

# HELPFUL HINTS

Your event is important to us. Let us help you set the proper introduction to your special day!

## **Congratulations on your upcoming event!**

Our goal is to make ordering your invitations easy and stress free. We understand that your special day is very important. Your invitation order will be checked for missing information and for wording that is socially incorrect. We use the finest papers and elegant Thermography (raised printing) or high quality digital presses in a variety of the latest fashion colors. Please visit our website and email or call us with any questions.

## **Give your guests a secret number!**

When assembling your guest list, give each address a number. Write this number lightly, in pencil, on the back of your response card prior to mailing. If guests forget to write their name on the card, or if you cannot read their writing, you know who is responding.

## **Why do you send a Response Card?**

Response cards are a convenient way for your guests to reply and for you to plan properly. They save you money on your reception cost, especially if a meal is being served by allowing you to keep track of an exact head count. If you are offering a meal choice, this can also be indicated on this card. Response cards include a reply envelope printed with your name and address. Do not forget to affix stamps on the reply envelope.

## **Why is it so important to put your address on the back of the invitation envelope?**

Nobody is perfect! Should you have an error on your guest list, the invitation will be returned to you by the post office. Otherwise, you will never know if your invitation arrived. For a minimal charge, you can have your return address printed on the invitation envelope in a matching ink color and lettering style when ordered with your invitations.

## **Our best tip and advice – Check to make sure you are using the correct postage when mailing!**

Before addressing your invitations, put together a complete invitation ensemble with all of your enclosure cards and envelopes. Bring your invitation ensemble to your local post office and have them weigh it to determine the proper amount of postage.

Invitations that are over 1 ounce, or square or oversized, require extra postage. If your invitations are returned for insufficient postage, your envelopes will be ruined and redoing them will not only cost you more money, but will interfere with your time frame. While at the post office, ask the postal clerk to show you their beautiful stamps or customized stamps.

## **Why should I use a Professional when ordering my invitations instead of doing it myself?**

An experienced Birchcraft dealer can help you with your decisions and remind you of things you might otherwise overlook. They can also help with wording and typestyle choices, as well as guide you in using bows, ribbons, motifs, monograms, screened "initial" behind your invitation copy or other ideas to make your invitation unique. There are professionally printed invitations available to fit every budget and can be ready in just a few days.

When you choose to do your invitations yourself, you can incur many hidden expenses: ink cartridges, extra stock for set up, printer jams, envelopes or even purchasing a font. More importantly, you need to account for the cost of your time!

## **When do I order my invitations and how many do I order?**

Be sure to have confirmed details of your ceremony and reception before ordering your invitations. This includes the date, time and the location(s). You should also have an accurate head count. Order one invitation for each single adult, couple or family invited. Order 25 extra invitations now, as ordering 25 more at a later date will cost more and may delay sending your invitations.

## **When do I send out my invitations?**

Invitations traditionally are sent 6 to 8 weeks before the event. Send a Save the Date card 4 to 6 months before your event to notify guests, especially if it is during a holiday weekend or if they need to travel. This will provide plenty of notice if travel arrangements and hotel reservations are required.