

Charitable Organizations

Help your affiliates meet donation and membership goals

Non-profit organizations are constantly looking for new ways to boost contributions and member revenue, and your local offices and affiliates are the perfect marketing vehicle. Chances are, these offices will want to create customized and personalized outreach programs. How do you satisfy them, while delivering marketing pieces that meet your exact standards? You need an *easy, affordable* solution. You need Custom Print Now.

A browser is your tool.

Custom Print Now uses web-to-print technology to place customization and ordering at the fingertips of your local affiliates. Perfect for non-profit organizations, Custom Print Now makes it easy to procure custom fund-raising items featuring your logo and message, while tailoring your marketing materials with local office address and contact information.

Keep control AND give your affiliates autonomy.

Through the use of templates, you control the design, product selection and content.

You can review all orders before they're placed, and automatic reports allow you to track campaign effectiveness, usage and production costs.

Your affiliates can create marketing campaigns that take minutes to produce—not days! Our budget-conscious system lets them control cost and eliminate waste, while a built-in approval process saves staff time and effort.

With Custom Print Now, you get full control over your brand, while affiliates enjoy the autonomy to create localized, customized marketing materials.

Create new sources of revenue with premium programs.

What if you could create entirely new sources of donor and non-dues revenue by selling customized specialty items? Custom Print Now understands the revenue objectives and challenges facing non-profit organizations. We'll consult with you to create fresh new programs that enhance your brand, generate revenue, and create value for your members.

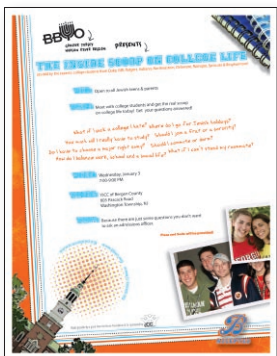
WHY CUSTOM PRINT NOW?

Your organization will enjoy:

- **New sources of revenue**—premium programs create new revenue by offering specialty items.
- **Brand and quality control**—templates are centrally produced and approved, assuring your brand, message and design are consistent.
- **Flexible and extendable**—it's easy to offer additional products or campaigns—just create and upload the template.
- **Easy to implement**—designed for your users in your environment. All they need is a browser.
- **Affordable**—no license fees or expensive software to implement.

Your affiliates will enjoy:

- **Increased local contributions**—tailored, localized pieces make contributors feel their contributions will be used locally, so they give more.
- **Fast and easy**—Secure, on-line ordering allows them to order 24x7.
- **Money savings**—print on demand means you eliminate waste, while leveraging batch printing efficiencies and quantity purchasing powers.
- **Local credit for their efforts**—contributions generated by a local office are credited to that office.



What is "Web-to-Print?"

Web-to-print combines the convenience of the Web and the effectiveness of printed materials to create the perfect solution for your organization's headquarters and affiliate locations. With Custom Print Now, you create custom online product templates for all your printed materials, and with a few clicks, you, your employees and your affiliates can produce and send professional printed material without leaving their computer.

Custom Print Now develops a custom solution that works in any hardware or software environment, without expensive implementation or training. Users simply need a browser and Internet connection.

How does it work?

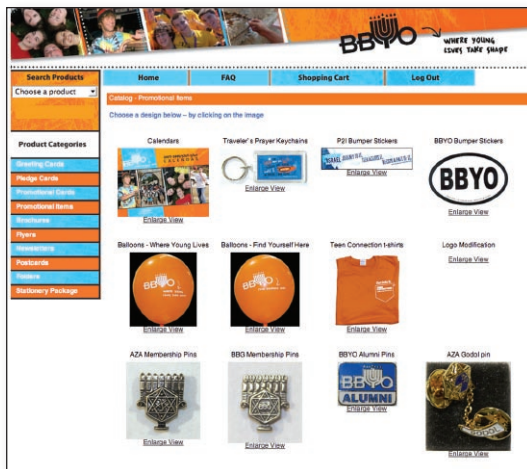
Using your brand identity elements (logos, color palettes, etc.), Custom Print Now builds a site that is easy for your user community to understand and to use. You submit approved marketing pieces, artwork, pricing, etc. and we do the rest. The site will operate according to your specifications in your user environment.

The user will simply:

- Step 1: Select product
- Step 2: Choose options
- Step 3: Customize (if desired)
- Step 4: Proof and Approve order
- Step 5: Checkout
- Step 6: Track order status/review reports

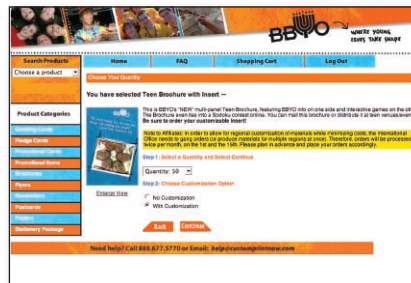
Give your affiliates their own custom print center for ordering:

- Brochures
- Postcards
- Direct Mail Campaigns
- Invitations
- Business Cards
- Stationery
- Signs, Banners
- Event Posters
- Promotional Items



"If you need to save money, make money, protect your brand, or satisfy the needs of your local affiliates... you need Custom Print Now."

- Willie Brennan, Founder and CEO



Sample user experience. User logs in, sees "product" choices, makes their selection, and enters customization information. A proof is generated, showing the customized piece for approval.



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About Custom Print Now

Custom Print Now provides highly customized solutions designed to help organizations manage and deliver custom marketing materials to their various offices, affiliates or strategic partners. Our clients include sales organizations, non-profits, charitable organizations and franchises—anyone with the need to deliver timely, customized print, electronic collateral or direct mail materials to various groups of stakeholders. We help reduce costs, generate more revenue, and maintain control over your brand while delivering the customized marketing piece that your local office or affiliate desires.

To learn how our solution will have a positive impact on your organization, ask us for a free demonstration today!