



How to Create a PCC Newsletter and Editable Templates

PCCAC Communications and Marketing Sub-Committee

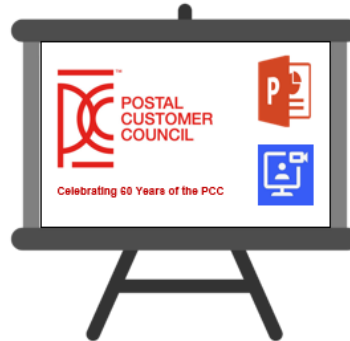
Thursday, March 11, 2021



Housekeeping



Please utilize the chat box to ask questions, or voice any comments, or concerns.



PPT presentation along with the recording and notes will be emailed to you all today.



Please note: All phones and videos will be muted due to the large volume of information that we are sharing on today's call.



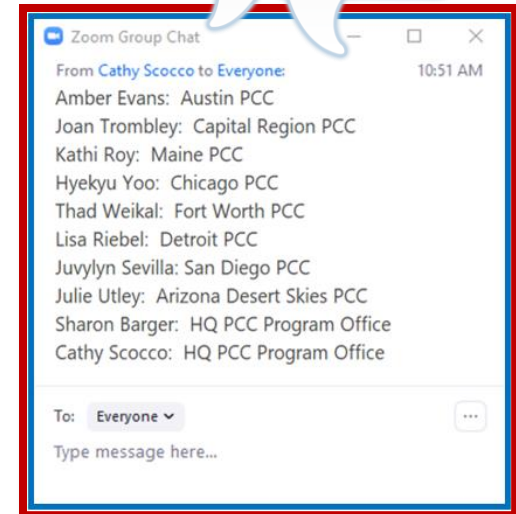
Attendance Credit

Please Type in Chat:

- ❖ Your Full Name
- ❖ Your Full PCC Name

Premier Certificate Award Qualifications:

Minimum of **6** nationwide PCC virtual educational events hosted by the National PCC Advisory Committee or the National PCC Program Office.





Agenda

- ❖ Welcome and Housekeeping
- ❖ Agenda
- ❖ Introductions
- ❖ We Want to Hear from You – Polling Question
- ❖ The Benefits of a PCC Newsletter
- ❖ Live Demonstration of Canva
- ❖ Live Walk-thru of *PostalPro*
- ❖ We Want to Hear from You – Follow-up Polling Question
- ❖ *Introducing the PCC Communications and Marketing Help Desk*
- ❖ PCC Voice
- ❖ Please Join Us
- ❖ Questions & Answers – Open Discussion
- ❖ Thank You for Attending



Presenters



Kathy Hall, ATIME4Marketing
PCCAC Communications and Marketing
Sub-Committee Industry Co-Chair
Houston PCC Industry Co-Chair



Brooke Lasky
Marketing Specialist,
Kessler Creative



Tony Sandberg, Group IT
West Michigan PCC Industry Co-Chair
PCCAC Communications and Marketing
Sub-Committee Member



Cathy Rupard, VP, Operations Midwest Mailing Service
Central Missouri PCC
PCCAC Communications and Marketing
Sub-Committee Member



Sharon Barger
PCCAC Communications and Marketing
Sub-Committee Postal Co-Chair
Central Area PCC HQ Liaison



Annmarie Foreman
Panhandle PCC Postal Administrator
PCCAC Communications and Marketing Sub-
Committee Member



Da Shiek Woodard
PCCAC Membership Growth & Recruitment
Sub-Committee Postal Co-Chair
Atlantic Area PCC HQ Liaison



Judy Caldwell
PCCAC Communications and Marketing
Sub-Committee Postal Support
Atlantic Area PCC HQ Support



We Want To Hear From You

Polling Question:

- ❖ Does Your PCC currently create and distribute PCC newsletters?
 1. Yes, once a year
 2. Yes, twice a year
 3. Yes, quarterly
 4. No
 5. Other, please explain in the chat box



