

HOW TO IMPROVE YOUR DIRECT MAIL RESPONSE RATE BY 37%!

According to a U.S. Postal Service survey, adding a Post-It® note to the outside of a direct mail envelope or postcard increases response rates significantly. Potential prospects not only remember your message — they can take it with them.

Post-It® notes are a particularly effective when used by non-profits for fundraising. Since 2001, PBS station WNET in New York has successfully used Post-It® notes for its year-end pledge drive mailings. "Revenue for the mailing has consistently exceeded costs," states James Boyle, WNET's associate director of membership.

VisionDirect can affix your personalized Post-It® on a letter, envelope or postcard. What else can **VisionDirect** do to improve your direct mail messaging? **Contact Doug Switzer at 317-283-1700 or dswitzer@vdirect.us**



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