

# PRINT

*inspires  
giving*

Print is a powerful media...  
and a proven fundraising  
powerhouse.

Why? Because print is  
warm, inviting and credible.  
Perfect for delivering the  
personalized and highly  
emotional messages that  
inspire people to give.

In fact, a recent study  
showed that even for online  
charitable giving, donors are  
over three times likelier to  
give in response to a direct  
mail appeal than to an  
emailed appeal.\* Print works!

To get the facts about

## PRINT

visit **ChoosePrint.org**.



To learn more, scan the code, or visit [www.chooseprint.org](http://www.chooseprint.org).

\*Campbell Rinker Donor Confidence Survey, April 2012

