



Appeal Letters

Our experienced team relies on a proven discovery process to generate messages that will resonate with your key stakeholders, motivating them to engage as donors. Every appeal letter we produce utilizes the highest levels of segmentation available to assure that recipients have a personal and meaningful experience that moves them to action.

Direct Mail Fundraising Appeal Letters include:

- Creative brief
- Editorial direction
- Copywriting to meet your objectives and incorporate your donor point of view
- One-to-one data driven copy, targeting based on donor history, age range, etc.
- Personalized response device to capture donation information and biographical updates
- Design/Layout
- Art Direction
- One, two or full color layout
- Project Management from initiation through distribution
- NCOA check, CASS certification, labeling, sorting and mailing
- Segmentation for up to five donor groups (donors, lapsed donors, non-donors, geographic, giving level & more)
- Includes showcase envelope and reply envelope

Terms: Postage and list purchase costs due up front—balance billed upon shipment.



Nonprofit Org.
U.S. POSTAGE
PAID
State College, Pa.
Permit No. 2

"We are very fortunate to have such an amazing resource in North Pocono."
-Karen Mattem, leader of North Pocono's Girl Scout Cadette Troop 50406

Dear <Family Name>,

Have you been to the new North Pocono Public Library? It is the place to be in our community. Our new facility has emerged as a central hub for literacy, arts, culture, fitness, events, and old-fashioned social networking (the kind that existed long before computers, although we can hook you up with the modern kind, too).

Thousands of community members are taking part in a growing number of programs, services, and activities at NPPL. There's something for everyone. Whether you're looking for a yoga class, help with a resume, a story time for your preschooler, or a social setting for your aging parent, you'll find it at NPPL—and it's free!

We impact the lives of community members of all ages by adding more and more innovative programs, activities, and resources. At our core we are a community center of information, technology, and learning that fuels educational and economic opportunities for our patrons.

I'm asking for your support today to sustain North Pocono Public Library as a key component of our community and as a critical resource for your family. Your annual fund donation ensures that NPPL remains a place where:

- Children can enhance literary skills through each stage of development, from story time as infants to testing support as teenagers
- Patrons can utilize computers and Wi-Fi service, and access e-books and e-resources such as genealogy and health information
- Senior citizens can gather to socialize, to learn a new skill, to use technology, or simply to sit and read a book or engage in conversation
- Organizations can rely on a convenient, free meeting space
- Neighbors can enjoy great community-wide events, like our recent Fall Festival that drew more than 500 attendees

Please make a gift to the annual fund to help sustain this valuable resource in our community. If you haven't yet personally experienced the new North Pocono Public Library, I invite you to come check us out (and, while you're at it, be sure to check out a book, too).

Thank you for your support.

Sincerely,

Susan Jeffery
Susan Jeffery, Library Director

P.S. This holiday season, you can give an invaluable gift to your community and your family by investing in the future of North Pocono Public Library. Your donation directly supports the innovative programs and resources we offer to enhance literary skills and enrich the lives of our patrons.

By the Numbers

75%
Increase in visitors since moving to new location

90%
Increase in number of programs since moving to new location
**Expanded programs include musical performances, wellness and fitness classes, financial support including tax preparation, blood drives, children's programs, art exhibits, and much more.*

8,075
Number of people who attended programs in 2014

160%
Increase in program attendance since moving to new location

300+
Children participating in summer reading program in 2015

400+
Pounds of food donated from community garden to North Pocono Food Pantry over 12-14 weeks this summer

Yes! I'd like to support North Pocono Public Library's 2015 annual fund.

Please accept my gift of:

- \$25 Reading Circle \$50 Discovery Circle
 \$100 Community Circle \$250 Research Circle
 \$500 Innovation Circle Other \$ _____

My check of \$ _____ is enclosed, payable to North Pocono Public Library.

I am interested in joining the Friends of the Library.

Name: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

Return this form with your gift to:

North Pocono Public Library
1315 Church Street
Moscow, PA 18444

May we recognize your annual fund gift in future publications? If so, how would you like the recognition to read? (For example: Bob & Jane Smith, In Honor of... or In Memory of...)

<scanline>

Description

Annual Fund Drive Appeal Letter

Cost

List purchase available at approximately \$.13 per name (pass through cost)

Design/Copywriting/Content/Layout/Editing	\$1,000
Project management	\$250
Data manipulation, segmentation	\$250

Project Cost

\$1,500

Quantity

Printing 8.5 x 14 Appeal with 2 color, Showcase Envelopes, & Return Envelopes
Mail Processing (includes addressing, folding, stuffing, and stamping)
Postage Estimate (NonProfit Postage)

Estimated Printing & Postage

	1,000	3,000	5,000	10,000
Printing	\$650	\$1,950	\$2,600	\$5,200
Mail Processing	\$250	\$250	\$250	\$250
Postage	\$160	\$480	\$800	\$1,600
Total	\$1,060	\$2,680	\$3,650	\$7,050

4 color option add

\$104 \$312 \$260 \$520

1 color option subtract

(\$78) (\$234) (\$130) (\$260)

You are not obligated to print & mail using Affinity - feel free to compare to a printer of your choice