

USA VALUES, INC.
ComboPak Mailings

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Sponsoring early reading skills, (age 3-6), delivery through principals teachers and caregivers

SELL SHEET FOR 5.5" X 8.5" COMBOPAKS

- Highest quality 4 color process UV coated Postcards are effectively free!
- Can't mail postcards locally for less.
- Sales target is 10,000 closest higher value households.
- Four mailings per year. January 15th-31st, April 15th-30th, July 15th-31st, October 1st-15th
- Upscale mailing that has your best offer for the season segregated from everyone else.
- We complete the design, if requested.
- We print and mail.

COMPLETE WEBSITE TRANSACTION COVERING GRAPHICS-PRODUCTION-LISTS-MONEY!

We have the list to make the local focus easy!
Presents your best offer to higher value households.

THESE OVERSIZED POSTCARDS HAVE 4 TIMES THE GLOSS AND TWICE THE SIZE.

Send your message and build your local high value traffic -
Expect a great ROI.

Send 10,000 cards to your area (not 100,000) Less cost!

Make the offer that really counts for your store.

Show your loyalty to education's need to deliver Early Reading Skills.

ROI is great because postcards are read, retained and acted on.



We, **FREE OF CHARGE**, make you a sponsor with the best offer you can make; to the best customer you can reach; to the METRO ISSUE of funding directly the delivery of **Early Reading Skills to the most at-risk age 3-6 children.**

This is a direct way to sponsor — Loyalty to Early Reading

- You will be helping teachers, age 3 to 3rd grade children, and directly address the most important issues in education. The sponsorship insert:
Prompts giving to only those opted-in and accountable.
Services and supports the city schools.
- You will be merchandising, directly with the most influential people. Your competition at the mall may never know you are doing this because it is by invitation, a Postcard Pak mailing directly to exclusive homes, not a magazine, and it is limited to 30 merchants.

The comparative cost of;

- Mail one card in a 5.5" x 8.5" —Postcard Combo-Pak; using all of back space
10,000 for \$2,200
- Mail one 5.5" x 8.5" Postcard; using front and only a portion of back space.
10,000 for \$3,620

- Four over four color postcard printing, Mailed 4 times a year. Multiple deck quantity options. Printed on 12 pt. coated two sides for best color reproduction. High gloss U/V coating on front.
- Print Ready files are finished to us. Assistance with your design is optional - We will help you with your call to action.
Please call customer service 1-866-927-7468 www.PrintSmart4U.com
- **Assembly, insertion and postage costs are included**, Other sizes, quantities or options required? Faster schedule required? Need more reasons to use postcards? Call customer service at 1-866-927-7468 to match your needs

Design-Print savings, pinpoint targeting, highest quality, oversized cards, combination leverage for lower cost, and standard mailing rates create the **lowest risk/lowest price postcard advertising possible.**



IMPACT YOUR LOCAL TARGET AREA

Print full color front and back

High Gloss UV Coating on front

Mail your offer with 12-30 other exclusive selected retailers to build your traffic throughout the year.



ComboPaks share the cost of postage, target mailing and the list. **ComboPaks have great ROI** because they are lowest cost presentations of high value offers to upscale households. **AND**, they sponsor giving of Early Reading Skills at www.usavalues-character.org

These cards support at no cost the **Loyalty to Education and Early Reading Skills** for the most at-risk children in the city. See how the Pak combines loyalty with retail economic ROI. Advertising and mailing for the last mile of traffic will always be required.

- Postcards are the most read form of direct mail
- They have "shelf life"
- Those who use them continue to use them
- Full color is better than black and white
- Gloss is better than non-gloss
- Newspaper ads are not completely or widely read
- Postcards decks are consider a guerrilla marketing weapon.
- Expect a 5%-15% return, from a great retail target segment.
- Your offer is the key. **Call your target to action.**

Today's Children Tomorrow's Future,

Principals, teachers, childcare providers need your **direct gift**.

See what kindergarten teachers say is critical at <http://www.fightcrime.org>

Schools, business, industry, effective citizens, influencers, are asked to opt-in at www.usavalues-character.org , Click Opt-In, **to deliver**; the supplemental materials to children. Or, as a citizen, **to give**; using the instructions below. The “far left and far right” of our society might even agree with the middle that this giving is required. **That would be a WOW!** Just think about plus 90% of the population **agreeing on 100 simple words of direction**.

