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AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

[Appreciate Your Board Lately?](#)

[Happy Renewals](#)

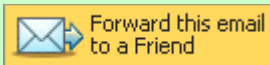
Network with Us!

[DMFA Event: Retain Donors Through Acknowledgements Tuesday, June 22](#)

[DMAW July Luncheon Thursday, July 15](#)



The More the Merrier



Gossett
Elected Chairman!

NEW APPOINTMENT - SAME COMMITMENT



The Mailing and Fulfillment Service Association

(MFSA)
has elected Ken Gossett, President of AMi Direct, as Chairman of the Board. MFSA is largest trade association for the direct

June 2010

Always Say Please and Thank You

Whether it's your internal staff, a group of volunteers, board



members, or a hard-working sales team, remember to encourage your workers. All efforts in an organization essentially support your overall goals or mission.

Have you said thank you lately? Check out some innovative ways to do so in the sections below. Want to bounce some ideas off us? We'd be happy to listen and offer ideas to complement your efforts. Give us a call or [send your questions to us today](#). We are here to help!

Appreciation Generates Happy Boards

Make Your Thanks the Next Item on the Agenda

How often do you stop and say thank-you to your board members? Do you ever? Here are three quick ways to express your appreciation:

- Put it in writing. Really. With all of the convenience and availability today's technology offers for quick communication, it's easy to slip out of the habit of writing and mailing a good, old-fashioned thank-you. Don't. Handwritten thank-yous offer a personal, affordable, and sincere method for showing your appreciation for a person's time.
- Make it personal. Public recognition of a board member's efforts not only says thank-you to the board member being praised, but it also encourages

MFSA is largest trade association for the direct mail and fulfillment services industry. It is celebrating its 90th anniversary as an organization.

Ken has been an active member of MFSA since 1996. He has served on board of directors for 8 years and actively served on various committees. Currently Ken serves on the MFSA Legislative Steering committee. Consisting of 15 member companies, the committee is a formidable advocate for the mailing and fulfillment industry before Congress.

Highly recognized in the industry for his postal expertise, Ken has more than 35 years experience in the direct mail and fulfillment business. Prior to becoming AMi's President in 1989, he served as Controller of PSA, Inc., and Director of Operations for Nationwide Fulfillment Systems, Inc.

Please join us in congratulating Ken in his new appointment. We at AMi are certain Ken, with other industry leaders, will meet association and industry challenges head on as the direct marketing industry continues to evolve.

Apple Pie ala Mode!

MOM'S APPLE PIE RECIPE



After a great barbecue, there's nothing

like some hot apple pie with a scoop of ice cream on top! Ready to make it like mom did?

Crust Ingredients:

3 cups all-purpose flour (plus extra for rolling)
1 teaspoon baking powder
1 teaspoon salt
¼ cup of sugar
1 cup of shortening

board member being praised, but it also encourages other members. Whether you take a few minutes at the beginning of each meeting or include a brief article about that person in your next newsletter, calling out a board member's efforts lets that person know his or her time is well spent with your organization.

- Give a gift. If your budget allows, present your board members with a practical, simple, organization-based gift. Custom-printed pens, shirts, or mugs can be printed for a reasonably low cost and provide a daily reminder of your appreciation.

No matter how you choose to say thank you, make it an annual exercise. Your board will thank you for it.



Happy Members Come Back for More

Five to Thrive

It's easy to fall into old marketing habits or to let your efforts go lax in hopes that people will find you. But breathing new life into your efforts to recruit new volunteers and renew existing memberships doesn't have to be a big deal. The following 5 simple suggestions can help you accomplish your goals with minimal effort.



1. **Send a message.** Does anyone know what your organization accomplishes or where the funds go? Keeping members and volunteers notified of current activities and achievements-whether via a printed newsletter or press release or through your website or an e-mail-keeps them

more in tune and more likely to stay committed to your organization. See our latest blog at <http://amidirectmarketing.blogspot.com> for tips on writing your organization's press releases.

2. **Start early.** Sometimes lack of response doesn't mean lack of interest. Take a look at your schedule. Do you give potential volunteers enough notice before an event? Do you remind members far enough in advance to renew their membership before it expires? Look at the response habits of your members and volunteers and adjust your outreach efforts accordingly.

3. **Offer a reward.** When you ask people to volunteer or

¼ cup of sugar
1 cup of shortening
6 tablespoons very cold water

Filling Ingredients:

1 cup of sugar
2 teaspoons ground cinnamon
2 tablespoons all-purpose flour
1/8 teaspoon nutmeg
1/4 teaspoon ground allspice
1 teaspoon vanilla extract
4 lbs of cooking apples peeled, cored, and thinly sliced (Granny Smith is a good variety)

Sift flour and salt, baking powder, and sugar. Work in the shortening and then add very cold water to make a stiff dough (not sticky or soft). Place on a floured board or counter and roll lightly until about 1/8 inch thick. Line two 9-inch pie plates with half of the crust using a knife to cut to edge of pie plate.

In a small mixing bowl, mix the sugar, cinnamon, nutmeg, allspice, and vanilla together. Add apples to the pastry-lined plates and then evenly sprinkle the cinnamon mixture over the top of the apples. Sprinkle flour on top of this mix. Cover the filling with the remaining dough, and pinch the top and bottom sections with your fingers or a fork.

Bake at 350 degrees for 60 minutes or until the top is golden brown. For a deeper brown crust, beat some egg yolks and brush them over the top of the pie crust prior to baking.

Cool on a wire rack for 30 minutes and top with light cream or ice cream!

3. **Offer a reward.** When you ask people to volunteer or members to renew, do you offer them anything in return? Discounts on publications or conferences, reduced rates for renewing early, and special access to online information could give them more incentive to act.

4. **Ask yourself "why."** When you're dealing with the day-to-day issues of an organization, you can sometimes get distracted by the details. Step back and ask yourself why people are attracted to your organization: what do they see in your organization that they want to become part of? Once you know, you have a base to build your next campaign around.

5. **Review and revamp, if necessary.** Your organization probably isn't the same organization it was two years ago, and that's a good thing. If your organization isn't constantly looking for new ways to meet your changing needs, you may ask yourself, "Where's the benefit of joining," and make adjustments, as necessary.

Enjoy Your Growth!

AMi Direct provides marketing solutions that increase your response rates and ROI.

With more than 30 years experience, AMi's deep understanding of direct marketing makes us your ideal partner for developing high-quality, solution-based marketing programs.



Team with us and experience nothing but top customer service, on-time, high-quality and the best results from your marketing initiatives. Services include: Fulfillment Services, Print and Logistics Management, Strategic Campaign Planning, Cross-Media Marketing, Mailing Services and Data Management. For more information visit www.amidirect.com or call 800-663-2415.

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