



CHURCH DIRECT MAIL MARKETING SUCCESS KIT

A COMPREHENSIVE GUIDE TO
USING DIRECT MAIL EFFECTIVELY

truthADVERTISING

WELCOME & THE TRUTH TEAM

Thank you for requesting our Church Direct Mail Success Kit. It contains everything you need to plan, create, and launch effective direct mail campaigns.

Truth Advertising makes it easy to reach the residents in your local neighborhoods. Our direct mail experts can help you identify and target the best possible potential visitors to your church through specific geographic and demographic filters.

We invite you to contact one of our expert church direct mail marketing experts for a live, personal direct mail marketing consult.

To date, we've successfully delivered over **100 Million mail pieces for thousands of Churches Nationwide.** Why not give Truth Advertising a try for yourself.



WELCOME

The Truth Advertising Team
Truthadvertising.org
info@truthadvertising.org
888-359-1370



THE CASE FOR CHURCH MARKETING

Truth Advertising has built its church marketing business on a specific technique of first identifying “felt needs” of local communities, then promoting the benefits of how the local church can meet these “felt needs” to bring the nonbeliever to church and in turn introduce them to the Gospel.

It is estimated that only 8% of local communities attend church on a regular basis. Essentially, this means that over 90% of your local community is not aware of just how beneficial the local church can be in meeting their needs in life. It does not matter whether they are battling addictions, need healing in their marriages or help with rebuilding the family unit, God has Instructions on how to overcome these issues.

While we as churchgoers understand this, how does the local unchurched person discover the power the Holy Spirit can have in their own lives?

I believe the bible makes it clear when Paul tells us in 1 Corinthians 9:20-23 that he adjusts his presentation of the gospel in some degree to fit the audience: ... “ I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings ... *“I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings”.*

“I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings”.

1 CORINTHIANS 9:20

WHY DIRECT MAIL WORKS

All churches face the same challenge: how best to reach out to their communities and bring in new members. Many churches have hopped on the digital bandwagon, which certainly makes sense. Nowadays the typical church has a website, uses email for church communications, and has at least some presence in social media. **But often, all those digital efforts don't really produce much.**

HERE'S WHY

People today are overwhelmed with digital advertising “noise.” We've become desensitized to it and increasingly condition ourselves to ignore it. So much so that...

Gmail has adopted “filters” to sort your email for you before you even see it.

Facebook has developed a new algorithm designed to limit the number of posts you see every day.

Social media giants have realized people aren't viewing their advertisements because of all the clutter. And those ads, after all, are their bread and butter. Even the free posts are getting lost in the “buzz.” That's the digital environment your church is trying to compete in.


At Truth Advertising, we encourage clients to use digital media. We even help them create digital marketing campaigns using platforms such as Google AdWords and Facebook Marketing. But we also know that their most effective medium for attracting new visitors is still—direct mail.

10 REASONS WHY DIRECT MAIL BLOWS ALL OTHER MARKETING CHANNELS OUT OF THE WATER:

- 1. IT SIMPLY WORKS BETTER.** According to the Data & Marketing Association, direct mail delivers seven times the response of all digital channels combined! That's astounding, but it makes sense when you realize the many unique advantages of direct mail.
- 2. IT IS TRUSTED.** That's why even Facebook is using direct mail to verify political advertisements and posts. People generally trust something more when they've received it in the mail. The fact that it's delivered by the U.S. Postal Service enhances its credibility.
- 3. PEOPLE SEE IT EVERY DAY.** Mail is delivered—and read—on a daily basis. Even if goes in the trash, it's still seen. No spam filters, no “opt-in” required.

Here are some statistics compiled by the U.S. Postal Service:

- **98% of consumers bring in their mail the day it's delivered.**
- **Consumers spend, on average, about 25 minutes a day reading direct mail**



4. LESS COMPETITION. Major platforms like Facebook generate an enormous amount of traffic. It is estimated that **510,000 comments are posted every 60 seconds and 4.75 billion pieces of content are shared daily**. So, you'd be unwise not to incorporate them into your marketing plans. However, with all that content comes an enormous amount of competition for viewers' attention.

