



1 BRIEF OVERVIEW

RNL’s Direct Mail and Email solutions combine data driven analytics with creative and targeted outreach to engage Client constituents.

2 SERVICES

- A. During the Term, Client may have access to Direct Mail and Email similar to the services detailed below and in quantities to be determined by RNL in conjunction with the Client, pursuant to an executed RNL Omnichannel SOW (“**Services**”):

Direct Mail	Volume
Solicitation Letter	TBD
Pre-Call Postcard	TBD
Next Day Pledge Card	TBD
Reminder Letter	TBD
Monthly Postcard	TBD
Appeal Letter	TBD
Self-Mailer	TBD
Traditional Postcard	TBD
Digital Postcard	TBD
Mini Letter	TBD
Holiday Greeting Card	TBD
Showcase Trifold Brochure in Display Envelope	TBD

Direct mail specs are available upon request.

Email	Volume
Pre-Call Email Versions	TBD
Warming Email Versions	TBD
Next Day Email Versions	TBD
Reminder Email Versions	TBD
Thank You Email Versions	TBD
Email Creation and Delivery	TBD
Email Templates	TBD

- B. RNL manages the creative process as applicable to the Services in two (2) revision rounds before Client approval. A revision round is text and design change requests for any and all creative components communicated by Client to RNL, and then completed by RNL before production and delivery. After these revision rounds and Client approval on text and design, Client-requested changes may be completed for an additional fee and based on RNL creative team availability, pursuant to a Change Order.

3 CLIENT RESPONSIBILITIES

- A. The provision of Services by RNL is conditioned upon Client providing the following (“**Client Responsibilities**”):
 - i. Client shall reimburse RNL for all postage charges incurred through delivery of the Services, plus a 3% processing fee (“**Postage Fees**”). RNL will bill Client for postage as it is incurred.