



ourcommunity.com.au

## Marketing, Media & Post Centre

[www.ourcommunity.com.au/mmp](http://www.ourcommunity.com.au/mmp)

**How do Community Groups**  
Improve their marketing?  
Increase media support?  
Conduct effective mail campaigns?



# Marketing, Media and Post Centre

THE MODERN environment demands that community groups get smarter about promoting themselves and their messages. Like it or not, groups are competing for funds, for members, for volunteers, for support – without which their vital work is just not possible.

**Our Community** and **Australia Post** have joined forces in an effort to make this task easier.

Through the **Marketing, Media and Post Centre**, we are providing a comprehensive package of tools and knowledge to help Australia's 700,000 community groups sell themselves better.

Whether it's by promoting their message in the media, appealing for public donations through a direct mail campaign, or keeping in touch with supporters through brochures, newsletters and reports, the Marketing, Media and Post Centre has all the advice and tools to help – resources that are making it one of the most popular and most-loved areas of the [www.ourcommunity.com.au](http://www.ourcommunity.com.au) site.

Since the launch of the centre, over 80,000 community groups have made use of the resource, which includes over 100 help sheets, best practice examples and tools to develop marketing, direct mail and communication campaigns. It also includes a directory of Australian metropolitan, suburban and regional media contacts. Users have access to a free image library, tools to assist with direct mail campaigns and links to Australia Post services such as Charity Mail.



*“We commend Australia Post for displaying such a real and practical commitment to community in making this terrific resource a reality.”*

Rhonda Galbally AO  
Chief Executive Officer  
[www.ourcommunity.com.au](http://www.ourcommunity.com.au)

## What people say about the Marketing, Media & Post Centre

*“By providing advice on common pitfalls and mistakes made with marketing by mail we were able to avoid these and thus send out a perfect presentation first time around.”*

*“The media contacts site is fabulous for small organisations where the General Manager is the fundraiser (and) media person... The marketing tools help with the templates so the wheel does not have to be reinvented!”*

*“The site introduced us to mailing lists ... After our mailout we were totally booked out for six weeks commencing September. It was way beyond our expectations.”*

*“We have found the entire site enormously helpful and, since being introduced to it a month or so ago, have been amazed by the range and quality of the advice given.”*

*“The site has very useful information about staging a campaign successfully from start to finish, including timelines, things to consider along the way, creating positive messages about our activities and following through consistently... Fabulous site!”*

*“By providing advice on common pitfalls and mistakes made with marketing by mail we were able to avoid these and thus send out a perfect presentation first time around.”*

# Help Sheets

**Need marketing help that's jargon-free and easy to follow? Here are just some of the free help sheets you can find at the Marketing, Media Post Centre**

## Help Sheets

Here are just some of the free help sheets you can find at the Marketing, Media Post Centre:

### Marketing your Group - The Basics

- What is Marketing?
- How to Market your Group for Free
- Developing a Marketing Plan
- Preparing a Communications Strategy
- Keeping your Messages Consistent
- Selecting and Using a Spokesperson
- Marketing your Image
- Producing a Brochure or Newsletter
- Marketing your Group Online
- Marketing your Group Through Email
- Using your Annual Report as a Marketing Tool

### Media - Preparing Campaigns

- Why Media is Important
- How the Newsroom Works
- What the Media are Looking for
- Creating and Using a Media Contact Book
- Generating Interest in your Activities & Gaining Coverage in your Area.
- Writing, Sending and Following up a Media Release
- Managing a Media Crisis
- Staging a Media Event
- Becoming an Opinion Leader
- Tips on Getting free Exposure for your Event
- Tips on Media Interviews

### Mailing and Database Management

- Managing your Contact List or Database
- Using Segmentation, Profiling, Targeting and Testing
- Creating your own Contact List or Database
- Updating, Maintaining and Expanding your Mailing List

### Marketing by Mail

- Preparing and Planning your Direct Mail
- Creating an Effective Direct Mail Letter
- Personalising your Direct Mail
- The Contents of your Direct Mail Pack
- Printing and Sending your Direct Mail

*“I was amazed at how helpful small tips from this site were. Thank you.”*

Marcia Stapleton, **Stella Maris Catholic Primary School**

# Resources

**Our Community** and **Australia Post** have combined to provide community groups with the resources and tools to spread their message to an ever-growing audience. Australia's 700,000 community groups have such a good story to tell and the Marketing, Media & Post Centre has been developed to provide the skills and practical tools to build greater public awareness and support.

The Marketing, Media & Post Centre assists all community groups to:

- Develop a strong, consistent and compelling message
- Create strategies to successfully communicate that message.
- Improve their ability to build media support and coverage.
- Improve the communications used to attract new members and expand support.
- Increase the effectiveness of their direct mail campaigns.

