

FEATHER RIVER RAIL SOCIETY

DATE: June 2020
ITEM: New Business Item 1
FROM: Eugene Vicknair

LOCAL MAIL-OUT FUNDRAISER

With help from Patty Clawson, we have set up the local mailout fundraiser. This fundraiser will go to all the PO box holders and land owners in the Portola – Graeagle region. The total mailer will reach about 10,000 people.

The maximum cost estimate for printing and mailing is \$4,500. We approved \$6,000 for fundraising mailers in our 2020 budget.

John Stefanic has quoted us a printing price of \$0.18 per mailer and the estimated postage cost is about \$0.20. The mailer will be a single sheet, double sided page in black and white, folded in half. Please see the attached PDFs for the example copy.

Patty has obtained the landowner spreadsheets for us. I need to review and organize the lists to facilitate mailing. If the Board approves the mailer, the goal will be to have it printed within the next week and have the mailing labels ready when the print is done. About 3,000 pieces will be labeled and the rest will just go to boxholders.

I would like input on any revisions to the letter copy on the mailer.

REQUESTED ACTION: Approve the mailer and the fundraising plan with maximum \$4,500 cost from line item 56600 · Fundraising Expense.