

Foundations

Turnkey Direct Mail Service

Fundraising campaigns



form PLUS

Printing Broker

CAMPAIGN PLAN

- The client determines their campaign plan and segmentation
- Preparing for data extraction
- Creation of SmartGive links
- Data transmission to Formplus

PLANNING

- Verification of data, sorting if necessary
- Planning the next steps of the campaign

MAILING

- Design of forms and envelopes or a postcard
- Color printing of documents and envelopes
- Customization of requested amounts
- Name printing of forms or postcards
- Mailing

Newsletters

The newsletter is the central tool of a fundraising campaign. In addition to communicating the reasons why you are asking for help from your donors, it can also be an opportunity to share the use of past donations by your organization and offer testimonials from beneficiaries.

The newsletter can have several formats and can contain a personalized donation coupon. This will be an incentive by lightening the donor's task. Certain elements, such as the donor number or a barcode, will be useful when entering donation data or making a donation online using a hyperlink (QR code).

**RISUS FEUGIAT
IN ANTE METUS
DICTUM AT**

**Dolor morbi non arcu risus quis.
Diam maecenas ultricies mi eget.**

M. JOANNES DOG
1234 PRAECPRIA VIA
URBS (PROVINCIA) H1H 1H1

Duis autem vel eum iriure dolor in hendrerit in vulputate

Ut wisi enim ad minim veniam.

**AUCTOR EU AUGUE UT LECTUS
ARCU BIBENDUM**

10 \$ □ 25 \$ □ 50 \$

TRISTIQUE NULLA ALIQUET

Dopravendo Clemens nisi
(Fermentum aculis eu non diam + Fondation magnaAliqua +)
Leo dulis ut diam quam nulla porttitor massa.

Dolor morbi non arcu risus quis :
Egetas : _____
 Quam, pellentesque nec nam aliquam

Veniamatis cras sed felis eget velit. Mauris commodo quis
imperdiet massa trididunt nunc.

**MAECENAS
ULTRICES**

Ultricies mi eget
mauris pharetra et
ultrices neque

Lectus proin nibh nisl

Sagittis id diam etiam feugiat ante
egestas etiam
egestas
Dolam : _____
Pharetra : _____

M. JOANNES DOG
1234 PRAECPRIA VIA
URBS (PROVINCIA) H1H 1H1

11" x 17" newsletter

Newsletters



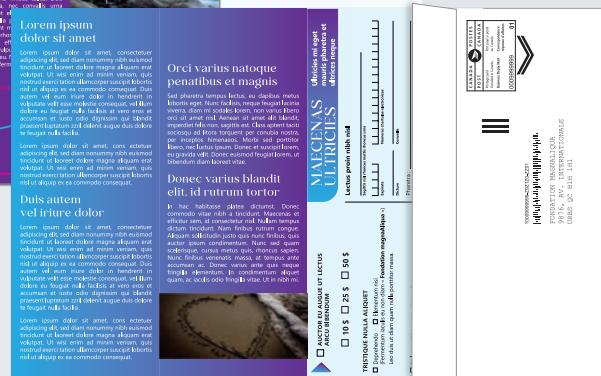
8.5" x 14" newsletter with detachable stub



Non-standard 8.5" x 14" newsletter



Newsletter with integrated envelope

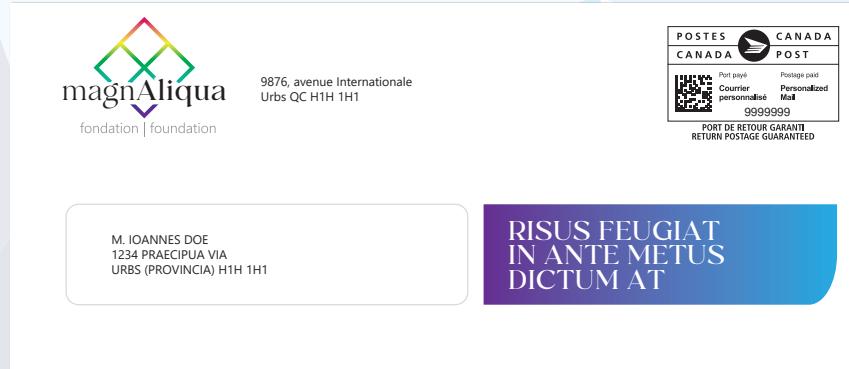


Envelopes

An attractive mailing envelope that is clearly identified with your organization is essential to the effectiveness of your fundraising campaign.

