

RISO Snapshot of Success

"Instead of having two machines, I have one machine with full-color addressing in one step—this saves time and money."

Keara Corcoran, Manager of the Printing/Fulfillment Department, Freedom Village



Freedom Village

Freedom Village was founded in 1981 as a home for troubled teens and has grown to be the largest home of its kind, helping young people from all around the world. This voluntary, year-long program is faith-based and helps young people, ages 14-21, turn their lives around. Freedom Village houses 150 to 200 teens, many who have been involved with drugs and alcohol, or who have suffered from physical, emotional, and sexual abuse. One amazing testament to the success of the program is that over 80% of the staff graduated from the Freedom Village program. The staff uses their own experiences to mentor teens to help them change their lives.

Funding for Freedom Village comes entirely from the generosity of donors, so fundraising is a critical activity for the organization and RISO printers are a key part of the fundraising effort. Until 1997, all of Freedom Village's mailings were outsourced, but the

organization was dissatisfied when it found that its fundraising appeals were held up or ineffective. Any delay in time means money is not coming in, and bills not being paid. Keara Corcoran, manager of the printing/fulfillment department, helped the organization transition from an entirely outsourced printing operation to an in-plant printing operation.



Monthly Newsletter

Today, they rely heavily on RISO printers in their in-plant print shop.

Turnaround time is critical for Freedom Village. "Every week I need to get thousands of items printed, to the post office, and into people's homes," states Corcoran. "We must be out on first day of the month to get to donors first. If it arrives on the 2nd or 3rd day, another charity will come in and they will get the donation." The speed of the RISO inkjet printer gives Freedom Village the ability to get a jump-start on mailings: "We can print and fold on Friday, so the mailing will be ready to go on Monday," remarks Corcoran.

In addition to saving time, Freedom Village is saving money with their RISO high-speed inkjet printer. Corcoran estimates that she printed 16,000 envelopes for \$900 with a RISO printer, versus \$3,800 from a commercial printer. She printed 24,000 reply cards for a mere \$300,

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saving \$900. Freedom Village has several fundraising banquets each year, and 50,000 invitations used to cost \$4,500. Now with RISO, she can print 50,000 invitations for just \$900—and nothing beats the RISO's quick response time.

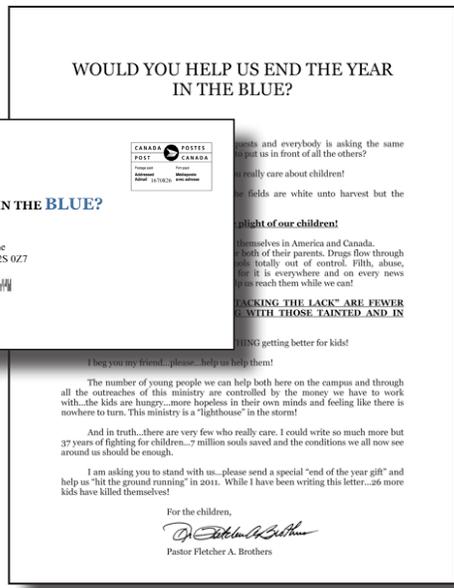
The move to in-plant printing did not happen overnight. Instead, Freedom Village started the transition with small steps. The first step was to insource folding and mailing operations. Corcoran still used outside commercial printers to handle the printing of mailers, envelopes, and donor cards, but she was able to guarantee that mailers made it to the post office by delivering these herself. With this small step, Freedom Village

immediately saw an increase in donations.

In 1999, Corcoran began printing all black and white materials in house using a RISO MZ790 digital duplicator. Since the MZ790 prints both one- and two-color pieces in a single pass, Corcoran can be flexible with printing. "The MZ790 is wonderful for letters with letterhead," Corcoran explains. "We have millions of clicks on it and have never had a problem." Bringing in the MZ790 dramatically shortened lead times and saved the organization an enormous amount of time and money.

In 2009, Freedom Village began insourcing all of its printed materials with the addition of a RISO high-speed, full-color inkjet printer and Objectif Lune's PrintShop Mail composition program.

The RISO inkjet printer is fast, easy to operate, and prints on a variety of stocks, including card stock and window envelopes. PrintShop Mail gives Corcoran the ability to include a



Fundraising Appeal

variety of personalized messages in her mailings. "Now every envelope has a photo that matches the letter/article inside," says Corcoran. The full-color envelopes and personalized messages have helped Freedom Village dramatically increase their open and response rates.

The RISO inkjet printer gets the message out quickly so that the mailings can also reference current events. Corcoran recalls one issue of The Villager, Freedom Village's full-color newsletter, that was held one evening until national election results were in. Once the staff received the pastor's article referencing the election results, the newsletter was printed and out in the mail the next day. "Pastor wants information to be very current," says Corcoran. "Freedom Village is a life-changing ministry."



High-Impact Color Envelopes