

**MEMO**

**To:**  **Association Presidents and Communication Chairs**

**From: Rupert Kindersley, Executive Director, and**

 **Shannon Farquharson, Communications & Executive Services Coordinator**

**Date: May 4, 2021**

**Regarding:** **Association Material Mailing Services – “Piggybacking” on UPDATE mailings**

The purpose of this service is to provide associations with **a low-cost option to deliver written material to their membership** and avoid the need for the association to address the fulfilment requirements (buying/stuffing envelopes, postage etc.).

The requirements are as follows:

The Association must:

* **Confirm to Shannon that they wish to use this GBA service at least one month before the UPDATE issue dates, i.e. before Jan 15, Apr 15, or Sept 15.**
* Design and print the newsletter, directory, notices or other material that they want to deliver to their membership;
* Deliver the material to GBA’s fulfilment provider, currently Warren's Waterless Printing, 711 Clayson Road, Toronto, Ontario M9M 2H4; gwarren@warrenswaterless.com ; (416) 745-8200 x253; C: (416) 989-8229

Please note that associations may find it more cost effective to use Warrens to print their material and we recommend getting a quote from Glen Warren.

The process is as follows:

* The association must first advise Shannon what they wish to include in their mailing and, if possible, the weight or approximate weight of the item(s). Shannon will then confirm the cost of the service. **The Warren’s processing cost is currently $95 + $8 for each 100 recipients (rounded up) + HST.** The weight of the items may incur additional postage costs per recipient (i.e. a heavy directory). In this respect, please note that newsletters/notices do not normally attract this extra cost and the GBA Canada post contract rates are fairly low.
* If the association currently uses direct mail for UPDATE, i.e. they submit their mailing list to Shannon, then this will be used for the Association Material Mailing Service;
* If the association does not currently use direct mail for UPDATE, i.e. they receive a bulk delivery or already only send their mailing list directly to Warrens (PaBIA), then they must send their mailing list directly to Warren’s and advise Shannon of the number of recipients;
* **GBA will invoice the cost to the association.**