



Membership fulfillment: Timely fulfillment is the key to lifetime donor value

The Challenge

While working with another fulfillment provider, a nationally recognized nonprofit organization became concerned when it began receiving an increase in complaints from both new and legacy members who were not receiving their membership premiums in a timely fashion. Many members had paid renewal dues up to 60 days prior and still had not received their hats, membership cards or welcome letters.

The Solution

Because we were currently doing the telephone membership renewal campaign, InfoCision was brought in to analyze the impact of fulfillment lags on giving levels and membership rates. The other fulfillment provider was waiting up to six weeks to accumulate enough membership kits to get the next bulk rate. Because InfoCision's fulfillment process is streamlined for quick turn around, variable lot and fully customized mailings that guarantee the lowest postage costs (due to Manifest Mailing and rate shopping), we were able to step in and offer a superior alternative. Our theory was that the small increase in cost for mailing membership kits next day would be more than offset by the increase in donor value due to increased satisfaction with receiving their premium immediately.

The Results

Normalizing all other variables (last renewal amount, average renewal amount, previous renewal rates) to get a true comparison, we found that the group who received their fulfilled premiums immediately went on to convert the next year at over 9 percentage points higher than those who had to wait two months or more. This resulted in a net increase in revenue to the client of nearly \$1.5 million dollars.

Fulfillment Vendor	Lag Time Between Member Renewal and Premium Shipment	Additional Fulfillment Cost to Send Next Day	Renewal Rate on Next telephone Renewal Program	Net Membership Dollars Given to Renew	Net Dollars Gained By Using InfoCision
Previous Vendor	60 Days	\$0	38.74%	\$6,876,350	
InfoCision	Next Day	\$123,469	47.85%	\$8,493,375	\$1,493,556