

Why You Receive Duplicate Copies of Mailings from the University of Illinois

Each time a direct mail campaign is staged from the turfgrass program of the University of Illinois at Urbana-Champaign, a large volume of non-deliverable mail is returned. Despite constant efforts to update and correct the professional turfgrass managers list utilized for these mailings, return mail always shows up. This is a recognized cost in direct mailing.

An additional problem has cropped up over the past few years which is entirely different from normal list maintenance. When the NCTE was formed two years ago, due to its multi-organization format, numerous mailing lists are used to send the pre-registration announcement. Lists were solicited from the USGA Green Section, MAGCSA, CIGCSA, past NCTE participants, etc. This year, the total of all lists involved numbered over 13,000.

In order to organize, sort, and identify duplication out of a group this large, a main frame computer would have to be utilized. The present facilities in the turfgrass program can handle lists approximately one-third this size. In addition, personnel would have to be temporarily hired, trained, and supervised to track down the duplicates and remove them EACH time a mailing is prepared. The cost of this procedure far exceeds the loss of funds due to duplicate mailing.

As a Federal employee, working with the Cooperative Extension Service, I am allowed to send first class mail at no direct cost to my program. While the University of Illinois in total has limitations to the amounts of mail that can be sent on a postage-free basis, no charges at any time are assessed to the turfgrass program. With essentially free mailings, the only cost involved is that of printing, typesetting, artwork, and other processes necessary for each piece that is enclosed in the mailing. The cost of each piece in the recent mailing of the NCTE brochure was approximately \$.20. If you received seven copies of this mailing for a total expenditure of \$1.40, it would take us approximately one hour of time (sorting, searching, verifying, and eliminating, etc.) to effectively remove the duplicates of one organization from the list. Even at minimum wage, that represents \$3.50.

However, you can help us in holding down mailing costs by passing on duplicates to others that have not received brochures. They might simply be others in your organization or acquaintances interested in U. of I. turfgrass programs. Your assistance is most appreciated.

We will continue to provide information on current and future programs conducted at the University of Illinois at Urbana-Champaign.

Thomas W. Fermanian, Ex. Turf. Spec.
U. of I.

**Speak kind words
and you will hear
kind echoes.**




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