

CASE STUDY

National Business Officers Association



ABOUT THE CLIENT



National Business Officers Association (NBOA), the premier organization serving independent school officers, has a small staff to deliver its extraordinary services and benefits to their membership and board.

www.nboa.org

“Mimeo is the easiest and most professional way to get board packets, presentations, and conference materials printed and delivered on time.”

- Gavin G.,
Director of Marketing
and Publications

CHALLENGE

“Materials are the main avenue of communication we have with our members, so they must be professional, **top-quality**, and timely,” says Gavin G., Director of Marketing and Publications.

Before using Mimeo, Gavin and her team had to go to the local copy center, then collate, bind, and package everything back at the office for shipping. “It took so much time and organizing - and we couldn’t accommodate any last-minute changes. We tried to let (the national print vendor) do them for us, but they would show up wrong and we’d end up having to re-do them ourselves.”

PROBLEM SOLVING

Mimeo’s online solution allows NBOA’s Marketing Team the ability to upload, build and proof materials in real time. “We (used to) spend a lot of money, wasted a lot of time, and had only a mediocre quality product to show for it.” Assembling, printing, managing and distributing the material for their association is now done right from their desks and within a few short minutes.

RESULT

“From the first time we used Mimeo we never turned back. There’s just no comparison.” Mimeo provided **high-quality digital printing and perfect binding**, they also **allow for last-minute changes** to document content - with overnight delivery guaranteed.

- Up-to-date, professional documents for members and board
- Time & cost savings
- Increased team productivity

BONUS - ALWAYS THERE

“Mimeo always comes through for us,” Gavin continues. “Once we were at a conference and ran out of program books. We placed a re-order through Mimeo that evening, had them delivered the next morning onsite, and looked like heroes!”