

## Features:

- Application of Mailing Preferences
- Loading of Static lists and Dynamic Groups
- Personalised letters using 'Thank You Rules'
- Integration with 'mailsort' facilities
- Segmentation of Mailings
- Randomised Mailing
- E-mail campaigns
- SMS campaigns
- Snail mail campaigns
- Barcode processing

Active	Type	Firstname	Surname/Organisation	E-Mail	E-Mail Ok	Address
<input checked="" type="checkbox"/>	Annual Report	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk
<input checked="" type="checkbox"/>	Appeal	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk
<input checked="" type="checkbox"/>	Appeal - Christmas	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk
<input checked="" type="checkbox"/>	BF News	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk
<input checked="" type="checkbox"/>	Bill	Norman	Seligman			57/5 D
<input checked="" type="checkbox"/>	Board Report			jason777@esit.biz	No	Level 1 1 Camj
<input checked="" type="checkbox"/>	Brochure	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk
<input checked="" type="checkbox"/>	Business Letter	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk
<input checked="" type="checkbox"/>	Catalogue			jason777@esit.biz	No	Level 1 1 Camj
<input checked="" type="checkbox"/>	Event	Jason	Haigh	jason.haigh@thankq.com.au	Yes	4/ 4 Walk

## communication manager

All mailings are processed using the 'Mail Manager' interface. This transforms your mailing into much more than a list of mailing labels from the database. The mailing is taken through a series of procedurally controlled steps (workflow), allowing the contacts to be loaded, de-duped, configured, sorted and merged in a controlled fashion.

Through this interface the user has the ability to carefully include or exclude specific groups or individual contacts. They can then mailsort the data or segment it before merging it to a choice of formats including Microsoft Word for mailing labels, a text file or database for a fulfilment house or straight to your e-mail application.

The use of the 'Thank You Rules' allow personalised letters to be built up based on the specific attributes of the contact and their donation.

## mailsort

thankQ can be linked to mailsort files so you can produce your entire mailing in-house. The output is sorted appropriately and produced with summary reports.

Type	By	Date	Subject	Response	CRM	Notes
Mailing	ADMT	01/05/2013	Receipt Letters for Batch 800462			
Mailing	ADMT	01/11/2012	Receipt Letters for Batch 800461			
Mailing	ADMT	29/08/2012	Mailing Generated from RSM 8PM00006			
Document	ADMT	22/05/2012	Member Renewal Reminder - RSL Service			
Document	ADMT	13/10/2011	Loan Account Summary for 13-Oct-2000 to 13-Oct-2011			

## mailing preferences

All contacts loaded into the Mail Manager will have their Mailing Preferences applied. This means that for a given type of mailing, such as a Newsletter, each contact will receive the communication at the appropriate address, with the right salutation and even in the right format including by e-mail or even telephone.

Where no preference is specified, the system will work out what the 'default' address is and notify the user where no address has been found.

## segmentation

thankQ includes features allowing the segmentation of the mailing, including:

- any number of equally sized segments
- one in 'n' mailing
- randomised mailing
- one mailing per household

Against each segment a different response code can be stored allowing you to monitor the effectiveness of your mailings.

## individual contact

In addition to large mailings, all individual contact with a supporter is recorded, including attachment of notes, electronic files and pictures and the logging of phone calls. Alongside actual mailings, this information is all displayed on the contact's personal record.

