



Davida Turley <davida@lamplightdigitalmedia.com>

Direct Mailer for Lead Issues

Alex Trick <alex@hawkinswater.com>
To: Davida Turley <davida@lamplightdigitalmedia.com>

Tue, Jan 14, 2025 at 2:08 PM

Perfect, the 10,957 total homes is what we'd like to move forward with for the campaign. If possible, we'd prefer if your team could handle editing the records on your end, since you're managing all other aspects of the campaign. This would help ensure consistency and avoid any errors between parties.

Just to confirm, it will be \$10,331 for The Printing, Postage, and Delivery + \$180 for Graphic Design and Setup?

If that is correct, everything has been approved on our end, and we're ready to proceed. Do you have a timeline for when the postcard design might be ready for review?

Thank you for all the help!

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Tuesday, January 14, 2025 2:30 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

You are correct. Thank you. I was missing 3323 since I thought these were only going to South Bend.

10,957 total homes would take The Printing, Postage, and Delivery cost for the 6X8.5 inch postcards to \$10,331.

Ok great! I'll get the list pulled right away and sent over to you so you have it. You can then edit the records down on your end or I can do it on this side to get us to the 10,957.

Please let me know. I'll touch base soon.



Davida Turley
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On Tue, Jan 14, 2025 at 1:25 PM Alex Trick <alex@hawkinswater.com> wrote:

We just sent over the payment for the mailing list as well.

Thank you,

Alex Trick
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From: Alex Trick <alex@hawkinswater.com>
Sent: Tuesday, January 14, 2025 1:05 PM
To: Davida Turley <davida@lamplightdigitalmedia.com>
Subject: Re: Direct Mailer for Lead Issues

Hi Davida,

The total I keep calculating is 10,957. I just want to confirm that the only zip codes being removed from the table you sent are: 46516, 46517, 46619, 46628, and 46635.

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Tuesday, January 14, 2025 12:32 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

Hey, Alex that total should come to 7634.

The Printing, Postage, and Delivery cost for the 6X8.5 inch postcard for this list (7634) would be \$7873



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On Tue, Jan 14, 2025 at 11:20AM Alex Trick <alex@hawkinswater.com> wrote:

Thank you! That looks perfect for the mailing list. Regarding this specific lead campaign, do you know the updated number of records now that the zip codes we removed and the one we added have been accounted for?

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Tuesday, January 14, 2025 12:11 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

Here is what that looks like, Alex.

| Report Breakdown By: Zipcode | | |
|------------------------------|----------------|--------------|
| Zipcode | Description | # Records |
| 46514 | ELKHART, IN | 3323 |
| 46516 | ELKHART, IN | 1597 |
| 46517 | ELKHART, IN | 1440 |
| 46601 | SOUTH BEND, IN | 50 |
| 46613 | SOUTH BEND, IN | 106 |
| 46614 | SOUTH BEND, IN | 3662 |
| 46615 | SOUTH BEND, IN | 870 |
| 46616 | SOUTH BEND, IN | 254 |
| 46617 | SOUTH BEND, IN | 1120 |
| 46619 | SOUTH BEND, IN | 824 |
| 46628 | SOUTH BEND, IN | 2175 |
| 46635 | SOUTH BEND, IN | 931 |
| 46637 | SOUTH BEND, IN | 1572 |
| Total | | 17924 |

New list is 17,924 Records at \$896.20
This increases the list by 50.

Please let me know if this is ok and I will have Kim adjust the invoice so we can get your list ordered and I can start on your postcard. :)

Thanks,



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On Mon, Jan 13, 2025 at 3:23 PM Alex Trick <alex@hawkinswater.com> wrote:

That's correct—the removed zip codes are only for this specific campaign. However, we'd still like to purchase the entire mailing list, including all the original zip codes plus the new one, so we have access to it for future use.

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From: Davida Turley <davida@lamplightdigitalmedia.com>

Sent: Monday, January 13, 2025 4:17 PM

To: Alex Trick <alex@hawkinswater.com>

Subject: Re: Direct Mailer for Lead Issues

I need to clarify. For the removed zip codes is that just for the campaign? You want all zip codes plus the new one for the mailing list?



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On Mon, Jan 13, 2025 at 3:09 PM Alex Trick <alex@hawkinswater.com> wrote:

Thank you! I will pass that message along.

And regarding the mailing list, we still plan to purchase the entire list, now including the records that meet the criteria in zip code 46601.

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Monday, January 13, 2025 4:00 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

I'll have an updated quote for you as soon as I can. In the meantime, please do NOT pay the invoice we sent for the list.



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On Mon, Jan 13, 2025 at 2:37 PM Alex Trick <alex@hawkinswater.com> wrote:

Thank you for providing the chart—it was incredibly helpful in narrowing down our list. We have fine-tuned the zip codes we'd like to target for this campaign and would like to request the following updates:

1. Remove zip codes: 46619, 46635, 46628, 46516, and 46517.
2. Add zip code 46601 and determine how many records in this area meet the criteria.

Could you please implement these changes and provide an updated count of postcards we'd be looking at? Additionally, we would like to proceed with 6 x 8.5-inch postcards for this campaign.

Thank you,

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Monday, January 13, 2025 2:07 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

It may be more helpful if I provide you with the breakdown per zipcode so you have it for your records. It looks like you have 11,516 that meet the criteria in South Bend.

| Report Breakdown By: Zipcode | | |
|------------------------------|----------------|--------------|
| Zipcode | Description | # Records |
| 46514 | ELKHART, IN | 3323 |
| 46516 | ELKHART, IN | 1598 |
| 46517 | ELKHART, IN | 1440 |
| 46613 | SOUTH BEND, IN | 106 |
| 46614 | SOUTH BEND, IN | 3663 |
| 46615 | SOUTH BEND, IN | 870 |
| 46616 | SOUTH BEND, IN | 254 |
| 46617 | SOUTH BEND, IN | 1120 |
| 46619 | SOUTH BEND, IN | 825 |
| 46628 | SOUTH BEND, IN | 2175 |
| 46635 | SOUTH BEND, IN | 931 |
| 46637 | SOUTH BEND, IN | 1572 |
| Total | | 17877 |



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On Mon, Jan 13, 2025 at 12:56 PM Alex Trick <alex@hawkinswater.com> wrote:

Hi Davida,

That sounds great, thank you.

