

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF 3 JUNE 1972
AGs
AGF
FBOs
FP Members

Finance Series No. 13

PROMOTION ALLOCATIONS

The Policy Letter which brought about
this Policy Letter and the Checklist is
HCOPL 20 May 72 "Types of Promotion"

WARNING: ANYONE WHO THINKS THAT HE CAN RUN UP A BULK MAIL
STAT BY MAILING OUT FLIERS AND BITS OF PAPER TO
THE ENTIRE CF INSTEAD OF MAGAZINES, IS
O-R-A-S-H-I-N-G YOUR ORG.

The fact that orgs in the PAC area were using their In-
come to send out tons of "Bulk Mail" to anybody and everybody
to get the GI up but had overlooked the ghastly fact that
this "Bulk Mail" wasn't raking in a cent and their Cash/Bills
were worsening, brought about the following Investigation
which resulted in this Policy Letter being written.

POLICY: OEC Volume II.

SITUATION: Orgs sending out huge quantities of Bulk Mail
with no visible returns.

INVESTIGATION:

The majority of orgs have been flooding their CF Publics
with scraps of paper selling them one service after the other.

One org went so far as to set aside other basic costs
to get out massive quantities of Bulk Mail hoping to get the
GI up.

But what they got as a result was the bills for the promo,
no GI increase and worsened Cash/Bills.

A SH bent over backwards to get out a Power Flier (one
pager) to something like 17,000 individuals in CF and laid
out £688 odd to do so. What they got in return was a dete-
riorating Cash/Bills and a continuing fall off of Power Sales.

Meanwhile, a real proven income producer for the SH, the
Auditor Mag, is mailed out bit and piece style. Little bit
this week, little bit next week with a couple of hundred Au-
ditors from last month thrown in for good measure, and so it
goes.

An interesting graph of an org's GI and Bulk Mail showed Income going along nicely for 4 months (April-July 71), Bulk Mail crawling along. Income crashes, does not recover, but Bulk Mail goes sailing on up and continues its high trend for about 3 months and then eventually slides on down to the low GI range.

A large org has a CF of around 3,700 (very small for such a large org) and have their Address illegally tabbed as follows:

Book: (1) Town, (2) Suburbs, (3) Out of Town.

Service Takers: (4) Town, (5) Suburbs, (6) Out of Town
(7) Requests, (8) Odds.

They have not got a hope of communicating to the Public Individual or selling the Service the person needs and wants.

These are just a few examples of the misuse of promotion which have occurred - there are more.

Throughout OEC Vol. II there is constant mention and heavy emphasis on (1) Mags and (2) Letters and what effect these two pieces have on Gross Income. Fliers have become an altered importance for Division IIs, and an unusual and costly solution in an attempt to get the Gross Income up. It is to be noted that it is far easier to confront getting out a flier than it is a Magazine and far easier to confront "the public out there" rather than the individual.

Munich, the best org in the World, has a soaring GI (making over \$11,000 per week). Their Bulk Mail Out averages around the 1,000 mark. Letters Out stat is rising nicely and brings in about a 40-50% response. They are in constant comm with their CF Public, and sell specific services to specific persons.

STATS: Very expensive mail out with huge rising Bulk Mail stats and no returns.

WHY: Orgs do not hold to the exact categories of what is mailed to what Publics.

IDEAL SCENE: Orgs sending proper Bulk Mail out to the correct categories and Publics and finance only authorizing promo allocations based upon those exact categories.

HANDLING

Plan: Come down hard and get promo policy forced in and applied.