Benefits of a PCC Newsletter

- ❖ Optional vehicle for communicating with and engaging your PCC members and prospective members
- ❖ Education
- ❖ Recognition
- ❖ Current Events and Meeting Calendar
- ❖ Fun Facts
- ❖ Celebrations
- ❖ Great tool for capturing your PCC history
- ❖ Great experience to be a “product of the product”



Canva an Optional Easy Button

- ❖ Although the Postal Service **cannot** recommend or promote one product, service, or resource over another, Canva is a **Free** graphic design platform available to consider when creating and designing your PCC Newsletter.
- ❖ Postal **must** utilize through Chrome
- ❖ Live demonstration – Brooke Lasky

<https://www.canva.com/>



Please note that PCCs may not be used to advertise or promote individual businesses or vendors or to convey other messages or commentary not in furtherance of the PCC Mission. "Advertising" is defined in this context as the use of sales slogans or verbiage intended to promote non-Postal Service products, services, or businesses, as well as other types of messages or commentary that are not strictly designed to promote or serve the PCC Mission or Postal Service products or services.



PostalPro

❖ Newsletter Resource Library

Marketing Toolbox

The Marketing Toolbox created by the PCCAC Communications and Marketing Committee contains a wide variety of marketing templates designed to help simplify marketing your PCC events and to your PCC members.

These templates are in both PDF and editable word formats making it easy for your PCC to download the information and create customized professional marketing pieces. Please note, many of the templates listed have been shared by PCCs throughout the country.

Please check back periodically for the latest and greatest innovative marketing information.

Newsletter Resource Library

The Newsletter Resource Library is comprised of a collection of valuable and useful marketing materials such as Industry and Postal news articles, graphics, maps, the PCC Logos, favorite quotes, fun facts, etc. relevant to the mailing industry and PCCs nationwide.

The PCCAC Communications and Marketing Sub-Committee has been designed the library to serve as a "easy button" in which all PCCs could easily access, download, edit, copy and paste the resources directly into a local PCC newsletter template.

The resources in this library are ever-evolving and will be updated periodically. Please note: if you receive an error message, the information must be downloaded first prior to opening.

If you have questions or would like to share content for the library, please contact the Subcommittee at: PCCMktg@usps.gov.

TOOLS 03/05/2021	PCC Logos - 2021
TOOLS 03/04/2021	2021 PCC Maps
PUBLICATIONS	USPS New Vehicle Information

<https://postalpro.usps.com/pcc#anchor-5>



We Want To Hear From You

Polling Question:

- ❖ Based on the information given during this session, please select all that apply:
 1. Moving forward – our PCC will be attempting to develop our own newsletter.
 2. I will still need more guidance/assistance in developing a newsletter for our PCC.
 3. The information provided today will help me improve our current newsletter(s).



Drum Roll Please

Introducing the

PCC Communications and Marketing Help Desk

- ❖ Featuring Communications and Marketing Help
 - Questions
 - Support
- ❖ Volunteer to be a Communications and Marketing SME
 - Support and Help PCCs Nationwide
 - Answer questions
 - Provide Guidance and Mentoring

If interested, please send an email to:

PCCMktg@usps.gov

We look forward to hearing from you soon!





PCC Voice

- ❖ Information Sharing
- ❖ Invites
- ❖ Recognition
- ❖ Education
- ❖ Thank You
- ❖ #Hashtags
- ❖ Premier Certificate Award Qualification
 - Bronze Level – 4 Postings
 - Silver Level – 6 Postings
 - Gold Level – 8 Postings

