

DEMOCRATIC COMMUNICATIONS

2021 Quick Guide to Newsletters • Printing • Mailing



NEWSLETTER PROCESSES AND DEADLINES

Must allow 7-8 weeks to reach mailboxes

Fill out the intake form to start the direct mail process. When you fill out the form, the following people will be alerted to start their portion of the project:

- 1** Your GRAPHIC ARTIST/PRINT COORDINATOR will design the layout and oversee the process.
- 2** Your COMMUNICATIONS ADVISOR will create the written content.
- 3** Your MEMBER SERVICES ADVISOR will create your mail universe (list of addresses to send the mailer to)

A screenshot of a 'Financial Operations Request Form' from the House of Representatives. The form includes fields for 'Requester Name', 'Requester Title', 'Requester Email', 'Requester Phone', 'Requester Address', 'Requester City', 'Requester State', 'Requester Zip', 'Requester Country', 'Requester Date', 'Requester Time', 'Requester Subject', 'Requester Description', 'Requester Comments', 'Requester Signature', 'Requester Date', 'Requester Time', 'Requester Location', 'Requester Status', 'Requester Type', 'Requester Category', 'Requester Subcategory', 'Requester Priority', 'Requester Urgency', 'Requester Importance', 'Requester Relevance', 'Requester Impact', 'Requester Benefit', 'Requester Cost', 'Requester Risk', 'Requester Feasibility', 'Requester Viability', 'Requester Sustainability', 'Requester Scalability', 'Requester Replicability', 'Requester Transferability', 'Requester Adaptability', 'Requester Flexibility', 'Requester Resilience', 'Requester Robustness', 'Requester Resilience', 'Requester Robustness', 'Requester Resilience', 'Requester Robustness'.

Print Coordinator

- Submit a completed Financial Operations Form (FO) to your print coordinator. Failure to include all details will result in the request being rejected and the work not beginning.
- **Details that *must* be included are:**
 - ♦ Non-mail/Mail quantities (including any extras you want for your office use)
 - ♦ Mailing Universe
 - ♦ Two color choices

Communications Advisor

Timing: 10 days | Office - 2 days for approval

- Contact your Communications Advisor to discuss topics for non-issue oriented newsletters
- The Communications Advisor has 10 days to write the newsletter
- The office has 2 days to review and approve the text
- Approved text is sent to the graphic artist

Graphic Artist

Timing: 5 days | Office - 2 days for approval/feedback

- The graphic artist has 5 days to design the newsletter
- The office has 2 days to review, approve and return the proof
- If several rounds of revisions are requested, the design process will be extended



NEWSLETTER PROCESSES AND DEADLINES

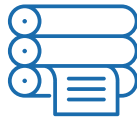
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Member Services

Timing: 2 days | Office - 2 days for approval

- Work with your Member Services Advisor to get a targeted universe of constituents to send your mailer to. This can be done one of two ways: The list can be created to fit a budget, or you can ask for a list with certain parameters and the size of that list determines the budget.
- Research shows that mailers are most effective when the constituent receives 3-5 in a year so, it is best practice to send all “general topic” mailers to the same universe. Micro-targeted universes can (and should) be cut for specialized mailers. (ie Hunt & Hook, Senior)
- Mail lists are processed by the Member Services Team and cross-referenced with a USPS database to ensure accuracy. Please make sure that we have correct home addresses for you and your staff to receive your mailers at home!



Legislative Service Bureau (LSB) Printing Division

Timing: 3 Weeks

When requested, LSB will provide a final printer proof which must be reviewed, changes or approval indicated and returned to the print coordinator within 24 hours; PDF proofs can be made available in lieu of paper proofs (please ask if you need a PDF proof).



House Duplicating Center (HDC)

Timing: 7-10 days

- Processes the newsletter for mailing
- Addresses newsletters
- Sorts and trays newsletters to send to USPS

Important Note:

Printed “overs” do not exist in Legislative printing. Should you want extra copies for your office, you must request those to be sent to your office at time of original order. Extra copies will be charged to your office allotment.

ISSUE-ORIENTED NEWSLETTERS (IONS) AND DISTRICT-SPECIFIC TOPICS



We have designed several newsletters for the issues listed below, but will create a customized newsletter containing priority topics specific to your district. ION topics are TBD as issues evolve.

UNIVERSAL TOPICS

Education

Distribution timing: Early August or TBD by office

Articles on college savings, job training, the teacher evaluation system, the trouble with charter schools, nonparity of school funding and anti-bullying. Legislative updates as needed.

Consumer Protection/ Civil Rights

Distribution timing: Any or TBD by office

Update on legislation such as voting rights/restrictions, free speech and redistricting. Information on how to shop for health care options (depending on federal action), find better prescription prices and domestic violence resources.

Infrastructure and Roads

Distribution timing: Pothole Season or TBD by office

Articles include new legislation (higher speed limits, higher gas tax and registration fees, critique of roads plan) and information about how to save at the pump. Other topics include the Flint water crisis and Macomb County sinkhole, and data on the economic value of infrastructure.

Labor/Job Training/ Economic Development

Distribution timing: Labor Day or TBD by office

Information on job training resources, how to save money, skilled trades preparation, TIA workforce and talent development, and middle colleges. Articles on small businesses, such as benefit corporations, capital and resources. Includes legislative updates on related topics and the energy package.

Year End Newsletter

FO Due: 11/1

Due to LSB: 11/16

Mailed by: 12/28

Each member is limited to one “year end” newsletter, regardless of content.

A meeting is strongly encouraged before this newsletter is started.

A year end wrap-up containing information on legislation passed and how the Representative is working for the district.

