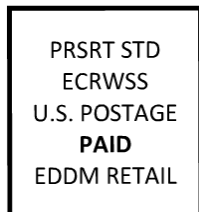


Steps to making and sending EDDM Postcards:

Design It!

- Consider Designing your postcard yourself or having a member with an artistic eye put a card together.
- Consider using royalty free artwork from a website like istockphoto.com, shutterstock.com, dreamstime.com, 123rf.com, bigstockphoto.com, depositphotos.com, fotolla.com, canstockphoto.com, or alamy.com, creationswap.com.
- What you would need:
- MS Publisher—this software has many uses for church
- The final product must be 6.25" x 9" Allow room for a bleed around the edge of your postcard. If you want graphics to go all the way to the edge, the printer will need to cut them. So, make sure your final artwork is 6.5" x 9.25". Make sure all the graphics and info you want on your card is at least an eighth of an inch inside the 6.25" x 9" border to avoid it being cut.
- Required Indicia:



This is in place of your stamp. You are going to pay postage at the post office or online. You can make this with a simple text box on Publisher.



This will replace your address label. The postal worker is simply going to take a stack of these and put them into every residential mailbox on the route you choose.

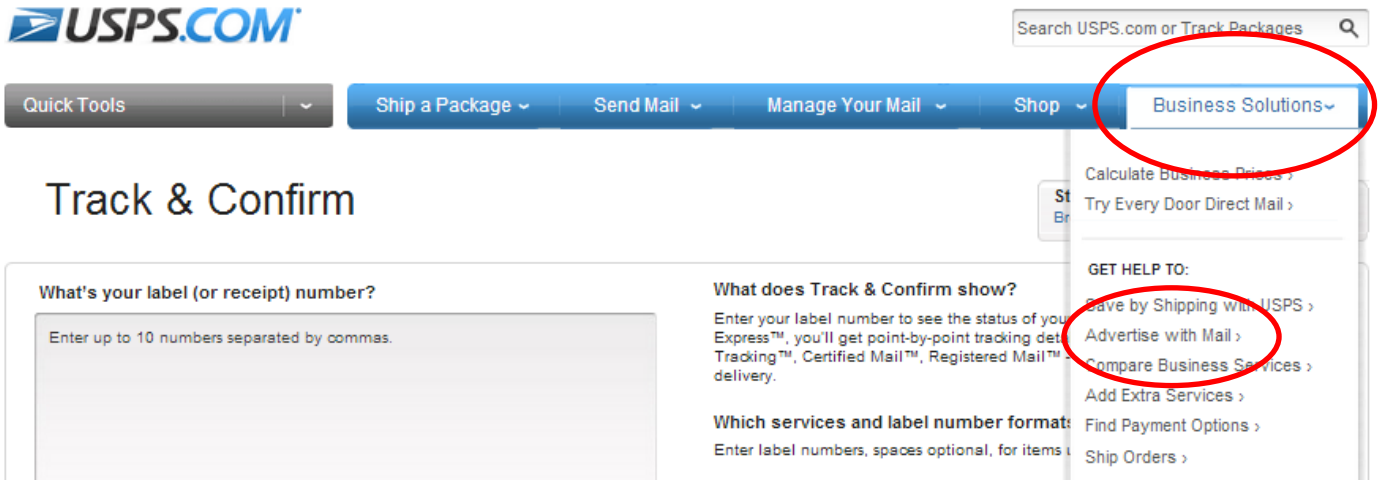
- Tip: The post office is pretty flexible about where you put these required indicia on your card. They can be flexible on this because it doesn't have to run through their sorting machines. So, you could orient your card vertically instead of horizontally, like a typical postcard and put both of these on the back of your card on the upper or lower half of the card. But here's a reason to keep your card horizontally oriented:
- Consider that some of your prospects might not be on whatever mailing route that you are doing. It would be nice to send them one of these cards, too. If your final card is 6.25" x 9" you could shave off 1/4" of the 6.25" (maybe 1/8" on top and bottom) so that your final product is 6"x9". This will fit in the USPS processing machines. Then, all you need to do is place an address label and a regular stamp over the required indicia and it will mail just like a regular letter. But, if you are going to do this, the stamp must be in the upper right of a horizontally oriented card. And the address label below the stamp, on the right half of the card. So, if you are going to use any extra cards this way, make sure you design your card this way.

