

Guidelines for distributing materials through the Great Plains Conference office

All materials to be distributed by the Great Plains Conference office in a separate mailing, on the conference website, or as an item in GPconnect must be provided in an electronic file. Documents would be created in one of the following programs:

- Microsoft Publisher
- Microsoft Word
- Microsoft PowerPoint

If those software programs are not available to the submitter, the file may also be submitted in one of the following file types:

- .pdf
- .jpg

The KISS Principle:

Keep It Simple, Sam! Simplicity is the key to a professional-looking flyer or brochure. The tips listed help prepare a winning brochure or flier for publication to any audience. It is important to follow these tips when preparing brochures and fliers to be published by and mailed throughout the Great Plains Conference.

- Avoid using uncommon or hard-to-read cursive fonts. This is especially important when submitting a flier or brochure electronically. Different computers have different fonts. It is best to stay with the more common fonts such as: Arial, Times New Roman, Franklin Gothic, Garamond and Lucida. These fonts are found on most PC computers with Microsoft products.
- Keep a document short and simple. A cluttered brochure is not attractive to readers, and it may be tossed aside instead of read.
- Keep information brief. Talk about why people would want to attend and what wonderful new things could be learned at the event. Make sure you mention who this is geared toward (clergy, lay leaders, youth, etc.).
- Use bulleted lists instead of full-sentence paragraphs.
- Use clipart and photos to accent a brochure, but don't become carried away. Too many graphics can be overwhelming. Make sure the graphics selected convey the message. These graphics are to be separate of the electronic file submitted.

Bulk Mailings and Self-Mailers:

Notice with sufficient lead time is required for processing bulk mailings to assure complete and timely mailings. Recommended is 45 days before a target delivery date. For example, if March 1 is the target receipt date, the mailing would be developed by the end of January. The piece would be prepared and the mailing processed to go to the post office by mid-February. This allows the 10-14 days handling time by postal employees before being delivered.

Mailings must be scheduled through Roxie Delisi, administrative assistant. Contact her by emailing the document to rdelisi@greatplainsumc.org and by calling her at 877-435-6107 (toll free) to discuss the details.

All mail pieces must be approved by the coordinator who oversees that area.

The following must be printed on or included in any mailing to be processed by the Kansas East Conference staff:

1. A statement which indicates "Sponsored by the Great Plains Conference of The United Methodist Church" or "Sponsored by the _____ District of the Great Plains Conference." [If it does not include one of these statements, it cannot be mailed under the conference bulk mailing permit.]
2. The conference office address.
3. An appropriate "Return Service Requested" statement must appear on the mailer if address changes are desired. This costs additional postage to the sender's budget account. If the wording is not on the piece, the USPS will discard any undeliverable mail piece.
4. The name of the group organizing the event or relaying the information.
5. An event contact person, including telephone number and email address for questions or further information.
6. Event name.
7. Event purpose.
8. Event date and time.
9. Event location, including name of church and the complete street address.
10. Directions to the location.
11. A registration form that collects a participant's name, home church, mailing address, telephone number and email address to be contacted if the event would be postponed or canceled; complete payment information (payable to, address for mail registrations, or online registration guidelines).
12. A "Re-distributed by _____" notation if the mailing includes an item from another source, i.e., a General Church agency.

Do not send mail pieces already printed to the conference office for distribution. All self-mailers must be provided in electronic format so that the bulk mail permit may be placed on them. Every mailer piece must be absolutely identical, including any inserts.

Because Annual Conference is an intense preparation time, bulk mailings not related to Annual Conference will be minimal — if any at all — April through June.

For hard copy mailers use these guidelines:

- Documents may be 8 ½" x 11" (letter size) or 8 ½" x 14" (legal size). Newsletters may be printed on 11" x 17" paper and then folded in half twice.
- Tri-fold brochures must have ½" margins around the outside edges and a ½" margin between each of the three columns to allow folding.
- Bi-fold newsletters should have a 1" center margin (or ½" on each page). All bi-fold newsletters will be self-mailers.
- Letters must have a 2 ½" margin at the top and a 1" margin at the bottom to accommodate the conference letterhead. Side margins should be at least ½".
- Photos and graphics should be a part of the electronic file to reproduce at the highest quality possible. Graphics files may be in the following formats: .wmf (Windows graphics that are used with Microsoft products), .jpg, and .pdf.

Label and List Requests:

Roxie Delisi, administrative assistant, handles label and list requests. One week notice is required to process a label or list request.

When requesting labels, be specific about the target audience to ensure all desired recipients are included in the label set.

Mailing lists held by the conference are for the use and benefit of the conference. Conference councils, boards and agencies, institutions that have a covenant relationship with the conference, Great Plains churches, Great Plains districts and agencies of the General Church may request mailing lists.

Per conference policy, mailing lists held by the conference or its respective agencies and institutions shall be considered confidential and shall not be provided to any person, group or business beyond those for whom the mailing list was compiled without a written request sent to kwitte@greatplainsumc.org.

If any group within the structure does not wish to have names released, the group's request will be honored regardless of the requesting body. The conference will not provide the information. For example, United Methodist Women directly determine who will receive their mailing lists.