

# mail matters | for students

## Fun Classroom Projects – Advertising Mail

### Project A

#### Step 1: Collect Advertising Mail

For an entire week, ask students to collect advertising mail they receive at home. This should include all catalogs, coupons, flyers, and similar pieces of advertising mail. **IMPORTANT!** Please do not have students bring in any pre-approved credit card offers or any mail that contains personal/financial information. At the end of the week, ask all students to bring the mail to class.

#### Step 2: Analyzing Advertising Mail

Once the mail has been collected and brought into class, split the students into teams to analyze the mail. The teams should have 15-20 minutes to discuss the following questions:

1. What types of products did the catalogs sell?
2. What items in the catalogs did you like? What didn't you like?
3. What were your five favorite items in the catalogs? How much did they cost?
4. Which catalogs offered special savings?
5. If you were making a catalog, what type of products would you sell?
6. How many coupons did you receive?
7. About how much money does each coupon save?
8. If you added up all of the coupons, how much money could you save?
9. Which coupons do you think are the best deals? Why?
10. What was the best catalog and coupon you received? Why?

#### Step 3: Classifying Advertising Mail

In a large space, place 3-5 hula hoops on the floor to represent a Venn Diagram. Each hula hoop should represent a different category of mail. Possible categories include: coupons, flyers, catalogs, effective messages, ineffective messages, items you want, items you do not want, photographs, no photographs, good deals, for adults, for teens, for kids, for men, for women, for a charity, for a local business, for a national company, etc. Categories should be chosen to allow each piece of advertising mail to potentially be in more than one category.

All advertising mail should be placed in one pile. Students should display the mail for everyone to see and as a class, select which category or categories the advertising mail belongs. This process should result in discussion and compromises within the group. Mail will then be placed into the appropriate hula hoop on the floor, or alternatively, taped within the circles on the board.

After placing all mail into the Venn Diagram, discuss the results with the class. As a class, ask the students the following questions:

1. What makes an effective advertisement?
2. Why did some ads catch your attention more than others?
3. How did you know what was advertised in the mailings?
4. How would you improve the messages and design?
5. How is this an effective way to deliver information?
6. Did you have any advertisements or mailings from charities?
7. How did they differ from product advertisements?

Once this activity is complete, emphasize the environmental benefits of recycling. Afterwards, recycle the collected mail.



## Project B

### MailMatters Resource Kit Handouts

Distribute the MailMatters handouts to the students and assign them to read the materials to better understand the positive role of advertising mail in the economy and environment. Also, assign the Crossword Puzzle and Word Search worksheets. Students should be able to answer the clues based on their reading of the MailMatters handouts. The answer key is included below for your convenience.

## Project C

### Creating Your Own Advertising Mail

Ask students to pretend their class is a small town in America, and they have the job of writing advertisements for an assigned business or organization. Assign each student to an individual business or organization in the town, including a grocery store, post office, drug store, restaurant, community/recreation center, car dealership, clothing store, electronics store, toy store, and charity. Students may work in teams.

Each student or team will be assigned to create a direct mail advertisement in support of the business or organization they represent. Students will need to creatively determine the name for their organization, what they are advertising and messages that communicate their distinct features or benefits.

Using construction paper, crayons, markers, or colored pencils, students will create a brochure, flyer or postcard advertising their organization to other residents in the town. Advertisements will use design concepts similar to the mailed items students brought into class. When making the messages and designs, students should consider the characteristics of effective advertising already discussed in class. Once they are completed, the students will present their advertisements in front of the class and explain why they chose their designs and messages.

Once the presentations are complete, ask the students the following questions for group discussion:

1. What was the most difficult part of making an advertisement? Why?
2. Why do you think the advertisement you made was effective?
3. Were there things you could have done to make a better advertisement?
4. Why do companies and organizations use advertising mail?
5. What benefits can advertising mail bring a company or organization?

### Answers to Crossword Puzzle and Word Search

#### ACROSS

3. Of all the states, California buys the most items by catalog.
6. DMA is the acronym of the Direct Marketing Association.
9. The first American mail-order catalog was created by Benjamin Franklin.
10. After finishing a catalog, you should recycle it.
12. Shopping by catalog reduces car emissions.
15. About 10.6 million American jobs depend on direct mail.
16. [www.DMAchoice.com](http://www.DMAchoice.com) is found on the internet.

#### DOWN

1. Paper is made from trees.
2. For over 30 years, Sears sold homes through the mail.
3. Direct mail offers easy comparison shopping.
4. Paper is a renewable resource.
5. Catalogs allow Americans to shop at home.
6. Direct Marketing Association.
7. Catalogs often offer lower prices on items.
8. The amount of U.S. forestland is about the same as it was in the early 1900's.
11. Philadelphia pharmacist Asa Cantler invented the coupon.
13. Shopping by catalog saves time and money.
14. Green is a synonym for environmental.

For further smart shopping information, please visit <http://www.dmachoice.org/MailTelephoneShopping/>.

