



The Brown Annual Fund (BAF) has partnered with the Perrone Group for many years to complete its yearly calendar of appeal mailings. I, personally, have worked with the company since joining the University as its Assistant Director of Written Communications nearly three years ago.

My position manages the direct marketing programs for the Brown Annual Fund (direct mail, email, print advertising, and web communications), the bulk of which is an aggressive schedule of direct mail appeals. We have worked with several mail houses in the past, but none have withstood the test of time and “stuck” quite like Perrone.

Here at Brown, our primary concern when choosing vendors is their ability to work with our appeal letters, which contain a large amount of conditional programming in the form of Boolean code (those “IF...THEN...ELSE” statements that can elevate the common form letter to a highly personalized, one-to-one piece). Several vendors have failed to deliver for us in this crucial area, so programming muscle that extends past variable text is a must. We have not been convinced that this is a strong suit for many of the vendors we’ve met, but with the Perrone Group, I have enjoyed a fairly seamless collaboration.

But excellent programming alone doesn’t make for a successful partnership! I also value a vendor that places a heavy emphasis on quality control, project management, communication, and accountability. Here, the Perrone Group really excels. Everyone on staff, from my Account Manager Jenny Patridge to Roman and Hilary, who work with my data and letter copy, are just as invested in the details as I am. They also pay equally close attention to my calendar (mail is a very deadline-driven component of the BAF’s fundraising year). Together, we work hard to make sure that our *intended* drop dates are, whenever possible, our *actual* drop-dates. At times, it seems we can read each others’ minds, as we contact each other at the ideal time to begin a project or anticipate the next steps in order to execute a current one on time. I know, however, that this is more than luck: it is the outcome of several years of teamwork. As our schedule of appeals grows increasingly complex and our segmentation more sophisticated than ever before, it is really comforting to know that there is a company that understands our processes and can grow right along with us.

I conduct on-site press checks whenever possible in the hours before a mailing is sent, and each time I visit, the staff at Perrone has been helpful, accommodating, and very informative regarding the progress of current projects. They also take the time to strategize every step of upcoming mailings with me.

When a vendor fits all the above-mentioned qualifications, I consider it a “match made in direct mail heaven,” and I am happy to have found such a valuable partner in the Perrone Group.

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Brown Annual Fund