Print It!

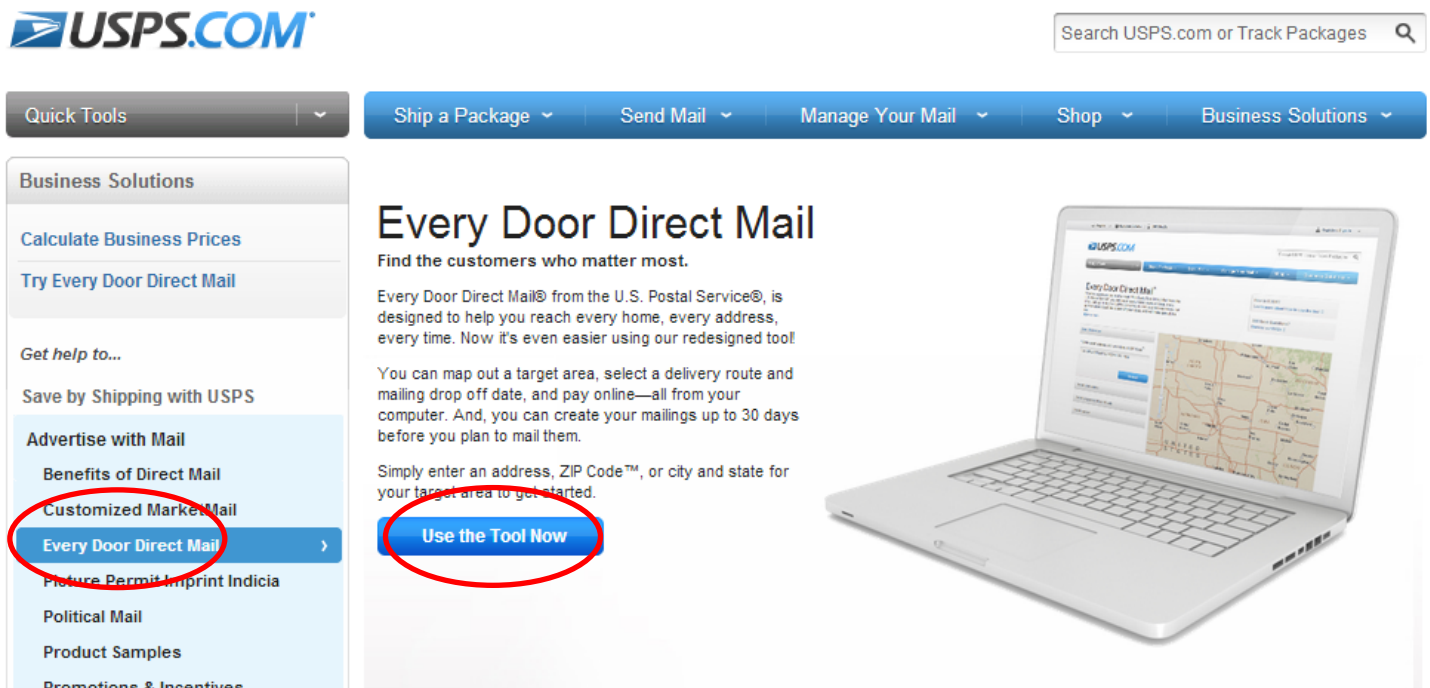
- There are a vast number of online printing services out there. Try to get something between 15-18 cents per piece.
- Check locally. Depending on where you live, you may be able to get some good printing prices at a large enough printer. However, a lot of the best ones seem to be online. This will mean having your ducks in a row. Send this order out about a month before you plan to drop the cards off at your local post office. Rush orders from the other end of the country can add a lot to the price.

USPS Website

- Have patience—the site is always changing.
- Go to: <https://tools.usps.com> or just type in www.usps.com
- Create a Business Account for your church. Right now there is a subtle “Sign-in” button at the very top right of the page. Hover your mouse over it and click on “Sign Up Now”. Under, “choose an account type,” pick “Business” Then fill out the info according to the on-screen directions.
- After completing your registration, log in.



