

Nonprofit maximizes fundraising efficiency

Nonprofit simplifies mail preparation and reduces costs in the process with DuoShare Address Quality Integrator and QuickBooks

"It sounded too good to be true but the DAQI product is as good as they promise and their customer service is even better."

Jonathan Risenhoover
Bookkeeper
LUC Boys Ranch

SUCCESS STORY

LUC Boys Ranch

AT A GLANCE:

Customer:

Lives Under Construction Boys Ranch (www.lucboys.org)

Location:

Lampe, Missouri

Industry:

Residential Treatment Program

Business Challenge:

Streamline the mailing preparation process and reduce costs associated with undeliverable-as-addressed mail

Solution:

The seamless integration of QuickBooks and DAQI (DuoShare Address Quality Integrator) designed for use with QuickBooks

Results:

Fundraising efficiency has increased by reducing costs associated with manual processes and printing and postage waste

Customer Profile

LUC Boys Ranch is a non-profit organization which operates a residential treatment program located within the heart of the Ozark Mountains in southwest Missouri. The mission of LUC Boys Ranch is to enable boys to become productive, law-abiding, respectful young men through a balanced Christ-centered program of academics, vocational training, and good old-fashion hard work. The goal for each boy is to return home to his family, with a greater appreciation and respect for authority. Over 300 strong-willed boys have completed the program with a success rate of over 92% of these boys not becoming re-offenders after program graduation.

Business Challenge

Streamline the mailing preparation process and reduce costs associated undeliverable-as-addressed mail

Solution Overview

The seamless integration of QuickBooks and DAQI (DuoShare Address Quality Integrator) designed for use with QuickBooks

Business Benefits

- Postage discounts
- Virtually eliminate undeliverable-as-addressed (return) mail
- Increased response rate on direct mail campaigns
- Reduced costs associated with production and postage waste



LUC Boys Ranch is a nonprofit organization and has to spend money to raise money. Minimizing fundraising costs is critical so that more money can be allocated to the charitable programs and services being provided. LUC Boys Ranch has been recognized as an exceptional charity due, in part, to being very efficient at fundraising.

Direct mail is one of the primary marketing tools used by LUC Boys Ranch and many other organizations because it is targeted, personal, measurable, and cost effective. To keep costs down LUC Boys Ranch takes advantage of postage discounts available from the USPS®. Without the right tools, creating a discounted mailing is a complex task.

Prior to having an integrated solution, addresses were being maintained in multiple data sources which required duplicate entry. Preparing a mailing meant exporting addresses from one application, manually formatting the file, then importing that file into another application. This was done several times until the address list was ready for printing.

LUC Boys Ranch consolidated systems to QuickBooks® Premiere for Nonprofits in January 2006 then added DAQI (DuoShare Address Quality Integrator) in November to simplify the mailing process.

Now, with an integrated solution, LUC Boys Ranch had incorporated mailing industry best practices into QuickBooks and would also be able to easily create discounted mailings.

The integration of QuickBooks and DAQI not only eliminated duplicate entry but also allowed addresses to be validated in real-time using the most up-to-date postal data available. Point of entry validation allows invalid addresses to be corrected while the source information is still available.

To keep addresses current after the initial validation, addresses are validated using a schedule that is defined by the user along with DuoShare's USPS certified move update process. Since more than 44 million people move every year, this process helps keep up with the individuals that donate to LUC Boys Ranch.

When ready to mail, LUC Boys Ranch receives a presorted mailing list for printing barcoded mailing labels, along with all the documentation required to submit a discounted mailing.

Each mailing saves LUC Boys Ranch approximately \$2,800 in postage plus \$630 in production and postage waste.

"One time I surprised a new donor when I called and asked if the address he gave was incomplete. This happens frequently and DAQI saves us time and money by validating interactively before the postage is wasted on return mail."

Jonathan Risenhoover
Bookkeeper
LUC Boys Ranch

FOR MORE INFORMATION VISIT:

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