## Images, Ideas and Layout Section



This section is designed to provide community groups with free or low-cost access to a growing library of stock pictures and document templates that you can use in developing marketing materials. This site will provide you with some images, ideas and layouts to make your communications sing!

**1. Free Layout Downloads:** Includes links to downloadable document layouts and templates available for use by community groups in developing their direct mail communications. The layouts cover a range of materials, including:

- Direct mail letters
- Coupon Mailers
- Envelopes
- DL & A6 sized Postcards

**2. Free Image Downloads:** Features an ever-growing number of free downloadable images for use by community groups in developing direct mail letters, flyers or other types of communications. No fees or royalties apply to these images and the library.

## Marketing your Group



Marketing your community group is vital to ensuring your group is able to not only survive – but thrive. Marketing is about increasing positive awareness of your group and its good work. It is about communicating with your present support base – donors, members, sponsors, business partners, residents, clients and local decision-makers – but also about increasing the number of people who support your group.

## Media - Preparing Campaigns



Media coverage helps to spread the message – your message – to a wider audience than you can reach through your own efforts. To be successful you need to create a strong media strategy, develop good relationships with media working in your geographic and interest areas and have the ability to recognise what is “news”.

Help Sheets in this section of the Marketing, Media & Post Centre will help you learn why the media is important, and how you can use it to further your group's goals. They will guide you through the process of writing, sending and following up a media release, holding a press conference, managing a media crisis and much more.

## Media Campaigns



Working out a media strategy and preparing your media release or news “package” is one thing. The next step is contacting the right media outlet in your area to relay your story. To assist community groups in contacting their local newspaper, radio and television stations, the Marketing, Media & Post Centre contains a list of media outlets throughout Australia.

## Marketing by Mail



For community groups, communication is the key to maintaining and increasing support. While some groups are able to communicate directly with supporters or use a mix of email, websites and media appearances to get their message across, one of the most common methods of reaching an audience is through mail-outs or direct mail.

In this section of the Marketing, Media and Post Centre, we take you through the different stages of planning, creating, printing and posting a direct mail campaign.

## Mailing & Database Management



Community organisations can live and die by their databases, which store information about members, donors and supporters. That information is your connection to the wider world. Having no database at all, or a poorly maintained one, is like cutting that communication line – you lose touch with your contacts, as well as what is going on within your group.

In this section of the Marketing, Media & Post Centre we provide Help Sheets to assist groups in managing and maintaining their database as well as advice on how to extend your mailing database and – where needed – to buy or rent access to mailing lists.

## Research



In this section of the Marketing, Media & Post Centre you can find out about all the latest research reports and surveys into various aspects of mail marketing and communications.

## Tools & Research



This section of the Marketing, Media & Post Centre links to the latest tools and resources to help with your marketing, mail marketing or print campaigns. All the resources have been set up so that groups can download and type directly into them. We will be adding to this list as new tools and resources are developed.

The tools include:

- Your Special Event Planner
- Mail Acquisition Model
- Mail Response Model
- Creative Brief for Advertising Agency
- Mail Response Model
- Revenue Model
- Printer's Brief
- Brief if Using a Professional Mail House
- Easy Mail

# Other Australia Post Services that can help Community Groups and Local Governments

**The mail can be a very powerful tool for building your organisation. And naturally, Australia Post has an extensive range of services and products that can help you maximise that potential.**

Australia Post offers a wealth of information on direct mail on the mail marketing website, via brochures or through direct mail seminars around Australia.

The “Mail Marketing” website found at [www.auspost.com.au/mailmarketing](http://www.auspost.com.au/mailmarketing) has been specifically developed to provide groups just like yours with details of how direct mail can maintain your existing customer relationships and grow your organisation by finding you new customers.

The website covers:

- An overview of the practices and principles of direct marketing, from setting up a database through to establishing ongoing relationships with your customers.
- Tips, tools and fact sheets to help you develop a simple direct mail plan.
- A range of free images, mail layout templates and fact sheets to help you create great mail-outs and turn your direct mail plans into reality.
- Guides, tools and services to find the postal option best suited to your needs.
- A number of independent research reports detailing consumer attitudes to different types of marketing media.
- Case studies, campaign management templates and a number of other resources.

## Marketing your Organisation

We realise that marketing your group is one of your many responsibilities. You may have heard that mail is a great way to “talk” to new and existing customers... but where do you start?

Australia Post provides your group with a range of products, services and tools that help you to PLAN, CREATE, PRINT and of course POST your own promotional mail campaign.