PROMOTION RESTRICTIONS

1. NO PERSON WHO IS PTS OR WHO GETS NO CASE GAIN MAY BE PERMITTED ON FINANCE LINES.
2. HASes MAY NOT SCHEDULE PROMOTION.
3. BULK MAIL IS NOT TO CONSIST OF FLYERS. FLYERS ARE FOR STUFFING IN LETTERS OUT, MERCHANDISE SHIPPED, STATEMENTS, INFO PACKS, ETC.
4. FLYERS ARE NEVER MAILED OUT AS SINGLE PIECES.
5. THERE IS TO BE NOT ONE PENNY ALLOCATED FOR BROAD MAILINGS OF FLIERS.
6. NO PROMO ALLOCATION HEREAFTER MAY BE GRANTED THAT IS NOT PER THE EXACT CATEGORIES LISTED ON THE ATTACHED CHECKLIST.
7. THIS CHECKLIST MAY NOT BE ALTERISED OR CHANGED IN ANY WAY.
8. SHOULD PROMO PRESENTED VIOLATE THIS CHECKLIST, NO GO, SEND IT BACK WITH A BLAST AND A DEV-T CHIT.
9. WHEN PROMO IS PRESENTED TO FP AS PER THE EXACT CATEGORIES OF THE CHECKLIST ONLY THEN WILL THE MONEY BE ALLOCATED FOR PROMO.
10. NO ONE MAY USE THIS HCOPL AS AN EXCUSE NOT TO SEND OUT PROMO, OR THEY WILL REALLY BE IN TROUBLE. IF AN ORG SENDS PROMO INCORRECTLY THEY WILL NOT ONLY BE IN WORSE TROUBLE, BUT WILL ALSO GO BROKE.
11. PROMO MONIES MUST BE PROPCRTIONED OUT TO COVER THE VARIOUS TYPES. NONE CF THIS PUSHING ASIDE OTHER BASIC PROMO AND GOING HELL BENT ON NOTHING BUT LETTERS OUT. OR, ONLY GETTING OUT THE MAG AND NEGLECTING EVERYTHING ELSE. ETC.

PROMOTION ALLOCATION CHECKLIST.PURPOSES OF

1. To establish as firm policy exactly what promotion must be used and that other types of mailed material may not be planned or allocated for.
2. To use the same checklist (having obtained the usual basic cost of each item as in an FP No. 1), to service as a basic guide in preparation and approval and FBO allocation against future FPs.
3. Used as a summary sheet for the week's POs and EPOs, it can be compared by FP Members, AG and FBO to the basic one prepared in (2) above so that all persons involved in FP approval and FBO in particular can be assured that:
 - (a) No promo is proposed or approved which is not on the checklist.
 - (b) Items which are on the checklist are not being neglected.
 - (c) Monthly items such as mags and items such as Reg Packs and info packs which are not printed weekly, are covered by layaside monies so that they can be printed and mailed as required by the Checklist.

FBOs AND FINANCE PEOPLE ONLY BELONG ON PROMO LINES TO DEMAND THAT CORRECT PROMO GOES OUT TO THE CORRECT PUBLIC AND TO MAKE SURE THAT INCORRECT PROMO DOES NOT GET ALLOCATED FOR.

CONCLUSION

A lot of money has gone down the drain and a great many individuals have been neglected through the screams of "Get the Bulk Mail Stat up!"

There's a lot of work to be done to get orgs back in real comm with their CF Public. And we haven't got time to fool around.

It is vital that this PL be enforced.

