

FEATHER RIVER RAIL SOCIETY – AGENDA REPORT

DATE: August 6, 2013
FROM: Gail McClure, Director
ITEM: New Business
SUBJECT: Year End Fundraiser

In an effort to get an early start on the annual Year End Fundraiser, I am proposing the Board authorize an expenditure not to exceed \$3,000 to produce, mail and service the project. We have had our best return on our mail out fundraising by using a high quality, personalized letter, including a page with color photographs showing activity on and off property, return donation card, and sending a “reward” or gift for those donating at a certain level (proposed: FRRS personalized note pad in a vinyl cover with pen for a \$50 or \$80 donation).

Respectfully Submitted,

Gail A. McClure, Director