



Pledgemine

by **evertrue**



Design Deep Dive



Meet your hosts



Mo Williams,
Customer Ops Manager,
Pledgemine



Melina Neves,
Quality Assurance Manager



Cosley Campbell,
Enablement Team Manager



Emily Field,
Design Services Manager





2023 Design Wrapped!

Most used solutions

Solution 7J - 181 projects

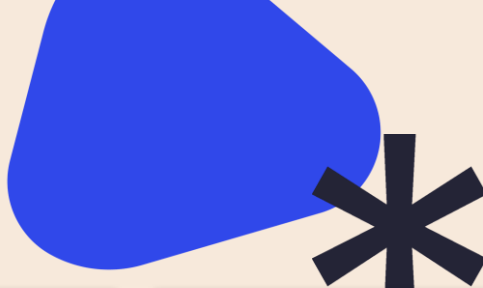
53% of projects in Q4!



Solution 1E - 111 projects



Most used Catalog Designs



0719 MultiStack Letter

SIZE 8.5" x 11"
TEAR OFF 8.5" x 3"
BLEED optional
BRE #9

View This Design

APPLICABLE FOR:

 **Solution 2A**
Standard Letter in
6" x 9.5" Closed Envelope

 **Solution 4A**
Standard Letter in
#10 Closed Envelope

CONTENT NEEDED:

-  Body Text
-  Organization's Logo
-  3 Images
-  Reply Card Info*

Character Count
2400 (with spaces)

Character Count
1200 (with spaces)

Double Your Impact!
Your gift to Charter University can be doubled, when you gift a duplicate of supporting the Charter Fund! Stop by your local office to learn more.

Help us keep your records current!

Name _____
Address _____
Phone _____
E-mail _____
Title _____
Email _____

Support the Charter Cougars Today!

1. I would like to support students with a gift of \$1000. \$1000 \$500 \$250

Check my gift to: Organization 1 Organization 2 Other _____

Amount: \$1000 \$500 \$250

NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____
ZIP: _____

Help the Charter Cougars fight to the finish!

Dear Jane,

Mentorship opportunities mean difference around every season. Our partners, parents, and fans are all excited to see you at the game. We are so grateful for your support and we are sure you will be a great addition to our team.

Our athletes are so excited to see you at the game. We are so grateful for your support and we are sure you will be a great addition to our team.

Support the Charter Cougars Today!

2219 Thank You Postcard

SIZE any postcard size
TEAR OFF none
BLEED required
BRE none

View This Design

APPLICABLE FOR:

- Solution 1D**
4" x 6" Postcard
- Solution 1E**
5.5" x 8.5" Postcard
- Solution 1F**
6" x 9" Postcard
- Solution 1U**
5" x 7" Postcard

CONTENT NEEDED:

-  Body Text
-  Organization's Logo
-  2 Images

Max Character Count
ID: 600 (with spaces)
IF: 800 (with spaces)
IU: 800 (with spaces)

Dear Jane,

Your gift to Charter University is so appreciated. We are so grateful for your support and we are sure you will be a great addition to our team.

Support the Charter Cougars Today!








NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____
ZIP: _____

THANK You

Ca Caww!

FUN FACT: Our client's mascot majority is the Eagle!





Design Levels

Material Stuff

Design Levels in a Nutshell

Catalog

Select a pre-designed layout from our design catalog.



Client Designed

Design your piece in-house and send us the files to spec to be used for your project.



Reuse

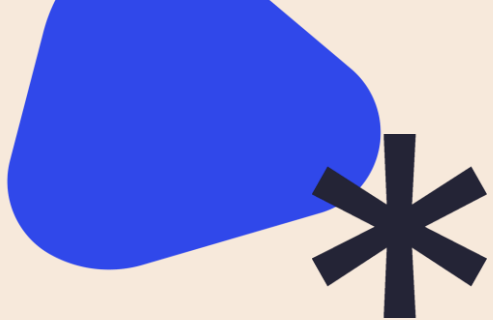
Reuse a design you've previously done with Pledgemine!



Custom

You provide the content and we'll make something creative to showcase it!





