



MD Anderson ~~Cancer~~ Center & Production Solutions Partnership

June 28, 2023

Good Afternoon!



Patrick McVean

Business Development Director



Amy Pruden

Production Director



Ben Harris

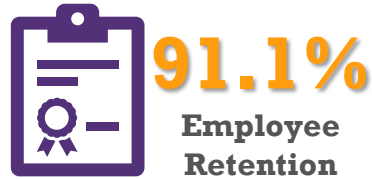
President

Inspiring More People to Give

- ✓ Delivering Elevated Experiences
- ✓ People-first Culture
- ✓ Focus on Employee Engagement
- ✓ Preserving Data Privacy & Security
- ✓ Respect for Our Common Humanity



Powered by People



PS at-a-glance

SERVING

117

NONPROFIT
Clients & Agencies



540 Million
PIECES OF MAIL
SENT ANNUALLY

**35 Years of
Excellence**



92%
Client
Retention



115+
IN-NETWORK
SUPPLIERS



Proud to Support Our Clients' Missions

NATIONAL
MUSEUM
OF THE
AMERICAN
INDIAN



UNITED STATES
HOLOCAUST
MEMORIAL
MUSEUM

FEEDING
AMERICA



Smithsonian

ALS
ASSOCIATION



HEIFER
INTERNATIONAL

NATIONAL MUSEUM OF
AFRICAN
AMERICAN
HISTORY &
CULTURE
A People's Journey
A Nation's Story
Smithsonian



Boston Children's Hospital

DANA-FARBER
CANCER INSTITUTE

Habitat
for Humanity

Save the Children

Special
Olympics

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center

PRODUCTION
SOLUTIONS



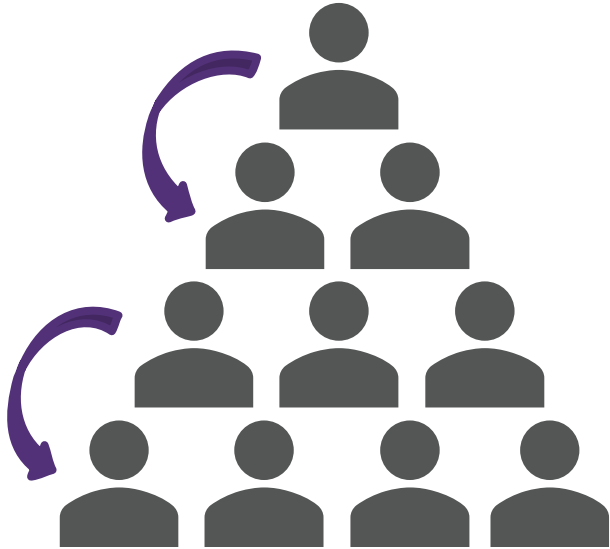
Nonprofits Turn to PS When...

- > Seeking to **streamline and maximize** their direct mail fundraising programs and budget.
- > Facing pressure to **do more with less**, yet still increase donation revenue each year.
- > Frustrated with **shifting markets**. In need of support to navigate the changes to paper, postage, freight, and resource uncertainty.
- > Wanting **new ideas** and package format facelifts and recommendations.
- > Searching for a truly **integrated solution** combining strategy, industry trends, and efficiencies.

