

## Five Year Membership Dues Fundraising Goals

Number of Members	Giving Level	Total
10	\$5,000	\$50,000
18	\$1,000	\$18,000
84	\$500	\$42,000
200	\$100	\$20,000
700	\$50	\$35,000
1,400	\$25	\$35,000
		<b>Total \$200,000</b>

The \$5,000 donors will be a combination of conference sponsors (2-3) and certification program sponsors (7-8).

\$1,000 members - - - don't really have a specific strategy yet for the \$1,000 donors.

Executive director gets two new \$500 donors per month over the next three-and-a-half years.

Five board members each get 10 new organizational members per year over four years. Generally, \$100 organizational members will be the EE provider organizations. Incentives to renew at organizational level include the EEASE Web<sup>®</sup> marketing and promoting service and the requirement to be an organizational member to apply for the school bus grant.

The \$25 and \$50 members will be gained through recruitment mailings plus festivals and other tabling events. Thirty events per year will be distributed among 5-7 board members + 3 staff + 5 volunteers each doing two events per year.

### Recruitment Mailing Example

13,954 pieces sent  
 187 responses  
 1.3% response rate  
 \$6,715.00 income  
 \$7,143.27 cost for mailing (printing, postage, services, mailing lists)  
 (.92 per piece)

### Special Appeal Mailing Example

1,043 pieces sent  
 66 responses  
 6.3% response rate  
 \$2,362.00 income  
 \$960 cost for mailing (printing and postage)  
 (.51 per piece)