Client Designed



Bleed Specs

Bleed area goes beyond red box here:



Bleed will be gone in final finished form:

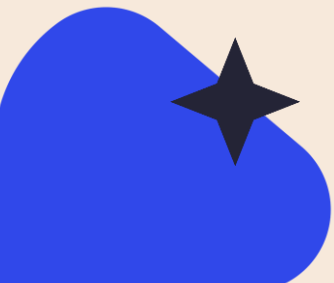


When designing

Remember to:



- **Ask for a packaged IDML file of one of our solutions before you begin**
- Get the dimensions of images first if needed
- If making a .pdf make sure to include bleed, but no crop marks
- Create a packaged InDesign file
 - InDesign > File > Package > Package > Save > Package





Demo: Exporting a File

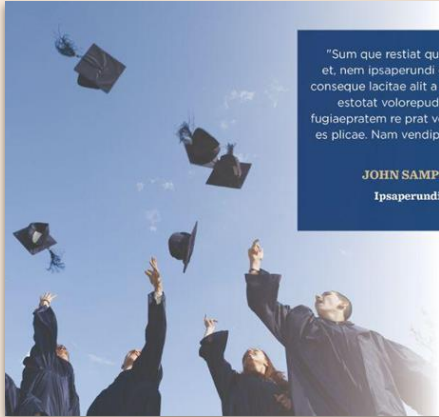
Catalog to Custom



- Adjustments of large portions of established layout
- Text given varies drastically in length than requested for chosen Catalog piece
- Moving, changing the size, or adding any extra images or text boxes to the piece
- Combining a catalog with a reused. Ex. Wanting the front to be a catalog layout and the back a previous project



Catalog to Custom Example:



"Sum que restiat quatras aut quis et, nem ipsaperundi corita vendipide consequelacitae alit a es aspe pratquam estotat volorepudit et sin porat fugiaepratem re prat volorepudit et veris es pilcaae. Nam vendipide que ipsantur"

JOHN SAMPLE, Ph.D
Ipsaperundi Corita

Dear Jane,

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Comnistem is earum es dolori idenda non cor aligeni hillibus dantureiur modit quo blatur sunt qui unttemporeum quas inulpa cus as vendi cupitunt ea est mod et pe nes maio est assimpe pore et magniatu.

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With sincere thanks,
John Sample

John Sample
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P.S. Genime sum doluptaque voloresequi as con recero offituar. Ihilis expellaccae cus, sersperum quo

Count me in!

I would like to give:
 \$100
 \$200
 \$300
 \$400
 \$ _____

Direct my gift to:
 Designation 1
 Designation 2
 Designation 3
 Other _____

- ONLINE** Make a secure online gift at www.charter.edu
- PHONE** To make a gift by phone, please call us at **555-555-5555**.
- CHECK** I have enclosed a check made payable to **The Charter Fund**.
- CARD** I would like to pay using my:
 VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER _____ EXP. DATE _____ CVV _____

BILLING ADDRESS (IF DIFFERENT) _____

NAME ON CARD _____

SIGNATURE _____

Jane Jones
123 Sample St
Anytown, IL 60148

111111
ARC00E

Dear Dory,

Did you know that 25% of students who've considered leaving OSU listed financial burden as their reason?

As educators, the staff at Oak Creek University are determined to make sure that every student has the opportunity to pursue an education, regardless of their resources.

With sincere thanks,
Sarah Sondheim

Sarah Sondheim
Dean of Psychology



"I've never regretted my choice of college in my three years at Oak Creek University. The professors, staff, and other students have truly led me to discover a lifelong passion for learning. I know I will continue to grow even more between now and graduation.

Did you know that 25% of students who've considered leaving OSU listed financial burden as their reason?

As educators, the staff at Oak Creek University are determined to make sure that every student has the opportunity to pursue an education, regardless of their resources.

We would not be able to teach our students without the help of donations to the Annual Fund for Greatness. Gifts to this fund go towards the university's greatest needs. With your gift of \$100, you can help a student!

Please consider donating today. No one can come away from an experience at Oak Creek University and not be changed for the better."

LOGAN SMITH
Psychology Major

Count me in!

I would like to give:
 \$5
 \$25
 \$50
 \$100
 \$ _____

Direct my gift to:
 Annual Fund for Greatness
 Psychology Department
 Bayleaf Athletics
 Other _____

- ONLINE** Make a secure online gift at oakcreek.edu
- PHONE** To make a gift by phone, please call us at **630-541-8480**.
- CHECK** I have enclosed a check made payable to **Oak Creek University**.
- CARD** I would like to pay using my:
 VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER _____ EXP. DATE _____ CVV _____

BILLING ADDRESS (IF DIFFERENT) _____

NAME ON CARD _____

SIGNATURE _____

Dory Paracanthurus Hepatus
42 Wallaby Way
Sydney, Australia

111111
ARC00E



Personalize Even More!