Additional Topic Ideas

- Corporate Polluters
- Water Quality
- Environmental Issues
- Pay Equity
- COVID-19
- Public Safety
- Equality for All Citizens
- Human Trafficking
- Unemployment Insurance Agency
- Financial Support

TARGETED TOPICS

Hunt and Hook

Distribution timing: Early May, Early August or TBD by office

Features information about fishing legislation, the Great Lakes or inland waters, articles on the Natural Resources Trust Fund, fishing seasons and species, and invasive species, such as Asian carp.

Hunting topics include gun safety, various hunting seasons, and the economic impact of hunting in our state. This is an opportunity to reach constituents who may not have had much of a connection with us before.

Seniors

Distribution timing: Late May (returning snowbirds)

Provides seniors with information on how to shop and save for long-term care, shop for competitive drug prices and find mental health resources. Includes information for caregivers and articles about developing legislation of interest to seniors.

Veterans

Distribution timing: Any or TBD by office

Informs veterans and their families about recent legislation regarding state-run veterans homes, a wrap-up of the Grand Rapids Home for Veterans problems, and resources and benefits for seniors, including mental health. Additional articles on legislation pertaining to veterans as needed.

Women's Health

Distribution timing: Any or TBD by office

Resources for low-income women, prescription drug price shopping, contraceptive and reproductive care, domestic violence resources, mental health resources, heart disease, and how to access mammograms (if ACA is eliminated or Planned Parenthood funding is cut).

Please confirm with Member Services that your Member's address has been added to your mailing lists, so that they receive a copy of each newsletter mailed to their district.

WALK PIECES AND LEAVE-BEHINDS



Each of the items listed below are items that can be printed and used to distribute door-to-door or to leave behind at schools, libraries, etc.

March is Reading Month

(Request by 2/2)

- Bookmarks
- Promotional Poster w/Photo
- Handout with reading resources engaging parents

Walk Piece

(Request by 2/16)

- A leave behind for legislative canvassing. Past pieces have included surveys, community and municipal resources, and coffee hour schedules
- Work with your Member Services Advisor to decide which walk piece would be appropriate for you

Summer Recreation

(Request by 4/17)

- Listing of events in district or statewide
- Intention is to be kept on constituent refrigerator

Trick or Treat Safety

(Request by 9/30)

- Focuses on safety, can be dropped at schools for each appropriately aged child to take home

PRINTING RULES AND DATES



The House Duplicating Center's and Legislative Service Bureau's printing and mailing equipment shall be used for official legislative business only. Only printing the HDC's or LSB's equipment is capable of producing will be printed. Official legislative business is deemed to include all issues of statewide interest or of general interest to an entire legislative district. The use of legislative equipment for the printing of personal or partisan material of any nature for a legislator is strictly prohibited. Examples of prohibited material can be found within the Policies and Guidelines Booklet as well as on [HouseNet > Policies > Administration/Business Office > Printing Guidelines](#) – please refer to this for full details.

Each Legislative Term, printing and mailing guideline dates will vary. Please consult the [HouseNet > Policies > Administration/Business Office > Printing Guidelines](#) for up-to-date deadlines and printing rules.

When in doubt, please contact your print coordinator/graphic artist for more details:
Liz Kranz | 373-5778 | lkranz@house.mi.gov or Bobby Jereb | 373-5342 | bjereb@house.mi.gov

SIZES AND PRICING



Your print coordinator is happy to price out your newsletters and handouts once the quantity is known. Contact your Member Services Advisor to create a mailing list. Mailing lists **MUST** be generated by your Member Services Advisor.

In order to calculate the price of newsletters, we need to know the newsletter size, quantity to be printed, number of households and cost of mailing list. The costs of ink and paper are also factored into the price.

Our initial cost estimates show that printing and mailing a regular newsletter will cost approximately 30 cents per piece, while the largest mailer will cost around 50 cents each. Postal rates are determined by USPS, while printing costs are determined by LSB. Please note that “flat” mail rates (larger than 11 x 17) are more expensive than pieces that are considered “letter” mail.

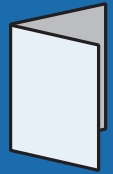
Newsletter Sizes

- 11 x 6 postcard (80# cover)
- 8.5 x 14 trifold
- 8.5 x 11 bifold (80# cover)
- 10 x 14 trifold
- 11 x 17 quarter fold
- 11 x 24 trifold
- 16.5 x 10.5 trifold
- 18.25 x 6.5 quarter fold
- 17 x 22 quarter fold

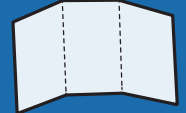
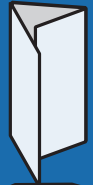
Printing and Postage Cost Estimates

Size	Print 1,000	Print 5,000	Print 10,000	Print/Mail per piece
11 x 6	\$51.97	\$198.95	\$294.92	\$0.30
8.5 x 14	\$49.42	\$166.47	\$312.78	\$0.30
8.5 x 11	\$59.56	\$211.60	\$401.66	\$0.30
10 x 14	\$30.31	\$149.55	\$298.59	\$0.30
11 x 17	\$51.17	\$175.23	\$330.30	\$0.30
11 x 24	\$105.41	\$305.69	\$556.04	\$0.50
16.5 x 10.5	\$47.30	\$169.73	\$322.77	\$0.50
18.25 x 6.5	\$66.00	\$162.68	\$283.53	\$0.50
17 x 22	\$123.71	\$415.07	\$779.27	\$0.50

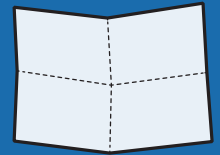
FOLD TYPES



Bifold or Half fold



Trifold



Quarter fold