An Extension of Your Team

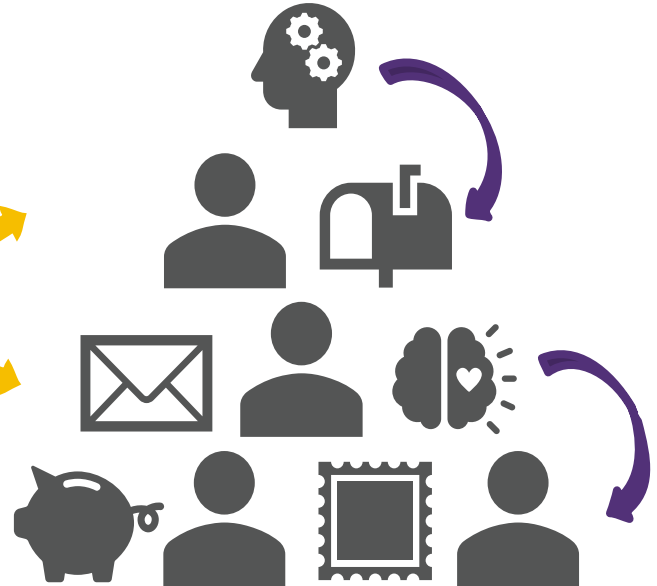


Account Team Structure



Account Team

*Flexible, Scalable, Adaptable,
Cross-trained for Redundancy*



Resource Department

*Strategy, Innovations, Supplier
Relations, Postal Logistics*

In Their Own Words



“PS is not just an extension of our team, there is a nuance there. They are more than a partner; they are an integrated part of the team, ensuring we are successful.”



International Fellowship
of Christians and Jews[®]

“PS answered the bell. They got us out of a jam, onboarded quickly, and worked with us to ensure future program success. On top of it all, we've been able to realize significant cost savings which have allowed The Fellowship to invest more into our programs.”



“PS is continually coming to us with innovative ways to produce our packages. Highly organized and insightful, they are tuned in to trends to help us improve. We can always count on them to get any job done.”



Client Experience

Ease of Process | Accountability | Partnership

Question

2.1.1

Discuss proposer's strategy to tackle transition of work from MD Anderson's existing supplier. What will the timeline look like?

Onboarding That Works For You



International Fellowship
of Christians and Jews®

Rapid Onboarding: 7 days



Methodical Approach: 3 – 6 months



Projected Timeline: 6 – 8 weeks

Success Story

International Fellowship of Christians and Jews

Rapid Emergency Onboarding



International Fellowship
of Christians and Jews®

Onboarding Made Simple

Pre-Launch



- Statement of Work/Services Agreement review
- Set annual mailplan, budgets, schedules
- Develop customized strategic sourcing solutions
- Be included to shadow current process

Assimilation



- Secure branding guidelines, procedures and mail schedules for each program
- Identify preferences, specific details important to your success

Launch



- Set timelines
- Review current & upcoming programs
- Establish reporting

Go Live

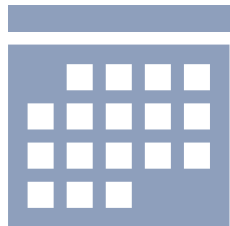
- Review progress
- Go live with full accountability for new programs
- Conduct press checks and site inspections

Ideal Transition Steps



Knowledge Sharing & Assimilation

- Inventory reports
- Start to be copied on key information
- Sample campaigns and program detail
- Data file share



Sample Schedule for Campaign with 9/15 Maildate

- Art & Copy due – August 4th
- Data due – August 10th
- Postage to PS – September 7th
- Mail Date– September 15th

Question

2.1.2

Discuss proposer's on-going approach/strategy for finding cost saving(s) opportunities or efficiencies for its clients?

Releasing the Trapped Value in Your Program

SUCCESS STORY

The Situation

The USPS promotions are designed to offer budget savings and incentivize emerging platforms and technology. The challenge for our clients is finding time to explore these exciting offers and learn the right mix for their programs to maximize cost savings while minimizing time investment.

The Solution

The PS team wanted to make it easy for our clients to experiment with these terrific offers. Combining several years of expertise, our Resource Team quickly made themselves into subject matter experts and crafted recommendations for our clients. They guided them through the process and then managed each promotional campaign carefully from start to finish. Our intention was to experiment to see a.) what kind of savings they could garner and b.) if the response rates were impacted by participation with the programs.

The Results

From 2019 to 2023, we have seen tremendous growth in PS client participation and savings through the utilization of USPS Promotions. Most of our clients have enjoyed 3-5% in postal savings for qualifying mailpieces.

LAST YEAR:
101 PS clients participated and earned over \$1.2 million in postal savings!

Tactile, Sensory and Interactive

Use specialty inks and finishes or engage the recipient by interacting with them. This is the hot promo of Q1, we've already seen a tremendous increase in participation!