Design Add Ons

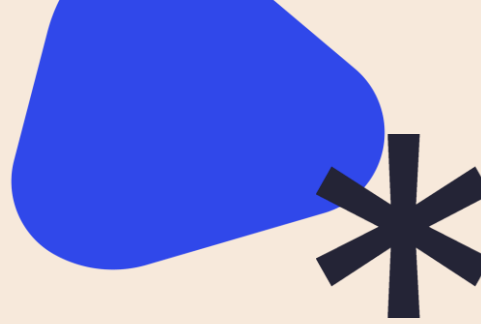




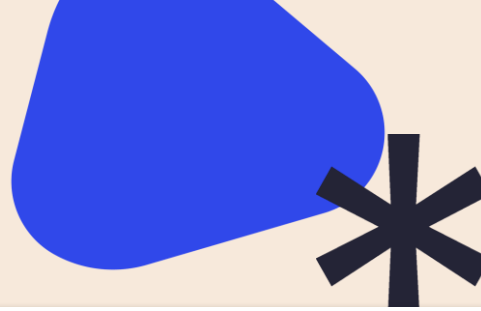
Photoshop Add Ons!



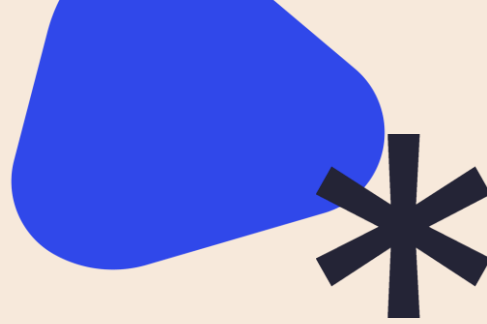
Example of a Photoshop add On:



Example of a Photoshop add On:



Example of a Photoshop add On:





Personalized Glow ups!

Catalog 3019

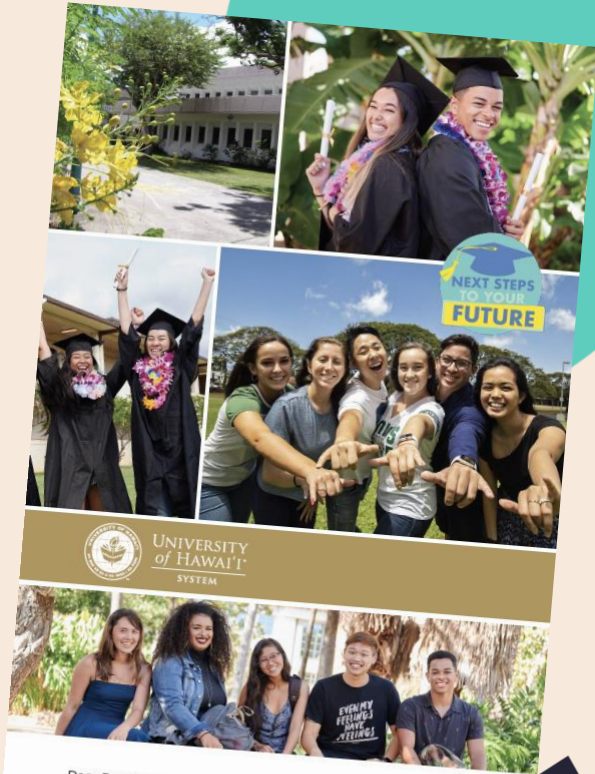


 **CHARTER**
UNIVERSITY



Dear Jane,

Obitae sunt voloreperum quis et am voloribusam, cus.
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essimus as quibus ut et faccatu rerorerferum lacipsande rati
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pre duntia sincim lacerum suntto quibusaped min consequidit
audipic iatilis idessim fugitem si tem voluptamus.



UNIVERSITY
of HAWAII
SYSTEM

Dear Bonnie and David,

Over the past year, the effects of the COVID-19 pandemic have disrupted the lives of Hawaii's Class of 2021 high school seniors, impacting not only graduations and proms, but the opportunity to prepare for their future.

Hawaii P-20 and the UH Community Colleges launched the *Next Steps to Your Future* program in 2020 to support local high school students in planning for their next steps and preparing for life after high school.

In its first year, the program experienced tremendous success with...



Dear Jane,

Hil Acea ditat anditas dicaere, temo quo testrunt explibus, ommoluptasped estem aut quo tem quae con renimolorem conecus ute qui omnihiis seque sitatatem quisquunt dollorio. Nem doluptas simin pla de net, exeris quament quae repro quamus, ut delendanis magnimus ea ilicibus ad et labor minctis volupiendi ut ommosap isquis a commod maxumusam acepe nis

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Sincerely,
John Sample
John Sample

Help keep our records current!

