

## Cost-cutting Communications Options

Costs More	Costs Less	Considerations
<b>Writing &amp; Photography</b>		
Professionally written articles	Identify one or more individuals in your group who has an interest in or natural ability to write.	Requires a time commitment.
Professionally taken photographs	Identify one or more individuals in your group who has an interest in taking pictures. Borrow the digital camera available for community use from Making Connections.	Requires a time commitment.
<b>Design &amp; Printing</b>		
Custom graphics	Generic “clip art” available via computer-processing programs like Microsoft Publisher or “public domain” graphics via the Internet	Not always possible to find the image you’re looking for.
Custom newsletter or brochure design	Newsletter design templates via computer-processing programs like Microsoft Publisher or PageMaker  Self-created newsletter template using Microsoft Word	Less flexibility in design. May involve a “learning curve” to operate.
Multiple ink colors	One color ink overprinted on preprinted and predesigned stock paper or single-color paper stock available from most office supply stores	Less flexibility in design.
Traditional full-color printing	Digital color printing; ideal for small quantities	Takes less time
<b>Mailing &amp; Distribution</b>		
First class mail	Bulk or presorted mail for groups  The Postal Service offers discounts for bulk mailings because you do some of the work that otherwise would have to be done by the Postal Service (for example, sorting the mail by ZIP Code or transporting the mail to	Doesn’t work for every group. To use bulk mail, you must: <ul style="list-style-type: none"> <li>• Get a mailing permit (permission to mail) and pay an annual mailing fee.</li> <li>• Pay postage using one of several convenient methods: precanceled stamps, postage meter, or permit imprint.</li> <li>• Pay postage using one of several convenient methods: precanceled stamps, postage meter, or permit imprint.</li> </ul>

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	a different postal facility). The more work you do, the greater the discount.	<ul style="list-style-type: none"> <li>• Make smart choices about the size, shape, and weight of your mailpiece</li> <li>• Ensure that your addresses are accurate.</li> <li>• Presort the mailpieces (separate or sort your mail by ZIP Codes).</li> <li>• Take your mail to the post office where you hold your mailing permit</li> </ul>
Mailing a letter or card in an envelope for 39 cents	Postcard for 24 cents	<p>To qualify for postcard rate, item must be:</p> <ul style="list-style-type: none"> <li>• Rectangular</li> <li>• At least 3-½ inches high x 5 inches long x .007 inch thick</li> <li>• No more than 4-¼ inches high x 6 inches long x .016 inches thick</li> </ul> <p>Less room for information. Maybe harder to make it stand out in the mail.</p>
Traditional mail	Email	Not all people have Internet access or feel comfortable using a computer.
<b>Publicity</b>		
Paid advertisement	Free advertising via TV and newspapers' "community calendars"	Aren't guaranteed placement or air time. Can't control what happens with your content once you submit it or when it appears.
<b>Video</b>		
Professionally produced video	Identify one or more individuals in your group with an interest in video and shoot the video yourself and save your resources for professional editing services	Requires a time commitment.
Buy video camera and related equipment	Rent equipment or borrow it.	
<b>Radio</b>		
Buy air time to talk about your event or topic of concern	Use call-in talk shows to voice your opinion or plug your event	