



## **\*\* ASSOCIATE MEMBER MAILINGS & EMAILINGS \*\***

### **SEVEN STEPS TO A SUCCESSFUL MAILING**

As an Associate Member, you have the opportunity to mail or email WSCGA Grower Membership according to the WSCGA Mailing Policy and the following guidelines:

- **BASIC Associate Members:** you have the opportunity to request one mailing or emailing per year to grower members through the WSCGA office. There is a one-time charge of \$150 for the mailing or emailing to growers through the WSCGA.
- **PREMIUM Associate Members:** you have the opportunity to request up to four (4) mailings or emailings per year to grower members through the WSCGA office. There is no charge for this service to WSCGA Premium Associate Members.

A copy of the mailing policy is attached. The procedure is pretty simple, and can be completed in the following steps:

#### **1. PRE-APPROVAL**

Send an email with attached mailing or emailing draft to WSCGA at [wiscran@wiscran.org](mailto:wiscran@wiscran.org).

#### **2. APPROVAL**

WSCGA Executive Director reviews the mailer or email file draft. You will receive email confirmation when your draft is approved, along with a count for mailed materials.

#### **3. PRODUCTION**

After approval, prepare the mail pieces and make copies, just as if you were mailing from your office. This includes inserting the information into envelopes, folding, and sealing, etc. (Include your company's return address on envelopes; WSCGA will add the grower mailing labels.) For emailings, prepare a PDF file in reasonable size file for broadcast emailing. Advance notice of materials delivery for mailing is appreciated. Please confirm when mail materials or final PDF email file will be sent to WSCGA and confirm your preferred send date.

#### **4. STAMP ENVELOPES FOR MAILINGS**

For mailing, affix appropriate postage using postage stamps on each envelope or the self-mailer.

DO NOT USE A POSTAGE METER to imprint postage, unless your business has a Wisconsin Rapids address and zip code on meter imprint. (NOTE: WR Post Office will reject any mail metered outside of Wisconsin Rapids.)

#### **5. DELIVER MAILING or EMAIL FINAL PDF FILE**

Box up sealed mailers and include one unsealed file reference copy without postage for WSCGA files.

Deliver or ship to the WSCGA office at:

**Wisconsin State Cranberry Growers Association**

**132 Grand Avenue, Suite 202**

**Wisconsin Rapids, WI 54495**

6. **MAILING LABELS** - WSCGA affixes mailing labels to each self-mailer or envelope.

7. **MAILING TO POST OFFICE** - WSCGA delivers the completed mailing to the Post Office. An email confirmation is generally sent to confirm when mailing or emailing is completed.



# WSCGA

## Membership List / Mailing Policy

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The WSCGA maintains a list of Wisconsin cranberry growers.

1. The Membership List will not be given out for solicitation purposes.
2. All mailings are reviewed and subject to prior approval by WSCGA.
3. Premium Level Associate and Grower Members will be allowed to make up to four (4) mailings per year to those on the membership list. The Member will provide the mailings to WSCGA (with postage stamps affixed). The WSCGA staff will affix the mailing labels and place them in the mail.
4. Basic Level Associate Members will be allowed to make one mailing per year by paying a cost of \$150 per mailing to the WSCGA. These mailings will be made in accordance with the WSCGA Membership List / Mailing Policy.
5. Solicitations for or offering of real estate are not allowed.
6. Mailings requested on behalf of non-profit organizations will be evaluated for approval by the WSCGA Board.

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