Do you know how many postcards we would need if we decided to target only all of the South Bend zip codes I previously sent? We've noticed that the majority of South Bend is affected by this lead issue, so we'd like an idea of how many records would be included in this.

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Friday, January 10, 2025 3:00 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

Hi, Alex

I will have Kim get an invoice out to you shortly for the list so that we can get the mailing list out of the way immediately for you.

- The mailing list will include a column for zip codes so it shouldn't be too difficult to get that narrowed down for you. Is that list of zip codes going to be narrower than the list you provided in the Word document above? If so, I'll just need to know exactly which zip codes to pull from the list you're getting and we can send postcards to only those zipcodes.
- Our PPC team has already started building out two Facebook ad campaigns—salt delivery and Bottled water and then softener sales/service since those are also in your area of focus from our last call.
We'll either need to nix one of those campaigns for now or we'll need you to approve an additional \$250 for the temporary lead contamination ads so that we don't spread your Facebook ads budget too thin. Please let me know what the team would like to do there.
- For the postcard, bigger could be better, but the 8.5X6 inch card should be adequate for us to fit all the information you want without being too crowded.
- I can also get to work on the postcard pretty quickly and have an proof to you by mid-week next week once you sign off on the size you'd like.

I am happy to jump on a call anytime you feel like it's necessary but do feel we can move forward on this project without one.

Thanks a bunch!



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On Fri, Jan 10, 2025 at 11:45AM Alex Trick <alex@hawkinswater.com> wrote:

Hi Davida,

I hope this email finds you well!

Our team met to discuss the details of the direct mailer campaign, and we've decided to move forward with purchasing the full mailing list (all 17,877 records). Even if we don't use the entire list for this campaign, we'd like to have it for future initiatives.

We aim to refine our target areas by focusing on specific zip codes that are most affected by lead water issues. We understand there may be some overlap, and that's completely fine. To assist with this, I've included a link below from the City of South Bend's Department of Public Works, which outlines the areas impacted. I am also working on finding a similar resource for Elkhart.

Are you able to help us further narrow down these target areas to ensure we are reaching the households most in need?

Additionally, we'd like to align our Facebook ads with this campaign, specifically targeting South Bend and Elkhart to promote how our RO systems can provide safe, lead-free water.

In terms of the size of the postcards, what would your recommendation be based on the vision I previously sent over to you? We want to ensure we pick the most impactful option.

If it would be helpful, we'd be happy to hop on a quick meeting early next week to work out the specifics. We're hoping to get this started as soon as possible, given the urgency of the need in these areas.

<https://experience.arcgis.com/experience/1f46be5cab1d41f8b6bbb8b855bbfe5b>

Thank you so much for your help! Please let me know if you need anything else from our end to move forward.

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From: Alex Trick <alex@hawkinswater.com>
Sent: Wednesday, January 8, 2025 4:43 PM
To: Davida Turley <davida@lamplightdigitalmedia.com>
Subject: Re: Direct Mailer for Lead Issues

Thank you, Davida, I appreciate you putting this together for us so quickly! We will meet as a team to discuss this information and will get back to you shortly.

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Wednesday, January 8, 2025 4:28 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

Hi, Alex

I have your quote ready for you.

For the mailing list there were 17,877 records that met your criteria. I also added an option for half of those which you can pick and choose amounts from each of your zip codes if you decide to go that route. The mailing list is a one-time cost and you can utilize it multiple times. It will include: Owner name, Mailing Address, Age and Household Income. Zip code 46515 didn't include any hits since it is PO boxes only.

Mailing List

9,000 Records: \$585.00

17,877 Records: \$893.85

Graphic Design and Setup: \$180 one-time cost.

Printing, Postage, and Delivery 6X11 inch postcard

9000 Cards: \$9158

17,877 Cards: \$16,982

Printing, Postage, and Delivery 6X8.5 inch postcard

9000 Cards: \$9114

17,877 Cards: \$14,908

We can also do a 4X6 card, but I would not recommend going that small.

Please let me know how you'd like to proceed.

Thanks,



Davida Turley

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On Wed, Jan 8, 2025 at 12:36 PM Alex Trick <alex@hawkinswater.com> wrote:
Sounds great, I appreciate it!

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From: Davida Turley <davida@lamplightdigitalmedia.com>
Sent: Wednesday, January 8, 2025 1:29 PM
To: Alex Trick <alex@hawkinswater.com>
Subject: Re: Direct Mailer for Lead Issues

Hi, Alex


Super excited to get this going for you! I am getting a quote pulled together for the total homeowners that meet this criteria and then I can get the entire quote put together for you. I will have it to you by the end of the week.

Thanks,




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On Wed, Jan 8, 2025 at 11:20AM Alex Trick <alex@hawkinswater.com> wrote:

Hi Davida,

We're ready to move forward with the direct mailer campaign targeting lead issues in South Bend and Elkhart. I've attached a broad outline detailing our vision for the postcards, including the zip codes we're aiming to target.

Our goal is to reach every homeowner in those areas aged 35+ with a household income of \$100K+ per year.

Could you please provide a detailed quote for this campaign? Let me know if you need any additional information to get started.

Thank you for all your help!

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