

## Tips for “Mailing, Billing, and Check Stuffers”

### Content

Each of these short messages has four parts. The first part is the title, the second a short verbal message, the third a graphic illustration, and the fourth a message line where a sponsor for the message can be listed. The messages are printed three to a page so they can be cut into equal size slips of paper. The names, addresses, and telephone numbers of local tractor dealers where ROPS can be purchased are printed on the back of each stuffer message. The messages describe the risks of tractor overturns, how ROPS and seat belts prevent injuries and fatalities during overturns, and why and how to obtain ROPS.

The messages may be used as mailing, billing, check stuffers or as countertop handouts. The stuffer messages can be included in regular mailings normally sent out to farmers by employers, businesses, and other community organizations. The stuffers are an easy and inexpensive way to distribute these potentially life-saving messages.

### Why the Stuffer Messages Are Needed

Over one-third of Kentucky tractor overturn deaths are to farmers who hold off-farm jobs. At least half of Kentucky’s farmers hold full- or part-time off-farm jobs. These farmers are difficult to reach because, when they are not out working on their farms, they are at work in another part- or full-time job in a business, manufacturing plant, or service industry. One way to reach this group is for their employers to include these stuffer messages with paychecks or other information routinely distributed to employees. Other local businesses that regularly send checks, bills, or other material to farmers also can include these stuffers in their mailings. In this way, many farmers and their family members will receive the messages.

### Objectives

There are two sets of objectives for these stuffers. The first set is for community employers, businesses, and organizations. The second set is for farmers who receive the messages.

#### Objectives for employers, businesses, and community organizations

Given this set of stuffer messages, community leaders will:

- Add their company, business, or organization name to each stuffer message to receive recognition for participation in a community public service campaign
- Print many copies of these messages and distribute them with their regular mailings to farmers, one message at a time with each monthly or biweekly mailing
- Keep in touch with local farm equipment dealers to arrange listing their names, addresses, and telephone numbers on the back of each stuffer message and to keep this information current
- Develop additional stuffer messages for future mass mailings with checks, bills, or other materials the organization routinely sends out (The PSAs included in another section of the this notebook are a good source for additional messages as are local stories related to farm and tractor safety.)

### Objectives for farmers who receive the stuffer messages

Having regularly received the stuffer messages included in paychecks, billing statements, and other mass distributions, farmers will:

- Become more aware of the long-term risks of tractor overturns
- Become more informed about the severe injury consequences and the emotional and financial costs that often result from tractor overturns
- Appreciate and understand the value of ROPS and seat belts for preventing injuries and saving lives and money
- Have immediately available the names, addresses, and telephone numbers of local farm equipment dealers where ROPS can be purchased and installed on tractors

### **Arranging for Distribution of the Stuffer Messages**

Arranging for the messages to be distributed requires getting out into the community and meeting with employers, businesses, and organizations that make regular mass distributions of checks, bills, or other mailings to farmers and farm community members.

- Identify and contact employers of large numbers of people in the community, companies that do business with farmers, and other organizations that send regular mailings to farmers and farm community members.
- Schedule personal, on-site meetings with the human resource directors, management, and community-relations people in these organizations.
- When you meet with these organization and community leaders, present examples of the stuffer messages and explain their purpose.
- Obtain commitments from organization leaders to distribute the stuffers with paychecks, billing statements, or other regular mass mailings.
- Determine which messages are of most relevant to the organization.
- Determine how the messages will be duplicated (by the organization itself or by some other means).
- If copies of the messages are to be supplied to the organization, find out how many copies are needed for distribution and determine the delivery date.

### **Monitoring Which Stuffers Organizations Distribute**

The “Mailing, Billing and Check Stuffer Distribution Record” checklist found at the end of this section of the notebook, is an easy way to discuss and record which stuffer messages an organization is willing to distribute. The form provides spaces in which to list the organization name and address and the contact person’s name and telephone number. Space is also provided to check off which messages the organization wants, the color of the paper on which the messages are to be printed, and the date and quantity of messages received by the organization. The form also can be used to record the dates and methods by which the messages were distributed as well as to whom the materials were distributed.



## **Adding the Names and Addresses of Local Equipment Dealers**

The 15 messages that follow are printed three to a page on 8 1/2" x 11" paper. A list of local farm equipment dealers, their addresses, and telephone numbers should be printed on the back of each message. The text should be arranged so that the messages and the list of local equipment dealers can be printed and duplicated, front and back, on one sheet of three messages. Once copies of the messages have been printed front and back, a paper cutter can be used to cut the single-page copies into three slips of equal size. Each slip then will have a copy of one message on one side and a listing of the names, addresses, and telephone numbers of local equipment dealers on the other side. These individual slips of paper are the stuffer messages to be included with paychecks, billing statements, and other mass mailings. At the end of this section of the notebook, two sample pages are included for tractor dealers in Barren County and Fleming County, Kentucky. The listing for each dealer includes address, telephone number and types of tractors serviced. Note that the list is repeated in three columns on these pages. This allows the dealer names and addresses to be printed on the back of each individual stuffer message. Use the Barren and Fleming County dealer listings as a model to make a similar listing of local farm equipment dealers for any specific county or region.

## **Making Additional Stuffer Messages**

A total of 100 additional potential stuffer messages may be found in the "Public Service Announcements and Messages" (PSAs) section of the notebook. To make new stuffer messages:

- Select from among those PSAs included in this notebook (or those you develop from local sources) that you think are appropriate.
- Add an appropriate drawing or graphic to each message in the space provided.
- Type or paste up three of the messages per page on 8 1/2 " x 11" paper. Print the names and addresses of local equipment dealers in columns in landscape format on another sheet of 8 1/2 " x 11" paper, so that the lists of dealers lines up with the messages on the first sheet.
- Duplicate copies of the messages using these two pages. Print them front and back on single sheets of paper or thin card stock. Use different colored paper for different organizations depending upon their preference.
- Cut the one-page set of messages into individual slips of paper with one message on each slip. The names and addresses of the local equipment dealers will be listed on the back of each slip.

## **Materials Needed**

- The instructions provided in these "Tips"
- The stuffer message pages included in this section of the notebook
- The sample listings of Barren and Fleming County farm equipment dealers
- The "Public Service Announcements and Messages" (PSAs) found elsewhere in the notebook

## **Ideas, Notes and Comments**

Write down your ideas and plans for using the stuffer messages.