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- Stephanie Fornoff
Box Office Manager



Theater Reduces Undeliverable Mail with NCOA^{Link}® Move-Update Processing Service

Company

Del E. Webb Center for the Performing Arts

Industry

Performing Arts

Challenge

The Del E. Webb Center for the Performing Arts is a state-of-the-art 600-seat theater located in Wickenburg, Ariz. The Center offers concert performances from internationally acclaimed musicians to theatrical productions from late October through early April. To publicize its upcoming events, the theater sends marketing pieces to the 12,800 patrons on its mailing list – roughly three times a year. The theater’s volume mailings include a membership invitation (sent in late June), a season brochure (late July) and a rack card announcing future shows (early October).

Stephanie Fornoff, Box Office Manager for the theater, said the mailings are “the most important means of advertising our events to our patrons and result in the most donations to our organization and ticket sales. The funds generated from these sources of revenue constitute approximately 50 percent of our annual budget.”

As a result, it is critical that every piece of the theater’s mail contains correct, updated addresses so the theater can maintain contact with its patrons for marketing and donation development activities.

Solution

NCOA^{Link} Move-Update Processing searches a database for the individuals, families and businesses that have moved and filed a change-of-address with the USPS® in the last 48 months.

About Del E. Webb Center

The Del E. Webb Center for the Performing Arts is a state-of-the-art 600 seat theatre dedicated to enhancing the cultural richness of Wickenburg, Ariz. and all surrounding communities by presenting a variety of the finest performers.

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Benefits

- » Reduces undeliverable mail by providing most current address data
- » Assures your mail pieces reach the right audience
- » Cuts paper waste from undeliverable mail
- » Lowers postage, printing and mail preparation costs

Results

Prior to using Melissa Data's NCOA^{Link} move-update processing, the theater was inundated with returned mail and wasted postage fees for "return service requested," which provides updated addresses for mail undeliverable-as-addressed or a reason for nondelivery. The theater would then have to use additional postage resend the mail to the updated address. But that changed after utilizing the move-update processing service. Fornoff noted that the theater was able to conserve its financial resources and eliminate a lot of money wasted on returned mail as a result of updating its mailing lists.

Based on the 1,221 addresses the theater updated this year alone for its three major mail pieces, Fornoff estimates that the theater saved on the following:

- » \$1,400 in printing costs
- » \$950 in initial bulk mail postage
- » \$1,700 in returned mail (it costs \$2.89 for the theater to receive one season brochure back in the mail)
- » \$500 to resend the mail pieces to the valid addresses provided by the Postal ServiceTM

So based on these figures, the theater saved a whopping \$4,550 by investing in Melissa Data's move-update processing service.

"We can now utilize those funds for more important things like artists, educational opportunities for students and programming," Fornoff said. "As a nonprofit organization, it is imperative to be savvy stewards of the operational funds we raise each season. Spending \$150 to clean up our database is certainly a cost-effective approach to making sure our marketing pieces are delivered promptly and accurately to their intended recipients."

She also noted that Melissa Data's turnaround on its data hygiene services is very efficient. "Your database hygiene rates are extremely reasonable, with great accuracy and prompt service – a 24-hour turnaround time," Fornoff noted.

Fornoff also said that she was impressed with Melissa Data's customer service representatives, most notably, Deborah Renfro, a data enhancement specialist at the company.

"They're very helpful, responsive to questions and are patient with those of us who are new to the NCOA/USPS lingo. I'm grateful that Deborah is still my contact person," she said. "So many times, I contact a business one year and by the next year their staff has changed, no one knows who I am, etc. It's refreshing to have some continuity."

About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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