

Non-Profit Direct Mail Guide

Direct Mail has long been a very effective way to reach the community. Whether you are a neighborhood church or a regional “destination” church, we can help you reach the people most likely to respond.

Demographics

We can target your outreach mailing primarily based on geography (mailing homes closest to the church building or meeting location). This is the most common, least expensive way to mail. However, we can also mail to specific demographics such as

- Parents of School-Age Children
- Seniors
- 20-Somethings
- New Movers into Your Area

And many more demographic categories.

Mailer Design

We have an experienced designer on staff, and another designer (who has many years of experience in church plants) we often refer clients to. We can design your mailpiece for a very reasonable fee.

Many of our church clients have their own designer, however, and we are happy to work with your existing artwork. If you submit your own artwork, please adhere to the following requirements.

- CMYK color mode; 300 dpi; .125” bleed
- No important text or photos within 1/8” of the outside border of the finished size, in case of cut variance.
- Address block: Must have a 2½”x5” pure white area at the lower right corner on the “back” side of the postcard. Do not imprint your mailing indicia. Templates for the “back” side are available upon request.
- Submit files as a high-resolution PDF with all type converted to outlines, or as flattened TIFFs.

Non-Profit Mailing Rates

You must have a nonprofit mailing permit to get the rates on this price sheet. If you do not have a nonprofit mailing permit we can guide you through the process of obtaining one.

To handle your mailing for you, we will need your six-digit nonprofit authorization number and the return address listed on your permit.

If you are a mission of another church and are using the parent church’s nonprofit permit, the parent church’s name and return address must be used as the return address. If the return address does not match the permit, the post office will reject the piece for nonprofit rates.

Timeline

Typically, if you want cards to begin hitting homes the Monday before a specific Sunday service you are advertising, we need artwork completed approximately three weeks before the date of the service. This allows time for printing, addressing, and freight to your local post office.

Please call us anytime and we will be glad to answer any questions you may have concerning any of our marketing programs.



888-535-0611
info@633direct.com

633 Direct
Turnkey Direct Marketing Programs

PO Box 13248
Arlington, TX 76094

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"The folks at 633 Direct are the ones to use for your direct mail campaigns. We've done 11 large mailouts with them and have never been disappointed. They always ensured that our mailings arrived on time and were very helpful when we called with questions. Our church has grown from 0 to 2,000 in two years, and a large percentage of our guests came from our mailers."

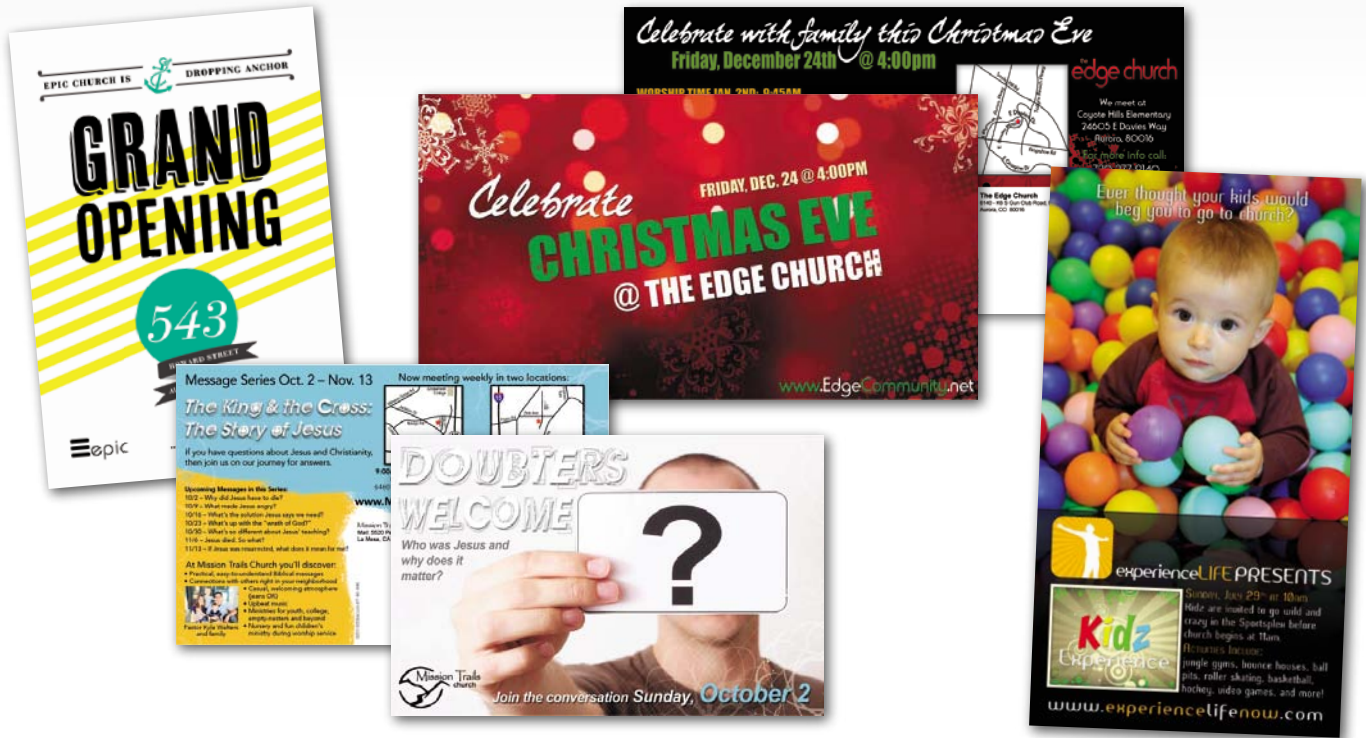
Chris Galanos, Experience Life, Lubbock

"The team at 633 Direct has been great to work with. We've done five postcards, a door hanger and our fundraising brochure with them now. The quality has been excellent, and they handled everything, which made the process really easy."

Ryan Heller, Edge Church, Denver

"Thanks for everything! We had 61 first time guests, most of them from the mailers. Let me know if you ever need me to convince other church planters to do direct mail!"

Andy Wood, South Bay Church, San Francisco



Postcards

"Saturation" mailings cover selected areas; "Targeted" mailings cover demographics (i.e. income, age, etc.) within a selected area.

Saturation	10K-19K	21K-29K	30K-49K	50K+
Large 5½"x8½"	22¢ each	21¢ each	20¢ each	19¢ each
Extra Large 6"x9"	23¢ each	22¢ each	21¢ each	20¢ each
Jumbo 6"x11"	25¢ each	24¢ each	23¢ each	22¢ each
Targeted	10K-19K	21K-29K	30K-49K	50K+
Large 5½"x8½"	30¢ each	29¢ each	28¢ each	27¢ each
Extra Large 6"x9"	31¢ each	30¢ each	29¢ each	28¢ each
Jumbo 6"x11"	33¢ each	32¢ each	31¢ each	30¢ each

Pricing includes printing, mailing list, addressing, postage and mail drop. We will handle all the paperwork to process your mailpieces under our nonprofit permit, and ship them to your local Sectional Center Facility Post Office for delivery during the week of your choosing.