

## CHAPTER 6

### SOME COMMENTS ON DISTRIBUTION

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#### 6.1 UPDATING YOUR MAILING LIST

Beyond the basic mailing list we discussed in **Chapter 2**, there are some other mailing list issues you may need to address. For example there may be additional names you might want to add to your mailing list.

Annually, at dues cut-off time, you'll need to check with your treasurer to find out which members have not renewed. Decide with your board if one "grace" month is in order for members who pass the dues deadline. You may want to develop a "LAST ISSUE - PLEASE DON'T LEAVE US" insert or rubber stamp for these folks.

Study your mailing list at least annually. Be sure to correct the list when issues are returned to you as undeliverable.

You may want to exchange newsletters with other regions or chapters. We recommend it. Exchanging lets you see what other regions are doing with their newsletters, and what kinds of club activities they're having success with. Your club president will receive a Newsletter Exchange Roster in the middle of the year. The number of clubs you exchange with is strictly up to you and your board.

The AACA has a new Achievement Program for newsletter editors, called the Newsletter Achievement Awards Program (**NAAP**). If you'd like to enter your newsletter in AACA's **NAAP**, you'll want to add the members of the Publications Committee assigned to your region or chapter to your mailing list; see **Chapters 5 and 7** for information on the **NAAP**.

The national hobby publication Old Cars Weekly sponsors a newsletter contest. If you wish to enter, add their address to your mailing list and include cover a letter with your first issue saying you'd like to participate in the annual "Golden Quill" competition. Several of these awards have been won by AACA region and chapter editors.

#### 6.2 ADDRESSING YOUR NEWSLETTER

The least expensive way to address the newsletter is to hand-write the member's name/address on each copy of the newsletter. However, unless the membership is small, this method is time consuming and inefficient. Printed stick-on labels are much better and can be easily produced with a computer and printer. You may also have the ability to produce a mail-merge address list, which will address each newsletter automatically.

## **6.3 MAILING COSTS**

Depending upon the size of your circulation, postage may represent a sizable expense. Sometimes clubs attempt to minimize mailing costs by handing out the newsletters at club meetings. Unfortunately, that may defeat one of your purposes, which is to entice others who otherwise might not make it, to come out to meetings and events.

Postage costs per copy will vary depending upon the size and weight of the newsletter. An 8½" x 11" publication weighing under one ounce, folded, with or without an envelope, can currently be mailed First Class for \$.39. Unfolded, the cost will be \$.63.

How to cut down on mailing costs? There are options other than First Class mail and mailing bulk rate might be something for you to consider but you will need to mail at least 200 newsletters that will have to be sorted according to strict guidelines provided by the United States Post Office. Also it can take up to 2 weeks to deliver. Postal regulations are too long, and revisions too frequent, to be considered here. To identify the best options for your club, check with your local postmaster. Or, you can check the US Post Office web site at **<http://www.usps.com>** for the most current information and requirements about using bulk mail.