If your aim is to make your promotional mail-outs easier and more effective, visit [auspost.com.au/easymail](http://auspost.com.au/easymail) and access our easy-to-use on-line solution to create, print and post your personalised and professional mail packs – suitable for organisations of any size

If you want to find out more information on the content in this pack, visit [auspost.com.au/easymail](http://auspost.com.au/easymail) or contact Australia Post on 13 11 18.

## Plan

Preparation is the key. Knowing what you want to achieve will determine which templates you choose, and the content of the mail-piece. It will ensure that you have all the relevant information on hand before you begin creating.

Before you launch into any form of marketing, give some thought to the following:

1. Which aspect do you want to focus on that makes you stand out from your competitors?
2. Who you want to reach with your marketing message?
3. What do you want to achieve with your marketing activity?
4. What is the key message you want to communicate?
5. How do you want your customers to respond to your campaign? By giving your customers an incentive to respond and the information to assist them, you will improve the success of your marketing campaign.
6. Is your budget suitable to achieve your marketing objectives?

For more free tips, tools and fact sheets to help you develop a simple direct mail plan, see [www.ourcommunity.com.au/mailmarketing](http://www.ourcommunity.com.au/mailmarketing). The Small Business Toolbox outlines key objectives and success measures. It will also assist you to identify who, what and when to mail.

### Mailing occasions planner:

Find a reason to connect with existing and potential customers. This tool includes seven key steps to ensure your direct mail marketing reaches your customers in time.

### Measuring results and effectiveness:

Tips and tools to help you calculate response rates for your mail-outs. This will help you predict costs and surpluses with greater certainty.

### Local area information:

Useful government links for information about your local area.

### Find customers:

Using the Customer Locator tool lets you easily compile a local area address list. All you do visit [www.auspost.com.au/customerlocator](http://www.auspost.com.au/customerlocator) and select the postcodes or suburbs of interest from the Customer Locator map. The number of addresses you select will be displayed. Once you confirm your selected postcode, addresses will be emailed to you.

“Thanks to the templates and pictures we created a professional looking and attractive invitation and cover letter. We’re currently planning to redevelop our contacts database and the Databases Help Sheet assisted us in preparing for meetings with specialists on this issue.”

Kathy Green, **Laverton Toy Library**

## Create

To create a promotional mail campaign for your organisation, there are several options to choose from. You could:

- Engage an agency to design a campaign for you
- Design the campaign yourself using one of our easy-to-use software packages such as eLetter Desktop
- Use one of our online Easy Mail templates, or direct marketing solutions such as eLetter Wrap

### NEW Creative on-line tool available from Australia Post:

Need a simple way to create your next promotional mail campaign?

Australia Post has developed a new online tool to help community groups create simple promotional mail campaigns. To find out more and for terms and conditions visit [auspost.com.au/easymail](http://auspost.com.au/easymail). Choose from the traditional mail pack (letter, brochure and envelope), letterbox flyer or postcard.

The online template is simple to use:

1. Select the template style
2. Select the mail pack you want
3. Complete your template
  - a. Choose the colour of the template
  - b. Add text that conveys your marketing message
  - c. Choose the font style, colour and size
  - d. Add pictures and logos
4. View your completed mail pack and sign it off
5. Attach your selected mailing list
6. Hit SUBMIT

On submission, Australia Post's Easy Mail service will contact you to confirm details and arrange payment. Upon your approval and payment your promotional mail packs will then be printed, compiled and delivered.

### Are you looking for something different to send that still fits within your budget?

eLetter Wrap™ can brilliantly transform an A4 page into a complete direct mail piece, including the envelope. You can personalise the contents and the outside of the envelope using graphics and text for maximum impact. We can provide a full creative service in designing your eLetter Wrap, or supply your advertising agency or graphic designer with easy-to-use templates and specifications to assist in the design of the artwork. In addition to the A4 envelope page, you can include up to three follower pages.

### Want something for nothing?

To help you create your next promotional mail campaign, we have an exciting collection of photographs and graphic images available FREE of charge on the Our Community website at

**[www.ourcommunity.com.au/marketing](http://www.ourcommunity.com.au/marketing)**

## Print and Mail Preparation

If you already have your mail piece designed and would like someone to print, address, collate and post it for you, we have a range of services to help you.

Through Easy Mail we can do as much or as little of the mail-out process as you wish. You may only want us to address the envelopes, you may also want us to fold and insert existing brochures into those envelopes, or you may want us to manage the entire process from printing through to the delivery of your promotional mail packs – the choice is yours.

Use our on-line quoting system to inquire about your next print or mail preparation job you need done.

