



Helpful News from a Helpful Company

Doing business with TB Vets saves your business money while supporting your community.

INSIDE:

- *6 Recognition Opportunities*
- *Winning Fundraising Mailer*
- *5 Envelope Trends*

The tale of the 'Trojan' candy jar



How one sales person got repeatedly invited into an impenetrable fortress

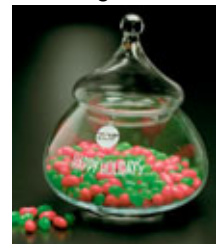
What they did was bring a candy jar to the company reception and filled it with good candy. As the candy was eaten, it revealed the sales person's card and the offer to call for a free refill. Which they did. Often. Eventually the sales person became a semi-regular fixture, winning the friendship of all the gatekeepers. It was only a matter of time until the sales person had the company's business.

We have 30 different jar styles, all that can be custom engraved at a great rate. Call **604-874-5626 ext 233** for ideas and pricing. **Ask about our FREE Candy Offer!**

REWARD & RECOGNITION

6 Recognition Opportunities

1. **New Employee** — Get 'em started right! A small reward helps a new employee bond with a new company, show them your company is employee-centered and help retain them during the stressful training/probation period.
2. **Service Awards** — Over 90% of large companies in North America present 'Career Achievement' awards every five years. These length of service awards help make sure every long time employee is recognized at some point and can be enduring symbols of achievement.
3. **Retirement** — Let's hope we didn't have to work for a company our entire lives before we were recognized!
4. **Informal** — A Gallup poll showed high-performing companies had one thing in common: the manager had recognized an employee within the last seven days. Public thank-you's, thank you notes, favoured parking spots, a plaque in the foyer... you can't go wrong.
5. **Performance** — Either individually or in teams, whether from management or peers, you get the behavior you reward. And we all want our employees to perform! Performance recognition is a proven winner for sales people. Try it in other departments too.
6. **Safety** — Keeping employees and customers safe is a biggie. If it's not recognized, employees can let it slip from their focus. A big money-saver, too, as injuries, sick days, etc. are expensive.



Christmas is coming, a great opportunity to reward and recognize donors, employees and customers

We have ideas for you too. For information on Reward & Recognition programs and products, email dianapozza@tbvets.org or call 604-874-5626

CLIENT PROFILE

Melanie Medina, St. Paul's Hospital Foundation

"Diana approached us 2-3 years ago and discussed the services TB Vets could offer. It sounded like a good organization so I asked them to quote on the next job, which they did. What we've found with TB Vets is their pricing is very low compared to the direct mail companies. They're also very customer service oriented, good at communicating and good at working with the database and sending us reports to let us know if we have duplicates or anything else that's out of sorts. They do full service and are on time with their jobs. They've never *not* been able to do a job for us, whether it's a manual matching-up of reply device and envelope or whether two or three pieces or whatever. They've always been able to come through and do any job for us. I remember one time in the busy fall mailing season and they were fully booked. I needed to get a job done and they made room in their schedule for me which was very helpful as it was a time-sensitive mailing I couldn't be late with. Nothing has been too complicated for them. They're excellent at staying in touch with us and I like working with Diana."

FUNDRAISING

And the winner is....

How do you like these numbers?

Number of Recipients: 11,255

Total Income Generated: \$104,840

Average Gift: \$30.59

Total Out-of-Pocket Costs: \$23,589

Response Rate: 37.31 percent

Cost to Raise a Dollar: \$0.18

Spend 18 cents, get a dollar back. That's amazing. That was the results of Fundraising Success' annual review. The non-profit organization that got these results is Food For The Hungry (www.fh.org) The package was sent to folks who already sponsor children through the program, many of whom use the sponsorship to help teach their own children and grandchildren about poverty and philanthropy.

"The package focuses on the fun aspect of sponsorship," wrote Kathryn Conway, marketing and PR specialist for Merkle/Domain, who submitted the package. "Even though an adult will ultimately make the decision and write the check, we're partially marketing to children."