What about Email? Check both your email and mailbox today and see how much mail you've received. *An average person receives about 121 emails a day of which 49% of those emails are spam. Your local mailbox is more than ever becoming the "trusted" source of reliable content.*

5. USE AS MUCH SPACE AS YOU NEED. Social media platforms and email headlines are designed for short messages. This limits your ability to make your case. With direct mail you can tell your story on as many pages as you like, with text, photos, sidebars, and more. You can also include personal invitations to spark interest.

6. TARGET A SPECIFIC AUDIENCE. Direct mail is the only advertising vehicle that gets your message specifically and directly into the hands of the people you want. You can select your audience by age neighborhood, income, children, and much more.

7. DIRECT MAIL DRIVES ONLINE RESPONSE. According to the National Retail Federation, people are most likely to start an online search after viewing a magazine or print ad. In our experience with clients, their website and Facebook visits always skyrocket after people receive their cards in the mail.

8. DIRECT MAIL HAS A LONGER SHELF LIFE THAN SOCIAL MEDIA. People keep things that interest them. If you use eye-popping design, along with a message that speaks to their needs, people will hang on to your mailer. If they don't visit your church the very next Sunday, they're likely to place your card on the refrigerator for future reference.

9. DIRECT MAIL CREATES AN IMPULSE TO ATTEND CHURCH. While the Internet offers low-cost advertising, it cannot create the impulse to make a decision that direct mail marketing can. When people find your church on the Internet, they've usually already made the decision to look for a church. So, yours may be just one of many churches they're investigating. Direct mail is solo, meaning you're not lumped in with other advertisers competing for your reader's attention.

10. IT'S CHEAPER THAN YOU THINK! The Postal Service offers an amazing deal for nonprofits. As a qualifying nonprofit entity, you should be eligible for a postcard rate of about 8.6 cents per piece—providing you use a company like Truth Advertising to address, pre-sort, and CASS certify your mail.

DIRECT MAIL POSTCARD STRATEGIES

There are many ways to use direct mail to get your message out. Over the past 30 years at Truth Advertising we have found three types of direct mail marketing to be most effective. Below is a snapshot of each.



SATURATION DIRECT MAIL STRATEGY

The saturation mailing strategy works by “saturating” a localized area (i.e. a radius, particular neighborhood(s), a zip code, city or county) called a carrier route. A carrier route is simply the “route” that the mail carrier is assigned to. Each carrier route is assigned US Census Demographics such as average age, median income, median home value, percentage with children and more. Cards are usually addressed as “Our Neighbors at” followed by the address, city state and zip. Your finished cards are sent to your local Sectional Facility where they are machined and commingled with first class mail and sent out to all the carriers at your local Post Offices. This is the most common form of mailing for churches. Truth Advertising does the mapping and demographic counts for you. **With the saturation direct mail strategy your postage will run between 8.6 - 16.3 cents depending on your non-profit status with the USPS.**



EDDM MAIL STRATEGY

USPS® Every Door Direct Mail® (EDDM®) is an affordable targeted advertising technique created by the USPS for the smaller mailers that lets you map your mail marketing audience by age, income, or household size. It uses the same carrier route saturation method as the Saturation Direct Mail Strategy, but it does not get addressed. Cards are printed with the words “Postal Patron” already on them, thus skipping the need for a list and addressing services, saving you money. This form of mailing also allows you to do some of the work, such as bundling and tagging the mail, yourself. You can use the USPS EDDM mapping tool to choose the zip codes and carrier routes. Your finished cards are considered “non-machinable and cannot be commingled with first class mail, but rather taken directly to your local PO. Stacks are given to each mail carrier and it is their responsibility to put one in each mailbox as they deliver the mail. **With the EDDM Mail Strategy your postage will run between 8.6 - 17.6 cents depending on your non-profit status with the USPS.**