- Registration period: January 9 - July 31
- Promotion period: February 1 - July 31

Emerging Technology

This promo has been combined with the Mobile Shopping promo with which you might be familiar. The most accessible way to participate is to simply add a QR code to your mailing.

- Registration period: March 15 - November 30
- Promotion period: May 1 - November 30

Informed Delivery

Donors receive an image preview of what is headed to their mailbox giving your mailpiece more exposure. This was a popular promotion in 2022, and we expect the same for 2023!

- Registration period: June 15 - December 31
- Promotion period: August 1 - December 31

Now is the time to register for the 2023 USPS Promotions. EVERY PENNY COUNTS!

1-877-476-5779 | ps@production-solutions.com | www.production-solutions.com

- ✓ Seat at the Strategy Table
- ✓ Annual Budget Creation
- ✓ Postal Logistics and Promos
- ✓ Right-fit Supplier Network
- ✓ Format Recommendations
- ✓ Leveraging Printing Technology
- ✓ Time Savings & Efficiencies

Success Story

Heifer International

Significant Cost Savings



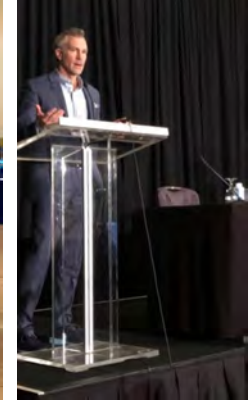
Question

2.1.3

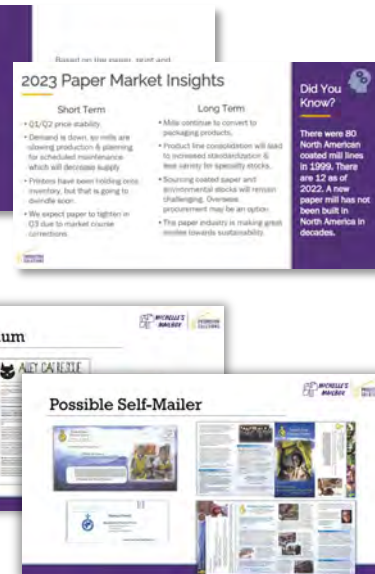
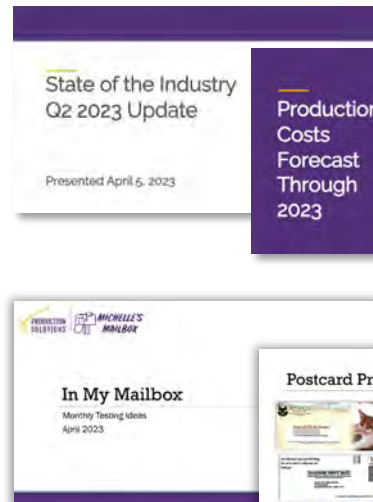
Describe proposer's approach to ensure that its clients are regularly briefed on emerging trends and technology in the direct mail production space?

We Stay in the Know

- ✓ Research & Analysis
- ✓ Education/Conferences
- ✓ Industry Leadership
- ✓ Forward-thinking Partnership



To Keep You Informed



Question

2.1.4

Describe proposer's ability to ensure that MD Anderson's campaigns are delivered with 100% accuracy and on schedule?

Keys to Accurate & On-Time Campaigns

- ✓ Planning, planning and more planning
- ✓ Proven processes and systems
- ✓ Seat at the strategy table early
- ✓ Redundancy - multiple sets of eyes
- ✓ Investment into training creates depth of knowledge
- ✓ Monitoring, mail tracking for visibility
- ✓ Diversified, vetted & healthy supplier network



