

From: Bell, Tayen <tayen.bell@FJRS.org>

Sent: Thurs 1/16/2021 2:13 PM

To: You <you@DirectlyDynamic.com>

Hi, Directly Dynamic team! I'm really excited for you to coordinate our upcoming direct-mail campaign for the Food Justice Rock Springs annual fund drive. This is a significant opportunity to advance our local community by eliminating food deserts once and for all.

In case you are unfamiliar with food deserts, I wanted to provide a little background. Food deserts are geographic regions where people have limited access to healthy and affordable food because grocery stores are too far away. Unfortunately, there are more than 40,000 people in Wyoming currently living in areas with limited or no access to grocery stores — many right here in Sweetwater County.

I know you have a mailing list that will be used for our campaign. In addition, attached is our current list of donors. I think it would be good to create two separate mailings: The first should be a local direct-mail piece that contains a donation form and a pre-stamped envelope (to send back their donation check). The second should be a less-expensive postcard that directs people to our website to learn more.

I believe sending two different mailings will be an effective strategy. This is because people living within 50 miles of Rock Springs tend to feel more invested in our programs and are more likely to donate. They see all the good that Food Justice Rock Springs is doing in their community!

Please let me know if I can answer any additional questions. Thanks very much,
Tayen

P.S. Anyone who has ever served on our board of directors or board of trustees will get a handwritten message from me inside their direct-mail piece. I will also include a note to our big donors (people who gave \$100 or more last year). Please be sure to set these people aside so I can write my thank-you notes before they are mailed.

Tayen Bell

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