- Go to the “Business Solutions” dropdown menu in the upper right of the screen
- Click on “Advertise with mail”
- On the left side of the screen, under “Advertise with mail,” go to “Every Door Direct Mail”
- Click on the “Use the Tool Now” button



- Choose your routes (Make sure you select residential only—that way you are not dropping them off at businesses... unless you want to, of 'course)

913 S 34TH ST, SPEARFISH, SD, 57783

Select Deliveries

Hide Mailing Options

Select Delivery Type

Business & Residential Residential Only

Select Route Types

City Rural/Highway P.O. Boxes

Display routes within a 5 mile radius

0 1 2 3 4 5

APPLY

<input type="checkbox"/>	ROUTE	RES	ALL	COST
<input type="checkbox"/>	57783-C003	463	463	\$74.08
<input type="checkbox"/>	57783-C004	880	880	\$140.80
<input type="checkbox"/>	57783-C005	551	551	\$88.16
<input type="checkbox"/>	57783-C006	633	633	\$101.28
<input checked="" type="checkbox"/>	57783-H030	429	429	\$68.64
<input checked="" type="checkbox"/>	57783-H040	334	334	\$53.44
<input type="checkbox"/>	57783-H045	165	165	\$26.40
<input type="checkbox"/>	57783-H066	50	50	\$8.00
<input checked="" type="checkbox"/>	57783-R004	759	759	\$121.44
<input checked="" type="checkbox"/>	57783-R005	381	381	\$60.96

Number of Post Office™ Drop-offs: 1

Number of Routes Selected: 4

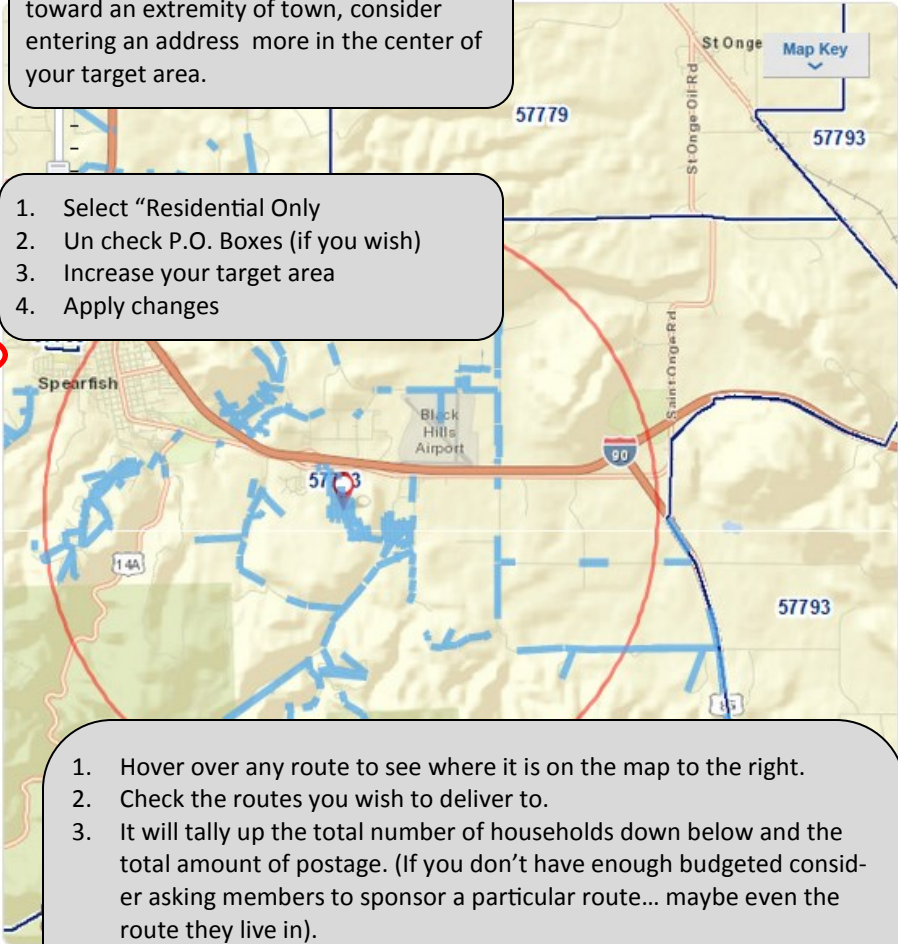
Total Delivery Addresses: 1903

Approximate Cost: \$304.48

Save For Later Continue

Enter your address here. If your church is toward an extremity of town, consider entering an address more in the center of your target area.

