



June 1, 2011

Dear Minnesota Faith in Action Members:

This year's marketing campaign pieces will be identical to last year's. There will be three pieces – the appeal letter, the mailing envelope, and a donation/reply envelope. Each participating program will be asked to write their personalized appeal letter. As in years past, the individual programs return address and logo will be printed on the mailing envelope as well as the programs bulk mail indicia if applicable. The mailing address for the program will be printed on the donation envelope.

New this year is the option to select when you want your materials printed. Programs may choose either the 1<sup>st</sup> printing in June, the 2<sup>nd</sup> printing in November, or both. **Please note** that the programs that choose to participate in both will be responsible for 100% of the cost on the second printing.

Also similar to last year, the Association is asking the programs to contribute to the campaign. Your cost for the campaign will again be \$0.10 (or 50% of the total cost) for the three pieces. Programs will also be responsible for the cost of shipping the marketing materials. Another option would be to provide the printer with your mailing labels and contracting them to mail your campaign. Additional services the printer is able to offer include:

1. Process an existing mailing list \$20.00  
Printer validates all of the addresses, checks for duplicates, and checks for move updates. This also covers all the cost for preparing all the paperwork for the USPS.
2. Addressing, sorting and mailing for postal discounts \$0.03 per piece
3. Assembly mailing (inserting letter/envelope & sealing) \$0.05 per sealed envelope
4. Postage – Printer can do pre-sorted standard mail or pre-sorted first class mail depending on the wishes of the program. If program is registered as a non-profit with the USPS, then printer can obtain non-profit rates. All of the mailings would be mailed from Brainerd Post Office utilizing the printer's bulk mail indicia.
5. Mailing list – Printer can research and create a mailing list based on specific criteria (for those of you who had Myra do this in the past, this is very similar but more extensive).



If your program chooses to participate in the marketing campaign, appeal letters for the 1<sup>st</sup> printing are due by Wednesday, June 6, 2011 and for the 2<sup>nd</sup> printing they are due by Friday, September 30, 2011. Order forms have been enclosed for your convenience with this letter. Materials for the 1st printing will be to you prior to the end of June or for the 2<sup>nd</sup> printing by the end of November unless you choose to have the printer assist with your mailing.

If you have any questions about this year's campaign, please feel free to contact Myra Horner by email to [info@mnfia.org](mailto:info@mnfia.org) or by phone to 218-330-8155.

If you have any concerns about the changes made to this year's campaign, please feel free to contact one of the Board of Directors.

Thank you for your support of the Minnesota Faith in Action Association.

Sincerely,

Bridget Britz  
Nancy Biele  
Krisie Charnley  
Kim Askeland

Patrick Day  
Jeff Fromm  
Lee Neste