



THE PS INSIDER

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Postal Logistics Savings



\$4,086,775!

Cumulative postal savings since January 2009 through our Postal Logistics Services

IMB Countdown

201 days

Until the USPS mandates the IMB for all automated mailings

PS Call to Join!

Ambitious individuals to compliment our team.

[To learn more...](#)

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Fall Mail Volume Returns to 2007 Levels - Mail Delivery Slows

One of the most common industry assumptions is that mail delivery slows down dramatically in the fall as volume increases. The number of phone calls searching for "lost" mailings seems to triple as the holidays get closer.



However, in 2009, the calls never came...at least not in the volume we had come to expect. The reason, as shown in the chart below sent by the PRC (Postal Regulatory Commission), was that mail volume had decreased to where the postal service's workflow maintained a consistent delivery throughout the entire year. [Read More...](#)

Membership Cards as a Package Format - Why Not?

Join, renew, reinstate, upgrade, acknowledge - the membership card continues to be an effective vehicle for many fundraising messages. Why do membership cards work?



Affiliation - being a card-carrying member conveys a certain value and a sense of belonging, whether you actually carry the card or not. It invites you to be a part of the organization's continued good work and to join the efforts of other people like you.

The 'membership card' invites you to peel it, remove it or remove it. This may be the #1 reason why membership cards continue to be a top-performing renewal program format - you've got to take an action to remove the card, from the simplest format to the most expensive. The most successful membership card formats engage your senses - you can 'feel' the offer and sometimes see it. Die cut envelopes, color images, cards of substance, embossing - these are some of the membership card format techniques that create intrigue and feed the desire to open the envelope. These are also the variables that contribute to the overall package cost. [Read More...](#)

Production Solutions Congratulates Heifer International

Production Solutions would like to congratulate our long-term partner, [Heifer International](#), for receiving the prestigious 2010 DMA Nonprofit of the Year Award. PS was in attendance at the DMA NF New York conference to celebrate the incredible work Heifer has done with communities to end hunger and poverty and to care for the earth. To learn more about this award, [click here](#)



Think Twice Before Deciding that Twitter is Not for You

Twitter is not just for teenage girls who want to know what Ashton Kutcher is doing every second of every day. Yes, Twitter is used by celebrities to keep their fan base engaged, but it is also a very effective business communication tool.



Many professionals have shunned Twitter, feeling that there is already too much irrelevant information available to us. I must admit I was one of those people. But when I became the Co-Chair of the Bridge to Integrated Marketing and Fundraising, I begrudgingly opened a Twitter account (which takes about 2 minutes) and started following the Bridge Conference and DMAW tweets. [Read More...](#)

Ask the Expert

Q: [What do I have to do to get ready for the IMB?](#)

As you may know, the USPS has begun implementing the Intelligent Mail Barcode (IMB). On May 1st, 2011 the POSTNET barcode will no longer be accepted for postal automation discounts. The IMB will be mandatory on both outbound and inbound mail to achieve automation postal rates. [Read More...](#)



Thank you again for partnering with Production Solutions for your direct marketing needs!