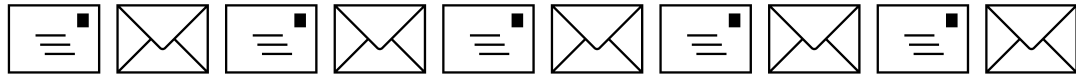


*Religion*  
*Communicators*  
*Council*

*Dallas - Ft. Worth Chapter*

# *E-NEWSLETTER*

September 2005

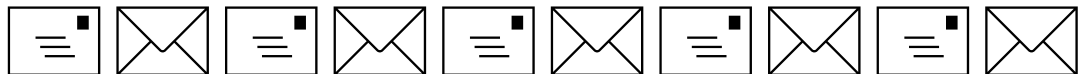


## **Direct mail: Useful tool for communication to be topic for September meeting**

Need a targeted way to reach a current and potential audience? Want to drive traffic to your business or web site? One answer may be Direct Mail. Join the Dallas-Fort Worth Chapter of RCC on Thursday, September 22 to hear **Paul Johnson**, owner of Arts Mail, discuss how a faith-based organization can best use direct mail to accomplish its goals. The lunch meeting will take place at UMR Communications Center, 2400 Lone Star Drive in Dallas, from 12 noon to 1:30 p.m.

A type of advertising, direct mail is a tool that may serve your interests. It can promote interest in an organization, generate sales or gifts, cultivate relationships, drive traffic to your website or location, and build and increase brand recognition.

Reservations are needed. Call or e-mail Deb Christian, 214.630.6495 x 147, [dchristian@umr.org](mailto:dchristian@umr.org) by 5:00 p.m. Monday, September 19 to reserve your place. Cost is \$15 (includes lunch) and is payable at the meeting.



## **2006 National Convention planning continues**

Watch your mailbox for information about how you can be involved as the Dallas-Fort Worth Chapter of RCC welcomes communicators from around the USA and from different faith groups to North Texas. The annual meeting is set for March 30-April 1, 2006. The theme is "Where Art Intersects Faith: Communicating Faith through the Arts". Events and lodging are set for the city of Grapevine.

Planning is now complete enough for the Steering Committee to have specific areas of interest to offer to members for their participation. Those attending the September meeting will have first opportunity to sign up.