Name: _____
 Address: _____
 Phone: _____
 Employer Name: _____
 Type of Business: _____
 Title: _____
 Email: _____
 I and/or my spouse work for a matching gift company
 Our matching gift form is enclosed or being processed online
 Please send me information on how my company _____ can match my gift.

Jane Jones
123 Sample St
Anytown, IL 60148
1111111 APCODE



Jessica
Camp Counselor
Sophomore, Moody Bible Institute



..... A message from Grace:

Dickson Valley is an amazing camp that genuinely wants to serve families and churches and kids in the area. It's a summer of friendship, growth, and fun where they get to see God throughout the day. It has impacted my life greatly and affected so many kids' lives.'

Dear Ryan,

Summer camp is just around the corner and we are eager to see how the Lord will work in the hearts of everyone He brings our way.

Every year, thousands of children come to Dickson Valley where they get to learn about Jesus in a fun and approachable way. It's a joy to see their faith come to life. But the young people teaching these kids are vital to everything we do.

Our summer counselors are a blessing to Dickson Valley, and every summer, we want these future pastors, counselors, teachers, and leaders to grow in their own discipleship and personal ministry.

This summer, 28 counselors will be joining us on staff. Their spiritual formation is evident as they grow in their own character and dependence upon the Lord as the weeks pass.

Your generosity is vital to help these young leaders develop strong convictions and a deeper love for Christ as they serve at camp this summer.

For counselors like Grace who desires to serve foster families and minister within the social work environment in the future, summer camp is a pivotal season of personal and professional growth.

Please give generously to Dickson Valley today. Whether you give \$150, \$200 or \$300, God uses your investment to make a lasting Kingdom impact.

Thank you for giving campers a glimpse of heaven on earth and strengthening young leaders with skills to share Christ at our camp and beyond.

In Christ,
Mark Caldwell
Mark Caldwell



Yes, Mark, I want to be a part of Dickson Valley ministering to campers and counselors as they make a lasting impact for Christ. I'm enclosing a gift of:

- \$150
- \$200
- \$300
- \$400
- \$_____

I would like to make this a monthly gift to be charged on the 5th / 20th (circle one) of each month.

Ryan Sample
4630 Weaver Pkwy
Warrenville IL 60555





Jane Jones
123 Sample St
Anytown, IL 60148

Dear Jane,

Nonsequam experchicius num labores exped endam sam autem. Odit pelenim perorprest, ini beatest ant ex eos excerum, sit lat a cum utasperferi omdod qui nonsequ aspeliqui sintis estrum aribus nes es quam vellabo. Venda sitibus sinihillae landa conem aut eria sed eumquatatem volorum cus.

Ut mincid quispedita facela voloria num harchitae aut que aut moluptia cus. Busantis escisit, nimusa intur? Pienima iossimus non eliquatemqui tempos molupiet, quare et que lacculatur autatium idus maion num hit landis nulpa assitios quodit lique modis di ilisquam fugit alis vent eos autatur?

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Liquae sinciis distrunt dem nos in etures susda as doloritis ea asped ut doluptatur siniet id quam, consed ex eum et aut ium esti aboriatur ad quos rae. Name omnisi dolupta dis dolorem expero quiam eos demporro ipici optatur? In rerum ime nobis



Yes! I support Charter!

I would like to give:
 \$100 \$200 \$300 \$400
 \$_____

Direct my gift to:

- Designation 1
- Designation 2
- Designation 3
- Other _____

PLEASE UPDATE YOUR INFORMATION ON THE BACK IF NECESSARY.
 Jane Jones
123 Sample St
Anytown, IL 60148

11111111 APCODE

- ONLINE** Make a secure online gift at www.charter.edu
- PHONE** To make a gift by phone, please call us at **555-555-5555**.
- CHECK** I have enclosed a check made payable to **The Charter Fund**.
- CARD** I would like to pay using my:
 VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER _____ EXP DATE _____ CVV _____

BILLING ADDRESS (IF DIFFERENT) _____

NAME ON CARD _____

SIGNATURE _____

1-192 tmp2600



Melina Sample
4630 Weaver Pkwy
Warrenville, IL 60555

Dear Friends of the Central Pennsylvania Food Bank,

The Food Bank is aiming to provide more food to families than we ever have before. This spring and summer, the Board of Directors has put together a matching fund. **Your gift to Central Pennsylvania Food Bank will be doubled by the Board of Directors, who have committed \$50,000 to this campaign.** As a Board of Directors, we are committed to providing assistance to families in need.

