

## **Steps to Mailing Second Wind Flyers Using Bulk Mailing**

To mail a one page flyer or announcement, you will need to prepare the information page or front page. This can be done in a variety of software, but should be exported from the program into a relatively common format, e.g. pdf. The flyer will be printed on both sides. The back page will contain the Second Wind return address and our mailing code (this is in lieu of a stamp). Contact Kelly Bails or Kim Nystrom for a copy of this file.

Contact Kim Nystrom to get a file of our mailing addresses, either just members or members and advertisers, depending on who you want to reach. Request the information in an Excel spreadsheet and let her know it is to get a flyer printed. Load your flyer (the front page), Second Wind information (the back page) and the file of addresses onto a data key, CD or portable disc and take it to Kinkos. They can download this data and produce the flyer. It will be double printed, i.e. printed two sides to one sheet. Request that it should be folded in thirds with the mailing address and return address showing. They will know this, but talking it through will help. Your big decision will be what color paper to use, remember we all get a lot of mail, you want this to get read. When you pick up the flyers, pay for it and mail the receipt to Second Wind c/o Stan Shobe, use the mailing address on the flyer. Stan is very prompt in reimbursing club members.

After you pick up the printed flyers you will need to sort them by the first three numbers of the zip code. Currently that will mean 618xxx, 609xxx, 619xxx and other, separate the flyers into these four groups. You need to know how many are in each group. Kim will probably have provided this when she sent you addresses, either print out this info or write it down.

Proceed to the USPS Bulk Mailing center on North Mattis Ave. Their hours are 9 a.m. to 6 p.m. Monday through Friday. The entrance is on the south side of the building inside the fenced in area. Go in through the blue door, go straight across the open bay to the windowed office on the far side. Inside this office, tell one of the postal workers why you are there and what you want to do. They are very friendly and will show you what form to fill out and where to place the flyers. We have an account with the post office, they will bill the account. Take note of how much the mailing cost and our remaining balance, provide this information to Stan Shobe. By providing this information to Stan, he will make sure the balance is maintained for future mailings.