This must be opened by the potential donor!

A window envelope makes addressing easier. If you have an account with Canada Post, printing a postal sticker can simplify billing for postage.

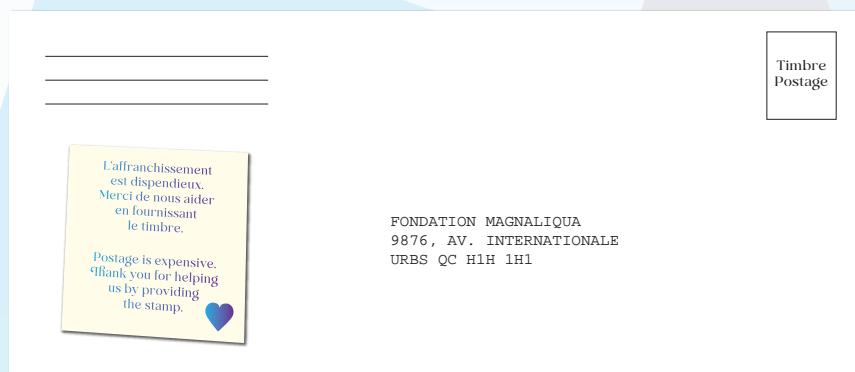
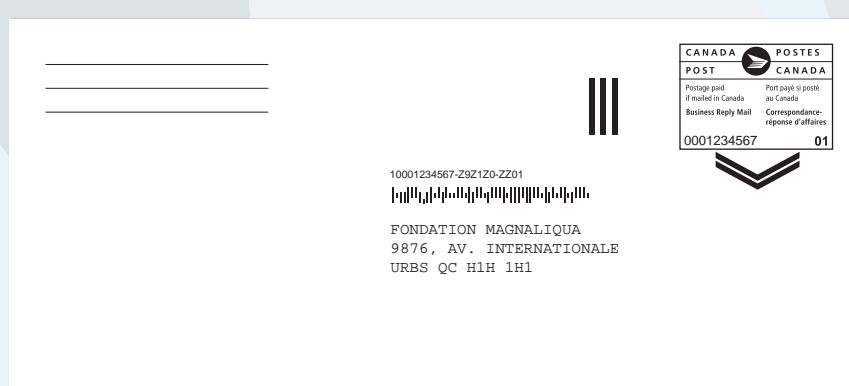


Shipping envelope No. 10 with window with guaranteed return postage

You assume the shipping costs through an annual subscription with Canada Post.

Enveloppes

Return envelope No. 9



Envelope with printed note

A pre-paid, addressed return envelope may be an added incentive.

To save on postage costs, you can thank the donor for paying the cost.

Other Documents

Your campaign can include documents other than a newsletter.

Depending on the information you need to transmit, you can send a complete report of your activities or a simple postcard.

For your holiday campaign or on the donor's birthday, you can send a greeting card.



