

FEATHER RIVER RAIL SOCIETY

DATE: February 2020
ITEM: New Business Item 2
FROM: Eugene Vicknair and Patty Clawson

FUNDRAISING MAILER

Patty Clawson has been discussing with me the mailing list and methods that have been used by the Portola Event Center folks and Patty's July 4th Committee to raise money from the Plumas County community.

The effort by the Event Center folks raised about \$70,000, and Patty regularly raises most of the money needed for her annual event.

The cost would be about \$4,400 to \$4,600 to mail out to over 8,000 people in the regional community. There would also need to be volunteer help to label and pre-sort the mailing, but the potential return is high.

To my knowledge, we have never tried something like this before and other groups have used this with great success. I suggest we give it a try in April.

REQUEST: Consider fundraising suggestion and review again at March Board Meeting.