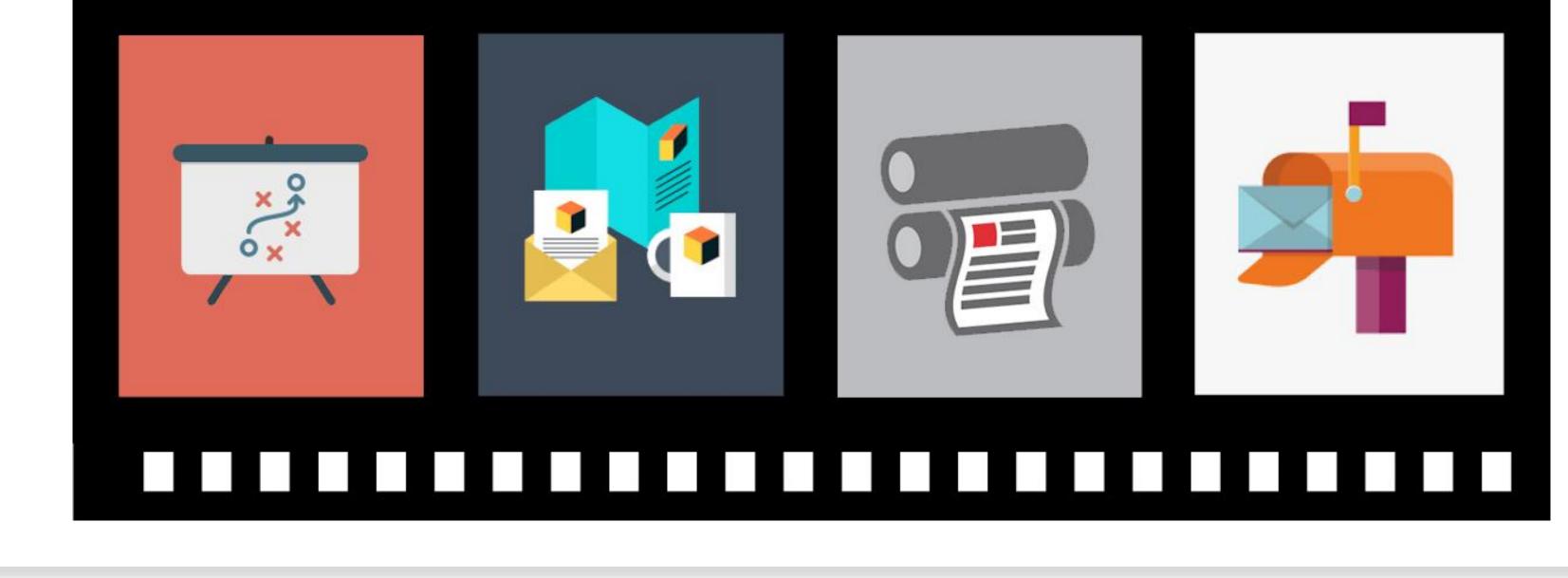
Your Hosts

<<Michelle Johnston

Sr. Manager of Strategic Development PRODUCTION SOLUTIONS

Robin Perry>> Vice President LAUTMAN MASKA NEILL & COMPANY





Today We Are Talking About Pre-Press

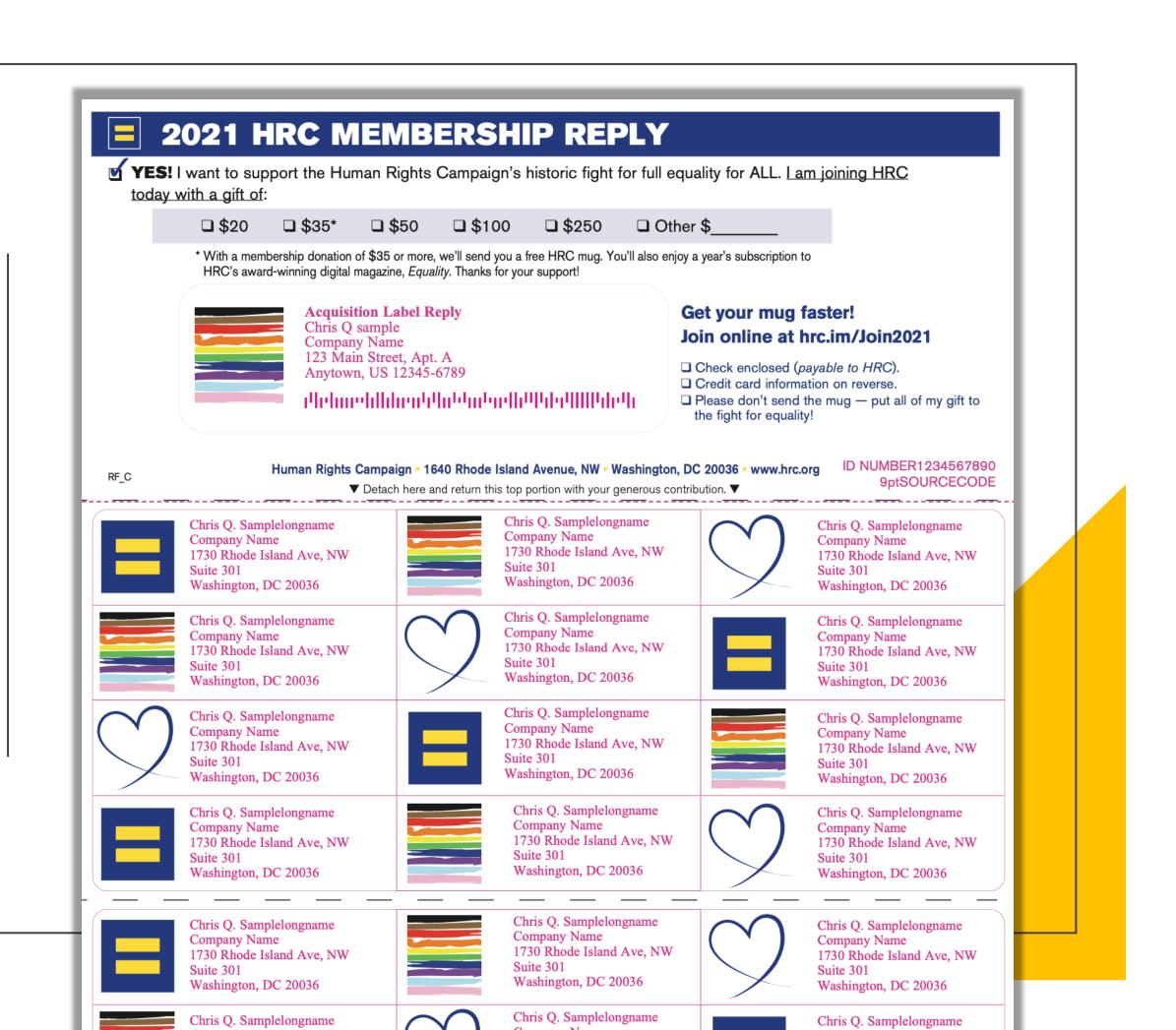
What you need to know to get your Mailing from Strategy through Design and Ready-to-Print



BEFORE WE BEGIN LET'S SET THE STAGE

Take Away #1: Have a Goal

Every mailing should have a goal and all parties should know what it is



What Is This Mailing's Goal?