Greeting card



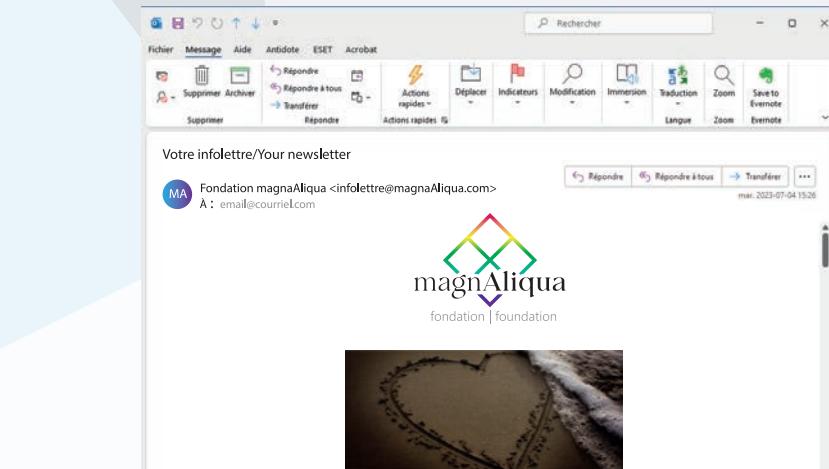
Activities report



Postcard

Email Campaign

You can also opt for a digital campaign. Your donation request can be sent by email. This method is more economical and more environmentally friendly.



Dolor morbi non arcu risus quis.
Diam maecenas ultricies mi eget.

Lore ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Email in computer, phone and tablet versions



Email Campaign

EMAIL SENDING

- Design of the sending email
- Personalized email in the name of the donor

Added SmartGive link

- Personalized hyperlink that takes the donor to a pre-filled online donation form.
- Eliminates the processing of donations received by mail.

Follow-up by email

- Increased campaign effectiveness
- Low cost of email communication



RISUS FEUGIAT
IN ANTE METUS
DICTUM AT

Dolor morbi non arcu risus quis.
Diam maecenas ultricies mi eget.

Loreum ipsum dolor sit amet

Loreum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel egestas temendae labore et dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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PDF attached to email

Email Campaign

STATISTICS

Following the campaign, some mass email applications provide you with campaign performance statistics, such as the number of emails opened or the number of clicks leading to a link.

The screenshot shows a web-based mass email application interface. On the left, there is a vertical sidebar with navigation links: Create, Campaigns (All campaigns, Campaign Manager), Automations, Audience (Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys, Subscriber preferences, Inbox), Analytics, Website, Content, and an Upgrade button. The main content area is titled "Home". At the top right, it says "Audience: Anglais". Below the title, there is a greeting "Hello, magnaAliqua! 🌟". A section titled "Most recent campaign performance" displays a thumbnail for a completed campaign from June 13, with the subject line "Risus feugiat in ante metus dictum at". It shows 84 Recipients with the following metrics: Open Rate 44.0%, Clicks Per Unique Open 13.5%, Successful Deliveries 80, Total Opens 66, Total Clicks 12, Orders 0, Average Order Revenue 0.00 \$US, and Total Revenue 0.00 \$US. Below this, another section titled "Here's what's happening" shows a thumbnail for a completed campaign from June 13, with the subject line "Risus feugiat in ante metus dictum at Email". To the right of these sections, there is a large "1420" with the text "No changes this week" underneath. At the bottom of the main content area, there are buttons for "Total Audience" and "Add contacts".

Campaign performance statistics

Receipts for Tax Purposes

PROCESSING RECEIPTS FOR TAX PURPOSES AND DONATION ACKNOWLEDGMENTS

Depending on the donor's preference, their tax receipt can be sent to them by email or by mail. A PDF can also be provided to make it accessible to the donor.

Send by email

- Personalized email in the name of the donor
- Sending the receipt attached to the thank you email
- Short processing time
- Low cost

Sending by post

- Design of the receipt, envelope and thank you letter
- Name printing in colour
- Mailing

Physical Receipt:

M. IOANNES DOE
1234 PRAECPUS VIA
URBS (PROVINCIA) H1H 1H1

Description de l'avantage ou du bien reçu : Test Note1
Description of advantage or property received
Nom et adresse de l'évaluateur : Test Note2
Name and address of appraiser

Signature: *[Handwritten Signature]*

Joan L'Oréal
Trésorier à la maison

Copy of the receipt issued for your donation:

