

PFUGO Case Study

- Perfing Folding Unique Gluing Operations
- Self-mailer brochure with reply envelope on one sheet
- Automated addressing



The Dental Center of NW Ohio

The Dental Center of Northwest Ohio is a nonprofit agency that provides primary oral health services for underserved children and adults, promotes the value of good oral health through education and serves as an advocate for those with limited access to dental care. The Dental Center provides care to over 23,000 individuals per year in 18 counties.



Business Issues

- Fierce competition between non-profits to generate donations
- Expenses for printing and mailing traditional solicitation materials (e.g., letter, brochure, reply envelope) were too high



Program Objectives

- Create a more effective solicitation piece to produce donations for the Dental Center of Northwest Ohio
- Improve the cost-efficiency of the solicitation program



PFUGO

- Using our exclusive PFUGO (Perfing Folding Unique Gluing Operations) capability, Metzgers re-structured their solicitation program



Eye-catching photos

Self-contained,
self-mailer

METZGERS GET IT DONE.

PFUGO

- Brochure, mailer and envelope completely self-contained on one sheet, printed front and back



Giving Back Smiles All Across Northwest Ohio

1000
FOR A DONATION OF \$1000.00 you can help fund a child's orthodontic case management services for one year.

250
FOR A DONATION OF \$250.00 you can help fund a child's orthodontic case management services for one year.

50
FOR A DONATION OF \$500.00 you can provide a porcelain crown for a child in need.

THANK YOU FOR SUPPORTING DCUWO

DENTAL CENTER OF NWIO
2020 Mackay Avenue
Toledo, OH 43604

THE DENTAL CENTER
is Northwest Ohio's only stand-alone, non-profit dental clinic

The Dental Center has been providing quality dental care since 1910.

The year 2010 marked a **SMILEstone**.

dentalcenter
A FOR INVEST GROUP
100 Years of Service

1 in 10
Children in the United States have untreated dental decay.

GIVING DOES NOT HURT!

2010 - 2011 Annual Campaign
Making More Smiles Healthier & Happier

dentalcenter
a northwest ohio



PFUGO

Perfs and folds make the new brochure less expensive to print and mail



Perfed for easy tear-off



Folds into self-mailer, no stuffing needed

METZGERS GET IT DONE.

PFUGO

Giving Back Smiles All Across Northwest Ohio

1000 FOR A DONATION OF \$1000.00 five families receive case management services for one year.

250 FOR A DONATION OF \$250.00 you can help an adult in pain have root canal therapy.

500 FOR A DONATION OF \$500.00 you can provide a porcelain crown for a child-in-need.

25 FOR A DONATION OF \$25.00 you can provide a basic cleaning to a child-in-need.

100 FOR A DONATION OF \$100.00 two extractions can be performed.

THANK YOU
FOR SUPPORTING DCNWO

DENTAL CENTER OF NWCO
2305 Madison Avenue
Toledo, OH 43604

INTERNATIONAL BUSINESS MAIL PERMIT NO. 4111 TOLEDO, OH

THE DENTAL CENTER

is Northwest Ohio's only stand-alone, non-profit dental clinic

The Dental Center has been providing quality dental care since 1910.

The year 2010 marked a SMILEstone.



dentalcenter
of northwest ohio
1910-2010
Years of Service

Postage and Fees Guaranteed
Permit No. 4111
Post Office Box 1000
Toledo, OH 43604

Dental Center of Northwest Ohio
2305 Madison Avenue
Toledo, OH 43604



2010 - 2011 Annual Campaign

Making More Smiles Healthier & Happier

dentalcenter
of northwest ohio



1 in 10 children have reported a recent toothache.

GIVING DOES NOT HURT.

Easy-to-open fugitive glue seals the entire mailer

Re-moistenable glue creates easy seal for reply envelope

Permanent glue creates reply envelope

METZGERS GET IT DONE.

Results

- 1/3 of annual campaign donations were a result of the all-in-one campaign mailer
- 17% of donors were new to Dental Center of NW Ohio
- Of five methods tested, the all-in-one mailer had the highest success rate
- Mailer also used as a stand-alone brochure in doctors' offices



In Their Own Words

“When our agency originally began planning ways to increase our fundraising efforts, we trusted Metzger’s with their innovative ideas. The work they did was outstanding. They created a marketing piece we’ve never done before which not only increased our donations, but also helped us stand-out amongst the hundred others of solicitations in the area”

~ Leah Rongakis,
Dental Center of Northwest Ohio



Contact us for more information on how
PFUGO can work for you.

800-972-2528

info@metzgers.com
www.metzgers.com

