# Create and Print an Outreach Postal Mailing

Market: Federal/State/Local, House, Senate

Description: These instructions teach users how to send printed outreach materials.

Create an Outreach Postal Mailing

1. Navigate to **Outreach > New > Targeted Mailing**.
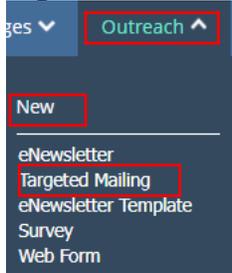
2. Choose the content type (e.g., **HTML Form Letters**, **All Form Letters** or **Form Letter Template)** that is appropriate for this mailing. In this example, we will use **Form Letter Template**.

3. Search for and click the form letter or format link. Click **Select**.
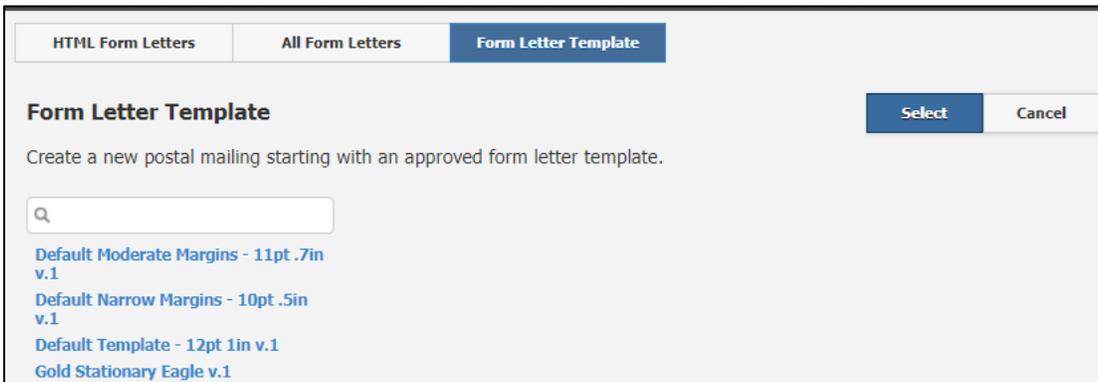
4. The Full HTML Editor page is displayed. Enter or paste the content of your letter. Use the editor options to insert images and determine formatting. Click the **Save** button to save your content and close the HTML Editor.
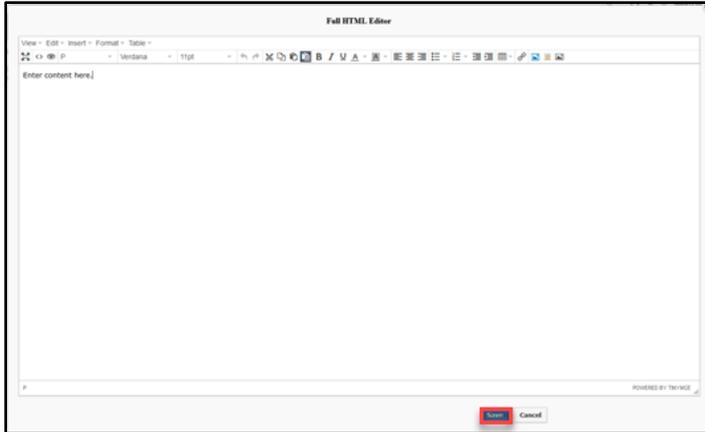
5. Click the **Select Audience** button to go to the next step.

6. The **Start With** field defaults to *All Contacts with Email Addresses.* You may select an existing Audience or create a new audience in the Include and Exclude Criteria fields.
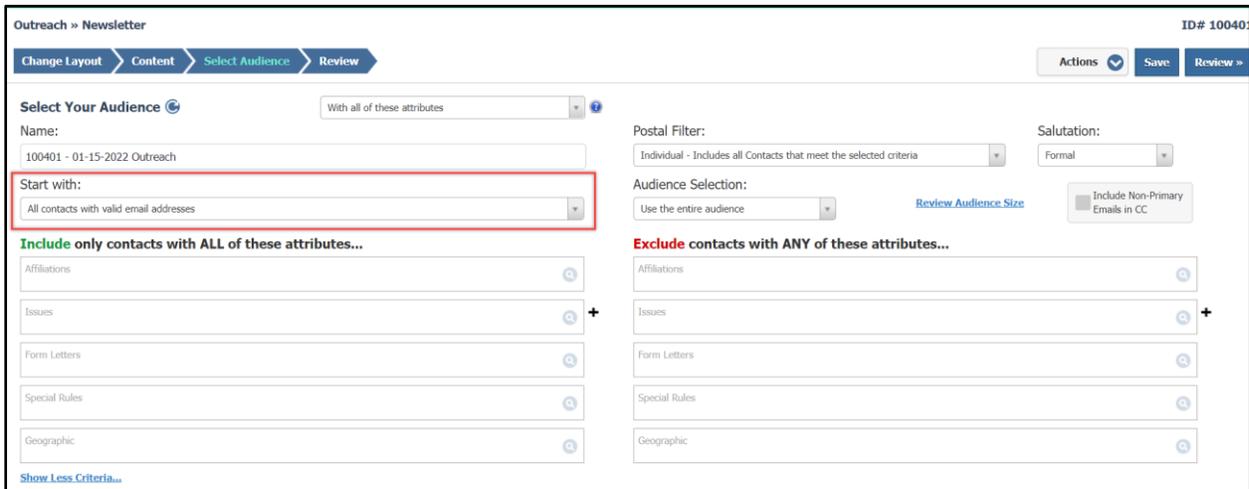
7. From the **Postal Filter** select from the following:
Individual: one record per contact in the audience
Household: one record per family
Head of Household: one record to the contact notated as head of household
Unique Address: one record for the same mailing address.

Postal Filter:

Individual - Includes all Contacts that meet the selected criteria

Individual - Includes all Contacts that meet the selected criteria
Household - Includes one record from each household
Head of Household - Includes the head of each household
Unique Address - Includes a single record per mailing address

8. Click the **Review** button to go to the next step.

9. In the **Start** field, select from the following:
   Build Only: IQ will build the mailing and you will have to come back later to manually print
   Build and Split into Printed and Email: IQ will build and email the mailing to those with valid email addresses and print the mailings for those without email addresses.
   Build and Print: IQ will build and print the mailing

Start:

Build and Print

Build Only
Build and Split into Printed and Email
Build and Print

10. Click the appropriate button to complete your build.