



# 2011 Parish Stewardship Direct Mail Choices

Communication at all stages of the Stewardship Campaign is critical to the success of your efforts. Parishioners deserve every opportunity to hear from you the call to participate more fully in the Christian Life.

## **OPTION 1— FULL SERVICE**

Using a professional print and mail house to prepare and mail a personalized and customized mailing is a smart and efficient way to handle a key portion of the Stewardship Campaign. Each mailing consists of:

- Letter from Pastor
- Personalized Commitment Form and Ministry Choices
- A return #9 envelope
- A Parish outgoing #10 envelope
- A Reflection Guide of your choice
- Collate and match insertion into a sealed envelopes
- Application of 1st class stamp
- Addressing of envelopes
- Sorted and packed into postal trays, delivered to the Post Office with proper postal documentation.

*Proofs will be provided prior to printing*

### **Fulfillment Costs:**

Set-up cost for either option = \$100 (\$175 value)

	<u>Under 500</u>	<u>Over 500</u>
Complete mailing with parish letter in black ink	\$2.99 ea	\$2.81 ea
Complete mailing with parish letter in full color	\$3.29 ea	\$3.11 ea

Either option will be mailed 1st class stamp to ensure a speedy delivery.

We recommend that you also use the *Individual Materials Order Form* to order posters, thank you cards, and envelopes to complete you campaign.

## **OPTION 2— SELECTED PRINT SERVICE**

Order any parts of the mailing recommended for the Campaign from a menu of selections, then prepare the mailings using Parish staff and/or volunteers.



# 2011 Parish Stewardship Direct Mail Order Form

Parish		Phone # (    )	
Address		City	Zip
Pastor Name			
Contact Name		Contact Phone # (    )	

## STEP # 1—SELECTION OF MATERIALS

TARGET MAIL DATE: \_\_\_\_\_

<b>Cover Letter</b> <i>(choose one)</i>  <input type="checkbox"/> Sample Letter from Stewardship Planner  <input type="checkbox"/> Custom Letter <i>(email letter to TurnKey at email address listed below)</i>	<b>Reflection Guide</b> <i>(choose one)</i>  <input type="checkbox"/> Reflection Guide #1 <i>“Our Unique Roll”</i>  <input type="checkbox"/> Reflection Guide #2 <i>“Responding to the Call”</i>	<b>List of Ministries</b> <i>(attach)</i>  Circle all ministries you would like included from attachment M. Please add any have not been included.
<b>Complete customize, personalize, print, fold, stuff and mail service</b> <input type="checkbox"/> Option 1—Parish Letterhead in black ink only; Ser-up \$100 (\$175 value) plus \$2.99 ea (up to 500) or \$2.81 ea (over 500) <input type="checkbox"/> Option 2—Parish Letterhead in full color; Set-up \$100 plus \$3.29 ea (up to 500) or \$3.11 ea (over 500)		

## STEP # 2—PLEASE PROVIDE THE FOLLOWING:

<input type="checkbox"/> <b>Parish Letterhead</b> <i>Both hard copy and logo/layout via CD or email, if available.</i>  <input type="checkbox"/> <b>Parish Envelope</b> <i>Both hard copy and logo/layout via CD or email, if available.</i>  <input type="checkbox"/> <b>Pastor’s Signature</b> <i>Please sign your name using a black medium point pen or fine black felt tip on plain white paper.. Use the same amount of space that you would to sign a letter. Please send at least two signatures.</i>  <input type="checkbox"/> <b>Mailing List(s)</b> <i>Provide on CD or email if available.</i>	<b>Mailing List Options:</b>  English/Spanish Readers  <input type="checkbox"/> Option 1—A single list is provided with a field designating whether recipient reads English or Spanish <input type="checkbox"/> Option 2— Provide two separate files, one English, one Spanish  File formats acceptable:  <input type="checkbox"/> Text (.txt) comma-delimited (.csv)  <input type="checkbox"/> Excel spreadsheet (.xls or .xlsx)  <input type="checkbox"/> dBase format (.dbf)  Approximate number of households: _____ English    _____ Spanish
<p><b>Proofs will be provided prior to printing</b></p> <p><b>Return to:</b> TurnKey Direct Marketing, Inc.          P.O. Box 261          Excelsior, MN 55331-0261</p> <p><b>Ph:</b> (952) 401-3383    <b>Fax:</b> (952) 401-3384  <b>Email:</b> Kari @turnkeydirect.net</p>	



## 2011 Parish Stewardship Individual Materials Order

Parish		Phone # (    )	
Address		City	Zip
Pastor Name			
Contact Name		Contact Phone # (    )	

		<b>Quantity</b>	<b>Unit Price</b>	<b>Amount</b>
Poster - "Stewardship — A Way of Living"	<i>English</i>		\$2.00	
Thank You Cards			\$0.41	
Envelope for Thank You Cards (size A-6)	<i>Blank</i>		\$2.00	
Envelope for Thank You Cards (size A-6)	<i>Printed in black ink</i>		\$0.20	
Reflection Guide #1 - "Our Unique Roll"	<i>English</i>		50 + \$0.13	
Reflection Guide #2 - "Responding to the Call"	<i>English</i>		\$0.47	
Commitment Forms/Ministry Choices	<i>English</i>		\$.047	
#9 Reply Envelopes			50 + \$0.07	

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