

FUNDRAISING COMMITTEE ACTIVITIES

OCTOBER 16, 1996

Mailings--Church mailer out last week

Newsletter--out Nov. 15

Corporate-- Danbury AutoPark rescheduled to March??
--Review corporate/organ. list for contacts

Churches--Review Target list for contacts
--St. Stephen's
--Sponsorship information

Carpenter's Club--Target membership

Christmas merchandise/cards

Other--Meserve application/Habitat grant/charge cards
Speaker Packets



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PROPOSED BUDGET FOR PRINTING/POSTAGE COSTS

for Housatonic Habitat for Humanity
for January to December of 1997

- * Newsletters --Mailed one per quarter to mailing list of 1500 including individuals, churches, corporate donors, organizations who have contributed financially or as volunteers to Habitat in the past. Newsletters keep readers informed of local projects and volunteer needs.

Printing for 1500 piece newsletter mailing = \$250
Postage for 1500 pieces @ \$.12 bulk rate = 180
Total per mailing = \$430

Four mailings / year @ \$430 = \$1730

- * Individual Mailings--Two appeal letters each to categories of individual donor, churches, corporations/businesses and organizations. Data base for each category varies, with bulk mail rate applying only to mailings over 300 pieces.

Church Mailing--200 pieces mailed @ \$.32 each = \$64
Organ. Mailing--200 pieces mailed @ \$.32 each = \$64
Corp. Mailing --1000 pieces mailed @ \$.12 each = \$120
Indiv. Mailing --1500 pieces mailed @ \$.12 each = \$180
\$428

Two mailings/year of each @ \$428 = \$856

- * Printing Costs for Stationery/Envelopes--primary usage for thank you letters for contributions, follow-up letters for calls on churches, corporations and organizations.

Stationery--500 sheets printed with letterhead = \$125
Envelopes--500 printed with Habitat logo = \$125
Total stationery/envelopes = \$250



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- * **Printing for Updating Brochure**--The existing brochure for Housatonic Habitat for Humanity need to be updated to include information on the completion of our first house in Danbury earlier this year, as well as our upcoming building projects in Newtown for the spring of 1997. We are running out of current brochures, anyway, and expanded fundraising plans will demand a greater use for new brochures next year. These brochures are used in mailings, presentations, appearances at community events, special programs with corporate accounts and churches, etc.

Brochure Printing Costs (quantity-5000) \$1500

- * **Printing/Miscellaneous Costs for Presentation Folders**--Speakers who represent Housatonic Habitat with local calls to churches, corporate accounts and organizations need some materials to leave behind. We are developing a packet to include ways to be actively involved with Habitat, as well as referral forms, copies of pledge forms, brochures etc. This will involve purchase of folders to put materials in, copying for inserts, business cards for speakers and Housatonic representatives, etc.

Budget for Presentaion Folder materials \$100

- * **Signage Printing Costs**--During the construction of Habitat houses, there are several times when signage is necessary for PR and fundraising purposes. Events such as Groudbreaking Ceremonies and Dedications are well-served with banners at the site for both Housatonic Habitat and the local community in which we are building. We also maintain a large durable sign at the site throughout the construction phase to recognize large donors and companies who have contributed financially or with in-kind donations of materials for construction. We also recognize organizations, churches and businesses who are sponsoring work parties for the actual building process.

Cost of Banner Printing	\$200
Durable Sign Cost	<u>\$400</u>
Total Signage Cost	\$600



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BUDGET RECAP

Newsletters	\$1730
Individual Mailings	\$ 856
Stationery/Envelopes	\$ 250
Brochure	\$1500
Presentation	\$ 100
Signage	\$ <u>600</u>
Total Budget for Printing/Postage	\$5036