DATABASE/CONSUMER MAIL STRATEGY

If you have your own in house mail list or want to purchase a specialty list of consumers with certain demographics such as families with children of a certain age, then a Database/Consumer Mailing is the way you will want to go. Databases are compiled by outside sources such as credit companies and virtually any demographic is available at a cost. Since these mailers require more work by the USPS your postage is generally a few cents higher, along with the cost of your specialty list. **With the Database/Consumer Mail strategy your postage will run between 11 - 24 cents depending on your non-profit status with the USPS.**

STRATEGIES

PROS AND CONS

It's important to note that direct mail is not a one-size-fits-all program. Each church is different and has different needs on who they are trying to attract, creating different needs for different types of direct mail campaigns. Whichever option you choose, Truth Advertising will help to ensure your direct mail piece meets USPS regulations and has the best opportunity for success. Below is a quick Pro and Con list of each type of direct mail campaign from page 6.

SATURATION DIRECT MAIL STRATEGY

Pros

- Localize and saturate an area by zip code, radius, city or county
- Save 7-9 cents off Standard Mail® Rates with a free non-profit authorization from the USPS
- Mail directly to potential visitors in a targeted area
- Addressed and sorted with 1st class mail for reliable fast delivery
- Availability to add names where available at no extra charge
- No need to purchase a mailing permit if church qualifies for a free non-profit authorization

Cons

- Can only use US Census numbers for income, home value, age, and other demographics

EDDM MAIL STRATEGY

Pros

- Localize and saturate an area by zip code, radius, city or county
- No need to purchase a mailing list
- Mail directly to potential visitors in a targeted area
- Can save money by doing some of the work yourself.

Cons

- Non-personalized (Uses Local Postal Customer as "Name")
- Requires mail delivery to "Every Residential Mailbox" in target areas
- Can only clear 5,000 a day at the local USPS
- Wider delivery window — Can not choose exact day of mail delivery
- Does not qualify for non profit postage discount unless you purchase a permit \$450
- Cards are non machinable so cannot be co-mingled with 1st class mail
- There can be a lot of wasted cards depending on how the PO delivers.

DATABASE/CONSUMER MAIL STRATEGY

Pros

- Can mail your own in-house mail list
- Can target a special niche audience demographics such as families with children of a certain age or specialty demographics
- Less wasted printing and postage targeting— only the potential visitors likely to "mesh" with your church style.
- Addressed with complete name and address.

Cons

- Lists can at times be only 90% accurate since compiled by outside entities
- Higher postage rate to mail
- Must purchase a mailing list

DESIGN SUCCESS ELEMENTS



Capture Attention with a Strong Headline

Capture Attention with an Appealing Graphic

Engage the Reader to Continue

Educate the Reader About Your Church

Engage the Reader to Continue

Invitation to Visit Your Church

Ministry List:

- Parents Day Out
- Preschool & Children's Ministry
- Pre-Teen Ministry
- Student Ministry
- Bloom Women's Ministry
- Young at Heart Ministry (55+)
- DivorceCare
- GriefShare
- Homebound Ministry & Nursing Home Ministry
- Special Friends Ministry

Worship Choices:

- 6:15 am a spirited traditional blended service with choir solos, hymns and choruses, and lots of joy.
- 9:30 am a warm contemporary service with a praise band, a casual feel, and a God's powerful presence.
- 10:25 am service also traditional blended, a special service with special music and special friends.
- Plan to join a small group Bible Study after a morning service, and be sure to check in on Facebook.