N° d'organisme de bienfaisance/ Charitable Registration No.: 12345 6789 RR 0001
Agence du revenu du Canada/ Canada Revenue Agency
Organisme de bienfaisance/ Charitable organization
canada.ca/organismes/bienfaisance-dons...
canadarevenueagency.ca

Numéro du reçu : 987654321
Reçu number

Délivré à Montréal le : 2022/03/28
Issued in Montreal on

T 514 999-1234
F 514 999-9876
info@magialqua.com
magialqua.ca

Montant du don : 99'999.99 \$
Amount of gift
(Juste valeur marchande du bien)
(Fair market value of property)

PDF Receipt:

M. IOANNES DOE
1234 PRAECPUS VIA
URBS (PROVINCIA) H1H 1H1

Description de l'avantage ou du bien reçu : Test Note1
Description of advantage or property received
Nom et adresse de l'évaluateur : Test Note2
Name and address of appraiser

Boîte officielle de don pour déclaration fiscale
[www.formplus.ca](#)

Solutions de formulaires par Formplus • Form solutions by Formplus • formplus.ca • N° 99999999

N° d'organisme de bienfaisance/ Charitable Registration No.: 12345 6789 RR 0001
Agence du revenu du Canada/ Canada Revenue Agency
Organisme de bienfaisance/ Charitable organization
canada.ca/organismes/bienfaisance-dons...
canadarevenueagency.ca

Numéro du reçu : 987654321
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info@magialqua.com
magialqua.ca

Montant du don : 99'999.99 \$
Amount of gift
(Juste valeur marchande du bien)
(Fair market value of property)

Electronic Receipt:

M. IOANNES DOE
1234 PRAECPUS VIA
URBS (PROVINCIA) H1H 1H1

Description de l'avantage ou du bien reçu : Test Note1
Description of advantage or property received
Nom et adresse de l'évaluateur : Test Note2
Name and address of appraiser

Boîte officielle de don pour déclaration fiscale
[www.formplus.ca](#)

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Organisme de bienfaisance/ Charitable organization
canada.ca/organismes/bienfaisance-dons...
canadarevenueagency.ca

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Reçu number

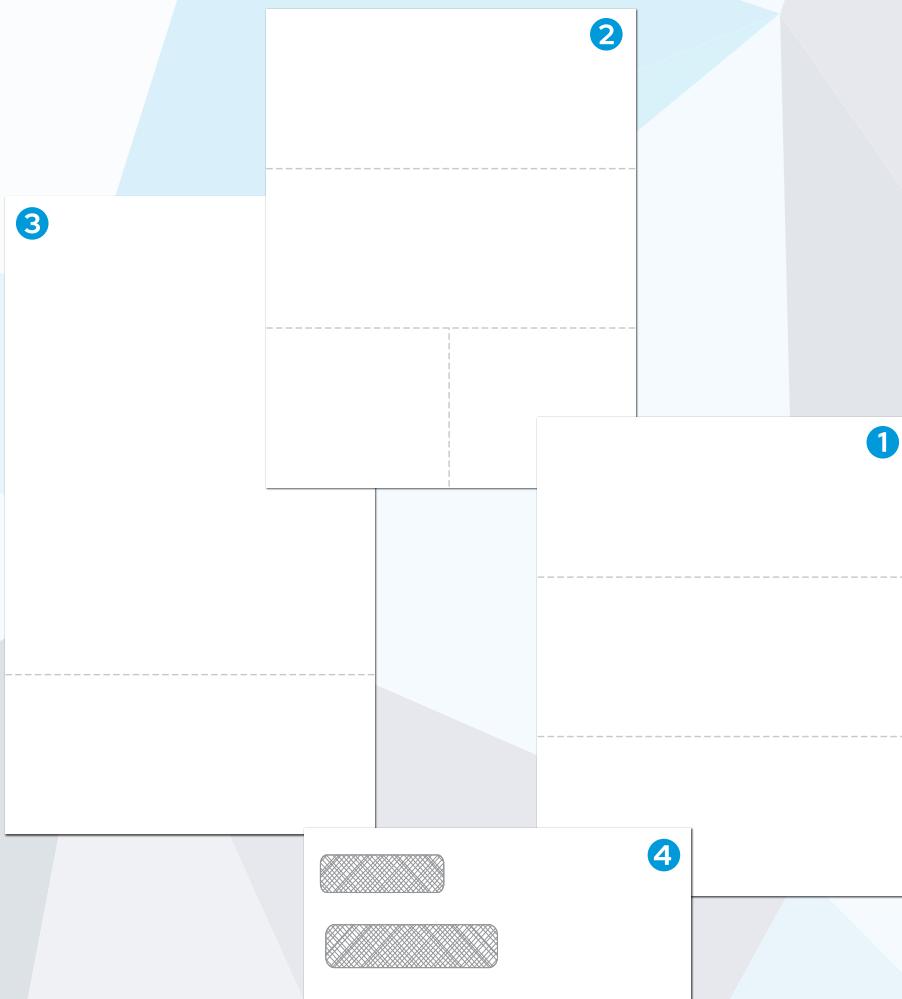
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magialqua.ca