Dissem Aide

by order of

L. RON HUBBARD
FOUNDER

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ALL ORGS - AREA, CENTRAL, SHS & AOS
 THIS IS WHAT YOU ALLOCATE PROMO MONIES ON & THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		WEEKLY COST
1. Selectee Advice Packet No.1 Contents: (a) Small Booklet about Scn. "The Character of Scientology" would be a good choice (EOG is too long for a Scn. Adv. Booklet) (b) A slip describing Selection & saying the person is Selected.	FSM Selectees	Upon receipt of Selection Slip		Through the mail at Bulk Mail rates or 2nd Class if insufficient number for the Bulk Mail rate	Paper/Print	Postage: Total:	
2. Selectee Advice Packet No.2 Contents: (a) Info Pamphlet about Training & Processing (b) A large filmstry Gradation Chart (c) Data about Releaseses & Olears, the org and how to get there, living quarters near the org.	FSM Selectees	Two weeks after No.1 pack mailed out		Through the mail at Bulk Mail rates or 2nd Class if insufficient number for the Bulk Mail rate	Paper/Print	Postage: Total:	
3. Selectee Advice Packet No.3 Contents: A sign-up packet so arranged that all the person has to do is sign his name in order to enroll or be scheduled for processing or training. (Your Selectee Adv. Packet No.3 is usually the Adv. Reg. Pack.)	FSM Selectees	Two weeks after No.2 Pack mailed out		Through the mail at Bulk Mail rates or 2nd Class if insufficient number for the Bulk Mail rate	Paper/Print	Postage: Total:	
4. Advance Registration Packet No.3 Contents: (a) All papers requiring signature (b) Airlines form & travel literature (c) A book order list (d) Club plan of Prepayment (e) Letter asking the person to fill it all in (f) A self addressed envelope.	Training & Processing Hot Prospects	Upon Receipt of an expressed reach from an individual for Training or Processing		Through the mail at Bulk Mail rates or 2nd Class if insufficient number for the Bulk Mail rate	Paper/Print	Postage: Total:	

ALL ORGS - AREA, CENTRAL, SES & AOS
 THIS IS WHAT YOU ALLOCATE FROM MONIES ON & THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST	NET COST
5. FSM Newsletter	FSMs & Field Auditors	Twice Monthly		Through the mail at Bulk Mail rates or 2nd Class if insufficient number for the Bulk Mail rate	Paper/Print: Postage: Total:	
6. Goodwill Mailing Pieces	FSMs & Franchises	Once a Month		Through the mail	Paper/Print: Postage: Total:	
7. Invites for Org Events	CF Publics	Whenever the Org has an event		Special mailing or can be announced in the Mag.	Paper/Print: Postage: Total:	
8. Surveys	Selected (depends on who is being surveyed)	As often as required		Enclosed in Mags or in Info Packs	Paper/Print: Postage: Total:	

ALL ORGS - AFRA, CENTRAL, SHS & AOS
THIS IS WHAT YOU ALLOCATE PROMO MONIES ON & THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		VENDOR COST	
9. Fliers	Individuals in CP	Daily		Stuffed in letters or merchandise shipped. For reception, Body Reg or Pub-11c Reg use. NEVER mailed out as single pieces stuffed loose in Mags or handed out on the street	Paper/Print:	Postage:	Total:	
10. Accounts Fliers	Debtors	Monthly		Stuffed in with monthly statements & mailed out	Paper/Print:	Postage:	Total:	
11. Advance Payment Fliers	Persons who have made advance payments	Monthly		Stuffed in with monthly statements & mailed out	Paper/Print:	Postage:	Total:	
12. Ticket Handouts	Raw Public	Daily		By hand to public in the street	Paper/Print:	Total:		

ALL ORGS - AREA, CENTRAL, SHS & AOS
 THIS IS WHAT YOU ALLOCATE PROMO MONTHS ON & THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST	WEEKLY COST
13. Leaflets for Franchises	Franchise Holders	Monthly		Mailed to Franchises or delivered by hand (in bulk)	Paper/Print:	
					Postage:	
					Total:	
14. Leaflets for FSMs	FSMs	Monthly		Mailed to FSMs or delivered by hand (in bulk)	Paper/Print:	
					Postage:	
					Total:	
15. Letters (originations and replies) PROVIDED: (a) Written with the CP folders in hand, (b) they do not C/S for a person, (c) Not form letters	Individuals in CP	Daily		Mailed out	Paper/Print:	
					Postage:	
					Total:	
16. Letter Head Paper (used for writing letters to Public Individuals). Must be on policy and legal	Publics in CP, Org's Business Contacts (eg. Telephone Co Electricity & Light Co. etc) Accts Collection Letters	As often as required to keep stocks up		Mailed out	Paper/Print:	
					Postage:	
					Total:	

