

NEWSLETTER DISTRIBUTION COMMITTEE

The Newsletter Distribution Committee is responsible for electronic and snail-mail distribution of Cowtown's Monthly newsletter publication; the *Cowtown Low-Down*. There are extra copies of the newsletter that will need to be manually distributed as well.

The Newsletter typically is entered into the annual NCCC Club Newsletter Contest that requires three extra mailed copies (one per judge) 3-4 times a year (see NL Contest Rules). In the past, some newsletter editors prefer to handle this task themselves while others allow the NL Distribution Committee to handle it. These are typically mailed in full sized envelopes with a return, self-addressed stamped envelope inside; which requires extra postage. You will need to work this out with the Editor.

Newsletter Distribution Guidelines

Timeline

- **Create & Print Mailing Labels:** these should be printed no later than mid-day Monday, prior to picking up the printed copies of the newsletter
- **Printed Copies:** In order to reach our members prior to the Membership Meeting, it is important to get the newsletter to the post office prior to the last pick-up on the Monday prior to the Membership Meeting.
- **Extra Copies:** Deliver the extra copies of the newsletter as described below, at the membership meeting.
 - Historian – 1 copy with Inserts
 - Newsletter Editor – 1 copy with Inserts
 - Membership Committee
 - 2 Copies with Inserts – replacement copies for members
 - 10 Copies without Inserts – for Visitors to the meeting
- **Electronic Copies:** The email announcement should be emailed to the list no later than Tuesday evening, prior to the Membership Meeting. It is suggest that you utilize an email similar to the one shown below – be sure to test the URLs. You will send the email to the Yahoo Groups email distribution list which is maintained by this Committee: CTV-Opt-Out@yahoogroups.com.

Materials Needed: You will need to maintain and/or procure the following for the mailing.

- ¾" or 1" sticky buttons (or clear tape) in order to keep the newsletters closed during their journey and to keep the inserts inside.
- Avery 5160 Mailing Labels: 3 rows of 10 labels (30 per sheet).
- Postage; currently \$1.47 each.

Resources

- **Address Information for Mailing Labels:** obtain a dump from the Membership Committee
- **Number of Copies:** the Editor is responsible for providing the number of copies that will be emailed; if not, the Membership Committee can be leveraged.
- **Webmaster:** will be able to validate that the Editor has provided and they have posted the electronic version of the newsletter.
- **Yahoo Groups:** this is the method that is utilized to maintain the opted-out members that will receive the newsletter electronically.

Create the Mailing Labels

You can use any program you wish to handle this task; typically we have used Microsoft Word since most people have it; thus these instructions are for using that application.

- Launch MS Word
- Go to *Mailings*, then *Start Mail Merge*, then select *Step by Step Mail Merge Wizard*.
- Click *Labels*, then select *Next*
- Click *Label Options* and choose *Avery 5160 Easy Peel Address Labels*

- Next we will need to identify the mailing address file (from Membership); select *Browse* and then navigate to where you stored the *.csv file they provided; and select it, then select Next.
- Now you will need to arrange your labels; choose *Address Block*, and then select the 5th option down.
- Choose to *Update All Labels* by clicking that button.
- Some printers vary on how they print so you may need to adjust the space before each line; my printer required me to use 6 pt; adjust as needed.
- *Preview Your Labels* to see how they look; if they look ok select *Complete the Mail Merge*
- Since some members have dependent members, other anomalies and our sponsors have four lines of text, so it is safest to *Edit All Labels*. Look thru the labels and manually adjust font sizes and/or spacing as needed.
- We also found printing labels in different color ink helped speed up the labeling of the printed newsletters
 - Member Copies – Black Ink
 - Visitor & Sponsor copies in Blue Ink
 - Historian, Editor, Replacement and Visitor Copies in Red Ink

Monthly Newsletter (Low-Down) if Mailed before the meeting

Now the fast paced, timely part takes place – typically on Monday afternoon; unless the editor got it to the printer earlier than normal.

- Time Allotment: It takes an average of one fast paced hour for two people to place the sticky button, label and postage on a hundred newsletters.
- Pick up the printed newsletters w/inserts from the Printer. From this point on we have found that if you spread these out (as many as possible) on a flat table, with the one below the other overlapping it a little, you can create an assembly line for two people to run thru and button, label and put postage on them.
- Take the heaviest newsletter to the post office to weigh it; typically the newsletters without inserts do not weigh enough less to change the postage requirements.
- Place tape or a sticky button to keep the newsletters closed and inserts inside; the post office will not mail the newsletters if this isn't done
- Place the labels on the newsletters; keep the member copies (ones with inserts) separate from the non-member copies (ones without inserts.)
- Place the postage on the newsletters.
- Take the newsletters to the post office for mailing. We have found that if you have them ready and back in the box (from the printer) you can typically place that box up at one end of the post office counter (they will tell you where) so that you don't have to wait in line.

Monthly Newsletter (Low-Down) if NOT-Mailed before the meeting

This allows for a slower paced schedule which can be done any time prior to the meeting; it also saves lots of postage.

- It takes an average of one an hour to place the sticky button, label on a hundred newsletters.
- Pick up the printed newsletters w/inserts from the Printer. From this point on we have found that if you spread these out (as many as possible) on a flat table, with the one below the other overlapping it a little, you can create an assembly line for two people to run thru to label them. It is easiest to keep them in alphabetical order to make it easier to find a person's Low-Down to pass them out at the meeting.
- After the Membership Meeting
 - Gather up the remaining newsletters that were not picked up that evening.
 - Take the heaviest newsletter to the post office to weigh it for postage. Note: typically the newsletters without inserts do not weigh enough less to change the postage requirements.
 - Place tape or a sticky button to keep the newsletters closed and inserts inside; the post office will not mail the newsletters if this isn't done. Again, using the assembly line method seems to work out best.
 - Place the postage on the newsletters.
 - Take the newsletters to the post office for mailing. We have found that if you have them ready and back in the box (from the printer) you can typically place that box up at one end of the post office counter (they will tell you where) so that you don't have to wait in line.