



CHARITY MAIL POSTAGE RELIEF 2.0

WHAT DOES THIS MEAN FOR ME?

As Charities continue to navigate the difficult COVID-19 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 October through to 31 December 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.

2019 mail campaign

2020 mail campaign to more donors

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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

MORE MAILINGS FOR LESS

Charities are offered a postage rebate of 10% on any incremental *Charity Mail* mailing activity undertaken in October to December 2020 compared to October to December 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 October to December, adjusted for any *Charity Mail* volume shortfall that occurs in the upcoming January to March 2021 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, applications open 1 October via application to charitymailchanges@auspost.com.au.