ALL ORGS - AREA, CENTRAL, SES & AOS
THIS IS WHAT YOU ALLOCATE PROMO MONTHS ON & THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		WEEKLY COST
					Paper/Print:	Postage:	
17. Letter Reg Questionnaires	Individuals in CF	Daily		Enclosed with Letter Reg Letters	Paper/Print:		
					Postage:		
					Total:		
18. Posters	In the Org Public or raw public depending on content	As re- quired		Posted in conspicuous places either inside or out- side the org, depending on content	Paper/Print:		
					Postage:		
					Total:		
19. Broad Questionnaires to detect person's plans for training and/or Processing	Persons in CF	Once a Month		Enclosed with the Mag. (can also be print- ed in the Mag.)	Paper/Print:		
					Postage:		
					Total:		
20. Request for more information Card (HCO PL 17 March 68 Boom Formula)	CF Public & Raw Public	As often as re- quired to keep stocks up		Enclosed in every Scn & Dianetic Book	Paper/Print:		
					Total:		

ALL ORGS - AREA, CENTRAL, SHS & AOS
THIS IS WHAT YOU ALLOCATE PROMO MONIES ON & THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST	WEEKLY COST
21. Div VI Book Ads: (Newspaper Ads & Public Mag Ads)	Raw Public	Three consecutive placements		Placed in Mags & Newspapers that pull well & have a good sized circulation	Paper/Print: Total:	
22. Book Promotion: Dust jackets, Book displays, Book Posters, leaflets on books, business cards	Book Salesmen in Div VI	As often as required to keep stocks up		For Div VI personal contact with public bookstores & Libraries	Paper/Print: Total:	
23. Div VI Info Pack No.1 <u>Contents:</u> (a) Short punchy article designed to increase the person's interest (b) Book Flyer, (c) Book order form, (d) Form letter, (e) Self address envelope	Lists of names of persons who have not bought anything from the org	Upon receipt of lists of names		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Paper/Print: Postage: Total:	
24. Div VI Info Pack No.2 <u>Contents:</u> Same product but different format	As above	2-3 weeks after No.1 Info Pack mailed		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Paper/Print: Postage: Total:	

ALL ORGS - AREA, CENTRAL, SES & AOS
THIS IS WHAT YOU ALLOCATE PROMO MONTHS ON AND THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		WEEKLY COST
					Paper/Print:	Postage:	
25. Div VI Info Pack No.3 <u>Contents: Same product but different format</u>	As above	2-3 weeks after No.2 Info Pack mailed		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Total:		
					Paper/Print:		
					Postage:		
26. Div II Info Packs No.1 <u>Contents: Short punchy article, flyer, Order Form, Ltr Reg Ltr. Self address envelope</u>	Seclected publicgs in CP	As Reqd.		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Total:		
					Paper/Print:		
					Postage:		
27. Div II Info Packs No.2 <u>Contents: Same product but different format</u>	As above	2-3 weeks after Info Pack No.1 mailed		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Total:		
					Paper/Print:		
					Postage:		
28. Div II Info Packs No.3 <u>Contents: Same product but different format</u>	As above	2-3 weeks after Info Pack No.2 mailed		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Total:		
					Paper/Print:		
					Postage:		

CENTRAL ORGS ONLY
THIS IS WHAT YOU ALLOCATE PROMO MONIES ON AND THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		NET COST
1. Continental Mags MAJOR	Members, TR Auditors and processed lists	Every even month: Feb 1, Apr 1, Jun 1, Aug 1, Oct 1, Dec 1 - NEVER MAILED PIECE-MEAL.		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Paper/Print:		
					Postage:		
					Total:		
2. Continental Mags MINOR	All orgs CP lists in the overall area	Every odd month: Jan 1, Mar 1, May 1, Jul 1, Sep 1, Nov 1 - NEVER MAILED PIECE-MEAL.		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Paper/Print:		
					Postage:		
					Total:		
AREA ORGS ONLY							
1. Area Mag MAJOR	TR Auditors, Processed 1st and Members	Every even month: Feb 1, Apr 1, Jun 1, Aug 1, Oct 1, Dec 1 - NEVER MAILED PIECE-MEAL.		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Paper/Print:		
					Postage:		
					Total:		
2. Area Mag MINOR	All persons in CP	Every odd month: Jan 1, Mar 1, May 1, Jul 1, Sep 1, Nov 1 - NEVER MAILED PIECE-MEAL.		Through the mail at Bulk mail rates or 2nd class if insufficient number for bulk mail rate	Paper/Print:		
					Postage:		
					Total:		

