

Help along the way

Oley Promotional/Direct Mailing Overview

We are pleased to offer this one-time only access to Oley members. Because it is a privilege restricted to partners who have donated \$20,000 or more within the last 12 months, and is delivered in an Oley envelope, we offer a good response rate.

Oley will coordinate the shipping to members through its own vendor, and print the envelopes. You are responsible for producing and shipping the materials to Oley's mailing house.

In addition to your materials, Oley includes a letter that explains our privacy policy to members. The policy is posted at <http://oley.org/?page=PrivacyPolicy>.

Oley will invoice you for postage, printing of envelopes, and the mailing house stuffing and labeling fees. We do not mark up any of these fees, and do not charge for Oley staff time. If you want, Oley will provide an estimate of the charges.

How to Get Started

1. Send/email a sample of the mailing materials for Oley staff approval.
2. Discuss details with Oley staff:
 - Who do you want to receive the mailing: patients on HPN? adults/children? clinicians? members of industry? We will send you a current breakdown of Oley's membership to choose from.
 - When do you want people to receive it? See timing considerations below.
 - What size envelope do you need? To minimize your postage costs, we recommend using a 9" x 6" envelope or a #10 business envelope. Note: 9.5" x 6.5" envelopes incur the more expensive 'flat rate.'
 - Do you want first class, or third class nonprofit bulk rate? Third class minimizes postage costs, but takes 2-3 weeks for delivery. First class presort rates are only up to 1 oz for a flat piece, but up to 2 oz for a letter.
 - What order would you like the materials stuffed in?
 - Do you need any other special services? (i.e. having Oley's mailing house fold your materials)

Keep in Mind:

- Oley needs about two weeks to order envelopes.
- The mailing house needs about 3 business days to stuff and label.
- If you want your mailing to go out within 4 weeks of the Oley conference, you will need to allow for more lead time.
- If you want an estimate of the postage costs, we'll need to know the weight of the mailing.

Questions?

Contact Roslyn Dahl (dahlr@mail.amc.edu) or Joan Bishop (bishopj@mail.amc.edu).