



## thankQ mail

The thankQ Mail Manager module is packed with tools that enable you to produce far more than a few mailing labels. It includes:

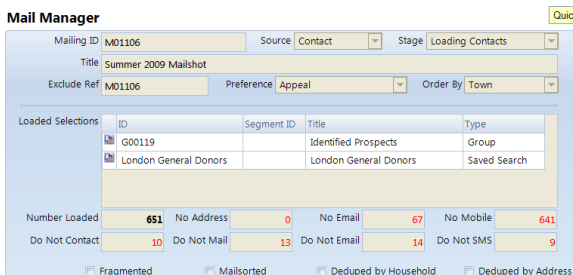
- powerful selection tools, receipts and reminder letters
- personalisation and letter rules
- segments and fragments
- de-duplication
- mailsort
- post, email, sms

### selection tools

The only restriction on how contacts are loaded into a mailing is your imagination. Specific groups of contacts can be explicitly included or excluded; each of those groups can be based on static lists or defined dynamically using different business logic.

A workflow is applied to the creation of a mailing, to reflect the stages of the business processes; loading contacts, segmenting, merging and sending. This ensures the right checks are completed before a mailing leaves your building.

Once the mailing is loaded, receipt letters, pledge reminders, campaign letters and much more can all be generated at the click of a button.



### personalisation and letter rules

You want to make sure you hit the right note with your supporters and with so much information held in your database about them, you need to be sure you can use all of it.

Sets of mailing rules mean that thank you letters can be personalised - including different paragraphs depending on where a supporter lives, which campaign they support or even how many times they have given to it.

Paragraphs can be included to remind donors to sign a Gift Aid Declaration, or to notify them of an Event in their region.

### segments and fragments

Segmentation options allow you to divide your mailing into intelligent groups, based on the profile of a donor. Fragmentation options allow a random process of division, providing for test mailings, one in 'n' mailings, or set group sizes.

### de-duplication

The last thing you want is to waste money and goodwill by sending contacts or even households the same letter. Standard tools ensure that the same contact will not receive a mailing twice, however many mailing lists they may appear on; there is even a feature to identify different contacts who appear to live in the same household.

### save money with Royal Mail Mailsort®

thankQ mailings can be processed against Royal Mail Mailsort files so you can maximise bulk mailing discounts and even generate your entire mailing in-house. The output is sorted appropriately and produced with bag labels and summary reports for the Royal Mail.

### communicate in the right way

Increasingly, supporters expect you to communicate with them in their preferred way - and thankQ mailing preferences allow you to record how they like to be addressed and how they like to receive communication - mail, phone, email or text. Listening to the preferences of your supporters doesn't just mean getting the media right - they can also specifically select to only receive certain types of communication, and to receive those in different formats depending on each type of communication.