



**MARKET OVERVIEW:** Faith-based organizations of every denomination are looking for ways to fully engage their constituents. Yours is probably no different. Whether it's the students in your religious education classrooms working on a project or the worshippers in your congregation that would like a full-color program for their wedding, they all want and need high quality output. Reaching out to members of the congregation and offering services and support in times of joy or need can be challenging. Color is one way you can engage younger audiences and provide them with interesting information that may help them decide to further their education. Lanier understands you are tasked with providing the latest in technology at a price your members can afford. But many times there is limited budget and only one device for everyone to share, so your tools must be versatile and reliable. Whether you manage a small religious school or a large church organization, the Lanier LD520C/LD525C Series with Lanier's Dataworks<sup>3</sup> and/or GlobalScan software can help produce all of your documents and offer the latest in digital technology at a price that won't break your budget.

# FAITH-BASED INSTITUTIONS

## HOW THE LANIER LD520C/LD525C SERIES CAN HELP:

### Print Advantages

- With cost as a major concern and your operating expenses increasing, these Lanier Color MFPs can print bulletins, newsletters, budget reports, membership directories, and fund raising materials affordably and incorporate full-color without compromising productivity or increasing costs.
- The optional Internal Finisher with stapling and optional hole-punching on the LD520C/LD525C coupled with full-color output can help your church or organization produce customized programs for weddings and holidays without sending these jobs out for printing.
- With PictBridge™ digital still camera connectivity, your administrative staff or teachers can easily print pictures of members and events for inclusion in service agendas, event booklets, church bulletins, or monthly newsletters.

### Scan & Send/Fax Advantages

- Use Scan-to-Email to send letters or other communications from clergy to all members of the congregation in a single cost-free transmission.
- Broadcast faxing will enable your faith-based organization to reach out to the community more effectively with minimal time and effort for your staff.
- Store your agendas, programs, or lesson plans directly to a USB memory device or SD memory card with the Scan-to-Media feature. Taking your files anywhere is now easier than ever.

### Copy Advantages

- With the ability to copy onto multiple paper stocks through the 100-Sheet Bypass Tray, raffle tickets, coupons, and other event-related materials can be quickly copied for special events to make a great impression.
- Your Sunday school classes or faith-based educational institution can create pamphlets using affordable color to gain and maintain the attention of your students with the creation of engaging materials describing their lessons.
- Volunteers, many with little technology training, keep your faith-based organization running. With the large LCD panel and animated guidance for ease-of-use, even casual users will be able to use the LD520C/LD525C productively.

### Document Storage Advantages

- With the standard LD520C/LD525C Document Server on the LD520C/LD525C, teachers can save up to 6,000 pages of lesson plans and classroom handouts with digital quality, and reprint "new originals" each semester.
- School administrators can securely store budget data, donation information, and membership records on the standard document server to guard against loss or falsification.

### Software Solution Advantages

- Lanier's Dataworks<sup>3</sup> software provides a powerful tool for automating document creation, while embedding personalized content such as annual contributions, wedding announcements and/or other personalized messages into content.
- Creating personalized marketing content, versus generic mailers, significantly improves response rates to help increase congregation members. Dataworks<sup>3</sup> incorporates a wizard-driven forms creator that makes variable data document creation easy, even for novice users.
- With its optional Mail component, Dataworks<sup>3</sup> reduces postage costs and time involved with preparing/sending mailings.
- With Lanier's GlobalScan, faith-based institutions can use scan-to-email functionality (scan-to-email addresses or distribution lists) to send letters or other communications from clergy to all members of the congregation in a single cost-free transmission.
- GlobalScan's enhanced integration with RightFax enables address book access at the MFP and "One-Touch" buttons for scanning to commonly used fax destinations. Users can scan communications and broadcast them to the community more effectively with minimal time and effort.