



CHARITY MAIL POSTAGE RELIEF WHAT DOES THIS MEAN FOR ME?

In the era of COVID-19 there are many of us facing imminent need and support. Charities offer this with their varying activities and focus.

Similarly, Charities also need Industry support and to that end, The Real Media Collective, Fundraising Institute Australia and Australia Post have worked to develop relaxations across three key areas of *Charity Mail* to provide the opportunity for acquisition mail and fundraising from the 24.4 million Australians the letterbox can reach.

Below we break down the relaxations provided from Australia Post to offer a greater range of letter size for existing mailings, incentives to broaden your mailing for growing Charities and PO Box support for grassroots organisations to return donation monies sooner.

This relief is effective from 25th May, so work with your Charity clients or marketing teams if you are a Charity and brainstorm how you can make the best of these opportunities. Should you need any assistance in understanding the relief provided and the temporary conditions please contact hello@thermc.com.au.

Insert x3
Small letter

More Inserts

#1 **\$\$\$ Saved** **and More for less.**

- Include additional brochureware or sponsor information to communicate the importance of the fundraiser
- Maintain communication collateral that would have been provided via shopping centre or face to face activities
- Add content that raises awareness to your organisation's past achievements

LATITUDE ON THICKNESS AND WEIGHT BREAK FOR CAMPAIGNS PREVIOUSLY MAILED AS SMALL SIZED ARTICLES - NEW SMALL PLUS PRODUCT AVAILABLE


Small Letter thickness and weight relief is being offered. Mailings over 5mm and up to 8mm and under 125 gram will be at a rate of \$0.725 for same State barcode direct tray up to \$1.05 for unbarcoded residue.

For mailings over 5mm up to 8mm and over 125g up to 150g will be at the *Charity Mail* large 0-125 gram rates.

Lodge via eLMS and work with your mail house to register approval via charitymailchanges@auspost.com.au



Small pile of letters → **More or larger pile of letters**

=  **10% saving on incremental letters sent**

- Reach more donor opportunities for less investment
- Extend your reach to new donor groups, not previously explored, whilst managing the marketing investment

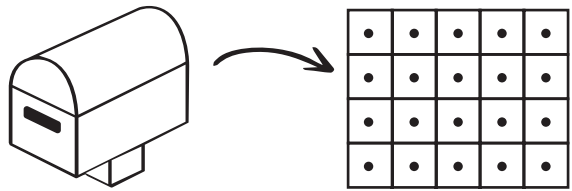
#2 **MORE MAILINGS FOR LESS**

Charities are offered a postage rebate of 10% on any incremental *Charity Mail* mailing activity undertaken in May and June 2020 compared to May and June 2019. 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 May and June, adjusted for any *Charity Mail* volume shortfall that occurs in the upcoming July to September quarter. It is only available where *Charity Mail* volumes have been lodged on the charities 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 and apply by 15 June via application to **charitymailchanges@auspost.com.au**.





PO BOX

**■ Receive mail earlier
■ for less.**

- Have donor return communication sooner than street mail delivery
- Save administrative cost in securing PO Box before 30 June
- Streamline incoming mail across your organisation

#3 **PO BOX DISCOUNT**

With the additional challenges presented by COVID-19, Charities need responses back from donors in as short a time frame as possible. When using Reply Paid, under the regular timetable, a return to a PO Box address will typically be one day faster than a return to a street address.

This initiative applies to Charities who don't currently have a PO Box address and are suffering financial hardship due to COVID-19.

Charities must apply before 30 June 2020. Those that qualify can access a PO Box at a 50% reduction to the normal PO Box rate until the next invoice due in March 2021 where standard rates will apply.

Charities wanting to avail of this initiative need to apply by 30 June and provide the following communication:

- Charity Name, Australia Post charge account number and the charity's ABN,
- Information on financial status to support hardship circumstances
- Completed PO Box application, along with a letter of authority (on charity letterhead) that authorises that the person signing the application represents the charity
- The POB application form can be download from https://auspost.com.au/content/dam/auspost_corp/media/documents/po-box-application-form-online-access.pdf
- Completed Reply Paid application form

The Reply Paid application form is at [https://auspost.com.au/content/dam/auspost_corp/media/documents/r eply-paid-application-form.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/r%20reply-paid-application-form.pdf)