

Managing Chapter/Affiliate Communication Channels

The **Leukemia & Lymphoma Society (LLS)** is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. Through local chapters throughout the U.S. and Canada, LLS executes fundraising efforts in support of its mission to fight cancer.

OBJECTIVE

Thousands of soccer coaches across the U.S. needed to be inspired to lead their local community's participation in a national campaign drive. LLS chose to use direct mail to **motivate and inform** prospective coaches. To enhance the relevance of the message, each LLS chapter was to submit a local story with photos, an event schedule and contact information to be used in **chapter-specific direct mail** communications.

Submission deadlines, image specifications, text parameters, proofs, etc. needed to be coordinated with each LLS chapter, **error-free and on time**. In addition, **staggered mail drops**, specific to each chapter, were required to take place within one-week windows of time.



THE DANIELS GROUP SOLUTION

Standardization = Efficiency

We introduced electronic, standardized submission mechanisms so that chapters could easily submit their local content. Each chapter's project was monitored and managed at one central location, eliminating errors and guaranteeing on time delivery. In addition, we performed advanced address hygiene on each chapter's mailing list to take advantage of maximum postal rate discounts.



The Daniels Group

A Division of Daniels Business Services

131 Sweeten Creek Road
Asheville, North Carolina 28803-1500
t: 828.277.8250
www.danielsgraphics.com

RESULTS

- LLS was able to produce and deliver a localized marketing piece for its chapters with minimal national staff involvement.
- Hands-on coordination of chapter participation eliminated errors while achieving quick turnaround times to proof, print and mail. Each chapter-specific piece was dropped within its required one-week timeframe.
- Postage costs were reduced by 12.5%.