

08/09/2022 - Client Communication

As we continue to navigate your program through 2022, below is the latest information for you to know.

Postal Update

Mitigate Increases with Mailing Promotions

To help offset the postage increases we have experienced since the mid-year postal rate changes, we encourage mailers to [participate in the ongoing USPS Mailing Promotions](#).

The Informed Delivery promotion period is live as of August 1, and it will continue all the way through December 31. It's not too late to register to get up to a 4% discount! Next up is the Mobile Shopping promotion period, which can yield up to a 2% discount. That promo starts on September 1, so mark your calendar.

We encourage you to think of these Mailing Promotions not as “optional” but as a holistic element of postage rates which gives you the opportunity to decrease the impact of these rising costs on your fundraising budget.

If you have any questions, don't hesitate to reach out to your PS contact.

I Feel the Need, the Need for Speed

Over the past year, the industry has been challenged with even longer lead times due to paper and labor shortages. In general, direct mail projects require incredible pre-planning and careful mapping of schedules long in advance. But what happens when time is of the essence and it is critical to get a message out quickly? [Read our blog by PS' Senior Supplier Relations Manager, Shannon Azbill, on 3 different options to get your message out at lightning speed, here.](#)

Supplier Update

Preparing for 2023 is the most important thing you can do right now. Planning ahead is a standard operating procedure now and forever. Of course there will continue to be challenges, but we are seeing encouraging pockets of improvement with the supply chain. You and our industry are doing a fantastic job of collaborating, innovating and planning for the future, so continue this great teamwork.

Also, we want to share some good news! Labels are starting to flow again and we predict that this trend will continue. Let's celebrate wins like this when they happen!

PS Update

PS Production 101

PS' next Production 101 webinar, hosted by PS Sourcing Managers, Alex Newell and Shannon Azbill, will be held TOMORROW, on **Wednesday, August 10 from 10:30AM - 12PM EST**. Always a hit, don't miss your opportunity to learn from these production experts. Reach out to your PS contact to register. Also, note in advance that the last Production 101 session of the year will be on Thursday, **November 10** from 3PM - 4:30PM EST.

Until our next communication, we hope you and yours stay well.