

Annual Fundraising Campaign Report

September 2016

The HGMC Annual Fundraising Campaign has been completed as follows:

- 102 Corporate solicitations for Advertising / Sponsorship were mailed on Sept 6, 2016
- 369 Consumer solicitations for Donations / Sponsorship were mailed on Sept. 12, 2016

This year, the request letters were generated via a mail-merge process (samples attached). Although it took a bit more manual effort to ensure the letters and bar-coded envelopes stayed in sync, this personalized approach will hopefully result in increased donations.

Due to the segregated nature and content of the mailings, the piece weights for each group were slightly different, and in keeping with the Bulk Mailing regulations, could not be combined for the bulk rate savings. Since the minimum piece requirement for a mailing is 200, the corporate solicitations were mailed at the regular postal rates, while the consumer solicitations were mailed at our non-profit bulk rate.

Additionally included are the Advertising Registry and the Donation Summary reports, detailing the current status of our solicitation efforts.

Pinnacle Health sponsorship

The \$1000.00 sponsorship from Pinnacle Health requires us to provide them with a report at the end of our fiscal year detailing how their funding helped us achieve our stated mission goals for the year. The HGMC Board now needs to define a quantifiable metric within our mission statement of how this funding is to be used and reported upon.

I am suggesting that we provide each of the Youth Programs sponsored by the LGBT Center of Harrisburg (Common Roads-Harrisburg, Common Roads-Lancaster, The Curve-York) with the following:

- ten (10) free concert tickets to our Christmas Concert
- ten (10) free concert tickets to our Spring Concert
- ten (10) free concert tickets for Voices United

Respectfully submitted by Doug Wentz, HGMC Annual Fundraising Campaign Chair