

FEATHER RIVER RAIL SOCIETY

DATE: July 2020
ITEM: Old Business Item 2
FROM: Eugene Vicknair

LOCAL MAIL-OUT FUNDRAISER

With help from Patty Clawson, we have set up the local mailout fundraiser. This fundraiser will go to all the PO box holders and land owners in the Portola – Graeagle region. The total mailer will reach about 10,000 people.

The maximum cost estimate for printing and mailing is \$4,500. We approved \$6,000 for fundraising mailers in our 2020 budget.

John Stefanic has quoted us a printing price of \$0.18 per mailer and the estimated postage cost is about \$0.20. The mailer will be a single sheet, double sided page in black and white, folded in half. Please see the attached PDFs for the example copy.

Patty has obtained the landowner spreadsheets for us. I need to review and organize the lists to facilitate mailing. If the Board approves the mailer, the goal will be to have it printed within the next week and have the mailing labels ready when the print is done. About 3,000 pieces will be labeled and the rest will just go to boxholders.

Included with this report is the hopefully final version of the mailer. With Board approval, we will start the work of creating the mailers and final compilation of the mailing lists with a goal of mailing out the whole fundraiser by mid-August. We will need some volunteers to help label some of the mailers.

REQUESTED ACTION: Approve the mailer and the fundraising plan with maximum \$4,500 cost from line item 56600 - Fundraising Expense. Item is already in the budget.



WESTERN PACIFIC RAILROAD MUSEUM
P.O. BOX 608 • PORTOLA, CA 96122

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POSTAL PATRON





WESTERN PACIFIC RAILROAD MUSEUM

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The power of perseverance in a time of Coronavirus only happens with supporters like you.



Dear Community Member,

The COVID-19 pandemic has resulted in economic, social and health related challenges that impact the operation of every business. This holds especially true for seasonal, non-profit museums such as ours as we navigate this difficult time. The Western Pacific Railroad Museum depends entirely upon memberships, donations and volunteer help from its community members. The impact of COVID-19 has hit the Western Pacific Railroad Museum very hard economically. With the inability to open our doors and offer our train rides, group tours and Run-A-Locomotive programs, we need your support now more than ever.

Visitors from around the world enjoy the experience of one of America's premier, hands-on railroad museums. With over 150 pieces of rolling stock, the Western Pacific Railroad Museum preserves a significant piece of transportation history that would otherwise be lost without members and general supporters like you.

Within COVID guidelines, our volunteers are working diligently to continue restorations, repairs, and improvements to ensure that when the museum reopens, we are ready to share this unique collection with our returning visitors.

But until that day comes, we need you!

Here's how you can help: **Become a member** and choose from various membership options that include exclusive Western Pacific Railroad Museum publications, **give a general donation**, or **do both**.

Help us preserve the Western Pacific Railroad Museum for future generations. Use the form below to mail in a donation and/or membership. Or go online to www.WPLives.org to our official website.

The Feather River Rail Society thanks you for your support. Questions may be directed to info@WPLives.org



To DONATE ONLINE go to <http://donate.WPLives.org>

Become a MEMBER ONLINE <http://membership.WPLives.org>



PLEASE RETURN THIS DONATION SLIP TO THE ADDRESS BELOW. YOUR DONATION IS GREATLY APPRECIATED!

NAME _____

DONATION AMOUNT \$

ADDRESS _____

CITY _____ STATE _____ ZIP _____

ANNUAL MEMBERSHIP Associate - \$25 | Active - \$50 Sustaining - \$150 | Family - \$80 \$

E-MAIL _____ PHONE _____

TOTAL AMOUNT \$

To donate, join or pledge by credit card, please provide the following information...

CARD NUMBER and TYPE _____ BILLING ZIP _____ EXP _____ CCV _____

SIGNATURE _____

PLEASE SEND & MAKE CHECKS PAYABLE TO: Feather River Rail Society • P.O. BOX 608 • PORTOLA, CA 96122