Visit our website at [www.auspost.com.au/easymail](http://www.auspost.com.au/easymail) and look for the “PRINT” icon

## Post

How your piece is posted, to whom and with what service is extremely important and should be considered when planning your campaign.

### Who are you mailing to?

In planning your campaign, you identified your target market. Australia Post offers a number of database services for addressed mail pieces.

The Australian Address Reference File

The Australian Address Reference File gives you access to targeted deliverable address records designed for use in mail campaigns. Address lists can be provided based on two criteria:

- Geography: State, Postcode or Suburb
- Address Type: Residential, Non-Residential or both

### Lifestyle Database

Large and comprehensive, the Lifestyle Database contains demographic, lifestyle and purchase intention details of over 2.98 million individuals. You can select from up to 200 variables from eight major lifestyle segments to build a prospect list that matches your product or service. Categories include sports & leisure interests, shopping, health & fitness, home, motoring, money & investments, charities, and general information. High quality and targeted prospects can be purchased from as little as \$1,800.

### Lodgement Planner

Calculates the lodgement date required for delivery of your mail on a certain day. The tool is available in the Small Business Toolbox section of [www.auspost.com.au/mailmarketing](http://www.auspost.com.au/mailmarketing)

### Guide to bulk mailing

Download the step-by-step guide to help you choose the Australia Post Bulk Mail service best suited to your needs and reduce your posting costs at [www.auspost.com.au/mailmarketing](http://www.auspost.com.au/mailmarketing)

## Which postal service is best for your campaign?

Discount rates or fancy shapes – Australia Post has a service that's right for your mail campaign.

### Discounted Postage Rates

You can save up to 25% in postage costs by using the **PreSort Letter Service** instead of standard mail. You will need to design, produce and lodge your mail in accordance with a set of guidelines – most printers and mail houses can comply with these.

If your mailing list does not meet the PreSort criteria, you may still be eligible for a 10% discount by using the **Clean Mail Service**. You will need a minimum of 300 machine addressed letters of DL, C6 or C5 size. To find out more about the discount services and terms and conditions you can download both the PreSort Letters and Clean Mail service guides online.

### Print Post

Print Post is a service for authorised periodical publications produced at least twice a year within Australia.

Publications and any supplements must be identical in content, and not be (or contain) a letter. Minimum lodgement quantity is 100 (50 for delivery office only). Eligible size and weight for articles 260 x 360 x 20 mm and up to 1kg.

This service is suitable for material such as periodical publications, magazines, newspapers, catalogues.

### Charity Mail

Australia Post recognises that mail is an important medium for charities to acquire donors. It helps make the connection between those in need and people who care. To keep that connection as strong as possible, Australia Post has introduced Charity Mail pricing for bulk mail lodgements.

It's a pricing category that provides lower prices for mailings from income tax exempt charities through the PreSort Letters Service. Charity mail is our way of saying thank you for the significant contributions charities make to the community.

Charity Mail pricing is only available for mailings of barcoded PreSort small letters. Therefore, all mailings must meet PreSort conditions to access Charity Mail rates. A minimum of 300 small letters per lodgement applies. For more information about barcoding your mail, please visit our barcoding area.

There are no content-based restrictions for mailings that contain material entirely for charities. Contents can include advertising and promotional material, greeting cards, newsletters, and even statements and invoices. Material from other organisations may also be included, provided that they support charitable causes and the material included is incidental to the main purpose of the mailing.

For more information visit: [www.auspost.com.au/charitymail](http://www.auspost.com.au/charitymail)

### Unaddressed Mail

The Unaddressed Mail Service distributes items such as catalogues, merchandising samples and leaflets to all letterboxes in a certain area. Letter size categories eligible for Unaddressed Mail are up to Large Letter size eg. C4 & B4.

This service is suitable for material such as promotional material, sales brochures, special offers, brochures, newsletters and catalogues.

### Parcel Post

Parcel Post can be used for an bulky material that falls outside the weight and size requirements for Letters. To qualify for a contract rate for Parcel Post you need to mail more than 20 parcel per week.

## Create an impact with an unusual shape or smell

Would you like to send a mail piece shaped like a football, a teddy bear, or maybe car?

The **Impact Mail** service lets you do just that.



**Advertiser:** Westpac Life Saver Rescue Helicopter Service-Southern Region

**Results:** WLSRH achieved a 1.51% response rate for this campaign which was higher than any of the other types of mailings they had conducted – Letter, Self Mailer and Postcard.

**Why it is a success:** Using Impact Mail gave WLSRH the opportunity for creative freedom. According to Evelyn Mason of Evelyn Mason & Associates, "The hardest thing in direct mail is to get prospects to open mail – but this was achieved through the bold use of design, colour and personalisation."

