

## Building your Christmas Card Mailing List *Tips and Ideas*

### 1. You already have a rich list of data at your fingertips – you just have to recognise it

If you're sending cards for the first time, don't panic. You'll already have lists that you should add to your database for Christmas cards. They include, though are not limited to:

- All local members
- Everyone that has ever done any voluntary work for you
- Local councillors – including the opposition
- Local head teachers, officers of tenants and residents associations, sports clubs, and community centres
- Local companies you have visited or corresponded with.

### 2. Plan ahead

We know of one MP who has his Christmas cards delivered on 1st October each year. It takes him at least five weeks to personally sign the many thousands of cards he mails to his key constituents. It takes another two to three weeks for his office to stuff the envelopes. And every year, he mails his cards out on the first Monday of December so that his card is the first on the mantelpiece. Think of that: for one month out of every twelve, his constituents have a personalised card brightening up their living rooms. His calendars go out on New Year's Eve, but that another story.

### 3. Consult us

We have been producing material for Labour MPs since 2002 and therefore are aware of all the cost implications and the most effective use of your (albeit reduced) allowances – so don't hesitate to get in touch and pick our brains!



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Why not have a brainstorming session with your team to identify all the lists you already hold?