



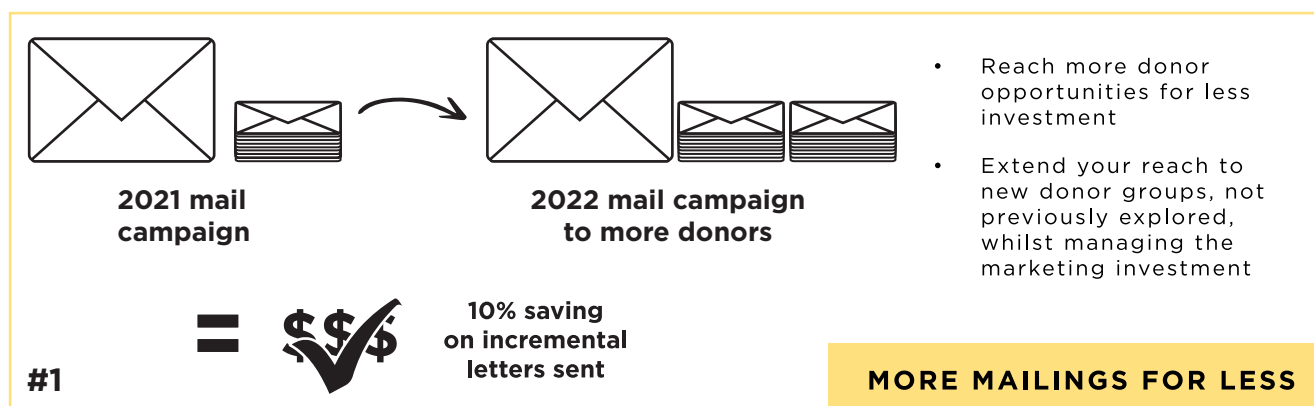
CHARITY MAIL POSTAGE RELIEF 3.0

WHAT DOES THIS MEAN FOR ME?

As Charities continue to navigate the difficult COVID-19 recovery period, further support is needed to assist them to continue doing the fantastic work that they do. Donor acquisition has never been more important for Charities to provide support for many Australians in need during this period. With that in mind, Fundraising Institute Australia, The Real Media Collective and Australia Post have once again come together to develop support across the *Charity Mail* postage product.

Below is a breakdown of the new support which will be effective from 1 April through to 30 June and provide a 10% rebate for incremental mail volumes, in short, helping Charities reach more for less.

Work with your Charity clients, or within your own Charities, to determine how to best leverage this opportunity to broaden your mailing reach.



Charities are offered a postage rebate of 10% on any incremental *Charity Mail* mailing activity undertaken in April to June 2022 compared to April to June 2021. This means you can mail more to achieve higher results, at a lower rate.

The 10% rebate applies to the incremental *Charity Mail* volume mailed in April to June, adjusted for any *Charity Mail* volume shortfall that occurs in the upcoming quarter. It is only available where *Charity Mail* volumes have been lodged on the charity's own charge account both last year and this year.

Work with your mail house to ensure lodgement of your intent to take up this initiative, send applications open 1 April via application to charitymailchanges@auspost.com.au by **31 May 2022**.