You need a minimum of 300 items, and some guidelines apply to ensure your piece gets to your customers looking its best. Rates are slightly higher than standard mail pieces, but if you have something special to communicate, Impact Mail lives up to its name. Why stop at shape?

**Add scent** to your next mail campaign and Australia Post will cover the cost of the scented ink or laquer application. Email us at [scentmail@auspost.com.au](mailto:scentmail@auspost.com.au) for more information.

## Further Information

If you have special mailing needs or questions not answered here you can obtain further information by visiting your post office or the Australia Post website [www.auspost.com.au](http://www.auspost.com.au).

Alternatively you can contact the Australia Post customer service centre: 13 11 18 (NSW, ACT, VIC, QLD, TAS), or 13 13 18 (WA, SA, NT).

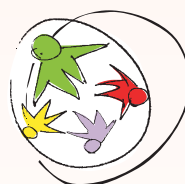


## About Our Community

Our Community ([www.ourcommunity.com.au](http://www.ourcommunity.com.au)) is a world-leading social enterprise that provides 15 Knowledge Centres – spanning all aspects of running a community group and comprising a range of resources, training, advice and tools – for Australia’s 700,000 community groups and schools, as well as practical linkages between the community sector and the general public, business and government.

The key offerings include:

- 1. [www.ourcommunity.com.au](http://www.ourcommunity.com.au)**  
Australia’s most useful website and publishing house, encompassing the nation’s largest and most diverse membership base and 15 Knowledge Centres - accelerating the impact of Australia’s 700,000 community organisations
- 2. [Australia’s Giving Centre](#)**  
Helping individuals and businesses give in every way
- 3. [Australian Institute for Community Practice and Governance](#)**  
Practical and accessible certificated training delivered locally through our training Institute
- 4. [Institute for Best Practice in Grants Management](#)**  
The unique suite of grants management services for government
- 5. [Australian Institute for Corporate Responsibility](#)**  
Cutting edge corporate responsibility resources for large, medium and small business and community organisations



[ourcommunity.com.au](http://ourcommunity.com.au)

# Research and how consumers want community groups to communicate with them

**Despite advancing technology and multiplying communication options, research shows that mail remains the most preferred way for donors, members and the general public to receive advertising, as well as information from charities, sporting clubs and community groups.**

1. **Supporters and members prefer to receive charities' advertising and promotional information by mail** – 34% of supporters and members say personally addressed mail is their most favoured way of receiving advertising and promotional information from charities. Fifteen percent say they favour mail that is not personally addressed, compared to television (15%), radio (5%) and email (3%).
2. **The general public prefer to receive charities' advertising and promotional material by mail** – 36% of people say they prefer to receive advertising and promotional material from charities via mail. This compares to 18% for television, 5% for radio and 1% for email.
3. **Consumers prefer to receive information by direct mail, not email** – Overwhelmingly consumers prefer mail to email when receiving requests to donate (29% to 2%), annual reports (77% to 9%), club membership/newsletters (62% to 12%) and news/updates about organisations (46% to 13%).
4. **Donors prefer mail, regardless of their personal profile** – Donors prefer to receive charities' advertising and promotional material by mail over any other communication medium, despite differences in age, gender, location, income, education level, family status or occupation type.
5. **Supporters of clubs and sporting organisations prefer to receive their information by mail** – 49% of supporters prefer mail (personally or not personally addressed) when it comes to receiving information about clubs and sporting organisations, compared with 11% for newspapers, 9% for television and 7% for email.
6. **More non-supporters of clubs and sporting organisations prefer to receive their information by mail** – among non-supporters, 32% of people prefer to receive information about clubs and sporting groups by mail. Again, the figure was far above those for newspapers (17%), television (13%) and email (2%).
7. **Sporting club supporters – like donors – prefer mail, regardless of their personal profile** – Again, mail ranks higher than any other medium when it comes to supporters receiving information about sporting teams or clubs; no matter their age, gender, income, family status, education level or occupation.
8. **Direct mail has cut-through** – 62% of people will open a direct mail item, with the same percentage also reading or looking at the item. Fourteen percent of people will respond to the item, and 18% will keep it.
9. **Frequency and relevance are vital when receiving news about organisations** – 54% of people prefer to receive updates about organisations at least once a month, while 70% say that they don't care who sends information to them, as long as it is relevant to them.
10. **Charities make up 22% of addressed advertising mail** – Charities rank behind only finance/banking/insurance when it comes to the sources for addressed advertising mail, indicating they find the medium an effective way of keeping in touch.

## Notes

## Notes



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