YOUR DESIGNER NEEDS TO KNOW

ANSWER THE CALL TODAY. MAKE A DIFFERENCE R

YES, I want to help Doctors Without Borders deliver medical human around the world. I am making a tax-deductible gift of:

\$35 □ \$200 A gift of this amount will help us do more. Please join us

🖵 \$500 **\$1,000** Ot



What Is This Mailing's Goal

JBI INTERNATIC EST. IN 1931 AS THE JEWISH BRAILLE	
Yes! I want to help JBI pr visually impaired men, wo tax-deductible gift of:	men, and
SUPPORTER SINCE: MM/YYYY	20 CE
 Enclosed is my check made payable to JBI. I would like to make my gift by credit card (please see reverse). 	
0123456789 R0817XF	
Connecting the blind and visually impaired to the Jew	vish world 110
Jane Q. Sample 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036	S
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Jane Q. Sample	SS2

1730 Rhode Island Ave, NW Suite 301

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CONTRIBUTION FORM

vish interest Braille, Audio, and Large Print books to blind or children throughout the world. Enclosed is my □ \$ASK2 □ \$ASK3 □ \$ASK4 □ Other \$



Jane Q. Sample APP 1730 Rhode Island Ave, NW Ste 301 Ste 301 Washington, DC 20036

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EAST 30TH STREET, NEW YORK, NY 10016 | TEL: 212-889-2525 | WWW. JBILIBRARY.ORG





TOGETHER, WE CAN DELIVER.

FPO ADDRESS ADDED BY CITY Chris Q. Sample 1730 Rhode Island Ave., NW Suite 301 Washington, DC 20036





MAKE SURE EVERYONE IS ON THE SAME PAGE

TakeAway#2: Collaborate

Account folks, designers and production folks need to work as a team.

BE CLEAR ABOUT TIMELINES

Mail Date vs In-Home Date Work backwards from the last date

This lets production identify **items that need more time** and should be produced early



Examples Of Things That Need More Time:

Premiums Made Overseas





MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS

doctorswithoutborders.org

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Envelopes that get converted

United Spinal Active Control

Just a Reminder...

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Non-Profit Org. **US** Postage PAID United Spinal Association

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United Spinal Association

10-01-2010-02010

Personal touches like hand addressing or business cards paper clipped to letters





Strategy Approval	11/17/20
Copy to Client	11/30/20
Art to Client	12/05/20
Data Request to Client	12/10/20
Copy Approved	12/18/20
Art Approved	12/21/20
Data Due to LMNC	12/28/20
Postage Due	1/24/20

You Can include Key Dates in a Campaign Memo

BE CLEAR ABOUT BUDGETS

Why include Production (and Design) in initial **strategy meetings**



Production Can Help Identify Ways To Make The Process More Efficient



Offer data and DP instruction suggestions to ensure your project is executed as planned

Identify the best suppliers and pricing for your specific project (not all suppliers are a good fit for all projects)

Competitive pricing is best achieved when there is not a tight turn time

Offer suggestions that may bring production

Designers Can Help Identify Solutions That Fit In Your Budget

Designs based on standard paper stocks and sizes

Ways to print using fewer colors

Adjusting design elements to maximize savings

Blue paper with a label affixed?

• • • •

• • • • Flood tint of blue ink with a "faux" label?

Physicians Committee

5100 Wisconsin Ave., NW, Suite 400 • Washington, DC 20016

Personal and Confidential

THIS IS A MOCK UP Jane Q. Sample 1730 Rhode Island Ave, NW

Suite 301 Washington DC, 20036 Be Clear About What You Need To See In Your Budget:

Should postage be included? .目 Do you want to see print overs or have them rolled into the current quantity? If you are using inventory, do you need to see those costs as part of this budget?

\$

Do you need roll out costs for your tests?

Be Up Front About Budget Limitations

- Beware of prices that look too good to be true...
- Once you receive the budget give feedback.



