



FUNDING OPPORTUNITY: Monthly Newsletter to Supporters

DESCRIPTION: Each year the Gospel Center Rescue Mission (GCRM) mails a monthly newsletter and financial appeal called *The Vision* to over 4,000 supporters (64,000/year) and up to 100,000 new donor acquisition mailings in the Fall. When supporters get these letters, they are both informed and moved to act by sending support for GCRM needs. Every season brings different funding opportunities, and the wonderful GCRM supporters respond generously. This support funds the mission's day to day operations.

BENEFIT: The funding of the mailings would reduce the cost of GCRM's direct mail to zero making 100% of the funds raised from appeals going to programs/operating support.

RECOGNITION: Each underwritten *The Vision* newsletter would provide the donor: a tag line on the front of the mailer, an advertisement section (or insert at donor's cost) and a second tagline on the return envelope within the mailing if funding 6 issues per year or more.

COST: \$15,000 for one monthly newsletter.

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501c3 #94-1375835