Oley Promotional Direct Mailing and Email Overview

We are pleased to offer this one-time only access to Oley members. It is a privilege restricted to partners who have donated $20,000 or more within the last 12 months. Typically it is delivered in an Oley envelope, but now a portion of our membership is available via email. If you prefer, you can send a promotional email to those members we have email addresses for, and send a printed mailing to the rest of the membership list. To protect the privacy of members, Oley sends the mailing/e-blast; we do not share our mailing list.

Promotional Direct Mailing Details (printed materials going snail mail):

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 oley.org/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 allowed 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 size and weight of the mailing.

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Promotional Email Details:

Oley will create and send an e-blast to members using its database software. You supply the message and/or images. If you want, Oley can contract a professional to design the message. This typically adds one to two weeks to the process. Oley will charge for the design fees.

In addition to your message, Oley will include a statement that explains our privacy policy to members. The policy is posted at oley.org/PrivacyPolicy. The subject line of the eblast will describe the content, followed by "—Promotional Mailing.”

Oley will invoice you for the staff time needed to create and coordinate the mailing (typically $250). Once the scope of the project is finalized, Oley will provide an estimate of the charges.

How to Get Started
1. Email a sample of the message/images 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.

Keep in Mind:
• This option saves printing and postage charges, but goes to only a portion of the membership that we have email addresses for.
• The process takes about three weeks to create, approve and send the eblast.
• If you want your email to go out within 4 weeks of the Oley conference, you will need to allow for more lead time.

Questions?
Contact Roslyn Dahl (dahlr@amc.edu) or (518) 262-5079.