MAKE SURE COMMS ARE WORKING

TakeAway#3: Communicate

Don't leave room for assumptions

Production Needs To Know Certain Things

Size of each printed piece

Inks and bleeds for each piece

Personalization needed

Postage

Quantity of names – both total quantity and estimates of the size of each package/test

Additional data processing needs: NCOA, Merge Purge, CASS, Ask Calculations

Are you using any inventory items that will need to be pulled for insertion

Package Specs:

Lot 1 Low Dollar Postcard

- Postcard $6 \ge 9$
 - 0 8pt C1S paper; 4/4 (CMYK/CMYK), full bleeds
 - Image showing thanks on the front side
 - Brief letter on address side thanking the donor, from the organization (no individual name or signature.)
- Mailshop
 - 0 Name, Address and delivery point barcode lasers
 - Single nonprofit market mail presort stamp

Lot 2 High Dollar Postcard

• Same as Lot 1 except mails first class presort stamp

Estimated Quantity Breakouts for Pricing:

Total	_	116,212
Lot 2	High Dollar Postcard	36,061
Lot 1	Low Dollar Postcard	80,151

One Great Way to Communicate is with a Campaign Memo

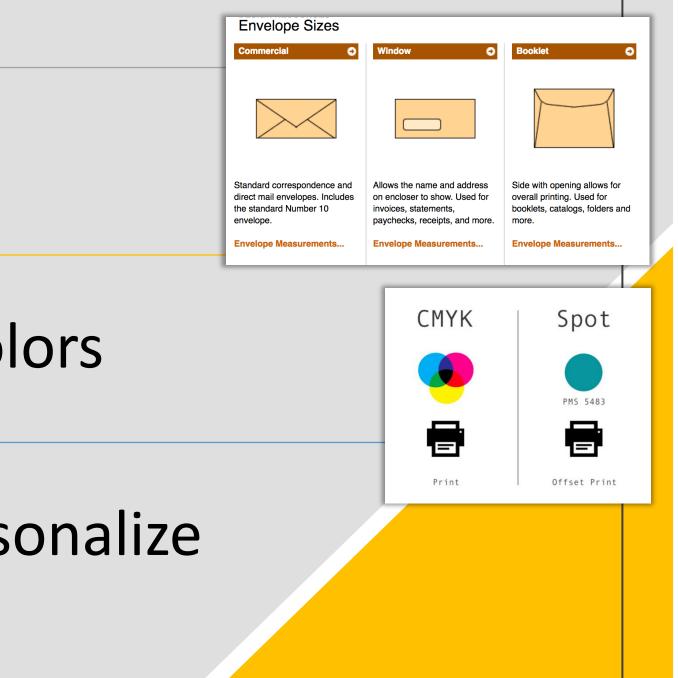
Your Memo Should Outline Some Basics

Which Components are in the Package

What Sizes

How Many Colors

Where to Personalize



Including Production in Your **Creative** Strategy **Meetings** Will Help Ensure...

- folded
- What is "flying" the package
- the envelope
- heavy envelopes

• Everything fits into the envelope when

• The design of the envelope and the way it's addressed meet postal regulations

• What order will pieces be inserted into

• Will the budget will cover additional postal charges for oversized, thick or

Direct Mail Designers are "Different" Design with the **Donor** In Mind



Capture the attention of your donor



Make the case for support and be easy to read



Include a clear **ask** or **call to action** How Best to Get the Envelope Open?

Include Decisions in the Memo

Logo or "blind"

Window or closed-face

Images or other elements

Teaser on front and/or back

Your Designer Needs to Know: What Is the Tone?

Personal Feeling? Heart-string Pulling?



Chris Q. Sample Company Name 1730 Rhode Island Ave., NW Suite 301 Washington, DC 20036

Dogs are dying ... they need your help.