1. Select "Residential Only"
2. Un check P.O. Boxes (if you wish)
3. Increase your target area
4. Apply changes



1. Hover over any route to see where it is on the map to the right.
2. Check the routes you wish to deliver to.
3. It will tally up the total number of households down below and the total amount of postage. (If you don't have enough budgeted consider asking members to sponsor a particular route... maybe even the route they live in).
4. If you've ordered 2000 cards, but are only to make routes add up to 100-200 less than that, consider sending those extra cards as personal invites to your other prospects who are not on these routes. (See suggestions on p. 1 for doing this).
5. Continue.

- Next, select a dropoff date (This is the date that you are going to drop off your trays with your pre-sorted bundles all ready to go at the post office)
- Print out face slips (these will be attached to every bundle you put together)

The Local Post Office



- Pick up trays at your local Post office. Say that you would like trays for mailing EDDM postcards. Let them know about how many you plan to deliver so you can get enough trays. 2000 EDDM postcards will fit into 2 long shallow trays.
- Bundle cards in 50's or 100's
- Rubber band them together with face slips at the front of each bundle. (Tip: "Take the face slip you printed off from the USPS website and figure out how many bundles you will need for that route. For example, if the total pieces per route is 143, then you could use three bundles—2 of 50 each, and one of 43. That means you will need 3 facing slips for that route. So, take the one facing slip that was printed off for your route and in the box where it says "Total # of bundles" there is an area below that says _____ of _____. Write a 3 after the "of" and then make 2 more

copies of that sheet. Then you can fill in 1 of 3, 2 of 3, 3 of 3 respectively). This is especially helpful for larger routes).

- In the "Total # of mail pieces" box you would write the number of pieces for that particular bundle. So, for the above example, two would write 50 in the first two and 43 for the third one.
- In the Date box, put the date you are going to drop them off.
- Drop trays with bundles and paperwork off at your post office.
- Pay your postage (if you didn't online)

Measure results!

- Name recognition is hard to measure in general, but plan on saturating an area about 7 times (this could take a little over two years if you planned on doing 3 EDDM mailings per year. Remember that typically, the rate of return for postcards is one interested family per 1000 postcards out. But don't underestimate the value of putting your name and activities in front of people.
- Find out who came because of the postcard. An easy way to do this is to have a place people can check or type this in on your online registration for VBS or Christmas for Kids. If you have a guest card for people to fill out, have a place where they can check or write in how they heard about you.

Other Tips

- Other tips: If you had a particular image on your EDDM postcard, incorporate that into other signage—banners, posters, etc. So, people start to make the connection that this activity is going on at your church. Put the imagery on your church's social media pages, etc. Especially, if the image is royalty free, and you paid for it, get some mileage out of it.
- Understand that using a bulk mail permit can get you as low as around 6 cents/ card in postage cost. This is not the same. This is Every, door, direct, mail. Using EDDM, you will pay around 16 cents per piece. But consider that the advantage here is that you don't need to have an address. You are getting your name and information into the hands of thousands of new people who are not already on your prospect list. Though it is a generic address, it is more personal coming directly to their house, than standing alongside 20 other ads in the newspaper. If you don't have a huge prospect list already, this is a useful tool.

Quick Check List:

- ___ Design it (2 months out or earlier)
- ___ Print it (1 month out)
- ___ Select Routes on USPS website (1-2 months out—use this to figure out how many you'll need to print)
- ___ Pick up trays from post office (2-3 weeks out)
- ___ Bundle postcards with facing slips and paperwork (2 weeks out)
- ___ Drop off, pay postage(1.5 weeks out)
- ___ Measure results (ASAP after event)