

# Donors Respond to Our Genuine Pen-Writing Technology



Our *Genuinely Penned Robotic Handwriting Technology* can improve response by 2X, 3X or more.

Engaging donors and driving response has never been more important. Using *Genuinely Penned Robotic Technology* has been shown to double or even triple response. It's also been proven to lift average gift amounts.

## **Our Robotic Technology is Key**

Our patented robotic technology enables actual pen-writing, with real pens — saving you time and money.

## **Our Experience is Extensive**

Genuine pen-writing technology can be particularly effective when addressing envelopes in new name conversion efforts, high-dollar Thank You's, and reactivation programs. Signature line and a personalized P.S. are hot spots, too.

**Email: [Hello@Innovairre.com](mailto:Hello@Innovairre.com) • Web: [Innovairre.com](http://Innovairre.com)**

## **Testing is Easy**

*Genuinely Penned Robotic Technology* can be used for short run Thank You efforts or high volume acquisition. A new program can be up and running in about a week.

## **The Benefits of Genuinely Penned are Many**

- Can lift response up to 2X, 3X or more
- Can increase average gifts
- Can save 25-50% in handwriting costs
- Great for new and lapsed donors & Thank You's

Finding out more about genuine pen-writing is easy.

**Call us at 1-800-248-9834.**



# Ask our experts about...

## Database Management

Innovairre's experts can do it all:

- Full service/active management
- Turnkey solutions
- Covering all data inflows & outflows
- Around the clock access

All supported with proactive account management.

## Data Analytics

Innovairre's nonprofit data experts can help:

- Leverage big data on smaller budgets
- Use structured & unstructured data
- Deploy cutting-edge, machine-learning models
- Provide effective, actionable reporting & analysis

Analytics are essential for NPO success. Innovairre has the expertise today's NPOs need.

## Masterfile Audits

Innovairre's *Masterfile Audits* prove fundraisers can:

- Lower acquisition costs
- Find donor lookalikes
- Increase reactivation
- Enhance 2nd gift donations

Audits are recommended every 18 months for NPOs with 10,000 donors or more.

## 24-Hour Thank You Service

Innovairre's *24-hour Thank You Service* drives:

- Higher average gifts
- Greater response
- Increased frequency of giving
- Better conversion

Inquire about our *24-Hour Thank You Service* now. Time is money.

## Operations Software

Innovairre offers the next generation of integrated software, built for NPOs:

- Manages everything from CRM activities to crowdfunding to caging
- Is cloud-based, cutting edge & very affordable
- Is available as self-serve software or with hands-on support

Every NPO should find out about the next generation technology very soon.

## Merge/Purge

Merge/purge services are not all the same.

Our *Power Purge Technology*:

- Eliminates Up to 25% of Duplicated & Undeliverable Mail
- Saves You More in Printing & Postage
- Offers 72-hour turnaround
- Delivers the highest dupe elimination rates

Demand *Power Purge Technology* for merge/purge. There is no duplicate.



Insights & Expertise



Data & Analytics



Donor Software



Personalization



Direct Mail



Print Production



Digital Marketing



ROI Optimization



**innovairre™**  
innovate for good

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