

FUND RAISING EFFORT 2012

Since we hadn't had a fund raising project since 2009, the board decided that we should do one during 2012. We talked about it for several months trying to determine when it should be done. We were all in agreement that it would not be a good idea to try to raise funds with the library under construction. Even though the library was not finished, it was decided that we needed to get the letter out by the end of the year in order to take advantage of the fact that the contributor's donation could be used as a 2012 charitable contribution. The date set for the mailing was November 27, 2012.

The letter was written primarily by Ed Ramsey but with suggestions from everyone but most especially Cherie Carl. We had 4500 letters printed by Design Printing in Warsaw. In addition, we ordered 4500 #9 white envelopes with the return address of the library so that contributors could easily mail their check in. Design Printing's charge for the two items was \$832.33. The mailing envelopes were provided by Dayle Collins who also printed all the addresses on the envelopes instead of using labels as we had done previously. Dayle used the county property owners list as well as the personal property tax records to establish the mailing base.

We all assembled in the Board room on the Tuesday before the mailing was to go out. We had eight people who each worked about seven hours each. Dayle had printed the envelopes in zip code order so that we could sort them more easily. We obtained mailing trays from the post office to accommodate the finished product. In order to use the bulk mailing rate, it is required that the mail be sorted by the first three digits of the zip code. If there were less than 125 addresses from any zip code, no sorting was necessary. We used the college's bulk rate mailing number (#45) after receiving permission from the business office. The mailing must be accompanied by form number 3602-NZ which can be obtained from the post office's web site. When the proper mailing cost was calculated, a check along with the above noted form was taken to the post office for mailing. After calculating the amount of postage, a check for that amount must be obtained from the Treasurer's office. The mailing cost was \$638.44.

Every few days, I would check the post office box (Box 352) for donations----Linda has an extra key that I kept for this purpose. After recording the donors and the amounts, I would take the checks to the Treasurer's office so they could be deposited in the bank. Dayle was sent via e-mail the names of all the donors so that he could mail out a thank you letter.

The gross receipts from the fund raiser was \$4,605.00. The net is \$3,134.23.

Submitted by: Margaret Kurtz