SUNDAY NIGHTS
6:00 pm

WEDNESDAY NIGHTS
6:00 pm

Highland Terrace Baptist Church
3939 Joe Ramsey Blvd. E.
Greenville, TX 75401

903-455-2970 | www.highlandterrace.net

Contact & Information



You only have one chance to make a first impression. Before you decide to take on the task of designing a direct mail postcard that will represent your church in the community ask yourself a few questions.

- Do you understand what white space is and how to use it effectively?
- Do you understand font and just how many different fonts you should use in your design?
- Do you understand the relationship with the alignment and spacing of your elements?
- Do you understand how to use colors correctly?
- Do you know what a focal point is?
- Do you know how to format an ad to printer specifications?

These are just a few of the elements professional designers learn through formal education or experience. In addition to the technical aspects of design you must also include “Key Success Elements” in every card you send out. Graphic design is not a beauty contest. You can design the most visually appealing postcard on the planet, but without some “Key Success Elements” your response will be minimal.

✓ **CAPTURE ATTENTION**

Before you can begin to invite people to church you must first gain their attention. If you don't do this first step, the whole process fails. A strong title and an intriguing graphic create an attention-grabbing front for your card. Both elements combine to imply that there is something that will benefit the reader. Readers are attracted to the message from the first glance.

✓ **ENGAGE YOUR READER.**

Strong, well written text and a sermon series designed with the intention of offering benefits increase the chances of engagement of the reader. It should intrigue them to learn more and spell out the benefits they will receive from attending this series at your church.

✓ **EDUCATE YOUR READER.**

- ✓ You have captured their attention and have engaged them. Now it is the time to educate them about your church. List out the ministries you have to offer. Let them know what times you'll meet, what type of service it will be, what others will be dressed like etc. A picture of the pastor helps to add that personal touch as well.

✓ **INVITATION OF CALL TO ACTION.**

Don't miss the opportunity to call your audience to action! You might invite them to take the action-step of making a phone call to your office, or visiting your church website, or visiting the church, or attending an event. Just be sure you don't leave them stranded without an action-step! If they've paid attention to your efforts thus far, they want to take action. Tell them how!

✓ **CONTACT AND INFORMATION**

- ✓ Give your audience many ways to reach you. Most people will look you up online prior to that first visit. Include your website, phone, any social media accounts you have, a map and sermon times.

At Truth Advertising we have a team of talented graphic designers that can create a high-quality professional direct mailer exclusively for your church needs. For sermon series, event, or holiday themed campaign, nobody produces a more attention getting, results generating postcard for churches than Truth Advertising. **AND DON'T FORGET – ALL DESIGN IS INCLUDED WITH OUR DIRECT MAIL CAMPAIGNS.**

CREATIVE SERVICES

DESIGN INCLUDED ON ALL ORDERS

OPTION 1: FREE CUSTOMIZATION

Choose any of our proven church direct mail designs and have our art department customize to your church. Change out as much or as little as you like. Add your own church pictures, logos, custom text.

- ✔ Thousands of proven church direct mail designs.
- ✔ 100% FREE of charge.
- ✔ We update and customize for your church within 2 days.
- ✔ Guaranteed compatibility with USPS® mail requirements.



DESIGN



OPTION 2: USE YOUR OWN DESIGN

Your church can still take advantage of Truth Advertising's turn-key process and low printing and mailing rates even if you have your own design department or an outside designer you may work with. We will check your design to ensure it is in compliance with USPS® mail requirements

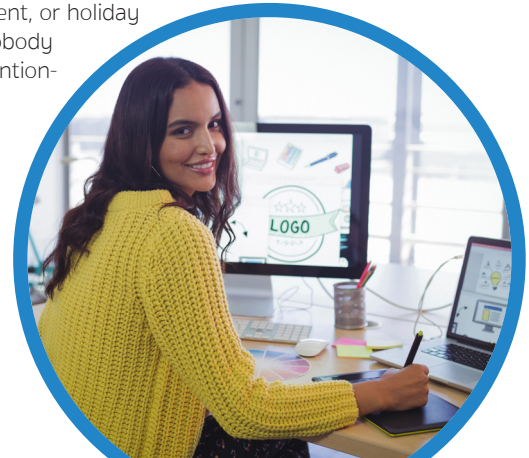
- ✓ Upload your .PDF files.
- ✓ All files are reviewed by a professional graphic designer with digital press proofs supplied before printing.

