

## **Clay Fest Job Description**

*Updated November 2018*

### **MAILING LIST CHAIR**

Mailing List Chair is responsible for the mailing of the Postcard and the Mail Chimp account for the event. Ask for mailing list changes from Clay Fest participants in the Application, as these need to be input and edited on the main mailing list by August. Ask the participants to submit their lists before June 30 preferably in Excel form or another compatible form. You will find single names wishing to be added or deleted late. Add to your list or make necessary changes as needed.

During the show have a method to collect names and addresses for the mailing lists. At this time we are using a small box with sign on it. This is usually at the info table. Add and edit customer addresses to the mailing list after the show (by August at the latest). Get copies of checks from cash chair at the end of the show. Add names and address changes from checks and exit poll. This can be in the 100's so start early in winter. Email a copy of the list to the Clay Fest Chair. Do a backup and burn a flash drive or some sort of portable file also as a backup.

As of 2018 we are using QSL Print Communications. Call the mailing service for a quote and any price change or procedures from last year. Be sure to tell them that we will want a check for duplicates by address and the NCOA service. Use that information and last year's bill to estimate your budget.

Call mailing service in August and give them a date for the mailing approximately three weeks before the show. Ask when they will need our data base and when they need the post cards to do the printing and mailing. Send the data base using e-mail and deliver or arrange delivery of the post cards before that date. Get the bill and get a copy to our Treasurer for payment. Keep a copy for yourself to figure your budget for next year. The mailing will not happen until the bill is paid. Pick up or arrange for pickup of the extra cards and take or arrange for the cards to go to Georgie's for participants use for publicity.

Obtain the postcard from the Graphics chair via email. Use the postcard and make the advertisement for Mail Chimp and set up the date for the emails to be sent.