Q	M	A	I	L	K	Q	N	H	B	R	E	Z	C	C	H
B	M	E	H	R	W	M	U	E	Z	C	V	Q	O	U	J
E	F	J	Q	L	M	T	X	U	E	K	D	B	N	N	P
N	V	L	C	W	S	F	M	C	D	R	T	M	S	H	O
V	W	A	K	R	T	N	R	T	Y	X	G	U	V	H	
I	N	T	S	C	G	U	Y	C	U	H	Y	M	M	S	S
R	L	S	D	J	O	K	J	Q	E	O	A	W	E	L	U
O	E	O	R	S	U	U	H	X	M	N	D	Q	R	F	N
N	Y	P	E	B	I	G	P	N	J	F	V	D	F	D	O
M	S	R	Z	E	F	I	B	O	R	P	E	R	U	C	I
E	I	E	I	M	C	O	D	Y	N	C	R	J	W	F	T
N	G	M	Y	S	I	B	Y	H	Y	O	T	S	C	U	A
T	Z	A	S	K	Z	X	J	A	R	F	I	H	A	D	I
C	W	R	E	C	Y	C	L	E	Y	Q	S	B	T	S	C
L	X	K	N	C	I	D	V	W	B	M	I	G	A	V	O
G	R	E	N	E	W	A	B	L	E	K	N	R	L	J	S
S	G	T	K	W	X	F	T	C	A	P	G	T	O	T	S
Z	D	I	R	E	C	T	H	D	V	O	A	R	G	B	A
B	F	N	K	L	V	O	B	E	A	S	K	L	F	Y	B
C	Y	G	T	E	O	P	R	E	P	A	P	N	C	D	M

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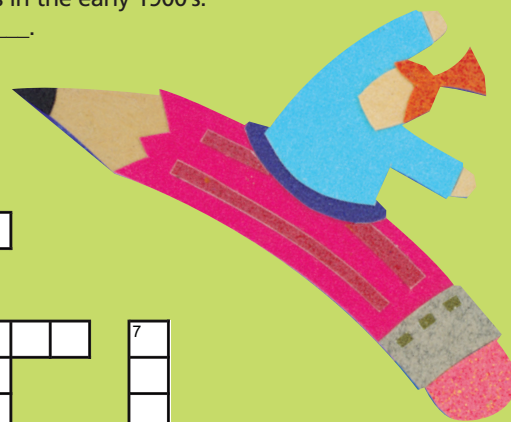
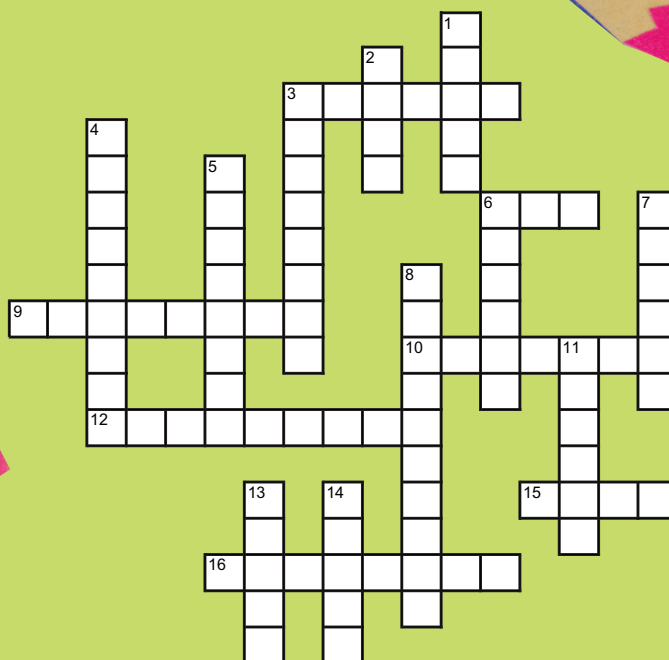
### Crossword Puzzle

#### Across

3. Of all the \_\_\_\_\_, California buys the most items by catalog.
6. \_\_\_\_\_ is the acronym of the Direct Marketing Association.
9. The first American mail-order catalog was created by Benjamin \_\_\_\_\_.
10. After finishing a catalog, you should \_\_\_\_\_ it.
12. Shopping by catalog reduces car \_\_\_\_\_.
15. About 10.6 million American \_\_\_\_\_ depend on direct mail.
16. [www.DMAChoice.com](http://www.DMAChoice.com) is found on the \_\_\_\_\_.

#### Down

1. Paper is made from \_\_\_\_\_.
2. For over 30 years, Sears sold homes through the \_\_\_\_\_.
3. Direct mail offers easy comparison \_\_\_\_\_.
4. Paper is a \_\_\_\_\_ resource.
5. \_\_\_\_\_ allow Americans to shop at home.
6. \_\_\_\_\_ Marketing Association.
7. Catalogs often offer lower \_\_\_\_\_ on items.
8. The amount of U.S. \_\_\_\_\_ is about the same as it was in the early 1900's.
11. Philadelphia pharmacist Asa Cantler invented the \_\_\_\_\_.
13. Shopping by catalog saves time and \_\_\_\_\_.
14. \_\_\_\_\_ is a synonym for environmental.



## Word Search

### Word Bank

Catalog  
Coupon  
Mail  
Recycle

Green  
Marketing  
Advertising  
Direct

Consumer  
Association  
Environment  
Renewable

Shop  
Postal  
Paper  
Resource

Q M A I L K Q N H B R E Z C C H  
B M E H R W M U E Z C V Q O U J  
E F J Q L M T X U E K D B N N P  
N V L C W S F M C D R T M S H O  
V W A K R T N R T Y X G G U V H  
I N T S C G U Y C U H Y M M S S  
R L S D J O K J Q E O A W E L U  
O E O R S U U H X M N D Q R F N  
N Y P E B I G P N J F V D F D O  
M S R Z E F I B O R P E R U C I  
E I E I M C O D Y N C R J W F T  
N G M Y S I B Y H Y O T S C U A  
T Z A S K Z X J A R F I H A D I  
C W R E C Y C L E Y Q S B T S C  
L X K N C I D V W B M I G A V O  
G R E N E W A B L E K N R L J S  
S G T K W X F T C A P G T O T S  
Z D I R E C T H D V O A R G B A  
B F N K L V O B E A S K L F Y B  
C Y G T E O P R E P A P N C D M

