Amicus Post

Direct mail that ends up on the fridge

Peer-to-peer postcards that win more donors, more members, more votes.
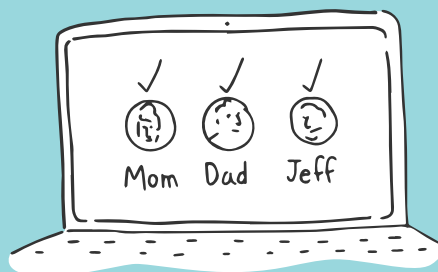
How it works

1 *Log In With Facebook* — *Amicus matches social data to your database*

2 *Choose Friends* — *Limit to targeted list or allow user to choose any friend*

3 *Click Send* — *Postcards sent via USPS within 24 hours*

Sign up for a demo today at www.amicushq.com/postcards

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FAQ

Wait, so this is a REAL postcard? Like, a piece of paper?

Yes! Amicus combines the power of social networks with the impact and sheer delight of receiving a personalized postcard from a friend in the mail.

How do you get the addresses?

Amicus matches social data to either publicly available voter data or your organizations member, donor, or constituent database.

How does the fulfillment side work? How do you actually mail them?

Amicus Post can be configured a few different ways, depending on the volume of postcards you want to send, and whether or not you require a union printer. Postcards can be mailed on-demand, as users send them, or in batches to achieve lower per-unit costs. In all cases, Amicus Post handles everything!

Can you only send Postcards to friends? What about advocacy campaigns?

We're super excited about the possibilities of peer-to-peer postcards, but Amicus Post works great for advocacy campaigns too! It's easy to have your supporters send postcards to elected officials and other advocacy targets in just a few clicks.

What kind of reporting/analytics are included?

Amicus Post includes an admin dashboard that gives you all the most important information about your campaigns in a beautiful, clean interface. You can also export your data as a text file.

What about integration with CRMs and other databases?

Amicus integrates seamlessly with many of the most popular donor, voter, and constituent database products. Our robust API allows you to push virtually anything that happens directly to your CRM or other database.

How long does it take to set up?

Minutes! Amicus Post does not require custom setup or integration. You simply upload your artwork, choose colors, background image, and a few other brand elements for the site, and you're ready to send postcards!

How much does it cost?

We're glad you asked! See below.

Pricing

As low as $99 per month + $.99 per postcard