



# Vault<sup>SM</sup> Publications

Whether it's a custom-designed postcard, an invitation to a special event or an entire, annual communications plan, look to Vault Publications to help you better communicate with your membership, their parents and chapter friends. Create and send newsletters, flyers, recruitment brochures and other branded pieces using this tailor-made program that fits your needs, budget and goals. Count on OmegaFi's creativity, resources and expertise to professionally present you and your organization to all of your constituents.

## OmegaFi Responsibilities

- Set program schedules, mail dates and production deadline
- Along with the appropriate undergraduate and alumni officers, develop a content plan for each piece
- Write all articles and body copy, subject to your approval
- Lay out, design, print and send pieces by U.S. mail
- Convert pieces to PDF and/or electronic formats
- Push undergraduate and alumni officers to provide any required information and approvals to stay on schedule
- Integrate this information with your other OmegaFi services (financials, website articles, officer listings, etc.)
- Conduct officer transition for new undergraduate and alumni officers
- Provide a monthly report detailing number of items mailed and email messages sent on your behalf
- Deliver other comprehensive reports, as requested
- Consult and advise on an ongoing basis

## Your Responsibilities

- Work with OmegaFi to define the concept of each piece and gather content, information, relevant photographs and artwork
- Edit and approve the draft of all text written by OmegaFi, as well as the design draft
- Stick to deadlines and program schedules to ensure OmegaFi meets the mailing date you've established

## Print Options

- Black and white, spot color and full-color printing
- Newsletters: 4, 6, and 8-page are most common; larger sizes available
- Postcards: 4" x 6" and 5" x 7" are most common; custom sizes available
- Invitations: fold-over, with or without inserts and with or without reply cards and return envelopes

- One and multi-page letters
- Alumni directories
- Rush/recruitment brochures and flyers
- Surveys
- Other custom-designed publications, as needed

## Program Terms

- A one-time alumni records conversion fee is billed for your first publication
- Production, design and printing fees are billed half up front and half upon completion
- Postage costs are additional
- Multiple payment options
- Additional billing options available to Embark<sup>SM</sup> Alumni Relations and Embark<sup>SM</sup> clients

## Program Benefits

**Enhanced Brand Stature:** OmegaFi's newsletters, solicitation letters and other communication pieces present a polished image of your organization.

**Easy Compliance:** Adhere to any university and inter/national expectations and requirements for communicating with alumni/ae.

**Straightforward Billing:** We don't charge you every time you send an email to your alumni. Nor do we charge you every time you want us to run a report or send you mailing labels.

**Consistent Oversight:** OmegaFi keeps your program running from one year to the next in the midst of undergraduate and alumni officer elections and changes in ability, attitude and enthusiasm.

**Freedom and Flexibility:** We don't force you into any rigid contract, which means we have to continue working to keep you happy.