For more details on their mailing package and other winners click on <http://www.fundraisinguccessmag.com/story/story.bsp?sid=35816&var=story>

REMEMBER



November 11 is Remembrance Day, which is especially important to us as our entire organization was founded as a way to help WWII Veterans suffering from tuberculosis find gainful employment after their service.

If you have a mailing or other Remembrance Day tie-in, now is the time to call.

DIRECT MAIL 101

5 Envelope Trends to Watch

The blind 'plain' outer. Perhaps taking advantage of the steady decline of First Class mail, mailers such as Zurich, PHH Mortgage, Democratic Senatorial Campaign Committee, Forbes, Salesian Missions, International Campaign for Tibet and American Jewish Committee all have been in the mail with very plain, blind outer envelopes. It's also interesting to note that many of these blind outers are using either meters or indicia designed to look like meters as postage, though the nonprofits tend to stick with live postage.

* **Bright colors.** White, plain outers may be popular now, but in true yin and yang fashion, so are very bright shades. Mailers such as ASPCA, *New York* magazine, Kiplinger's Personal Finance, The Heritage Foundation, *Wall Street Journal*, Ashley Furniture and Covenant House all have livened up the mailbox with bright orange, while others, like nonprofits JBI International and Colel Chabad, have turned to yellow outers.

* **Paper stocks.** Veering away from the standard 80 lb white paper stock, some mailers are making an impression with unusual papers. For example, Capital One and American Express both have used linen stock to create the appearance of an upscale effort for their higher-end credit card and loan offers, while Washington Mutual and Omaha Steaks are have used glossy papers to make colors that pop. A surprising trend that has sprung up a number of times is vellum outers.

* **Priority mail, or the appearance thereof.** Popular a few years ago, faux Priority and AirMail efforts seem to be making a slight comeback, as Fisher Investments, NARAL, Chase, World Congress Jewish Foundation, Four Seasons Hotels and Resorts and publisher Lippincott, Williams & Wilkins all have used a variation of this format. The most popular iteration seems to be the inclusion of a fake "Priority Handling" or "Priority Notification" sticker featuring tracking codes and, often, an authorizing signature.

* **Standard sizes.** Use of custom envelope sizes so far in 2006 is down about 6.3 percent from 2005, suggesting that some mailers may be looking for cost-savings by using stock envelopes rather than custom ones. The #10 envelope is, by far, the most dominant mailing size, accounting for 41.9 percent of envelope efforts in the first half of 2006. The 6" x 9" envelope was the second most-popular standard size, at 8.4 percent, while the Monarch (3 7/8 x 7 1/2), and 9" x 12" are the other standard sizes to make a splash so far this year, at 2.3 percent and 3.3 percent respectively. This is a trend that may see an upswing, as paper prices continue to rise.

For more information on our Mailing Services, email dianapozza@tbvets.org

Ask us how to Save up to 30% on your postage costs
Email dianapozza@tbvets.org

3,357,441 pieces mailed in 2005

TB Vets is a [One-Stop-Shop](#) for all your Admail and printing needs. **And as a non-profit, our rates are always competitive.**

Quote of the Month

“You can't build a reputation on what you're going to do.”

Henry Ford

For helpful ideas and best prices call **Diana Pozza** at 604-874-5626 ext. 233. dianapozza@tbvets.org

Services Offered

▣ Mail Services ▣ Engraving ▣ Ribbons ▣ ID Tags (Discs) ▣ Corporate Keytags

4050 Graveley Street, Burnaby, V5C 4A5 www.tbvets.org/tags

**Doing business with TB Vets saves your business
money while supporting your community.**

This email letter is from TB Vets Business Unit. If you have received this mailing in error, or do not wish to receive further newsletter mailings from us, please reply to this email address and type “unsubscribe” in the subject field.