

# SCDP PRECINCT MAILINGS

## Help Us to Help You; Make the Most of Your Mailings

The SCDP supports Precinct Leaders in communicating with their precinct's residents. When possible, we will assist with postage and some of the materials necessary for such mailings. Contact Diane Wulterkens at Headquarters to discuss available materials, allowing adequate time for collaboration and coordination of your mailing.

Note: Due to budget constraints, precincts that have not recently received funding will be given priority. We are unable to pay for printing outside of Headquarters, nor can we pay for color printing or folding letters or flyers. **Emails should be used in lieu of mailings, when available since they can cut down on mailing costs. Mailings will be more effective when supplemented with phone calls, canvassing, text messaging and emails. We will pay for bulk mailing (over 200 pieces) from a precinct once a year.**

Some examples of letters that are sent out to a precinct might include, but are not limited to:

- Letters from New Precinct Captains to introduce themselves to your precinct
- Letters welcoming Newly Registered Voters; Democrats and/or NPAs or Others
- Invitations to Meet and Greet, Precinct Team Building Events, and Candidate Events
- Newsletters only if they are different from SCDP's mailings and with prior approval – through Diane.
- Letters and flyers are preferred because we can add enclosures. Post cards are discouraged.

### We will supply the following as needed:

- Postage as headquarters determines as appropriate
  - First class letter stamps (We don't give out stamps, but will affix postage at Hqts.
  - Bulk rate postage for letter mailings greater than 200 (Business Bulk is about half the price of first-class mail.)
- Paper for letters, flyers, etc. (colored paper may be available for flyers) or post cards if available.
- Copying, in black ink only, if a word file, pdf, or a clean copy is available.
- Address labels appropriate for the mailing (this may vary based on the type of mailing).
- Additional materials to include in your mailings.
  - Candidate or issues information and other materials as available
  - Vote by Mail prefilled or blank application forms
  - Relevant Rack Cards
- Referrals to others in the party who can help – see contact information.
- Some examples of letters, newsletters, and flyers.

### What we need from you:

You have the primary responsibility for producing your mailings to the greatest extent possible using precinct volunteers, but Headquarters may help, if available, by request. **Requests for help and supplies need to be made in plenty of time – not at the last minute.** In order to ensure accuracy of information and to avoid redundancies or communications, please submit your mailing materials in draft form to Diane Wulterkens, or

her designee, for approval in plenty of time before printing unless you are using a pre-approved SCDP newsletter template.

- Don't ever seal your envelopes
- Your letters with your letterhead
- Addressed envelopes as determined by Headquarters
- Return address as appropriate
  - With your address if it is a smaller mailing
  - Headquarters' address is required for Bulk Rate Mailings
- Your people to put the mailing together; your help is appreciated and expected**
- Time to work together to communicate and collaborate so that mailings can be sent out in a timely manner
- Your data in the form of an Excel file so we can have Business Bulk Barcoded labels created. This is for bulk mailings (over 200 pieces)
- You are encouraged to write a separate letter for Newly Registered – No Party Affiliates. We will not enclose VBM forms for NPAs.**
- COMPLETED COPY OF THE ATTACHED FORM FOR ALL MAILINGS.**

**Resources:**

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| Planning and general questions:   | Diane Wulterkens<br>@Headquarters | <a href="mailto:dlwulterkens@gmail.com">dlwulterkens@gmail.com</a><br>941-330-9400 |
| North County (Areas 1,2E, and 2W) | Pam Newberry                      | <a href="mailto:pjnewberry@gmail.com">pjnewberry@gmail.com</a><br>941400-3191      |
| South County (Areas 3,4, & 5)     | Emily Rizzo                       | rizzoe1@gmail.com<br>941-493-5783  |

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**Must be completed in collaboration between Headquarters and the Precinct Captain: PLEASE PRINT.**  
*When Diane is not present in the office, you can drop off your mailings in a designated basket at HQ and fill out the form provided.*

Name \_\_\_\_\_ Precinct # \_\_\_\_\_ Date needed sent \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Type of mailings \_\_\_\_\_ Number of mailings \_\_\_\_\_ Number contacted by email \_\_\_\_\_

Are you a Precinct Captain? \_\_\_\_\_ If no, who authorized this mailing? \_\_\_\_\_

Notes: