



SUMMER 2020

the MESSENGER

a publication of Gabriel Group, an OSG company

Building Out a New Facility and a Bright Future



EVEN IN THE MIDST OF A PANDEMIC, GABRIEL GROUP HAS SOME GREAT NEWS TO SHARE!

As some of you may know, the last few months at GG have been very exciting as we've been tearing down walls, building breakrooms and setting up new equipment in a brand-new building! Our newest addition is right next door to our Lakefront facility which has been used as our fulfillment and handwork headquarters over the past few years. While these services will continue, our "buildout" facility will now house an additional **40,000 square feet** of production space to complement our existing operations!

On June 10, a small group of masked Gabriel Group team members got together to make it official with a ribbon cutting ceremony and a speech from President Charlie Pitlyk. While there were many details to celebrate, one addition in particular has been on the wish list of many Gabriel Group associates over the years: a high-speed Ricoh color inkjet printer with dynamic perfing. The many benefits of this well-loved machine include the ability to print variable color in large volumes which eliminates the need for purchasing forms and the ability to perforate anywhere on any form while staying in line with personalization. (Are you swooning too?)

While continuing operations from a digital print and lettershop standpoint, Gabriel Group is also very proud to

We would like to recognize some key associates for their dedication in making this massive undertaking a reality. Dana Benbenek, Paul Hawkins, William Pingel, Michael Huff, Mark Kayser, Kevin Brennan, Ken Lindsey, Carolyn Bruce, Kim Brown, Joyce Berra, Kelly Murphy, Phyllis O'Gorman and Traci Young, in addition to Barb Graves and Kathy Marocchi from our sister company Diamond Communication Solutions thank you. Your hard work is so very appreciated and valued!

add additional capabilities to its list of specialties. These services include card affixing, mailing label personalization and production, multiple insert match mail (up to 12 inserts in a mailing package — doubling our former capacity!) and high-speed bindery that will improve our turn times.

This latest adventure has come with plenty of hard work, but also an incredible amount of excitement and anticipation

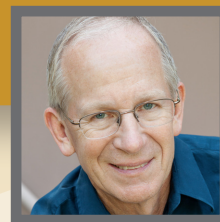
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Winged Words

WITH
DAVE HAWKINS
PRINCIPAL



Friend,

Today I am writing my last letter to you, the readers of *The Messenger*. After 18 wonderful years as owner-partner of Gabriel Group, I am contemplating what to do as I transition from GG — although it hasn't been 18 years of work, but truly a pleasure working with an outstanding organization for all these years.

Regardless, as I get ready to close this chapter, I thought I would share with you the top three lessons I have learned as an associate and leader of Gabriel Group.

- 1. WE WORK WITH (AND ARE) AMAZING PEOPLE.** There's no doubt in my mind what the highlight of my career has been: the people I've been blessed enough to work with. I have always been truly amazed at the quality of associates we've been able to attract over the years, and the same goes for our client partners. Although it's no surprise coming from the nonprofit industry, your missions and your drive to make a difference have warmed my heart and lifted my spirit.
- 2. DIRECT MAIL ISN'T DEAD, DYING OR EVEN FLINCHING.** What an amazing thing to be able to say after so many decades in direct response! Although the rumors have never been true, my confidence in our industry has never been higher. While mailed checks and direct attribution might be dwindling, it's a simple fact that direct mail increases name recognition and brand exposure. (Especially in the fundraising and membership worlds, as we know.) It's a wonderful time to do what we do, and I couldn't be prouder to have been able to contribute for so many years.
- 3. WE'RE JUST GETTING STARTED.** If there's one thing I believe in more than ever — it is the future of Gabriel Group, OSG and our sister company, Diamond Communication Solutions. Throughout our transition to our new model and structure, I have been able to witness true collaboration, inspiring teamwork and systems built for success. And with the incredible leadership of President Charlie Pitlyk, there's nowhere to go but up.

Last but not least, I want to thank you for all you and **your company** do and have done — for the greater good and for us at GG. Your role as a philanthropic organization motivates us to be better people and partners every day. Could there be a better job? I don't think so. Thank you for proving that. I am forever grateful.

Onward,

Managing Membership During the Coronavirus Closures

MANAGING A SUCCESSFUL MEMBERSHIP PROGRAM is a challenge during the best of times, but throw in a global pandemic, and we are talking a challenge of gigantic proportions! Over 95 percent of our membership clients have experienced closures of their facilities due to COVID-19, which translated into little or no cashflow for the institutions and staff working from home, furloughed or experiencing layoffs.