SAINT HILL ORGS ONLY (SHUK, SHDK & ASHO)
 THIS IS WHAT YOU ALLOCATE PROMO MONIES ON AND THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST	WEEKLY COST
1. The Auditor MAJOR	Members, TR Auditors & processed lists in the SHCF	Every even month: Feb 1, Apr 1, Jun 1, Aug 1, Oct 1, Dec 1 - NEVER MAILED PIECE-MEAL.		Through the mail. The Auditor for SHDK is mailed from SHUK	Paper/Print: Postage: Total:	
2. The Auditor MINOR	All Org's CF lists	Every odd month: Jan 1, Mar 1, May 1, Jul 1, Sep 1, Nov 1 - NEVER MAILED PIECE-MEAL.		Through the mail. The Auditor for SHDK is mailed from SHUK	Paper/Print: Postage: Total:	
3. The Supplement	All Org's CF lists	Every 6 months: 1st Mar & 1st Sep		Enclosed with the Auditor Minor. The SHDK Supplement is mailed from SHUK	Paper/Print: Postage: Total:	
4. The PAB	All Int'l Members	Every even month		Through the mail. Not mailed as an enclosure with the Auditor. The PAB for SHDK is mailed from SHUK	Paper/Print: Postage: Total:	

ADVANCED ORGS ONLY (AOUK, AODK, AOLA)
THIS IS WHAT YOU ALLOCATE PROMO MONIES ON AND THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		WEEKLY COST
1. "I Want To Go Clear Club" (IWGCC) Info Pack No.1 <u>Contents:</u> (a) A welcoming letter, (b) Success Stories, (c) Sign-up forms for the first AO Service, (d) Privileges of the Club. Refer BO 47R.	IWGCC Members	Upon receipt of application		Through the mail at Bulk mail rates or 2nd class if insufficient number for the bulk mail rate	Paper/Print: Postage: Total:		
2. "I Want To Go Clear Club" Info Pack No.2 <u>Contents:</u> (a) Flimsy large Gradation Chart, (b) Materials that will target the person to Clear.	IWGCC Members	Two weeks after Pack No.1 mailed provided he does not sign up from Info Pack No.1		Through the mail at Bulk mail rates or 2nd class if insufficient number for the bulk mail rate	Paper/Print: Postage: Total:		
3. "I Want To Go Clear Club" Info Pack No.3 <u>Contents:</u> Different version of the first Info Pack.	IWGCC Members	Two weeks after Pack No.2 mailed provided he does not sign up from Info Pack No.2		Through the mail at Bulk mail rates or 2nd class if insufficient number for the bulk mail rate	Paper/Print: Postage: Total:		

ADVANCED ORGS ONLY (AODK, AODK, AOLA)
 THIS IS WHAT YOU ALLOCATE PROMO MONIES ON AND THAT IS ALL

ITEM	PUBLIC	HOW OFTEN	QUANTITY	METHOD OF DISTRIBUTION	TOTAL COST		WEEKLY COST
4. Clear News (2 or 3 Pages in Newsletter Form)	Persons in AO CF who are Clear or above & persons who have expressed a reach for Clear	Twice Monthly on schedule. NEVER PIECE- MEAL		Through the mail at Bulk mail rates or 2nd class if insufficient number for the bulk mail rate	Paper/Print: Postage: Total:		
5. Advance Mag	Persons in AO CF	The 15th of each month on time all at once. NEVER PIECE- MEAL		Through the mail at Bulk mail rates or 2nd class if insufficient number for the bulk mail rate	Paper/Print: Postage: Total:		