

## 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.