MailTrak

Version Summary

Production Solutions - SAMPLE MAIL TRACKING REPORT

Campaign: Entermeds, February Mailing 02355

Total Campaign Quantity: 113,259

Postage: No Postage Data Available

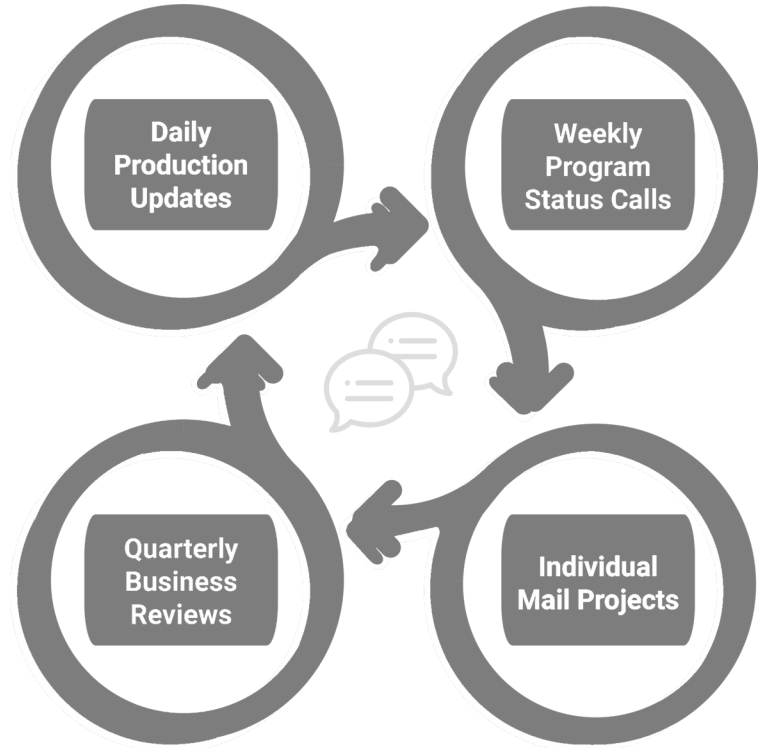
Standard Mail: Contents Volume - 1 to 11 Days from Mail Date												
* 1 to 11 Days from Mail Date - 1 to 11 Days from Mail Date												
Service/Item/Number	Mail Date	Letterhead	Track Date	Postage	Amount Due	Quantity	Rate	Scan to Breakdown	Delivery Weight	12/23/25	Target Dates	
			02/27	Postage	Amount Due			1 to 11 Days from Mail Date	02/27	02/28	Week, Mon, Avg	
1	2/27/2016	1/1/16	7/1/16	5	76,081	97,000	0.78	4.2%	17,520	79,480	92.8	5.3 21.6 12.1
2	2/27/2016	1/1/16	7/1/16	5	76,081	20,000	0.78	14.8%	20,000	0	100.0	6.0 20.0 12.1
						5,120	0.75	29.3%	5,120	0	100.0	6.0 21.6 12.1
						15,880	0.75	27.6%	15,880	0	100.0	6.0 21.6 12.1
PMS Standard Total:						118,880	0.75	27.6%	118,880	16.7%	93.9	6.0 21.6 12.1
Standard Mail Grand Total:						113,259						

Simply put, we define “quality” as:



- ✓ Producing your mail program accurately and on time,
- ✓ Responding to your needs and requirements, and
- ✓ Striving to deliver an impeccable service experience, every time.

