

Annual Campaign Report – September 2015

Fall Campaign

The new “letter of appreciation” sent to last season’s donors and advertisers was a success. One of our donors from last season sent us a check before the fall campaign was even mailed and it was double what she sent last year.

The fall campaign mailing went out the week of September 8, thanks to the efforts and work of the team who showed up over Labor Day Weekend. An email was sent out to the membership acknowledging them. The “Email only” list had the fall letter and PDFs of the enclosures sent on September 10. The new “cold call” letters to potential donors and advertisers will go out on September 28. Board members who would like to suggest names/organizations/companies on that list are encouraged to email me immediately.

Thanks to Jeff and Kevin, the first two board members to complete their commitment to both their annual membership as well as their additional \$100 sponsorships. Bill deserves recognition for a brand new corporate sponsor, William Penn Social Association, at the Major Supporter level (\$500-\$999).

This brings our totals to date to:

- | | |
|---------------------------|---------|
| • Pledges (Payment plan): | \$1,200 |
| • Individual (One-time): | \$ 300 |
| • Corporate: | \$ 500 |
| • In-Kind | \$3,450 |
| • Ads | \$ 150 |

Keep in mind that the fall campaign/season total sponsorships, donations and advertising amounts fluid.

The following list shows the next tasks to be completed. Board members are asked to be especially mindful of the items in **RED BOLD**.

September 28: Begin “soft” calls on previous donors and advertisers

Send introductory letters

October 12: Begin follow-up calls, schedule meetings if necessary

Begin calling potential new donors and advertisers

November 2: Last week to be part of the seasonal brochure shell

November 9: Advertising cut off for seasonal brochure shell – send all graphics to Nivek

November 16: Seasonal brochure shell completed and sent to Dickinson Printing well-prior to Thanksgiving

November

15: Create holiday greeting eCard

Update board re: Donor Appreciation Party in the spring

Create holiday eCard

After Thanksgiving: Follow-up by phone on any non-donors who have given in the past

December

15: Send holiday greeting eCard

Donor Appreciation Party

Work on this will begin more actively after October 7.

Submitted respectfully by Terry Drew Karanen, September 23, 2015.