Information on Direct Mail and PSAs from Oregon

Also, here is the contact for the direct mail piece. He will be happy to help too.

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ValPak (direct mail postcards)

The service we used was great because you have to pay to acquire addresses for particular demographics. We provided the company with our demographics and they acquired the addresses.

Demographics:

- Homeowners
- Age 60-80
- Income $70k+
- SFDU
- Home value $500K

Mailings:

62,500 addresses (9 counties)

$24,922 included mailing addresses, postage, design and printing fee

1,500 addresses (Klamath Falls)

$1,500 included addresses, postage, printing (used same design so no design fee)

1,500 addresses (Hermiston, Milton-Freewater, LaGrande, Baker City, Ontario)

$1,500 included addresses, postage, printing (used same design so no design fee)

TOTAL:
65,500 postcards sent, $27,922 spent

**PSA:**

Cost: $4,500 (included filming, editing, and final versions)

- 30-second informational (web and TV versions)
- 30-second radio PSA
- 3-minute focus on volunteer need (web and TV versions)

Cost: $2,500 (included filming, editing, and final versions)

- 30-second holiday thank you to essential workers (English and Spanish)

**Distribution of PSA on TV**

Cost: $5,350

We have also used CARES money to boost Facebook ads, which has been our lowest cost, but highest result method of finding volunteers during the pandemic.