

Cen0Con
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BALANCING INCOME-OUTGO
PAPER, POSTAGE AND PRINTED

The tremendous dent that paper and postage can make in the funds of an organization is seldom appreciated.

They are mainly invisible losses. They appear to be small. But nowhere is penny saving more rewarding.

An unleashed mimeo machine, where anyone can mimeo anything, can cost a thousand dollars a month. The paper, rather dear to begin with, mounts up to astonishing heights over short periods of time.

It is much cheaper to put it in the magazine. However, "financial emergency", lack of planning, like any other emergency causes promotional necessity. It takes too long to get it into the magazine and one resorts to mimeo.

Mimeograph has uses. But it has to be a guarded use. This is so much a fact that the "okay to mimeo" should be a function of an Association or Organization Secretary - it's that much a threat to finance.

Paper economy in stationery and related supplies is also important. One only need see a stationer's bill to know why. It adds up so fast. Here's a bill for five hundred dollars. What's been bought? Paper clips, envelopes, a stapler, no single large sum. Where did the supplies go? They're in somebody's overstuffed desk, not to be used for years. I once saw all the desks in an Org cleaned out of unused (and not to be used) supplies and the aggregate filled a huge closet! About three thousand dollars, it was estimated. And new supplies being ordered daily!

Envelope supplies can be wasted by inexpert machine operation or an inefficient machine. If you have envelope wastage on machines, use only address tapes and paste them on the envelopes. Hand feed is often a better answer than machine feed on these big machines where envelopes are concerned.

POSTAGE

A periodic review of postage uses is very worth while in savings.

Rates by which magazines or news sheets can be mailed should be taken heavy advantage of. Sending a magazine first class is idfocy and blasts the promotion budget.

You will sometimes find several mailed items could have been combined with considerable savings. A weekly mailing for all of a certain type of item saves envelopes and postage.

PRINTING

Astonishing savings in printing bills can often be effected by as simple a thing as changing the magazine or mailing piece to a more standard size.

Scientology Orgs routinely go on a binge of "It must be high class printing!" and then they find, sadly, that it didn't bring in any more income. People buy Scientology not printing. The stress should be on content, not format, and then the format should be made as good as possible within available funds.

Remember that the biggest dissemination activity in the world, religion, is notorious for bad printing. Yet they own fantastic property areas in the world.

Excellent printing is afforded by most huge firms and publishing companies.

It's the text that counts. What you say, backed up by what you can do. Then when we have the income for it, we'll begin on very fancy printing.

Printing bills account for huge outgo percentages. Cut them back by using cheaper paper sizes and other devices. It's well worth taking up.

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by L. Ron Hubbard

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