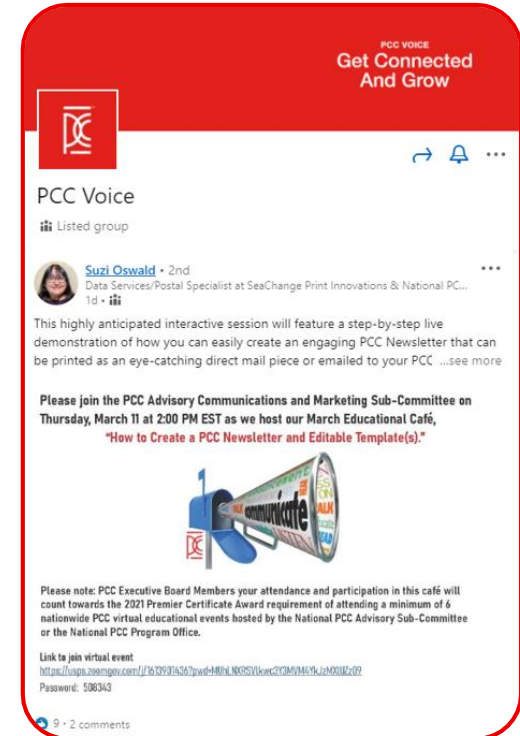
Sign up for a LinkedIn account:

https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Use this link to join the group:


<https://www.linkedin.com/groups/8303549/>

For questions contact PCC@USPS.gov




PCC VOICE
Get Connected
And Grow

PCC Voice
Listed group

Suzi Oswald • 2nd
Data Services/Postal Specialist at SeaChange Print Innovations & National PC...
1d • 

This highly anticipated interactive session will feature a step-by-step live demonstration of how you can easily create an engaging PCC Newsletter that can be printed as an eye-catching direct mail piece or emailed to your PCC ...see more

Please join the PCC Advisory Communications and Marketing Sub-Committee on Thursday, March 11 at 2:00 PM EST as we host our March Educational Café,
"How to Create a PCC Newsletter and Editable Template(s)."



Please note: PCC Executive Board Members your attendance and participation in this café will count towards the 2021 Premier Certificate Award requirement of attending a minimum of 6 nationwide PCC virtual educational events hosted by the National PCC Advisory Sub-Committee or the National PCC Program Office.

Link to join virtual event
<https://usps.zoomgov.com/j/1612931456?pwd=MHkxNDQ5YUwzYUJlUkZlM0M0UzRlZ0Z0>
Password: 506343

9 • 2 comments



Please Join Us!

We Need **YOU** to be Our Missing Piece

We would **LOVE** to have **YOU** Join Our Awesome Team!

You are cordially invited to join the

PCCAC Communications and Marketing Sub-Committee

If interested, please email the PCC *Insider* Mailbox at: PCCInsider@usps.gov



- ❖ Name
- ❖ Email Address
- ❖ Mailing Address
- ❖ Phone Number





Questions





Special Thank You



Brooke Lasky
Marketing Specialist, Kessler Creative



Please Join Us!

Communications and Marketing Workshop

Thursday, March 25th at 2:00 PM EST

Please send an email to the PCC *Insider* Mailbox at:
PCCInsider@usps.gov

- ❖ Name
- ❖ Email Address
- ❖ Mailing Address
- ❖ Phone Number





Special Thank You



Thank You!

For Joining Us Today!

Get Connected and Grow!



Special Thank You



PCCAC Communications and Marketing Sub-Committee Members

Judy Antidel – Greater Baltimore PCC
Cheryl Bell – West Michigan PCC
Jon Bowman – Greater Triad PCC
Judy Caldwell – HQ Program Office
Annmarie Foreman – Panhandle PCC
Kathy Hall – Houston PCC
Dina Kessler – Northeast Florida PCC
Bonita Mayers – Upstate PCC of Greater SC

Margaret Leger – Houston PCC
Suzi Oswald – Twin Cities PC
Cathy Rupard – Central Missouri PCC
Tony Sandberg – West Michigan PCC
Mike Shields – Greater Boston PCC
Thad Weikal – Fort Worth PCC
Da Shiek Woodard – Special Guest HQ Program Office
Sharon Barger – HQ Program Office

Get Connected and Grow!

