

Clay Fest Job Description

Updated March 2020 by Sandy Segna

MAILING LIST CHAIR

Primary Responsibilities

The Mailing List Chair is responsible for maintaining the list of customer addresses and email addresses used to mail the postcard to customers to advertise Clay Fest. The Chair uses an Excel spreadsheet to maintain the list of mailing addresses for the printed postcard and uses MailChimp to maintain the list of email addresses for the electronic version of the postcard.

Specific Duties and Timeline

During Clay Fest

- Have a method to collect customer names and addresses to add to the mailing list. This usually is done by having blank customer address forms and a collection box with a sign available at the Information Table.

At the end of Clay Fest

- Collect the customer address forms and the collection box.
- Get photocopies of customer checks from the Cash Chair.

November through July

- Update the address list in the Excel spreadsheet by entering customer addresses from the address forms and customer checks collected at Clay Fest. This can take a fair amount of time, so start early enough to have the new addresses entered by July.
- Enter any changes of address you receive and delete addresses of customers who ask to be removed for our mailing list.
- After the show, the mailing service will email to you files of addresses that need to be updated or removed, and these changes also need to be input into the Excel spreadsheet by July.
- Keep backup copies of the Excel files as you work on the mailing list. Once the mailing list is finalized, send a copy of the Excel file to the Clay Fest Chair as another precaution.
- Update the list of email addresses in MailChimp from the customer address forms collected at Clay Fest.

August

- We are currently using QSL Print Communications in Eugene as our mailing service. Contact the mailing service to give them the date by which the postcards should be mailed, which should be about three weeks before the show.
- Ask when they will need our Excel file and email the Excel file to the mailing service before that date.
- Let them know that we need our mailing list to be de-duplicated by address and that we need the NCOA service.
- The mailing service should provide an NCOA Processing Acknowledgement Form which needs to be completed and returned to them; this can be done by email. The completed NCOA form should be returned to the mailing service along with the Excel file.
- Find out if prices or procedures will be different from the past year.
- The mailing service will provide an invoice to cover the cost of postage and their mailing service. Send the invoice to the Clay Fest Treasurer for payment and keep a copy for yourself. ***Note: The mailing service must receive payment from Clay Fest before they will mail the postcards.***

September

- Obtain a copy of the electronic version of the postcard from the Graphics Chair and use it to create an advertisement in MailChimp. Send the advertisement to our list of customer email addresses two to three weeks before the show.

Budget

Use the invoice from the past year to estimate your budget for the next show.