

# FOR FUNDRAISING AND ADVOCACY DIRECT MAIL, INTEGRAM LEADS IN SPEED. AND GETS RESULTS.



Immediately after our founding, INTEGRAM grew to be an Inc. 500 company by setting new standards of speed in mail preparation and delivery.

Customers recognized the value of having their mail arrive a week or more before other mailers—when responding to major news events—and rushed to INTEGRAM. One particularly spectacular effort even ended up receiving national news coverage for reaching donors so quickly after a major catastrophe.

Today, INTEGRAM expedited mail is an option every issues-based mailer should keep as a resource. Make a note to call INTEGRAM first the next time major events demand a fast response, and you'll find experts ready to guide you through the process of reaching your key supporters fast. And first.

That's just one way, though, that INTEGRAM delivers extra impact—and value—in this competitive arena. Here are the details on how we augment our exceptional speed with constant innovation to keep our customers out in front continuously.

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## You can't wait to mail when supporters are caught up in emotional events.

When catastrophes and other challenging events confront society, donors react with the feeling that “something must be done.”

Organizations in a position to help must do their best to contact their supporters as quickly as possible, with communications that clearly reflect the urgency of the situation.

INTEGRAM's Air-Gram format is ideal for the task and well proven to work. Its fast-as-overnight delivery reaches recipients when their desire to help



*Supporters are most ready to contribute when emotions are running high. Don't let them lose that sense that they can—and must—help!*

is greatest, and its “priority” appearance gains the attention of concerned supporters.

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## Fast delivery also means your message spends more time as a top-of-mind concern.

Today, the internet-based, world-wide news flow that instantly alerts your audience to breaking news will sweep away that same news just as fast.

Today's natural catastrophe will dominate public awareness only until the next instantly-arriving political scandal, economic crisis, or embarrassing celebrity revelation redirects attention. So look to INTEGRAM to not only deliver your communications before those of competing mailers, but also to allow your issue maximum time in today's fast-shifting spotlight of public attention.

Follow up fast, or don't be surprised to find your hot issue is old news.

*(over, please)*

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## Do you think that a fast-response campaign would negatively impact your regular mailing schedule?

Many organizations maintain a regular mailing schedule in order to keep donations flowing in year-round. Their mail shops adhere to that schedule rigorously, and some might insist that any effort to rush out a fast-response mailing will knock a previously scheduled mailing off the calendar.

Come to INTEGRAM. You'll find your mailing can be processed in one day—affordably—without affecting your established mailing schedule in any way. What many mailshops consider “impossible,” we do every day.

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## The impact of the Air-Gram brand is powerful and proven.

Early in our history, we took on “MailGram”, the most recognized name in telegram-format communications and beat its bulk mail delivery times by a week. Today, that business unit no longer exists and Air-Gram is the most recognized brand in telegram delivery.

Call us today to make use of this powerful, respected name, and watch your response rates soar because Air-Gram gets results!



*These days, people watch coverage of a natural disaster wondering how soon help will reach the victims. How compelling will your mailing be if it arrives next-day?*

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## High-touch and hand-assembled formats stand out—and pull in response!

At INTEGRAM, we've had a hand in many unusual, multi-match and/or “lumpy mail” campaigns. Our handwork department has assembled packages that other shops said couldn't be done. We have a warehouse full of boxes and tubes, a Trojan horse, waiting to set your next message apart.

Consider an oversized 10 X 13 package format: paired with a postage-paid Priority Mail BRE, it can generate exceptional response with the right message.

INTEGRAM should be your first choice when your mailing must have maximum impact and return exceptional earnings. We have a long history of creating mail that does more than people expect.

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## We see what works in direct response marketing every day.

So we're happy to see what you have planned and share the perspective we've gained from two decades in this business. Every day, we fulfill projects from top notch agencies, and we often see the same successful packages being mailed over and over.

We can share our thoughts on similarities, techniques and trends that seem to be driving response, and help you make the most of our ability to produce winning packages.

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## From data mining to innovative design, depend on INTEGRAM to deliver more value.

At INTEGRAM, we are determined to help you produce campaigns that work. Count on us to help you analyze all the customer and prospect data you have available—then help you picture exactly how it can power high-impact personal appeals.

From house-file campaigns to new donor acquisition mailings, you'll see potential you may have missed before. INTEGRAM's experts know how to push your prospects' hot buttons. We've developed customization options that make individuals feel more appreciated. We've introduced innovative packages that gain

exceptional response.

The bottom line: Your nonprofit direct response marketing can return a greater response than you can imagine. Spend some time talking with our experts, and you'll have an exciting new awareness of the possibilities.

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**If you create and drive direct mail for political campaigns, you've just discovered peace-of-mind.**

INTEGRAM has been meeting the intensely deadline-focused needs of political campaigns for 20 years, and our system is ideally suited to speed out exceptional quality mail at an incomparable pace.

We know the issue you're talking about one day may

be old news the next, and your direct response providers must be ready to react. Make it a point to sit down with an INTEGRAM expedited mail expert to review our extensive experience in this arena—and you'll know right where to turn when it's time to take on the demands of the next campaign.

**When you need to respond—immediately—to a major event that's captured the public's attention, you need a mailshop that always has extra capacity ready and waiting.**

**Call 1-800-732-4138 today to discover how incredibly responsive INTEGRAM can be at those times. And how uniquely innovative we will be anytime you need a mailing to come in first in the competition for supporters' attention.**



Corporate Headquarters  
22695 Commerce Center Court  
Dulles, VA 20166

Nationwide Telephone: 1.800.732.4138

Local Telephone: 703.849.1700

Email: [info@integram.com](mailto:info@integram.com)

**INTEGRAM is Ready to Respond. Call now: 1.800.732.4138!**