

Proposal from Coordinator on the Mailing of Print Newsletters

Friends:

Each year, we spend approximately \$2,500.00 on the production and mailing of our print newsletters. We send the newsletter to approximately 600 households. I propose that we set a goal for Fiscal Year 2016 to spend fifty percent less on mailing print newsletters by reducing the number of people who receive them concurrently by fifty percent (from 600 to 300 households or less).

I understand that many in our community value the print newsletter for its old-fashioned appeal and tangible feel. I am not so much a product of the millennial generation that I cannot grasp, myself, the importance of holding what I am reading in my hand. Especially when I am reading intently, I like to jot notes in the margins and underline sentences. This experience is largely lost with electronic media.

However, the print newsletters are consistently out-of-date due to the time interval between the point at which I send the finished product to the printer and the point at which we retrieve them from our mailboxes. As mentioned above, they are expensive to send in the quantity we send them. I also know anecdotally, from Friends who've spoken about the print newsletters at past business sessions, that we sometimes allow them to set unread or barely read upon our coffee tables in just the same way we allow email messages to languish in our inboxes.

I have intervened in an attempt to remedy the above issues by supplementing the print newsletters, which are released four times annually, with monthly electronic newsletters. I have also begun segmenting our mailing list so people only receive emails regarding the specific announcements that they have signed up to receive. I have lastly aimed to limit the number of email messages to one per month.

I also believe we can feasibly join together to remedy issues regarding the cost of the print newsletter in several ways. First, we can continue to release an electronic version of the print newsletter to our entire mailing list. This way, Friends will be able to print extra copies from their home computers. **I also propose that we mail ten copies of the print newsletter to each of our eleven monthly meetings and to our one worship group. I secondly propose sending one more special print newsletter in October 2014 to all households that currently receive them. These would be "special" because I will have added in big letters on the front page that we are going to stop sending print newsletters unless Friends specifically request to continue receiving them.** The hope is that this strategy will then significantly reduce the number of newsletters that are mailed and help us achieve a balanced budget by Fiscal Year 2016.

If we were able to reduce the number of print newsletters we mail by fifty in percent in January 2015, then we would presumably reduce our expenses on print newsletters by 25% in Fiscal Year 2015 (from \$2500.00 to \$1875.00) and by another 25% in Fiscal Year 2016 (from \$1875.00 to \$1250.00).

All the best,
Zachary T. Dutton