



CARDS AND GIFTS THAT FUND DIABETES RESEARCH

# GIFT OF HOPE



## PBD Full Service Offerings

### American Diabetes provides holiday hope

The American Diabetes Association is the nation's leading nonprofit health organization providing diabetes research, information and advocacy. Founded in 1940, the American Diabetes Association conducts programs in all 50 states and the District of Columbia, reaching hundreds of communities.

In 1995, ADA partnered with PBD to provide accounting, contact center, and Fulfillment to support their diverse product offering, from books and publications to branded apparel, gift items and holiday cards ordered via their e-commerce channel.

### Client Challenge & Solutions

In 2004, ADA requested PBD assist them with their catalog program called Gift of Hope. As the full service partner for all of their channels, and with the addition of the Gift of Hope catalog program, PBD was able to process mixed orders when product was ordered from the catalog, e-commerce, fax, and phone to ship out in one package. There was a tremendous savings in labor and freight to the American Diabetes Association through PBD's ability to consolidate the product ordering from all ADA channels.

We also were able to assist ADA with the processing of their unique Donation Round-Up feature to customers who purchased products from the Gift of Hope catalog. The Donation Round-Up allowed customers to round up their total purchases to the nearest dollar. PBD's technology platform and systems were able to collect the

## Case Study

### American Diabetes Association

#### PBD Services Utilized

- Accounting Services
- Customer Service
- Fulfillment Services
- Special Projects

#### Challenge

Consolidate two separate organization departments into one organization while remaining completely transparent to their donor base.

#### Solution

Reduced the number of vendors they utilized by serving the new program and providing custom imprinting support.

additional overpaid sums into an escrow account with a daily reconciliation of all collected funds. ADA was able to collect in excess of \$100,000 in a total of five months.

The Round-Up program is not suitable for all organizations, but PBD systems and integration expertise made it a very successful program for the American Diabetes Association.

## Completing the consolidation, Customized Imprinting

To further help ADA reduce cost and increase delivery of the product to the end user, in 2007 PBD invested in equipment and systems to bring the previously outsourced customized imprinting of the cards internal so that all functions to processing the ADA order was handled through one provider and in one location. In 2008, PBD imprinted 190,000 units for the ADA. In addition to containing cost, lowering inventory carrying costs, and increasing customer satisfaction, PBD provides ADA complete visibility into their programs delivering analytical data around their products so that ADA can make holistic business decisions. ADA's relationship with PBD is demonstrable of a win/win partnership.

### Results

- Reduction in Shipping costs
- Enhanced Reporting Visibility
- Increased Customer Satisfaction
- Vendor Consolidation
- Reduced Product delivery delays

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