

From Zero to a Hundred: Building a Mailing List (from scratch!)

VAM

August 8, 2005

Marcy Horwitz
MarcyHorwitz@comcast.net



The innermost circle

- You = 1
- Ten people you know + 10 = 11
- Ten people THEY know + 100 = 111
123



“Dumpster Diving”

total carried forward... 123

For donors:

- Three annual reports
- Top three giving tiers
- Five names randomly chosen

- $3 \times 3 \times 5 =$

$$\begin{array}{r} + 45 \\ \hline 168 \end{array}$$



“Dumpster Diving”

total carried forward... 168

For members

- Three similar organizations
- Elected leadership
- Five names randomly chosen

- $3 \times 5 =$

$$\begin{array}{r} + 15 \\ \hline 183 \end{array}$$



■ Donors

168

■ Members

183

**Now it's time to start a
communications plan!**



Newsletters (other folks')

- Civic associations
- Congregations
- Business groups
- Local government

"Company's coming for the summer? Bring your guests to the ABC Museum at no charge when you join by June 15!"



Press Releases

- Who
- What
- Where
- When
- Why

"The ABC Museum offers week-long camping programs for kids in grades K-5 this summer. Members receive a 25% discount on camp charges...."



Letters: members, donors

- First, do your homework!
- Use a large type font (12 or better) especially if constituency is 50+ years old!
- Improve readability using white space
- Be an active player – not a passive played upon



A sample package: The membership invitation

January 2, 2005

Dear Friend,

As president of Riddick's Folly, I have the great pleasure of announcing the formation of *Friends of the Folly*, an organization dedicated to supporting the operation and maintenance of Riddick's Folly, one of Suffolk's greatest historical treasures. I invite you to join us as a member.

Riddick's Folly has come a long way in the years since it was restored and opened to the public. There was a time when we were little more than a venue for social events. Over the years we added original furnishings and enhanced our finish and décor, so that today we present a faithful recreation of the 19th century Mills Riddick mansion. Furthermore, we have permanent galleries for displaying Mills Godwin memorabilia and items relating to the local peanut industry. We feature a Civil War room showing graffiti left by Union soldiers, a reminder of Riddick's Folly's role in that war. We present special exhibits of varying historical topics that change quarterly. We have frequent workshops teaching 19th century crafts. And as if that weren't enough, we are currently restoring a 19th century office building to depict the Law Office of Nathaniel Riddick on its original site.

Marcy Horwitz
MarcyHorwitz@comcast.net



Invitation, continued

Our evolution from a social venue has created some growing pains for us. There was a time when we could depend upon rental income to help meet our financial needs. Some years ago we reached the point where the risk of damage to our furnishings made social events impractical. We discontinued those events and lost that revenue stream. Instead, we adopted the dream of someday becoming a world-class house museum. It is not an overstatement to say that we have now met that objective. Indeed, we have the largest collection of original 19th century Norfolk furniture on public display anywhere. And as our reputation grows, we are continually acquiring more and more period items for our collection.

Your membership contribution will help us to continue the operation of Riddick's Folly as it should be presented – as a beautiful example of 19th century opulence, brought to life through educational tours, programs, and exhibits.

Marcy Horwitz
MarcyHorwitz@comcast.net



Invitation, concluded

As a member of *Friends of the Folly*, you will receive our quarterly newsletter, Riddick's Folly Notes, a 10% discount on most Gift Shop items, early notification of Riddick's Folly events, and an invitation to special member events. But most importantly, you will have the satisfaction of preserving and enhancing one of our great historical treasures for present and future generations.

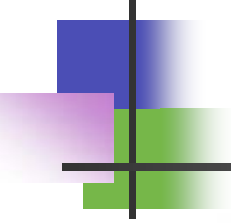
Enclosed are a membership enrollment form and a self-addressed envelope. I invite you to join us and become one of the true *Friends of the Folly!*

Thanks for your consideration!

Sincerely yours,

Kermit Hobbs
President

Marcy Horwitz
MarcyHorwitz@comcast.net



A sample package: Response devices

We invite you to join *Friends of the Folly*...

...and in so doing, to help preserve and enhance our historic Suffolk treasure. *Riddick's Folly* does not charge admission but rather depends upon the donations of visitors and supporters for much of its operation. The museum offers in-house tours, workshops, rotating exhibits, tours of local historic sites, living history activities, and other events that promote our history.

As a *Friends of the Folly* member, you will not only gain the satisfaction of knowing that you are helping to support and preserve the legacy of *Riddick's Folly*, but you will also receive a number of benefits:

- Subscription to *Riddick's Folly Notes*, the quarterly newsletter
- 10% discount on most Gift Shop items
- Special member activities
- Notification of special events

If you would like to share in our mission and become a member of *Friends of the Folly*, please complete the application below and return it with your check or charge card information to:

Friends of the Folly
P.O. Box 1722
Suffolk, Virginia 23439

Friends of the Folly is a nonprofit organization, and your annual membership is deductible to the fullest extent allowed by law.

Marcy Horwitz
MarcyHorwitz@comcast.net



Response devices, continued

*Yes, I would like to help preserve the past and educate future generations!
Please accept my Friends of the Folly membership application!*

Name _____

Mailing Address _____

City, State, Zip _____ Phone _____

Email Address _____ Are you available to volunteer at Riddick's Folly on occasion? _____

Membership Level

- Student-\$ 10 per year
- Individual-\$ 15 per year
- Family-\$25 per year
- Sustainer-\$ 100 per year
- Patron-\$250 per year
- Fellow-\$500 per year
- Benefactor-\$ 1000 per year

Method of Payment

Check enclosed for \$ _____ (Payable to Friends of the Folly)

Please charge my Membership dues of \$ _____ to my:

Mastercard VISA

Account Number _____ Exp. Date _____

Signature _____

Thank you for your support!

Marcy Horwitz
MarcyHorwitz@comcast.net



Consider also...

- Op ed pieces
- Letters to the editor
 - Buck slips
 - Grocery bags
 - Advertorials
- Speakers bureaus
- “Lunch `n Learn”
 - Paid ads



Careful what you wish for!

- Managing donor and member information
 - Off the shelf databases
 - Donor management software
 - Who's using what? Why?
 - www.techsoup.org