

Walsworth®

Client: Toastmasters International

Services: Print, Fulfillment, Apps



Situation:

Toastmasters International is a nonprofit educational organization that operates clubs worldwide for the purpose of helping members improve their communication public speaking and leadership skills. Their goal is to help people learn the arts of speaking, listening and thinking. Founded in 1924, this international organization headquartered in California has more than 15,900 clubs comprising 345,000 members.

Solution:

With such a large membership and expansive curriculum, Toastmasters needed a partner that could help them properly distribute a vast array of items nationally, at an individual level for members and at a bulk level for clubs.

Toastmasters has an internal fulfillment center in California, but given their national footprint shipping coast to coast is costly. Walsworth fulfillment is based in St. Joseph, Michigan, close to the primary mailing hub of Chicago, which makes for a much more effective distribution point.

In addition, having a printer plus fulfillment center in one facility provides cost savings as there is no shipping cost attributed. Pair that with Walsworth's ability to efficiently distribute and organize Toastmasters' annual volume of almost 67,000 domestic orders across 470 titles and kits, plus an additional 19,000 new member and mailing kits to international locations as well, and you have a winning solution.



Interested in learning more about how Walsworth's team of experts can help you?

- See all [case studies and eBooks](#),
- [Contact us](#) online, or
- Call us at 800-265-6795.