

Holiday Postcard Mailing Roadmap

Date: [Insert Date]

Step 1: List Preparation

- Identify your target audience
- Collect mailing addresses

Step 2: Design & Content

- Select postcard design (template/DIY)
- Draft holiday greeting message

Step 3: Printing

- Choose a printing service or print in-house
- Confirm postcard size and paper quality

Step 4: Mailing Process

- Affix postage
- Organize postcards by mailing lists
- Schedule mailing date

Step 5: Follow-Up

- Track delivery rates
- Gather feedback from recipients

Happy Holidays!