



**Memorandum:**

**To: Associations, Board Members, and Zone Directors**

**From: Jan Pentecost, President**

**CC:** Federation Office

**Date:** 6/11/23

**Subject: Consider opting to receive the Federation Magazine online, rather than by Post.**

The rising cost of postage and printing has dramatically impacted on the cost of producing and mailing the Federation quarterly magazines. This year postage alone has cost the Federation \$134,419 for 3 issues – potentially around \$180,000 for the year. With escalating postage costs the magazine postage now consumes over 60% of the capitation fees from the membership, leaving far less for Grey Power's core business of advocating for older people.

For those members who are internet users, we would like to encourage you to consider receiving your Grey Power Federation magazine online. You will be advised by email when a new issue is available, but you can visit the site at any time in between to keep informed.

While not for everyone, there are several advantages for those who choose the online option -

- **Quicker delivery of the magazine** – the latest Federation magazine can be in your email inbox a week or more before the mailed copies arrive;
- **Better for the environment** – no wasted print, paper, plastic, or delivery-related impacts;
- **Additional information and updates** – once members are enrolled for the online version, they can opt to receive regular Grey Power Federation news updates and other information of interest;
- **Savings to the Federation** - meaning the four magazine issues per year can be continued, and savings can be invested in advocacy and membership services;
- **More in-depth coverage** – occasionally lengthy magazine stories and illustrations must be condensed to fit in the printed magazine. The digital version enables some content to be expanded upon and linked for reading on the magazine website for internet users who want more.

You can have a look online to see the smart format and layout of our magazine and test how easy it is to use [Click here for Magazine](#).

You can switch to the online version simply by providing your name, membership number, and email address on the following form - [CLICK HERE](#)

Please encourage members in your Association to give the digital version a try. If they try it and decide it is not for them, they are free to go back to receiving the magazine in hard copy.

We will never require all of you to be on email; hard copies will always be available to members who, for whatever reason do not want a digital copy. The choice is yours.

Jan Pentecost  
President  
Grey Power NZ Federation