

WITH VISION DIRECT, DATABASE MANAGEMENT, EVENT PLANNING & FUNDRAISING ARE AS EASY AS RIDING A BIKE.

The Central Indiana Bicycle Association is a small non-profit with a big mission — advocating bike safety and the benefits of a bicycle-friendly community.

The majority of the Bicycle Association's operating and grant revenue is generated by two yearly events. The problem? How does a small non-profit create an event and fundraising database, generate effective direct mail marketing, manage event registration online and coordinate event day participant packets? For ten years running (or should we say riding?), the Central Indiana Bicycle Association has relied on **VisionDirect** for these key marketing functions.

The result? Ten years of increased membership, event participation and fundraising. With **VisionDirect**, direct mail and database management is a walk (or should we say ride?) in the park. **Contact Doug Switzer at 317-283-1700 or Dswitzer@vdirect.us**