"I'm so grateful for the Food Bank. When our funds were cut unexpectedly, I knew we could turn to you."

Carl, a handyman, and Jennifer, a physical therapy assistant, live in central Pennsylvania with their three elementary-aged sons. Earlier this year, Carl and Jennifer each lost hours at their jobs, and they started to receive expanded SNAP benefits (food stamps). The extra support helped make ends meet during a tough time. Also, Robert has food allergies, and SNAP helped to buy the foods that meet his needs at their local grocery store.

Continued on back.



Yes! We want to double our impact for neighbors facing hunger.

I would like to give:

- \$5,000
- \$2,500
- \$1,000
- \$500
- \$_____

- ONLINE** Make a secure online gift at www.centralpafoodbank.org.
- PHONE** To make a gift by phone, please call us at **717-564-1700**.
- CHECK** I have enclosed a check made payable to **Central Pennsylvania Food Bank**.
- CARD** I would like to pay using my:
 VISA MASTERCARD AMEX DISCOVER



Scan Me To Give

PLEASE UPDATE YOUR INFORMATION ON THE BACK IF NECESSARY.

Melina Sample
4630 Weaver Pkwy
Warrenville, IL 60555

CREDIT CARD NUMBER _____ EXP DATE _____ CVV _____

BILLING ADDRESS (IF DIFFERENT) _____

NAME ON CARD _____

SIGNATURE _____

Catalog
0421

Add
a QR
code at
no cost!





4500 Riverwalk Parkway
Riverside, CA 92505



Dear James,

I am excited to share with you that the second annual La Sierra University Giving Day will be on **Wednesday, December 8, 2021**.

This year, 13 departments are participating in raising awareness and funds for various life-changing projects. Giving Day events will be a fun way for alumni, community, and friends to get involved. The department that has the most donors will receive an anonymous gift of \$5,000 toward their project.

To see the whole list of projects and fun virtual events, visit lasierra.edu/givingday or scan the QR code on this page. One area we thought you may be particularly interested in is the **Music Department**. Help them reach their goal of raising \$40,000 for student scholarships and recruitment tours.

You can contribute online at lasierra.edu/givingday or by texting **givingtogether8** to 71777.

All the best,

Norman Yergen
VP for Strategic Engagement: Advancement and Marketing



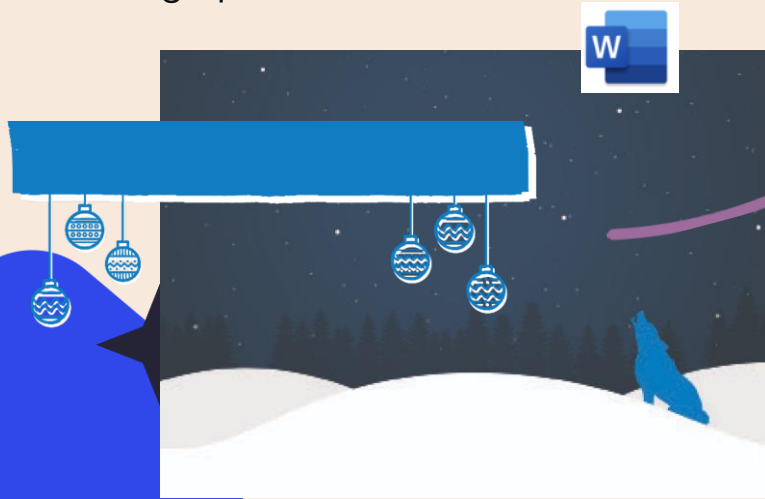
Custom Design

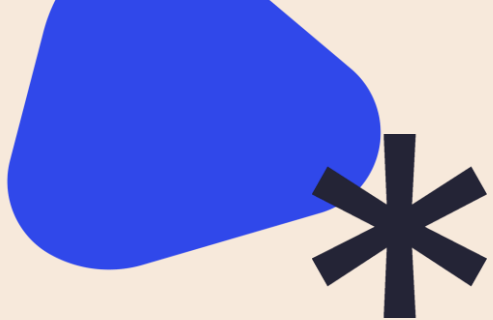


Custom Design

Customer notes:

- Have the cover of the bifold say “wishing you peace and joy this holiday season and into 2022”
- Use the wolf and tree image and banner with ornament image provided





The End!





What's next?

Thanks for joining us!

Don't forget, you'll be redirected to a survey when we close the webinar, please take a few minutes to leave us your feedback.

We host New User sessions monthly! Be on the lookout for email reminders.

We're now part of the EverTrue family! Check out evertrue.com to see how the rest of the EverTrue suite of tools.

