Parents’ Club of Stanford University  
Summer Mailing Chair  
Report for 2014  

Submitted by Lorianna Kastrop

Quantities Printed:

<table>
<thead>
<tr>
<th>Items</th>
<th>Quantity requested</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Letter</td>
<td>6300</td>
<td>$ 778</td>
</tr>
<tr>
<td>Program Card</td>
<td>6300</td>
<td>$ 388</td>
</tr>
<tr>
<td>Deliveries Brochure</td>
<td>6500</td>
<td>$ 357</td>
</tr>
<tr>
<td>Envelopes</td>
<td>8500</td>
<td>$ 605</td>
</tr>
<tr>
<td>Graphics</td>
<td></td>
<td>$ 280</td>
</tr>
<tr>
<td>Total with Tax</td>
<td></td>
<td>$2594.20</td>
</tr>
</tbody>
</table>

Mailing for 6,252 undergraduates in the U.S. and its territories:

1. Mailing service (folding and stuffing envelopes and organizing by zip code) = $865.00.


Process Notes:

Another major change to the Deliveries Brochure caused extra work again this year. It takes a lot of emails back-and-forth to settle on a format, contents, graphics, and cost comparisons. This will be an easy job if the formats stay consistent from year-to-year.

Working with ChaseVP is very easy. They have kept prices consistent year-to-year and the only differences are based on what quantities we order. On May 20 I got a headcount from Heeju Jang at Stanford and then I contacted Jeff Burnham at ChaseVP with the order amounts so that he could provide an estimated cost. In late June Maria submitted her President’s Letter and we did a little bit of editing and formatting on that. We spent the month of July working on the new Deliveries Brochure and doing slight edits on the Membership Form. We had the Program Card information by early August.

In August I got final approval on all of the proofs, received the postage estimate so that our postage meter could be replenished by the Club Treasurer and then gave the proofs to ChaseVP for printing by mid-August. They had the mailing ready by August 28th for a “drop date” (scheduled arrival) just after Labor Day on September 1st. Everything went as planned.