



LINEAGE

CASE STUDY

THE DEREK PRINCE MINISTRIES REACHES OUT TO PEOPLE IN OVER 140 COUNTRIES WITH BOOKS, ARTICLES, MEDIA AND OTHER COMMUNICATIONS. IN ADDITION TO ITS U.S. HEADQUARTERS IN CHARLOTTE, NC, THERE ARE MORE THAN 45 DEREK PRINCE OFFICES AROUND THE WORLD.



THE CHALLENGE

Every month, more than 24,000 pieces of mail are sent out to those who are either already in the fold or have expressed a passion for learning more about the organization's mission. Items include partner letters, book slips, outreach opportunities and more. Some mailed items include three-way matches – multi-sized items collected together and sent in one larger envelope. Much of this mail preparation was being outsourced at a significant cost.

One of the “personal touches” that often elicits the best responses from members and other interested parties are personalized letters. Being able to tailor an item to a specific individual and even provide donation ranges in keeping with past giving goes a long way to generating support. Using an outside bulk mailing house, this kind of personalization was not possible at a cost-effective rate.

Internally, Derek Prince Ministries was also using an older printing technology that wasn't able to effectively duplicate the colors they needed for their publications. In addition, it frequently jammed and could not be used to run the full range of their envelopes.

THE SOLUTION

Back in 2007, company veteran – and Director of Operations and Finance – Mark DeVito performed a cost-benefit analysis looking for ways to drive mailing production and keep down costs. Having decided to first use Lineage for some items back then (e.g., an IJ75 mailing machine and a SI76 folder inserter), he knew he could rely on them again to tackle the newer challenges.

“One of the things that drew me to Lineage was owner Richard Williams' perspective on doing business with honesty, professionalism and forthrightness,” said DeVito. “Over the years, Lineage has shown itself to be trustworthy and reliable. Using them for our needs is just a smart decision.”

To tackle their printing challenge, Lineage supplied Derek Prince Ministries with a Rena Mach 5, designed to print edge to edge on media up to 8.5-inches wide with a maximum thickness of .5 mm. To help with mailing assembly, they also received a Neopost DS200 folder inserter, the ultimate production tabletop machine for their inserting needs.



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Director of Operations and Finance
Derek Prince Ministries

“The older piece of equipment we had did about 1,500 of pieces of mail an hour. This one, at top speed, will easily do about 4,000 an hour,” said Mike Rohrbach, a Derek Prince “jack-of-all trades” associate who uses the machines on a regular basis. “It’s faster, delivers high quality and is reliable. That’s Lineage. They always deliver solutions that work.”

THE ACHIEVEMENT

For DeVito, working with Lineage to ensure Derek Prince Ministries has the right equipment at the right time is a very comfortable decision.

“I always feel we have their utmost attention to detail,” he said. “We are always treated properly and feel as though we’re being taken care of completely. Believe me, that’s not a feeling that just any company can provide.”

Rohrbach agrees.

“I’d recommend them to anyone, absolutely,” he said of Lineage. “They’re some of the best people we’ve ever dealt with as far as service goes. They’re always easy to work with, and they let you know everything that’s going on. Communication, execution, commitment. We appreciate all of it.”

Doing their primary work in countries from Australia to China to Norway to right here in the United States, the Derek Prince Ministries understands the value of service. Close, personal attention paid to the smallest details makes a difference.

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