

November 14, 2014

Dear Beautiful Letter Artists,

We sure hope this finds you well. We know you've been hard at work writing letters. Lots of them. That's because Snail Mail My Email has received 7,000+ letters over the past five days!! (To put this into perspective, we received 10,457 letters over the course of one full month when we launched in 2011. That's 327 letters per day vs. 1400!!)

We are so grateful and appreciative of the huge response the project has elicited this year. Your hard work and passionate effort in creating these letters has inspired us all, and if you haven't already, we encourage you to check out the "Letter gallery" on the SMME site.

This said, we're also well-aware of the larger workload this has meant for you. We'd told you up front to expect anywhere between ~10-20 letter submissions and today, a few volunteers began receiving more than 20 requests.


The core SMME team did a quick huddle and were clear on one thing: YOU, the volunteers, are our most valuable asset. You breathe life into this project, you make it what it is, and we want your experience writing letters to strangers to be fun and quirky and weird and all of the things you love about the project. We don't want it to pile up and feel like work.

For these reasons, we've made the executive decision to close the submissions process earlier this year. While we're disappointed more folks won't have the opportunity to submit letters over the weekend, we feel that the experience of you, the volunteer, is most important.

This decision also means you can focus your energy on making preexisting letter requests personal, rather than feeling overwhelmed as they continued coming in. We also welcome you to write the letters at your own pace, rather than racing to get through them. All we ask is that you finish all of the letters up by Dec 1.

Thank you for making this project what it is. Thank you for believing in art and connectivity and generosity. We hope you'll join us again next year.

Love & Letters,

Ivan, SMME Founder / Terry, SMME Administrator

