

CASE STUDY

Continuous increase in charitable funds... over 9 years of dedication

Memorial Sloan-Kettering Cancer Center relies on Redi-Mail Direct Marketing to manage their acquisition and renewal letter programs

> PROFILE

> **Client:** Memorial Sloan-Kettering Cancer Center is the world's oldest cancer center, committed to patient care, research, and education.

> **Challenge:** Sourcing a partner that could rapidly deliver multiple acquisition and renewal letter programs weekly, as well as handle specialty direct mail projects.

> **Solution:** Develop data driven, automated processes that execute multiple mail and fulfillment materials based on donor class.

> **Result:** A consistent and measurable increase in charitable funds. Fast and accurate production and campaign execution.

Memorial Sloan-Kettering Cancer Center is one of the nation's premier institutions in the research, treatment and education of cancer related illnesses. Memorial Sloan-Kettering prides itself on the close collaboration between their physicians and scientists. This collaboration enables them to provide patients with the best care available. Memorial Sloan-Kettering works tirelessly to discover more effective strategies to prevent, control and ultimately cure cancer related diseases throughout the globe.

Such care and research requires funding, which Memorial Sloan-Kettering finds through generous mail donations from others.

Redi-Mail Direct Marketing supports Memorial Sloan-Kettering by providing solutions to their direct mail and fundraising campaigns.

Redi-Mail handles more than 50,000 pieces of highly personalized acknowledgments for the acquisition and renewal programs monthly and processes them through a series of automated, data-driven files fed directly to Redi-Mail's on-site postal facility. With industry leading innovations in data processing, mail and fulfillment, Redi-Mail is able to turn around high-volumes of mail in just days.

Redi-Mail's streamlined process has helped increase Memorial Sloan-Kettering fundraising donations every year since they choose Redi-Mail Direct Marketing as their partner in 1998.

"Redi-Mail's system is seamless. Our mail pieces are always turned around in 1 week or less. Redi-Mail has proven to be

a valuable asset and true partner in Memorial Sloan-Kettering's marketing mix," says Anthony Moye, Director, Development, Planning, Budgeting & Marketing at Memorial Sloan-Kettering Cancer Center.

Beyond handling Sloan-Kettering's continuous direct mail campaigns Redi-Mail also handles special mail projects, such as physician recruitment, Community Matters newsletter, Fred's Team NYC marathon fundraiser, fulfillment CDs, and annual report mailings.

About Redi-Mail Direct Marketing

Redi-Mail Direct Marketing combines world-class technology with secure, state-of-the-art data management and production facilities to offer complete mailing and fulfillment services, producing over five million pieces of mail per week through both hand and machine assembly.

Redi-Mail's data collection services include database management, data entry, Web site development and hosting, as well as outbound email and fax programs. List sourcing and list management are available for a variety of targeted audiences including healthcare, business-to-business and consumer data, and the company provides sample fulfillment and distribution services as well as data validation for the pharmaceutical and life sciences industries.

Redi-Mail
DIRECT MARKETING
A Redi-Direct Company

Exceptional data, delivered.

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