



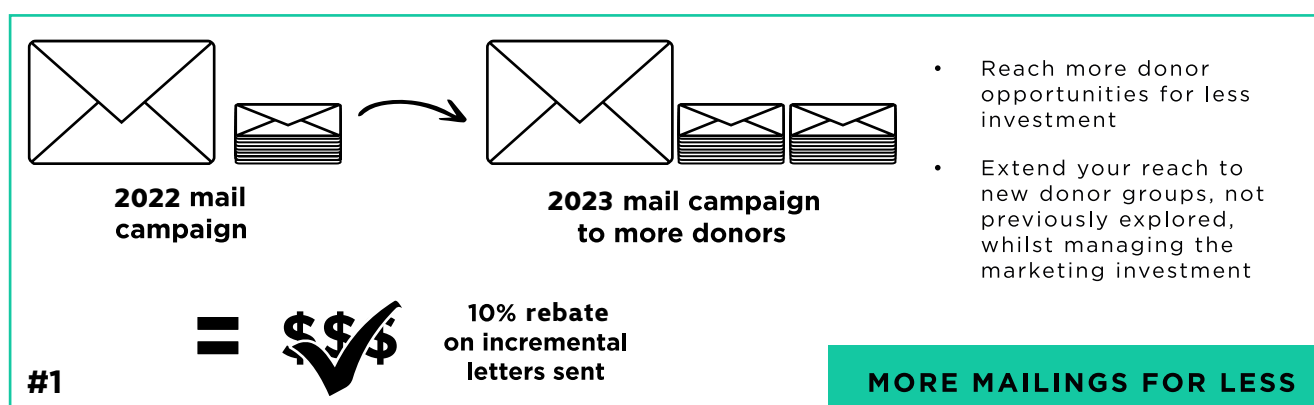
CHARITY MAIL INCENTIVE 4.0

What does this mean for me?

Donor acquisition has never been more important for Charities to provide support for many Australians in need during this period. With that in mind, the Fundraising Institute Australia, the Print and Visual Communication Association and Australia Post have once again come together to develop support across the *Charity Mail* postage product.

Below is a breakdown of the support which will be effective from 1 October through to 31 December 2023 and provide a 10% rebate for incremental mail volumes. In short, helping Charities reach more, for less.

Work with your Charity clients, or within your own Charities, to determine how to best leverage this opportunity to broaden your mailing reach.



Charities are offered a postage rebate of 10% on qualified incremental *Charity Mail* mailing activity undertaken in October to December 2023 compared to October to December 2022. This means you can mail more to achieve higher results, at a lower rate.

The 10% rebate applies to the incremental *Charity Mail* volume mailed in October to December, adjusted for any *Charity Mail* volume shortfall that occurs in the upcoming January to March 2024 quarter. It is only available where *Charity Mail* volumes have been lodged on the charity's own charge account both last year and this year.

Your application is to include, the Charity name, Australia Post charge account number, expected *Charity Mail* volume 1 October to 31 December 2023 and the Mailhouse that prepared the 2022 mailings and will be preparing the 2023 mailing.

To take up this initiative, send information through to charitymailchanges@auspost.com.au



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