



# GOOD SAMARITAN MISSION

PO Box 1218, Jackson, WY 83001

## FUNDING NEED STATEMENT: Direct Mail Underwriting

**DESCRIPTION:** Direct mail is part of Good Samaritan Mission’s (GSM) way of updating supporters and allowing supporters to invest financially in ministry. This GSM publication is called **GOOD NEWS!** as we look to show **God’s** love and **Hope** through action to the less fortunate in our Community. This 4-page quarterly newsletter and appeal is sent primarily to supporters in Teton County, Wyoming. Approximately 1,000 households are mailed copies for the Spring, Summer, and Fall editions and up to 3,000 for the December-Christmas edition.



Sample cover page of four pages



Newsletter comes folded without the need of an envelope as seen above fold. Mailing address of recipient would be in the center.

Donor acknowledgement example:

**Summer Newsletter & Appeal**  
**Underwritten by XYZ Industries (Logo)**

**EXCLUSIVE UNDERWRITING OPPORTUNITY:** GOOD NEWS! newsletter offers only one exclusive underwriting opportunity per issue. An underwriter receives a 1/8<sup>th</sup> page add on page 3 as well as a tag line shown in the above example.

**COST:** \$5,000 for either Spring, Summer, or Fall editions (1,000 mailing) and \$10,000 for the December-Christmas edition (3,000 mailing).

**GSM FUNDRAISING:** The Mission has no full-time dedicated staff fundraisers. We fundraise by committee using staff with Board assistance and consultants on a limited basis. Our fundraising cost is below the 20 cents on the dollar national average. Underwriting for GOOD NEWS! allows for every donor response dollar to go directly towards programs.

**CONTACT:** Good Samaritan Mission at 307-733-3165 to inquire more about underwriting GOOD NEWS!