

Project: Mail Out As of 22 Feb 08
Champion: Matt

Project Summary: to organize and accomplish the Spring and Fall Newsletters and the special "Mail Out"

Activities:

- Jan 25, 2008 – Note from Helene:” I believe Angela said that a direct mail was for specific people who we identify as our big donors. I think it would be a good idea to separate out who we want to send the newsletter to; who we want to send the direct mailer to; and who we want to ask to sponsor our event so we are only targeting our "major donors" once and not multiple times. If everyone is included they will be asked to give in April, then twice in June, once by direct mail and once to be a donor.”\
- Feb 15,2008 Set the timeframes for possible conflicting events. Board approved schedule as follows:
 - Newsletter - April 2008
 - Recruit Sponsors for Gala Event – May 2008
 - Direct Mail campaign – June 2008
 - Gala – August 2008
- April Newsletter
 - Format the same at last fall (With mailing changes suggested by Jan Zehr)
 - Writing assignments to me made at March Board Meeting, Tuesday 18 March
 - Final Copy due Tuesday 25 March
 - Draft Newsletter Tuesday 8 April
 - Newsletter Final approval 15 April