Postcard Program

The City pleased to offer you a new, easier method for NA postcard design: an editable template that does NOT require any special programs or software to use. We're trying this with popular browser-based design platform Canva, which only requires creation of a free account and is amateur-friendly. No downloads needed, and you can customize your own text and images without any design experience. As always, you are still welcome to use whatever designs, templates, help, and programs you like. We just want to offer an easy and free alternative that can still be customized.

[Give the new template a try here!]() **Please bookmark this link**. You can reuse it every time you need a new postcard.

As a reminder, the City will pay for printing and mailing to enable NAs to send one postcard per year to all households in their neighborhood. This is a great way to reach folks who are offline, promote an event, or raise awareness of an issue. Here are the details, which we'll add to the NA reference guide shortly:

- Only 1 postcard mailing per NA per calendar year, please. You're welcome to use your own funds to send more, but this is what we've budgeted for.
- We've never had size restrictions, but I suggest 6 inches by 4.5 inches as this is the most common postcard size and allows for easy readability.
- The post office requires 5/8" white space at the bottom for USPS codes, as well as about 4.25" of white space for addresses. The new template meets both requirements, so no need to worry about mailability if you use it.
- We cannot design or edit postcards for you, our apologies! If you need help, reach out to other NAs, a tech-savvy person in your life, or me, and I will try to connect you to resources. You are also welcome to hire a freelancer if you prefer to outsource the whole process.
- Please ensure NA postcards are distinguishable from other City mailers so residents understand who is sending what. We may request changes if there is imagery or text that is incorrect, offensive, or contains personal identifying information, but this has never once been an issue before.
- Please submit your finished designs as pdfs to dchoi@westlinnoregon.gov or NAmeetings@westlinnoregon.gov well in advance of your intended deadline—I recommend a minimum of 2 weeks. Delays are common at the post office, and the quote and proof approval process takes time.

Let us know if you have questions or need anything else, and thank you for donating your time and energy to West Linn!