

## **LEAF Annual Fundraising Campaign Structure**

Fall mailing: early/mid November

Follow-up campaign: early April (to this point, follow-up has occurred only with the LEAF list.)

### Components

1. Parents of all District 742 students – District supplies labels
2. District 742 faculty, staff and administration – District supplies labels and puts in PO boxes.
3. LEAF Donor List from Donation Director Software
4. Chamber of Commerce membership – purchase labels from C of C
5. Dentists – compile list from phone book
6. Lawyers – list provided by association
7. All Tech Alumni (List available through THS Alumni Assoc)
8. Additional names gleaned from other organizations' donor lists

Ex Director makes arrangements through the Superintendent to have the name and address file of the District sent via email to the printer. When ready, this segment of the mailing is brought to the bulk mail center in Waite Park by the Executive Director, or is delivered by the printer. The Executive Director makes additional mailings as needed.

Each category within the mailing list should be identifiable by code on the “donor return envelope” so that assessment of the % of return for each category may be calculated and noted when preparing subsequent mailings. Currently, donor envelopes are color coded on the edge with magic marker.

Appropriate recording of contributions received should be maintained and thank you letters sent promptly.

The bulk mailing permit needs to be renewed annually. A statement is sent by the post office.

The LEAF Donor list should be updated regularly by Executive Director or his/her designee.