

## E-blasts and Direct Mail

### Design Tips

- Use Odyssey colors and graphic guidelines for font choice, etc.
  - Keep message simple by using bullets and headers
  - Keep card or email visually uncluttered; group similar messages
  - Leave white space to break up text
  - Use complementary colors or various shades of grey and different font sizes to create contrast and visual appeal
  - Use easy-to-read font such as Times New Roman or Arial
  - Use standard sizes for postcard or brochure
  - To get letter rate, stay between 5 inches and 11 1/2 inches in length and between 3-1/2 inches and 6-1/2 inches in height
  - To get flat rate, stay between 11-1/2 inches and 15 inches length and between 6-1/8 inches and 12 inches in height
  - (Self-mailers) On address side, adhere to U.S. Postal Service mailing guideline and address space
  - Check U.S. Postal regulations for other mailing tips; see [www.usps.com](http://www.usps.com)
- Note: Because bulk mail takes significant time to reach recipient, send materials first class

### Save-the-Date Postcard – include the following:

- National AFV Day Odyssey graphics and tag line
- Date and times of local event
- Teasers to attract your audience
- Local contact information and/or local Web address
- National Odyssey Web site address: <http://www.afvdayodyssey.org>
- Location of local event
- Local and national sponsors/partners
- Local organizers: Clean Cities and/or NTC institution
- Note NAFTC as national coordinator and include NAFTC logo (small)