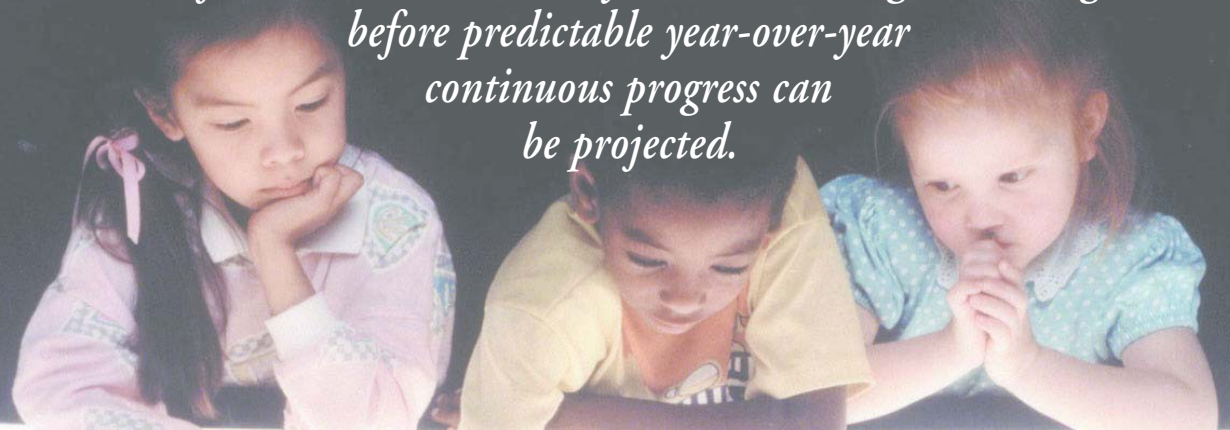
Some give money, some give time and talents. Only an **individual gift** delivers **Early Reading Skills** to age 3-5 children before they start kindergarten. USA VALUES-CDP is a 501 (c) (3) corporation and your donation is tax deductible. Call Tom Wolfram with questions. 1-866-927-7468 or visit the website.

Give using the gift certificate Program at www.usavalues-character.org. Click on Products; click on Gift Certificate Program (twice); enter the e-mail name and address you selected from those who deliver and have opted-in at >>>>>>>>>>; use the copy function to copy and post the name and address to your gift certificate; follow the shopping cart instructions; and this will retain a copy of your gift for tax purposes and follow-up with the teacher or caregiver.

THE ABOVE IS STEP 1

of a financial and operational plan to directly encourage the effective citizens and those influential to understand, give and accomplish:

100% of children must be ready-to-read starting in kindergarten before predictable year-over-year continuous progress can be projected.



THE TRUTH

Without the gift of Early Reading Skills all children are behind before they even start kindergarten.

THE GIFT

Only an individual gift delivers early reading skills at age 3, 4 and 5. This gift is the key to opportunity, success and sharing. It is society's best (effective and lowest cost) approach to preparing the poorest of the poor from the bottom up to want the choices and engagement.

THE FOCUS

When 100% of the children start kindergarten ready to read English the urban school has the resources to meet the Adequate Yearly Progress Requirement of No Child Left Behind. Elementary School Principals are vested in the Early Reading Skills of the children starting kindergarten.

Our goal

Reach 10,000 effective citizens in close proximity to each of eight Retail Malls, (**80,000 citizens 4 times per year**), such as the Mall of America. The citizens are reached with interesting Postcard Paks of special, time sensitive, retail offers and communications from selected merchants in the mall.

This program's "Request For A Gift" and the **Early Reading Skills Plan for urban and first tier suburban children** relies on the helping hands of effective and influential citizens. As you read this, know that the retailers mailing you with this Postcard Pak had special purpose and invitation to sponsor this brochure produced by USA VALUES-CDP.

Please take one or several of their offers and return the benefits to the at-risk children. The retailers have demonstrated, with this mailing, how economic activity can be **used to deliver, directly, Early Reading Skills, and the character assets and attributes of opportunity and choice.** This is a simple traffic building promotion that first pays for itself and then innovatively **creates and reaches new resources** for at-risk age 3 to grade 3 children.

This is just one example of the community using its own economic activity to start solving a **first-things-first social issue.**

Adults can and must **GIVE IT FORWARD to 100% of the children.**

When the teachers and care givers opt-in to deliver these materials they commit to:

Care about whether all at-risk children start kindergarten ready to read, count and listen/understand adult instructions.

Teaching character, assets, and attributes to children with short stories and messages.

Relate personal assets and attributes in the stories to today's opportunity and choices.

Be accountable to the gift! Be reachable via e-mail by the donor.

Share excess funding received, if any, using the same process of giving.

Honor the donor designation;

Designated for supplemental instructional materials.

Money not used is redistributed to others after 18 months twice a year.

Teachers can take 85% of the donation in cash, (CDP writes a check), if they have a letter supporting the purchase of age 3 - grade 3 children books signed by a local pastor or a principal, who has opted-in as a deliverer.