

# 10<sup>th</sup> Anniversary Campaign

**Outcome: 151 total donors – \$134,105 raised**

## **Details:**

### **3 volunteer profiles sent via snail mail and posted to Facebook:**

- Jay Stacy
- Mike Adolph
- Mary and Jim Vieregg
- Snail mail profiles accompanied by 3 solicitation letters

### **4 leadership gifts:**

- Sherck
- Soderholm
- Buchholz
- Fellows

### **11 first-time donors:**

- Mike sent email to all former seasonal crew – at least 3 responded
- 7-8 from Facebook

### **151 total donors - \$134,105 raised:**

- \$20,000            2 donations
- \$10,000           4 donations
- \$5,000            4 donations
- \$4,999 - \$1,000 12 donations
- \$500               13 donations
- \$300 - \$100      59 donations
- \$99 - \$50         38 donations
- <\$50               50 donations

## **Thank you:**

- To all volunteers!
- Stacy, Adolph, and Viereggs
- Mike Saxton – wrote profiles and solicitation letters
- Dee Hudson – formatted profiles
- Jim Higby – edited profiles
- Bernie Buchholz – edited solicitation letters and secured leadership gifts
- Mary Meier – processed donations and sent acknowledgments
- Betty Higby – processed donations, sent acknowledgments and thank you cards
- Team of volunteers stuffed, labeled and stamped envelopes