

FOR IMMEDIATE RELEASE:

New Mover Church Postcards Announces New, Lower Pricing for Monthly Postcard Program

Round Lake, IL, January 27, 2010 – New Mover Church Postcards, the leading provider of full turnkey new mover direct mail programs for churches, has cut the price of its full turnkey monthly program and eliminated all set-up costs.

The company cited improved production and operational efficiencies following better than expected sales growth in 2009 for the price reduction. The company also expects continued growth in 2010 as churches look to maximize outreach opportunities.

“Churches clearly understand the need to maximize outreach opportunities during challenging times because more and more families are looking for religious guidance and support”, says Steven Lanham, the owner of New Mover Church Postcards. “Our program allows a church to make a connection with new families quickly and conveniently” says Lanham. “We’re committed to helping churches make this connection a priority by reducing our prices and removing traditional barriers associated with traditionally cost-prohibitive outreach initiatives”.

The company has eliminated all set-up fees and cut the pricing of their full turnkey postcard program to 79¢ per piece. “The 79¢ includes everything: postcard design and printing; new resident mailing list, addressing and postage. What’s more, there are no contracts to sign, no mailing minimums and no monthly account service fees to worry about” says Lanham. All customers also receive a copy of the mailing list on labels for additional follow-up or response tracking.

Unlike many other new mover mailing services, New Mover Church Postcards offers free custom postcard design services. Lanham mentions that having a customized postcard that features photographs of the church leadership, an exterior shot of the building or a photo of the congregation is a great way for a new family to get a sense of the church vision and personality. Lanham says that many new mover companies provide only a limited selection of predesigned templates that lack character or specific personality traits that are critical in church outreach efforts.

Churches have the ability of deciding exactly where to mail and how much to spread. Lanham says that eliminating all set-up costs and mailing minimums along with an overall reduction in price will allow even small churches to take advantage of this proven outreach tool virtually risk free.

For a free sample packet or more information, please visit www.NewMoverChurchPostcards.com or call 800-249-9984.

About New Mover Church Postcards:

New Mover Church Postcards is a full service direct mail agency located in Round Lake, IL. The company is the leading provider of monthly new mover outreach programs for churches. New Mover Church Postcards helps church reach new families (which research shows is more responsive than established residents) with low cost, full turnkey direct mail programs.