

The “Gate” Costs

As a committee we were tasked with coming up with a recommendation to reduce our printing costs of mailed newsletters.

The Problem:

- Since 2016 the cost of printing & mailing “The Gate” has increased 11%, from \$.88/issue to \$.98/issue
- That’s \$3.77/year per person for those who get it by mail, leaving MGC \$.23 to run programs (Dues-\$6/person, \$1 to NGC, leaving \$5 for MGC- \$3.77 print & mail “gate” = \$.23 to use for programs)
- That’s over 75% of the dues we receive from that member
- Total cost is \$7927 (Note: if no increase in the cost of the newsletter the cost will be \$3.92/person)
- 41% of our members receive it by mail (2100 copies printed & mailed)
- **Large % of people who get it mailed have an email address**

The Discussion:

- Subscription fees (additional dues) would be difficult to manage and add more work for volunteer
- Ads-again additional work for editor, may require additional volunteers
- Volunteers not readily available as we have several open positions

The Solution:

- With the completion of the 2020 Roster processing system, Club members who have email addresses will receive “The Gate” via email. Through the **Club Information Form** the Club President will indicate how many print copies they wish to receive (they may select up to five copies per Club). These print copies will be mailed to each MGC Club President to be shared with their members.
- Approximate annual cost savings \$4800---based on 700 print & mailed copies (\$800) versus 2100 print& mailed copies (\$2000) per issue

What can we do with additional funds?

- Awards-youth, middle school, elementary projects
- Donations to community organizations whose missions are consistent with MGC’s mission, such as recent donations to the new Piet Oudolf Garden in Detroit.
- Grants available to clubs
- Pollinator projects
- Plant trees “Each One Plant One”
- Additional scholarships