

FEATHER RIVER RAIL SOCIETY

DATE: April 2016
ITEM: Department Report
FROM: Eugene Vicknair / Big Fish Creations
SUBJECT: **Marketing**

MAILER

Mike and Patty have been working on a mail out information card and a related letter to businesses in the Eastern Plumas County area promoting the museum and offering ½ price memberships and sponsorships for the first year. I have a print of the postcard and more information below:

From Patty:

“I went to the Chamber of Commerce and have all of the paper work ready to go for when we mail the post cards. The post cards are only going to Graeagle and Clio that will catch all resident and business PO box holders.

The cost will be 1,565 box holders at the B1 classification - AACC price category of \$0.175 each. Total cost to mail - \$273.87.

I will do this task - but need to coordinate to get check to pay the Portola post office. I also have to sort these in trays while I am there. It is probably easier for me to do this than explain it. Perhaps one of you can meet me at the post office the day we are ready, and pay for the postage.”

The goal is to increase our local support. After conferring with them on the local demographics, it was felt that the best “bang for the buck” would be to target residents in the Graeagle – Clio area and businesses there and in Portola. We will see how the response is and consider expanding the program.

There will also be a cost to print, about \$165 for 2,000 4” X 6” postcards.

The goal of the mailer is to drive people to our new membership sign-up page which Paul Finnegan is working on. We will also have a page for business sponsorships.

LOST and FOUND – GRAVEL GRINDER BIKE RACE

From Patty:

“Robert Meacher asked me to reach out to you guys regarding the Lost & Found - Gravel Grinder Bike race. It happens June 4 - <http://www.lostandfoundbikeride.com> The City is sponsoring an aid booth - this is one of the stops riders make along the trek to replenish and refuel. The city has decided to use a railroad theme for their aid station.

So Robert wondered if WPRM wanted to put tee-shirts in fro a raffle? Museum Tickets? Maybe you have a sign or cool RR signs that could help decorate the aid station. He is pretty much open for your thoughts and suggestions should you like to participate.”

JULY 4th GRAEAGLE DAY IN THE PARK EVENT

We have received an invitation to have a booth at the Graeagle - Day in the Park event over 4th of July. The Day in the Park is for non-profits only. WPRM could sell memberships, tee-shirts, trinkets whatever to raise funds. We can bring a nice selection of stuff from the Museum Store and do a membership promotion. Also, sell raffle tickets for the fundraiser proposed in the Fundraising report as well as RAL certificates. We could also sell train and admission tickets for that Friday through Sunday.

We will need to bring our own set-up. Table, chairs and a patio tent to provide shade - it's gets really hot.

We need to get the form in fast as the spots go super quick. There is a \$20 fee. I am willing to donate the fee and lead staffing the booth. Just need Board consensus approval.