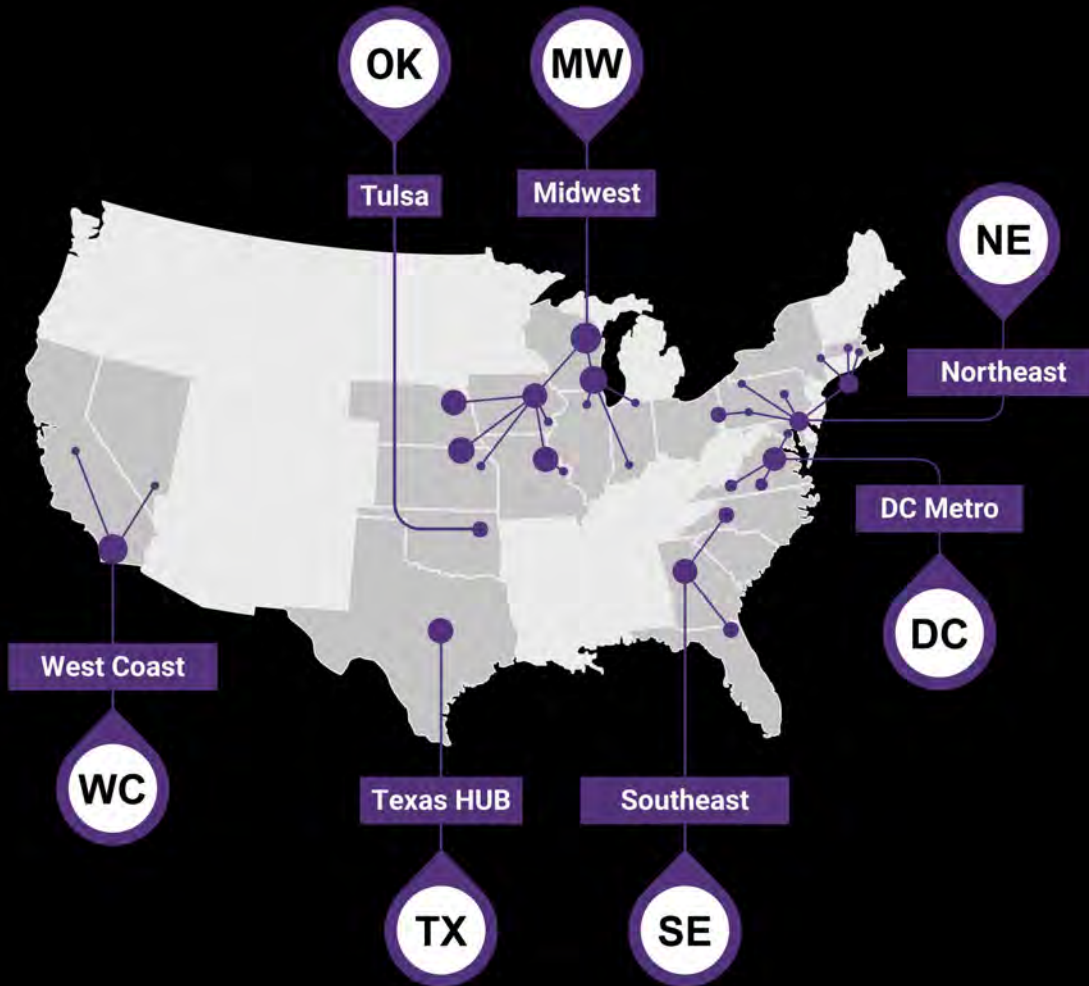
Trust and Communication Yield Accurate Results



Question

2.1.5

Describe proposer's supply chain and how proposer will utilize their USPS and supply chain relationships to be the best vendor for MD Anderson?

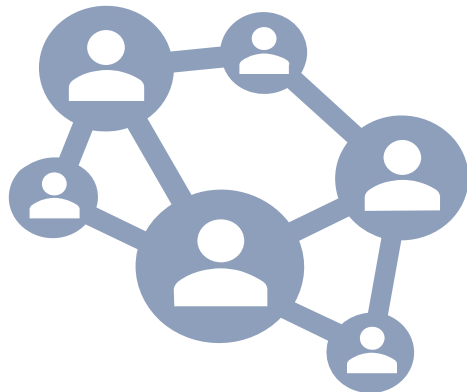


Our Network Customized for MD Anderson

Configuring a group of
partners which are the
best fit for your program.

