

Your first mailing with Affinity Connection

Your first mailing will be an appeal letter and solicitation form (along with return envelope and mailing envelope). Note: If you are starting with us part-way through the year, or have other special circumstances, you may start with another mailing.

We will need your signature. You can e-mail it to cara@2stayconnected.com or sign a blank piece of paper with a black pen and fax it to: 814-237-4296 (make sure to note your name and organization). Tip: sign with a felt-tipped pen for best results!

Establishing **Giving Levels** early on will be to your advantage when we print the first honor roll of contributors. Giving levels are highly effective and **result in larger gifts** (the lowest gift we recommend asking for is \$50).

Example:

\$2,500 (President's Circle Benefactor)

\$1,000 (President's Circle Sponsor)

\$500 (Royal Blue)

\$250 (Scarlet)

\$150 (Rugby Road)

\$ 75 (Alpha Chapter)

\$50 (Chi Phi Club)

Other \$ _____

News/solicitation form: The section at the top will include the data we have on file for each member (home and business). This enables us to capture new and updated information on your members. The section below, "What's new with you," is where we collect news updates from your members for the newsletter. (This is the most popular section of newsletters.) These updates will also be posted to your Web site when it is fully operational (if you are purchasing a Web site). The bottom portion of the form is for contribution information. Also note: You will see the job number on all of the printed pieces. This allows Affinity Connection to track your mailings through the production process and to track the results of each mailing.

We rent **P.O. Boxes** around the country, and will choose one close to your school for continuity for your members. Mail sent to that box will be shipped to our office in State College on a regular basis.

Tip: Click [here](#) for information on how to save money by mailing nonprofit.

Checks we receive and record in the database from this first mailing will be sent to your organization. After they are recorded, we will mail them on to him/her, with a transmittal report, or, if you prefer, we can also deposit directly to your bank if you send us deposit slips. We will write a check to your organization for credit card donations we process. This will be noted on the transmittal report.

Donations made via credit card are processed here and a check will be sent to your treasurer, or deposited directly to your account. These donations have a surcharge of 3% of the gift and \$2 per transaction.

Transmittals will be sent to you and your treasurer every 2 weeks, once mail has started to come into the post office. This report will indicate the names, addresses and amount given by each member, and list the cumulative giving for the year.

Prepaid postage account:

Your treasurer will receive an invoice for \$500 to startup your deposit account for the numerous pass-through costs that we don't "mark-up". This includes:

- Postage for mailings – bulk per is 26.8 cents and first class is 37 cents
- Bulk Permit fees
- Business reply mail and returned mail (for invalid addresses) fees—\$.60-.90
- Visa/MC fees 3% of the gift and \$2 per transaction
- Charges associated with gifts made over the phone—\$3 per call, and Visa/MasterCard fees.