

VOLUME 19

SOLUTION *of the* MONTH



The Pledgimine Solution of the Month program highlights innovative concepts and solutions. Thanks to a rapidly growing and highly innovative community of clients, the Solutions Library has become an indispensable resource for fundraising ideas at nearly 400 institutions across the country!

At Pledgimine, we respect the fact that August is a time for our clients to squeeze in a few days of relaxation before the back-to-school rush. Accordingly, we've

given our clients a month off from SOMO duty. Our own dynamic duo of Erica Messerschmidt and Bethany Barwegen have teamed up to create an entirely new configuration based on requests from several clients.

Somewhere along the way, you've probably heard these cherished words: "Good things come in small packages!" If you still need a little convincing before you accept that bit of wisdom, then this month's SOMO is just what you need. Read on to find out why!

VOLUME 19 SELECTION



FORMAT DETAILS



WINDOW MONARCH

3.875" x 7.5"

Stock: 24# White Wove



MONARCH LETTER

FLAT: 6.25" x 6.25"
FOLDED: 6.25" x 3.125"

Stock: White 70# Text Smooth



#6 3/4 REPLY ENVELOPE

3.625" x 6.5"

Stock: 24# White Wove

AN INTERVIEW WITH PLEDGEMINE

BETHANY BARWEGEN OPERATIONS DIRECTOR

I began my career with Annual Giving in the Student Phonathon at Wheaton College where I worked all four years of my time there. After completing my college degree, I started at Pledgemine in Client Services. As our our client base grew, our team did as well. Today as Operations Director, I oversee the client project experience from start to finish, managing our Client Services, Graphic Design, and Production Departments. My main goal is to make sure our clients feel as if they are getting a great service in a timely fashion.

Q Why is Pledgemine introducing this new design/format?

A This new configuration is an idea that has been requested by several of our clients as a way to send a small piece to a larger amount of people with a soft ask. We always look to add innovative formats while maintaining great product value, and this new format is no exception.

Q What types of appeals do you think are well suited for this format? What size mailings are ideal for this format? Any other design or format opportunities that should be kept in mind?

A This format is ideally suited for any type of solicitation where a BRE is needed, but there is not a lot of extraneous information to present (e.g. "Sorry We Missed You!" or pre-phone mailings), and you're attempting to hit a large audience.

Additionally, Pledgemine is able to remove the BRE from this configuration to make it applicable to stewardship projects such as a gift thank you or tax receipt.



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Q How can I use segmentation to make this an effective appeal?

A Segmentation can be utilized to switch out text and images anywhere on the inside letter. It could also be useful when paired with previous giving information to merge previous designations and suggested giving amounts based on giving history.