

Annual Fund Status Update from the Advancement Office - January 2021

Kara spoke with printer on phased pricing based on the mailing lists that we may or may not be able to include due to budget limits from the business office (# of parishioners receiving envelopes 1131, # of school families re-enrolled to date for next school year: 175, # of donors from the last 5 years with mailing addresses in DP: most likely 300-500). Printer will provide estimate asap

Printer has our approved letter and logo. Kara has provided photos of younger age students in uniform to possibly include in the letter and/or envelope which would be eye catching/appealing to donors like we did 2 years ago.

With the current timeframe it is possible to do a personalized mailing address on the envelope, but to ensure the quickest turnaround time by the desired date in February between the feast days we will have to go with a generic greeting like, "Dear Friend of St. Bernadette School" or similar. Next year a full committee can set a desired calendar and go with a personalized letter with the name of the donor. If we attempt that this year it will not meet the date.

Kara obtained signatures for the printer from Tom Tobin and Joanne Montie as the designated signatures for this year's letter.

At our current DP subscription rate we cannot pull the donors from the last 5 years to include the mailing address specifics (hence the estimate of 300-500 donors from DP). In future an annual fund committee can research increased cost for helpline services and upgrade to our DonorPerfect reporting package as needed and would need to get approval from the business office to increase that subscription fee, but it is necessary for future mailings if we want to target certain groups.

Approval of including the parish mailing list in this year's mailing of those who receive weekly envelopes/ Bob Helmig approved that as part of the mailing budget as well. All lists must be put in the format the print house needs in order to pull out duplicate addresses at no extra cost to us (each field separate and in the same order)

Non-profit permit has lapsed. First class mailing is not in the budget, although first class would ensure a quicker mailing timeframe which would be an advantage right now with all of the issues with USPS delays. Permit fee must be paid at the Upper Darby Post Office with a check from the business office, once we receive an estimate for non profit mailing from the printer the non profit account can be funded at the UD post office with a check from the business office.