OPTION 3: FREE FULL CREATIVE DESIGN SERVICE

WHAT'S INCLUDED?

- ✓ Professional design advice and consultation.
- ✓ Concept and design of your event or sermon series mailer.
- ✓ Unlimited rounds of revisions and proofs with unlimited access to our database of high-res stock images.
- ✓ Addition of any logos or pictures exclusive to your church.
- ✓ Basic map of your meeting location.
- ✓ All copy and help with sermon topics and text.
- ✓ Access to sample design ideas.
- ✓ Complementary web-quality JPEG format of the card.

Let our team of talented graphic designers create a high-quality professional direct mailer exclusively for your church needs. For sermon series, event, or holiday themed campaign, nobody produces a more attention-grabbing, results generating postcard for churches.



BENEFITS OF USING TA



- ✔ One on One Contact with Your Own Church Marketing Consult.
- ✔ Local Area Count, Demographic Reports and Maps.
- ✔ Concept and Custom Design of Your Card by Professional Designers.
- ✔ Access to Over 1,000 Proven Church Direct Mail Cards to Personalize.
- ✔ Unlimited Proofs and Revisions of Your order.
- ✔ Saturation Mail Address List that is CASS Certified by the USPS.
- ✔ All Full Color Printing on 12pt High Bright Coated Card Stock.
- ✔ Laser Addressing Using State of the Art Machines.
- ✔ Mail House Preparation in Compliance with USPS Guidelines.
- ✔ Clearing of Mail for You. No Need to Go to Your Local USPS.
- ✔ Trucking to Local USPS Sectional Postal Facility.
- ✔ Complementary 300 Free Samples of Your Cards to Pass Out.
- ✔ Complementary Web Quality JPEG version of Your Card.

COMPLETE TURN KEY SERVICE

Truth Advertising Does All The Work For You! Truth Advertising will design, print, address and mail your cards. Even if you have your own design, TA handles all the details of your order from start to finish.

Quality Guarantee: If the US Post Office fails to deliver the majority of your postcards before your event, TA will pay for the design, printing, addressing and processing of the amount not delivered on time for any future mailing. Providing you meet our deadlines for printing and mailing.

TRUE TURN-KEY



DIRECT MAIL SUCCESS CHECKLIST

<input type="checkbox"/>	Step #1 – Timeline	When is your event, sermon series etc.? Have you allowed enough margin for design, print, ship and delivery by the USPS. (Design and Proof 2-3 days) (Print and Address 5-7 days) (Trucking to USPS 1-4 days) (Delivery by USPS 1-4 days).
<input type="checkbox"/>	Step #2 – Non-Profit Status	Do you currently have non-profit status with the USPS either by way of present or past mailing permit, authorization number, or have you completed and submitted form 3624 to your local post office?
<input type="checkbox"/>	Step #3 – Budget & Campaign Type	Have you considered the total number of postcards you can mail out that fits within your church budget? Have you decided on the type of mail you want to send that fits within your budget and has the highest possibility for return on investment?
<input type="checkbox"/>	Step #4 – Demographics	Have you begun working with a Truth Advertising marketing specialist to determine the most effective area to mail along with the demographics of your target audience?
<input type="checkbox"/>	Step #5 – Creative	Have you developed a creative that addresses the 4 key components in any effective marketing campaign? 1. Capture Attention 2. Engage the Reader. 3. Educate them about your Church. 4. Invite them to Attend.
<input type="checkbox"/>	Step #6 – Matching Web & Print Presence	Upon ad copy approval have you requested the jpeg copy of your ad to place on your website? Have you ordered matching invite cards to give to your members to invite their friends and neighbors? Have you ordered banners or any other cooperative material you will need?
<input type="checkbox"/>	Step #7 – Prep Staff & Systems in Place	Have you prepped your staff and servant leaders to the dates your mailer will drop? Do you have greeter teams in place to welcome newcomers? Are your nurseries staffed and ready to go?
<input type="checkbox"/>	Step #8 – Use Your 300 Free Samples	You will be receiving 300 samples of your direct mail card. Have you developed a plan to get them into the hands of your regular guests, so they can pass out or mail to invite their friends and family?
<input type="checkbox"/>	Step #9 – Connect Card	Do you have a connection card printed and ready for new visitors to fill out and a follow-up plan to reach out to all newcomers, thanking them for attending.

