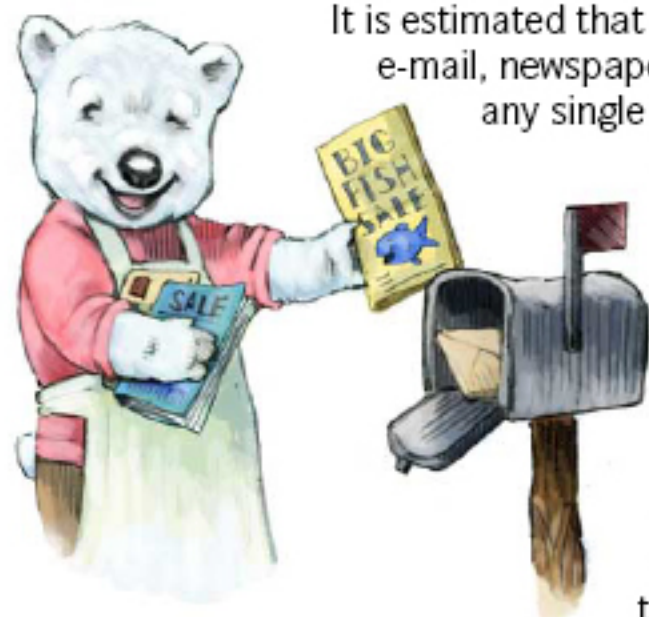


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HOWARD PRINTING

Reply Mail Really Works!

September Issue



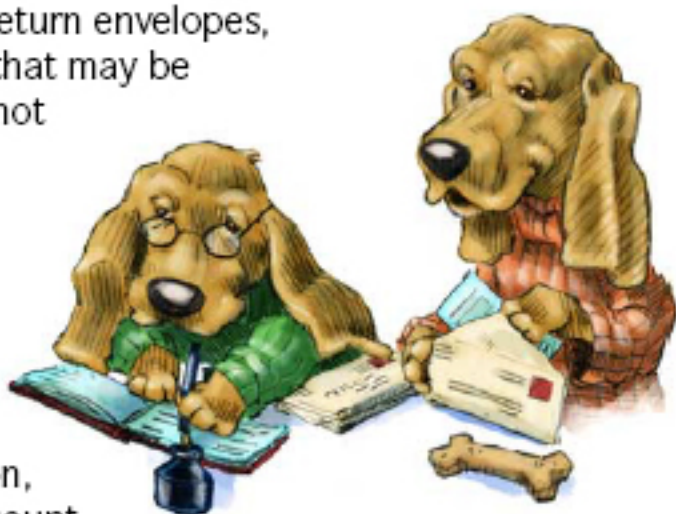
It is estimated that recipients of non-subscription media (postal mail, e-mail, newspaper inserts, etc.) spend less than 10 seconds scanning any single mail piece before deciding whether to thoroughly read it. This means you must arouse the reader's attention with a strong subject line, headline—or at the very least—clearly state your message within the first few lines of copy. Once you have a reader's attention, you must continue to engage that reader emotionally and move him or her toward action.

Making it easy for a reader to reply will increase the chances for a positive response. For print campaigns, this means serious consideration should be given to

“reply” envelopes. Enclosing remittance envelopes with a fundraising campaign or RSVP reply cards and envelopes for special events is an obvious strategy. Brides pre-pay postage for replies by placing a stamp on return envelopes, so they can get a final head count. But companies that may be sending thousands of mail pieces each quarter cannot afford full pre-paid-postage replies.

Two options remain that will always encourage a positive reader response: business reply mail (BRM) envelopes or postcards and simple “furnished” remittance envelopes. Business reply mail accounts are set up at your local U.S. Post Office. The process includes filling out an application, paying an annual user fee, and receiving a BRM account number and digital art to create and print your reply

envelopes or reply postcards. The advantage of using BRM is that there is no cost to the recipient, and the mailer pays only for envelopes or postcards that are returned by interested readers.



Remittance envelopes are non-postage-paid, furnished envelopes that make it easy for the reader to respond to your cause, pay their bill or initiate a subscription. The cost for supplied remittance envelopes is only the cost of printing the envelope itself plus its inserting or binding cost; making it a relatively inexpensive response mechanism. The responder adds postage to each reply envelope or postcard.

Howard Printing has assisted clients to make their fundraising and event-planning efforts really pay off. We have a wealth of campaign material samples that will get you started. Call us for a free consultation!

269-329-0022 • 800-968-4726 • www.howardprinting.com
Kalamazoo, Michigan