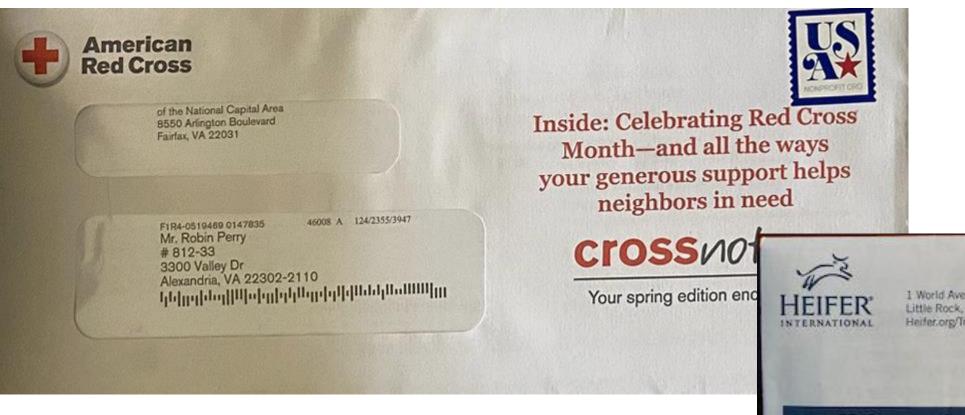


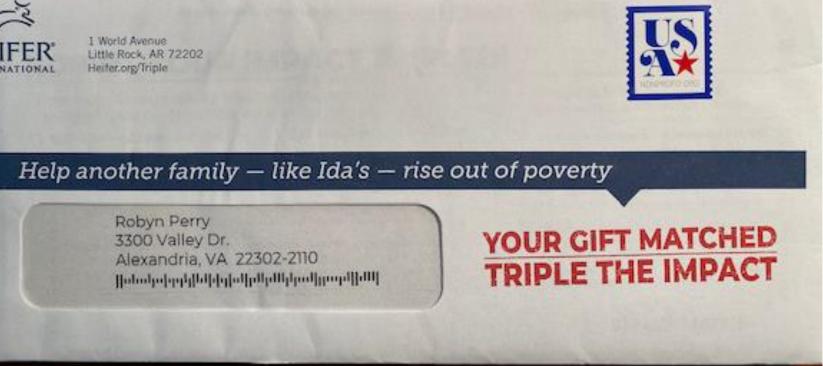
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Urgent or Official?

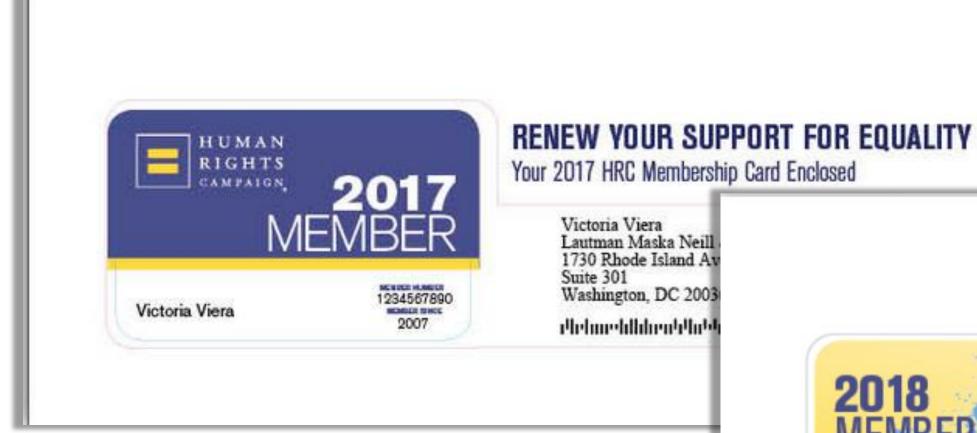


Is There Something Inside That Makes It Worth Opening?





Institutional or Engaging?

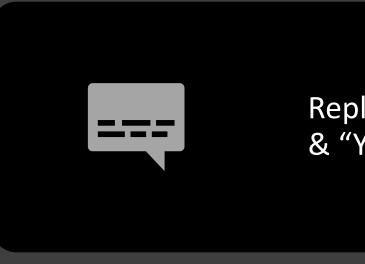








Things You Need to Build A Case For Support





Reply Form Header & "Yes" Copy

OTHER INSERTS

Every Component Should Serve a Purpose

THINK ABOUT THE 3 W's

- What is the message you are trying to get across to the donor?
- Where is the call to action?
- Otherwise, **why** spend the money to include it?

