

## **Direct Mail Essential Mailings – IMPORTANT information**

It has been brought to our attention that many Charities are confused, anxious and concerned about whether or not they can continue to send out mailings and DM Campaigns during the current Level 4 status.

FINZ has gathered some information on the situation.

Tim Blackmore at MBIE has given guidance on what constitutes an essential mailing.

Their understanding is that:

1. You need to be an essential service
2. You need to be sending essential communications

It's the definition of **essential communications** that is open to the most interpretation.

Please check on the COVID-10 website if your Charity meets the criteria set by the Government.

<https://covid19.govt.nz/government-actions/covid-19-alert-level/essential-businesses/>

**If** your Charity is classed as an essential service (not all Charities will be classed as an essential service) this **does not mean** that you can send all mailings.

You must consider if your mailing meets the criteria, it needs to be essential in terms of Covid-19. It is really important that Charities consider very carefully if their mailings are essential in terms of Covid-19.

**MBIE has stated that a receipt mailing is not an essential communication.**

Mail houses are asking Charities to provide an email communication to confirm that their mailing is essential businesses, Mail houses are going to be audited by the government and they are not in a position to determine what is essential and what's not, that is why they are putting that responsibility back onto the client, **you as Charities.**

It is the responsibility of every Charity to assess if they meet the criteria set by the government.

**We advise all Charities to contact MBIE to seek clarification on what is essential business and what mailings qualify as essential mailings.**