CHECKLIST

TESTIMONIALS



A 5 STAR RATED COMPANY

Truth Advertising works with churches who mail anywhere from 1000 to 500,000 postcards at a time. Churches trust us to be good stewards with their financial resources.



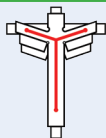
Michael Baier | Believing Church

"We just did our first mailer with Truth, and they made our relatively short turnaround timeframe an easy process for us. Plus, once we received it, was really impressed with the quality of the cardstock used... makes a huge difference when people pick it up out of their mailbox."



Alex Kirk | Chatham Community Church

"We have gone with Truth Advertising for over five years, doing mailings three to four times a year, and we've been very pleased with their flexibility, thoroughness, professionalism and the results."



LUTHERAN CHURCH
OF THE CROSS

Cindy Johnson | Lutheran Church of the Cross

"Do you need a firm to partner with you, give advice, brainstorm and pray for your ministry? If you answered yes to any of these, Truth Advertising is the answer. If you answered yes to all of them, they are the only solution! Thanks to Truth Advertising...our Christmas mailings were a huge success!"

REVIEWS

TESTIMONIALS

Read More
Reviews on
our Facebook
and Google+
Page



Matt Neely | Parkway UMC

"I can't say enough good things. They answer questions, gets things finished and delivered on time and always make it happen! Great company. Great price. Great service."



Andy Bernard | Thrive Church

"We love Truth Advertising. The process, interaction, support and quality work have been excellent on all the mailers we've done since launching our church in 2015. We'd highly recommend (and have) people using TA."



Mark Hermann | Peoples Church

"Peoples Church of Salem, Oregon has been using Truth Advertising for several years in printing/ mailing mass communications. We've ALWAYS been pleased with their efficiency, timeliness and quality."



**LIFE RENEWAL
CHURCH**

"Connecting People with God"

Vicky Love | Life Renewal Church

"Excellent graphics and designs for marketing a church. Using Truth Advertising consistently has helped to grow our church."

OUR STORY

Truth Advertising has been dedicated and successful in helping churches grow for over 30 years. We work with churches large and small, from all backgrounds and denominations all across the country. Because of this extensive background, we have learned a few things about church growth and church marketing, and we strive every day to share this information with you. While we lead the industry in custom **Church Direct Mail Campaigns**, we also offer products that can help revolutionize your church digitally through affordable **Church Website Hosting**, **Personalized Social Media for Churches**, and **Church PPC campaigns**.

OUR MISSION

At Truth Advertising, we view our church marketing as a ministry opportunity. We are a team of pastors, marketing consultants, missionaries, graphic designers, and entrepreneurs that have one goal in common: **To provide churches with advertising campaigns equal to or better than those of secular industries—without charging them a fortune.** It is our passion to help your church grow by effectively reaching the nonbelievers and seekers in your community!



TRUTHADVERTISING.ORG

1705 K Ave • Plano, TX 75074
1-888-359-1370

• **OVER 1,000,000
MAIL PIECES DELIVERED** •



PRESORT STD
US POSTAGE
PAID
Truth Advertising
75260