Your Designer and Production Person Can Help!

BROCHURE/NEWSLETTER

PETITION or PLEDGE Engage and Inspire

Connect to your cause

Inform the donor about your work

FREE GIFTS (STICKERS & DECALS)







Do You Plan on Using Photos?

Give some direction to your designer and decide if budget allows for color or black & white?

Can You Use This Photo?

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UNDER 1,000 KB OK For Digital NOT for Print

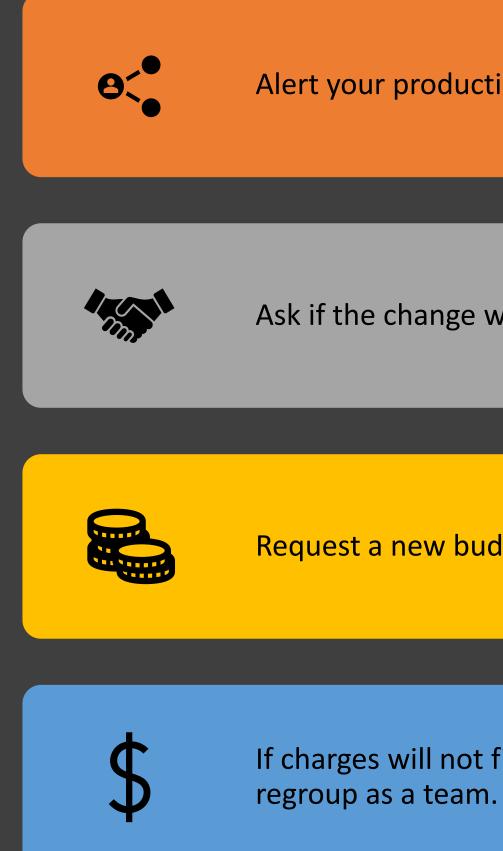
OVER 1,000 KB (1MB) OK For Print & Digital



REMEMBER:

TakeAway#3: Communicate When things change, and trust me they will, communicate!

What to Do When Things Change?



Alert your production partner to the change.

Ask if the change will affect pricing/sourcing of suppliers

Request a new budget.

If charges will not fit into an already approved budget,

Prepping Art for Release



Make sure all finished pieces match the descriptions used in the budget



Make sure that each file is labeled so that it can be easily identified – especially when 2 versions are very similar



Make sure to include PDF's showing both the preprint versions and an FPO versions (when personalization is needed)

Prepping Data for Release

- Make sure the data file(s) are labeled clearly.
- Include a file layout for each data file.

Send Data Processing Instructions That Include:

- What data is used for each package: segmentation, source codes
- Any special needs for the data NCOA, Merge Purge, CASS, Ask Calculations
- Where and how FPO copy is to be applied
- Seed instructions
- Sample instructions

source codes ge, CASS, Ask Calculations

QUESTIONS?

PRODUCTION **SOLUTIONS**



Michelle Johnston mjohnston@psmail.com **PRODUCTION SOLUTIONS** **Robin Perry** rperry@lautmandc.com

LAUTMAN MASKA NEILL & COMPANY

LAUTMAN MASKA NEILL & COMPANY

Thank you!





Senior Manager of Strategic Development Production Solutions



Robin Perry Vice President Lautman Maska Neill & Company

MONDAY, APRIL 19 1-2 PM EDT

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Thank you to our session Partner!

Label Co., Inc. custom printed labels

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See you tomorrow! Production Week

The Printing Process

Tuesday, April 20, 2021 1:00 PM – 2:00 PM

Production Week



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Pre-Production, Printing, Data Hygiene, Mailshop Processing, USPS and Postal Logistics

