

November 13, 1981

TO: Children's Museum Staff  
FROM: Drew Souerwine, Development & Membership Manager

RE: 1981-82 Annual Appeal Solicitation

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I'd like to share one of the projects that the Development Office and many other staff have been working on the last couple of months.

Each year the Museum mounts a direct mail solicitation for tax-deductible gifts from individuals. Attached is a copy of this year's Annual Appeal brochure, designed by Betsy Howard. We hope you like it!

This is sent to about 2,500 people (Trustees, Corporation Members, Associates, past contributors and select past and current members), along with a personalized letter from Mike Spock (generated by the computer under the direction of Mike Fitzgerald and John Harris), a reply envelope, and, to some groups, an "opinion postcard".

This effort is budgeted to bring in \$20,000.00 in unrestricted income for general operating support.

If you have any questions and/or comments regarding this project, I'd like to hear from you.

Wish us luck!

And, many, many thanks to all those who helped!!