One of our valued clients has done a great job of facing the hardships of the pandemic and has given us permission to tell its story.

The Utah Hogle Zoo is a full-service client of Membership Consultants. We provide new member acquisition services, including direct mail and email. We also provide membership renewal services. As closures hit, together we and the Zoo decided to hold its



first new member direct mail acquisition mailing and wait for reopening plans.

At the same time, we decided to move forward with all renewal mailings and emails with adjustments to the copy and tone to address that even though the Zoo was closed there were still many staff caring for the animals and to make the case that membership support was still needed. Because renewal revenue was some of the only cashflow for the Zoo and many other institutions that experienced closures, it was crucial to keep these emails and letters flowing.

As soon as the Zoo received the green light to reopen, the new member direct mail campaign that had been put on hold was scheduled to be in homes soon after the Zoo's gates opened, and two follow-up mailings followed over the summer months.

A Call for Help and An Impassioned Response

AS THE COVID-19 PANDEMIC continued throughout the spring, Gabriel Group and Dumb Friends League came together to address the gap that cancelled fundraising events and social distancing guidelines created for the League and those it affected the most: the animals in their care.

By the middle of April, it was clear that an urgent call to action was necessary in order to engage donors and enlist them in helping Dumb Friends League during their enormous time of need. Within a matter of two weeks, an emergency appeal was designed and mailed out to their list of donors, prospects and volunteers. The result? **A total of \$71,160.62 raised.**



The Utah Hogle Zoo has been a true leader in its industry, keeping the public informed, engaged and involved. In addition to the direct response efforts, the Zoo hosted daily Facebook live visits to various animal exhibits. These fun and informative tours provided a behind-the-scenes view at the Zoo.

Likewise, when the Zoo reopened — and it was the first in the country to do so — visitors were invited on a video tour to share what the new Zoo experience was going to be like with one-way traffic, mask wearing, the need for timed reservations to visit, hand washing and sanitization protocols, and entry and exit procedures.

We are very grateful to be working with such a great client that makes a difference every day in animal conservation efforts and cares so much about its Salt Lake community! **Thank you, Hogle Zoo!**

URGENT
Your help needed.
Please donate now at
ddf.org/urgent

incredible 46% open rate with 35 individuals clicking through to the donation page on the League's website.

While a focus was put on highlighting visuals and stories of the League animals and keeping the ask copy short and direct, the rapid response and swift turnaround time it took to touch base with the League's community amid increased fear and uncertainty proved to be an inspired, rewarding effort.

Our team at Gabriel Group has always found immense purpose and joy in partnering with nonprofits to increase revenue and change lives for the better — but it is during times like these that give us an entirely new perspective and motivation to serve organizations like yours. We are so proud to support Dumb Friends League and their mission to end pet homelessness and animal suffering along with so many others — both in good times and the bad. Thank you for being a part of our community, and for allowing us to be a part of yours, friend.

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Charlie Pitlyk, President, addressing associates at the ribbon-cutting ceremony for the new facility.

for the future. With our additional capacity, equipment *and* associates who have joined our team in order to staff the buildout, Gabriel Group has already started to work with new clients, get new projects completed and out the door and translate our one-of-a-kind company culture to a completely new space — all things we are so very proud of.

And we're not done yet! While we're nearing the end of this chapter and stage of growth and development, there's plenty more to come. Stay tuned, world ... ▶



Don't miss out on our next webinar! COVID Nonprofit Impact Survey Results

Thursday, August 13, 2020

1:00 – 2:00 pm CST

Register at <https://bit.ly/NonprofitCOVIDWebinar>

Gabriel Group recently asked many of you to participate in a Nonprofit COVID Impact Survey. With your help and participation, we have collected data from nonprofit organizations like yours to help provide guidance and perspective on the impact COVID-19 has had on philanthropy across the U.S.

Please join us in August as we provide a comprehensive review of the data and trends identified in the first half of 2020. Together, we will continue to move forward and strive to make the world a better place. ▶

Connect with us!

@GabrielGroup



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We look forward to hearing from you!

Please update any of your information that may have changed.

- ☐ I would like more information about Gabriel Group's following service offerings:
- ☐ Full-service Fundraising
 - ☐ Membership Services
 - ☐ Planned Giving Lead Generation
 - ☐ Newsletters

NAME	ORGANIZATION
POSITION	ADDRESS
CITY	STATE ZIP
PHONE	
EMAIL	

Call Kelsey at 314.743.5736 or email kelsey.wuertz@gabrielgroup.com to talk to us about how we can help your nonprofit thrive.