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Amount of gift
(Juste valeur marchande du bien)
(Fair market value of property)

Receipts for tax purposes

Stock Products



RECEIPT BASICS

- 1** Product Code: L851133-BL-32/3+71/3
Size: 8.5" x 11"
Perforations: 3 equal parts
- 2** Product Code: L8511-BL-2 R 1/3B
Size: 8.5" x 11"
Perforations: 3 equal parts with 2 stubs
- 3** Product Code: PPERF-L8514-BL-P11H
Size: 8.5" x 14"
Perforations: 3" from bottom

2-WINDOW ENVELOPE WITH SAFETY INTERIOR

- 4** Product Code: L851133-BL-32/3+71/3
Size: 8.875" x 3.875"

Check out our
product range
on the next page →

Product Line

DID YOU KNOW THAT WE ALSO OFFER?...

We offer a complete line of products and services that can meet virtually all of your printing needs.

As a broker, we are on the lookout for new products available and new printing technologies. We can easily find the product and manufacturing method that will best meet your needs.

COMMERCIAL PRINTING

- Business cards
- Letterheads
- Envelopes
- Presentation pockets
- Flyers and brochures
- Postcards
- Greeting card
- Document base
- Tablets and Post-It®
- Magnets

PLASTIC CARDS

- Membership cards
- Loyalty card
- Gift cards
- Access cards
- Identity cards
- Keychain cards
- Certification card
- Card holder
- Lanyards and fasteners

LABELS

- Plain or printed
- For laser and matrix printers or thermal transfer
- In roll, sheet or continuous
- Permanent or removable adhesive
- Cut to shape
- With barcodes
- Labels on demand

REPRODUCTION AND NOMINATIVE PRINTING

- Static or variable image
- In color or black only

**BUSINESS FORMULAS
(LASER, CONTINUOUS, BUNDLE OR BOOKLET)**

- Laser or manual checks
- Invoices
- Purchase Orders
- Manual receipts

OTHERS PRODUCTS

- Parking permits
- Stamp

VARIABLE CONTENT DOCUMENTS

Administrative or promotional documents to which we integrate data from your business applications to generate documents that will be printed, sent by email or archived.

SERVICES**- Graphic Design**

*Graphic image design and updating
Document design and layout*

- Consulting Services

*Analysis of the administrative process
Document management solutions
Improvement of data entry processes, printing, transmission and archiving of documents*

- Mailing Services**STOCK PRODUCTS**

- Cheques Bases
- 2 window envelopes
- Blank sheet labels (compatible with Avery® products)
- Label for printers
- Thermal transfer
- Carbonless paper
- Receipt bases with detachable parts

form **PLUS**

Printing Broker

571 du Curé-Boivin Blvd
Boisbriand QC J7G 2A8

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1 844 818-9393

Fax: 450 818-9394

Website: **formplus.ca**

Email: ventes@formplus.ca