

CASE STUDY: YWCA MINNEAPOLIS

YWCA Minneapolis is a nonprofit organization founded in 1891 as a member of YWCA USA, the oldest and largest multicultural organization in the world. Their mission is to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.



SERVICES PROVIDED

- Print
- Direct Mail

OPPORTUNITY

While YWCA Minneapolis often designs their own promotional and informational collateral, the organization needed a print partner that could provide them with top notch pantone color matching, cost effective direct mail, and the results they want.

SOLUTION: SOULO

PRINT

YWCA Minneapolis has strict branding needs and is careful about maintaining them. That means their print materials almost always include their spot color (Pantone).

This can be a real challenge, especially when doing small print runs, because a digital printer is typically the most cost-effective way to print low-quantity jobs—and digital printers don't typically print spot colors.

Fortunately, SOULO can. Our Indigo Digital Press prints up to six colors (most digital presses use a mix of four colors to generate the full set of colors in the spectrum). We stock the spot color ink specifically for YWCA, and we leave that ink in the press at all times, where we can turn it on and off as needed.

This allows us to respond quickly when something needs a fast turnaround, or when something needs to be re-printed. "SOULO's pre-press department will even flag things and check with us to make sure we intended for them to be there," says Rachel Palomo, Senior Marketing Specialist. If the material needs to be re-printed, we can hustle it through for them.



Promotional Print Piece

"I CAN COUNT ON SOULO TO BE THERE, FAST AND EFFICIENT AND ECONOMICAL. IT'S BEEN A REALLY GOOD WORKING RELATIONSHIP. EVEN THOUGH WE'RE NOT A BIG-BUCK CLIENT, SOULO TREATS US THAT WAY."

- RACHEL PALOMO
SENIOR MARKETING COMMUNICATIONS SPECIALIST,
YWCA MINNEAPOLIS



Direct Mail Postcard

DIRECT MAIL

That kind of above-and-beyond service applies to direct-mail projects as well; SOULO's expertise makes the process of managing and paying for bulk mailings simple. Sometimes that even includes personally picking up or dropping off the mailings, just to facilitate the process. "Even though we're not a big-buck client, we are treated like we are," says Rachel.

RESULTS

YWCA Minneapolis has come to rely on SOULO for consistent, efficient, and cost-effective services. Rachel says working with SOULO has been "outstanding." One thing she really appreciates is the "open flow of communication," in which she can send a one-sentence email and the team at SOULO immediately understands what she needs done.

In the end, YWCA Minneapolis gets their printed materials, with the colors spot-on, delivered to their recipients, along with the high-roller treatment that SOULO wants every client to have.