

# CASE STUDY SOUTHEASTERN GUIDE DOGS

Sector: Not-for-profit





**MARKETING &  
COMMUNICATIONS  
SOUTHEASTERN GUIDE DOGS**

**LESLIE  
ROWE**  
**MARKETING  
WRITER**

We interviewed Leslie after  
3 months of using PageProof.



“Tell us about what your company does and its strengths – what makes your company unique?”

“Southeastern Guide Dogs transforms lives by creating and nurturing extraordinary partnerships between people and dogs. We train guide dogs, service dogs, and companion dogs of the highest pedigree for people who are blind, for veterans with disabilities, and for children with unique needs. We provide our premier dogs and lifetime services at no cost, without any government funding.”

# 3,100+

More than 3,100 guide and service dog teams matched since 1982.

# COMPANY NUMBERS

550

Alumni teams supported  
throughout the United States.



“What life was like for your team before PageProof?”

“We work in a fast-paced environment and produce brochures, flyers, donor gift books, invitations, posters, billboards, tee-shirts, and more, for internal and external use and events. With so much production, our proofing was often over-the-shoulder or consisted of multiple printed copies in different hands.”

# MISTAKES

After a few errors slipped past, we knew we had to make a change. One event tee-shirt was printed with the wrong “to” vs. “too” because of too-fast, too-rushed processes.



“Tell us about a recent piece of material reviewed and approved in PageProof – how did PageProof make a difference in your process?”

“We produced a full-color coffee table book as a donor gift containing the inspirational speeches given at various guide dog/handler commencement ceremonies. Before PageProof, we ordered one hardback proof copy that we thought was complete. Before ordering hundreds of copies, we asked several internal staff members to use PageProof to review the book. We were amazed at what they found; not glaring typos but small inconsistencies and even design feedback on readability of photo captions.”

# PERFECTION

We were amazed at how much **valuable feedback** we received because it was so easy with PageProof. This book is a beautifully designed piece, well-received by our donors.

# 15

Organization representatives  
successfully collaborated with during  
the review process of our book.

## COMPANY NUMBERS



“How did your reviewers find the move to online proofing?”

“We asked staff members from other departments to volunteer as occasional proofers. Each person quickly adapted to the online tool with very little learning curve. We all love it!”

# QUICK

100% adoption within the team to proof online in a short space of time.





- To get a variety of eyes on our projects, we hand-selected 15 people from across the organization and invited them to become part of our proofing “stable”.
- Involve other departments to provide extra input on proofs – it will give you a far better result in the finished product!

# LESLIE'S TIPS





“What’s next on the horizon for your team with new marketing initiatives that you’d like to share?”

# LOOKING FORWARD

“As our marketing department becomes more efficient and creates higher quality pieces, with PageProof as one sharp tool in our toolkit, we are taking on more projects from internal customers.

Our marketing department cares deeply that every piece we produce shines as brightly as our organization and its heartfelt mission: creating extraordinary dogs, transforming lives.”

Our mission:  
To transform lives by creating  
and nurturing extraordinary  
partnerships between  
people and dogs.

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# CONTACT US

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