

Instruction for Hope College Non-Profit Mailings

**DO NOT AFFIX LABELS, OR PRINT ADDRESSES ON ENVELOPES.
SCHREUR PRINTING & MAILING DOES THIS FROM YOUR ADDRESS FILE.
IF YOU DO, MAILING WILL BE SENT AS FIRST CLASS.**

Important: Non-profit mailings are subject to very strict guidelines as interpreted by the U.S.P.S. If you have any questions or you have not done a non-profit /bulk mailing before you may want to contact the Mail Center before proceeding. To qualify for the maximum rate savings, a non-profit mailing must adhere to the following guidelines:

- ✓ It must pertain to Hope College events or activities ONLY.
- ✓ It cannot advertise for any other business or organization-even another non-profit.
- ✓ It cannot contain price information/advertising about particular products.
- ✓ The mailing must have a complete Hope College return address containing either 141 E. 12th St. Holland, 49423-3607 or PO Box 9000, Holland MI 49422-9000

In addition, ALL mailings (non-profit or standard rate) must meet the following general criteria:

All:	*All pieces identical in color, size, weight and content.
Mailings:	*Minimum of 200 pieces for Standard Mail, 500 for First Class.
Envelopes:	*Can be pre-printed with Permit information. *Can be sealed by Schreur – flaps flat (not up) .
Folded:	*60# (or heavier) paper preferred – neatly folded with no staples .
Mailings:	*Address space should be orientated with the folded edge down . *Minimum label space needed 4-1/2"x2". *Must have tab closures applied according to Postal Standards (can be done by Schreur).
Post Cards:	*We recommend sending post cards (from 3-1/2"x5-1/2" to 4-1/4"x6" size) First Class since there is no post card classification for Bulk Mail.

Preparation

1. Request or prepare a mailing list in EXCEL format. Please check for consistency (e.g. if COMPANY is a field name, only company names are listed in this field).
2. Your address list can be (1) emailed as an attachment to Schreur (lists@schreurprinting.com) or (2) presented to the Mail Center on a CD. If you send the list to Schreur even before the mailing is ready, it allows them to process the list and speed up your mailing time.
3. Prepare the mailing according to guidelines. (Please ask the mailroom OR call Schreur Printing & Mailing @ 616-392-4405 if you have any questions about preparation.) **DO NOT AFFIX LABELS TO THE MAILING!** If your mailing is being printed off-campus, you may have it delivered directly to Schreur Printing 11287 James St. Holland MI 49424.
4. Drop off the mailing at the DeWitt Center with the reverse side of this form completed.

Please call the DeWitt Mail Center if you have any questions. x7185.

OR

Schreur Printing & Mailing 616-392-4405

Hope College

Non-Profit / Bulk Mailing Form
See other side for complete instructions

This form must accompany all non-profit and bulk mailings delivered to the DeWitt Mail Center. Hope College non-profit mailings are processed through Schreur Printing & Mailing Co., Inc of Holland. Schreur Printing is located at 11287 James St. Holland. Mailings may still be dropped off at the DeWitt Mail Center but all steps below need to be followed.

Checklist for all mailings

(Please verify each item before competing paperwork)

1. **All mail pieces are identical** in content, color, size and weight
2. **Mailing list file** is in EXCEL format and has been included with this form on a disk or flash drive **OR** has been e-mailed as an attachment to: lists@schreurprinting.com (Please include contact name, account # and approximate piece count in the body of the message). Phone: 392-4405, FAX: 392-4296.
3. **Mail pieces** are being sent from Hope Mail Center.
Date available for pickup: _____ **OR** the Mailing will be sent directly from the printer _____ on _____
(printing company name) (date)
4. **International addresses:** If any are included in the mailing list they will be processed separately and may take additional time.
5. **Timeframe:** Non-profit/bulk mailings receive the lowest priority at the Post Office. Please allow 3-5 days for pick-up by Schreur Printing and their processing time.

Mailing Information

The name of this mailing is: _____ and classified as follows:
(please check with the Hope College Mail Center if you need clarification)

Non-Profit Standard Bulk First Class

TOTAL PIECE COUNT _____ DATE IN _____ SCHREUR PU _____
DEPARTMENT NAME _____ ACCOUNT # _____
CONTACT PERSON _____ EXTENTION # _____

Mail Center Use Only

Schreur \$ _____ Date Charged _____

USPS \$ _____ Date Charged _____