Maximizing Supply Chain Relationships

Supplier partners are selected based on:



- ✓ Competitive pricing
- ✓ Customer service
- ✓ Product quality
- ✓ Financial stability
- ✓ Commitment to diversity, equity and inclusion practices
- ✓ Operational redundancy
- ✓ Location
- ✓ Data security and privacy practices (HIPAA)
- ✓ Capabilities and manufacturing equipment available

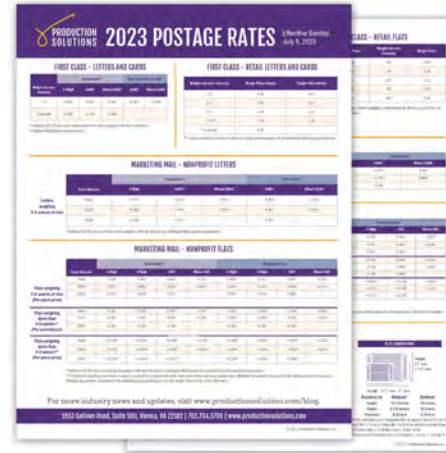
Postal Logistics & Optimization

Postal Logistics Support

- Commingling
- Drop Shipping
- Co-Palletization
- Hybrid Options
- Mail Tracking

Postal Affairs and Cost Containment

- Domestic and International Solutions
- Rate Changes
- Promotions
- Industry News and Alerts
- Permit Support
- Mail Design Analysis
- Custom Indicia



2023 POSTAGE RATES (Effective January 1, 2023)

FIRST CLASS - LETTERS AND CARDS

Category	1st Class	2nd Class	3rd Class	4th Class	5th Class
Letter	0.08	0.05	0.03	0.02	0.01
Card	0.08	0.05	0.03	0.02	0.01

FIRST CLASS - RETAIL LETTERS AND CARDS

Category	1st Class	2nd Class	3rd Class	4th Class	5th Class
Letter	0.08	0.05	0.03	0.02	0.01
Card	0.08	0.05	0.03	0.02	0.01

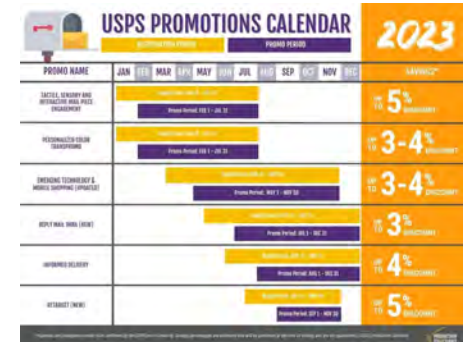
MARKETING MAIL - NONPROFIT LETTERS

Category	1st Class	2nd Class	3rd Class	4th Class	5th Class
Letter	0.08	0.05	0.03	0.02	0.01
Card	0.08	0.05	0.03	0.02	0.01

MARKETING MAIL - NONPROFIT FLATS

Category	1st Class	2nd Class	3rd Class	4th Class	5th Class
Letter	0.08	0.05	0.03	0.02	0.01
Card	0.08	0.05	0.03	0.02	0.01

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USPS PROMOTIONS CALENDAR 2023

PROMO NAME	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Summary
STREET, SENIOR AND INTERNATIONAL MAIL POST (BULK)	Promotional Period: FEB 1 - JUL 31												UP TO 5% DISCOUNT
PERSONALIZED COLOR PHOTOGRAPHY	Promotional Period: FEB 1 - JUL 31												UP TO 3-4% DISCOUNT
EMERGENCY TECHNOLOGY & MEDIA SHIPPING (EXPRESS)	Promotional Period: SEP 1 - NOV 30												UP TO 3-4% DISCOUNT
RETAIL MAIL (BULK)	Promotional Period: JUL 1 - DEC 31												UP TO 3% DISCOUNT
IMPERSONAL DELIVERY	Promotional Period: JUL 1 - DEC 31												UP TO 4% DISCOUNT
INTERNET (BULK)	Promotional Period: SEP 1 - NOV 30												UP TO 5% DISCOUNT

Question

2.2.1

How does proposer
measure its
performance?

A Business Built on Relationships



- ✓ Clients – QBRs, Listening Tours, Client Retention
- ✓ Staff – Surveys, Staff Engagement & Retention
- ✓ Suppliers – Grading Matrix & Score Cards

Question

2.3.1

What is proposer's
annual direct mail
production volume?

Annual Mail Volume



- 2019: 350 million+
- 2020: 425 million+
- 2021: 480 million+
- 2022: 540 million+

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<https://www productionsolutions.com/md-anderson-presentation/>

Thank You!

