

Word Processor – Mail Merge

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Interesting Fact

Mail Merge, a popular tool for personalizing printed letters, is now-a-days also available for emails. Google Mail, Google Sheets make it happen for all google domain based emails.



1 INTRODUCTION

Many day-to-day applications require similar documents containing similar text to be sent to a number of persons. These documents also have a typical common layout.

For example, invitation letters sent to guests have a more-or-less common content and layout. Only the names and addresses of the recipients are different in these letters.

One obvious way to generate such letters is to type all of them individually, putting the same amount of effort again and again. Another solution could be to copy the same block of text again and again on to the new letters.

Describe
Mail Merge

Components
of
Mail Merge

Uses
of
Mail Merge

Create multiple
personalised
documents

The names and addresses etc., which are different from each letter, can be entered separately in the documents. Though this method saves a lot of effort, it still requires proper caution. There should be a way where these kinds of documents can be prepared automatically.

This task can be easily automated if we use mail merge feature of word processor. So, it is time we learnt mail-merge feature of word.

Merge Fields

Mail Merge is a tool to link a *main document* to a set-of data coming from a *datasource*. The main document is linked to data source through data fields called **merge fields**.

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USES OF MAIL MERGE

As mail-merge is a popular tool for creating individualized letters, it is used for a variety of purposes.

Some common uses of mail-merge are :

(a) Writing Letters to Customers

Companies or businesses can use mail merge to create personalized letters for their customers :

- ◆ to tell them about upcoming sale or special offers ;
- ◆ to inform them about some changes in business context such as *new customer care number* or *new email-id* etc.

(b) Mail Shot

Mail merge is useful

- ◆ for sending out a survey to a large number of people.
- ◆ communicating with people part of a contest/competition.

(c) Invoices

Using mail merge, companies can send

- ◆ reminders of overdue payments to large number of customers.
- ◆ information about revised rates and discounts etc. to customers.

(d) Schools

Schools and other institutions can use mail merge to print :

- ◆ students' names and grades into reports.
- ◆ parents' names and addresses for letters.
- ◆ students' names on to certificates.

(e) Personal

Persons individually can use mail merge for :

- ◆ printing addressing envelopes for greeting cards etc.
- ◆ sending invites (e.g., wedding invite or birthday party invites) to people.

3 ADVANTAGES OF MAIL MERGE

Mail merge is a popular and useful tool. It offers these benefits :

- Ans-2 (1) It is easy to make changes to a single letter and same change will happen in every letter e.g., if you change venue in one letter, all letters will show changed venue.
- (2) Once the merge has been setup, thousands of letters can be produced very quickly.
- (3) Easier to check for grammatical/spelling errors as you need to check and correct at one place only ; all letters will show the changes.
- (4) Letters can be personalized.
- (5) A standard letter can be saved and reused.
- (6) The same data source can be reused, thus reducing the risk of errors.) Ans-2

4 COMPONENTS OF MAIL MERGE

The three main components of the merging process are : **the Main document**, **the Data source** and **the Merged document**.

- ◆ The **Main document** contains the main body of your letter, field names and merge instructions. The basic information in the main document remains the same.