

# A Word About Sending Cards

## Choose an Impeccable Card

Our recommendation when it comes to cards, is send one they don't want to get rid of! We are big fans of using high quality photo art cards like those available from Lavish Cards, which are based out of Kelowna, BC. For more information go to [www.lavishcards.com](http://www.lavishcards.com).



These cards are stunning and come in a wide range of seasons, colors, themes, and settings – there is literally one for every occasion. CUSO already uses them for Thanksgiving, and they are fantastic for:

- Holiday Cards
- Birthday Cards
- Moment of Truth Opportunities
- Event Invitations

Another benefit of using one card provider is that even though the reason for the card and the card itself is different in terms of photo and messaging, there is a consistent look and feel to all the cards. This is great for your branding and consistency.

## Send it Correct

Wherever possible we recommend the addressee is hand-written, while the sender can have their address pre-printed on the envelope or a label.

We also recommend that it is mailed using a seasonal or themed postage stamp instead of running it through a postage meter.

We all know what happens when we sort our mail – anything with handwriting and an actual stamp goes to the top of the pile! Everything else is underneath it. It's human behavior.

## Make the Message Count

Although the envelope and card they receive make the first impression, it's what's inside that will have the biggest impact. Be sure the purpose of the card is clear and that your warm-hearted hand-written sentiment is received with the thoughtfulness with which it was intended.

## Be Organized!

We recommend you save one card from each Thanksgiving, so you have a record of the image and quote used each year. You will also need a process for your other cards to keep you organized – a little planning up front will save you frustration in the long run. Finally, when sending Moment of Truth cards be sure to denote which card you sent so you don't send repeats.