CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: PLUM Door Hangers for Stakeholder Notifications

<u>**BACKGROUND:**</u>

Outreach is the primary goal of any Neighborhood Council. It is our job to make stakeholders aware of activity in their area and provide a means for their input.

PLUM meetings are very important to the community because it gives an opportunity for stakeholders to provide input regarding upcoming development(s) in their area.

PLUM would use the door hangers to inform stakeholders who live within 500 feet of proposed construction.

The door hangers will provide stakeholders with the address of the potential development as well as upcoming meeting information - location, zoom info, time, etc. and we will encourage them to come with their thoughts.

Each door hanger will be personalized in a template format for each location. The only items that will change per door hanger run will be the project address, project photo, and PLUM meeting information on the back of the door hanger. The front of the door hanger will be the same for each project.

PLUM estimates the need for 7-8 runs of door hangers for upcoming developments, printing up to 250 door hangers per run. The cost per run ranges from $140 to $180. If the amount were the highest (i.e., $180) at 8 runs, that would be $1,440.

If volunteers where not available to distribute the door hangers, a distribution service would be used at $250 for distributing 250 door hangers. At 8 distributions, that would be $2,000.

<u>**THE MOTION:**</u>

The MVCC approves an expenditure not to exceed $3,500 for the costs (e.g., designing, proofing, printing, board, distributing) related to PLUM Door Hangers.

PRODUCTS

⚙ Custom Product Builder

▧ Custom Boxes

▱ Custom Stickers

▱ Custom Labels

▱ Custom Postcards

Aluminum Signs

A-Frame Signs

Apparel

Appointment Cards

Bags

Banners

Booklets

Bookmarks

Brochures

Business Cards

Calendars

Carbonless Forms

Canvas Prints

Catalogs

CD/DVD Products

Comp Cards

Die Cuts

Door Hangers

Envelopes

Flyers

Online Printing > Door Hanger Printing

Door Hangers ★★★★½ 4.4 (25)
Questions & Answers (4)

🏅 On Time Guarantee

- Next-day printing available
- Includes doorknob hole
- Print on 1 side or 2

Select Print Options

Size: `4.25 x 11                    ⌄`

Front Side: Full color

Back Side: `Full color                    ⌄`

Paper Stock: `14 pt. Cardstock              ⌄`

Coating: `High Gloss UV                 ⌄`

UV Coated Sides: `Both Sides                    ⌄`

Die-Cutting: Door Hanger

Shrink Wrapping: ☐ Yes, bundles of 100

Quantity: `250                           ⌄`

Ready to Ship In:
- ● 3 Business Days   **$132.95** ($0.53 ea)
- ○ Next Business Day   **$203.96** ($0.82 ea)

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Door Hangers ★★★★★ 4.7 (67) *Write a review*

Configure & Price   🔗 *Share Product*

Size: | 4" x 11" ⌄

Paper Type: | 10 pt. Cardstock Gloss ⌄

Die-Cutting: | Door Hanger

Perforation: ⍰ | None ⌄

Printed Side: | Front and Back ⌄

Bundling: ⍰ | None ⌄

Quantity: | 250 ⌄

Printing Time: | 6 Business Days ⌄

Printing Cost: | **$147.32**

💬 Live Chat

🔍 ☆

🔒 vistaprint.com/cart.aspx?pf_id=PDT&rd=1

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🛒 **My Cart** | 1 Item

Large Door Hangers

Qty   [250 ⌄]   Remove

Base Price $106.55

Item Total   **$106.55**

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Promotional Code

The items in your cart do not qualify for this promotion.

[VPFALL21]   Apply

Only one promo code per order, please.

☑ **Promo code VPFALL21 has been applied:**
Enjoy up to 15% off select products. Discount percentages may vary on options, upgrades, and accessories. Details

Product Total

$106.55

Hi Carolyn,

It was very nice talking to you yesterday.

Following is our quotes for various quantities:

250 copies -- $250
500 copies -- $325

1000 copies -- $400
2500 copies -- $575
5000 copies -- $900

10,000 copies -- $1700

For 24,000 copies (to homes and apartments), the cost will be $3000.

If we are targeting only single-family homes, the cost may go up, depending on quantity.

Please let me know if you have any questions.

Thanks,
Simon Ifergan

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