

# The NTMir 2015 Holiday Mailer Campaign

## Instructions

### What is the Holiday Mailer?

Each year, NTM patients along with their caring and concerned family and friends participate in our most important fundraising initiative, the Friends & Family Holiday Mailer Campaign. NTMir mails out customized letters to your friends and family members asking them to donate to NTMir. You provide the list and we do all the work.

### Why Should I Participate?

The Holiday Mailer Campaign is NTMir's main source of funding for our many programs and research. Each year we take on more activities to educate people about NTM and expand research. This is our primary source of funds to help patients! By simply giving us a list of your friends and family, you can ask them to donate in a way that is low-key and gentle.

### How the Letter Will Look

Please look at the enclosed sample package that includes the NTMir holiday mailer and the sample letter. We will put **your** name and address at the top of each letter. The letter will be from you so if you would like to edit or personalize your letter please feel free to do so and we will make the changes before mailing.

### The Envelope

The outer envelopes will be labeled with the names and addresses of the recipient and **your** return address in the upper left corner. **If you would like to send us your own personal address labels (stickers only), we are happy to put those on the envelopes instead. Otherwise, we will print labels for you.**

### First Time List Givers

If you are sending us a list for the first time, use the enclosed blank chart and fill in the required information. The column that says "Holsal" (short for Holiday Salutation, i.e. Greeting), is how you will address the recipient of your letter. For instance: Dear Dad, Dear Mom, Dear Grandma Lucy, etc. Also, think about how you would like each letter signed. Your signature should reflect how each individual knows you. For example, if the letter is going to your child you would sign it "Love, Mom" etc.

### Existing List Givers

Adding/Removing Names:

If you would like to remove someone from your list, simply draw a line through that row. If you would like to add names to the list, please write them in using the blank rows. To edit the information for a particular recipient, you can either make the additions around it, or cross it out and put the new information at the bottom.

### **Getting Your List To NTMir**

You can mail your list to us in the enclosed envelope or email it to Susan at [susanw@ntminfo.org](mailto:susanw@ntminfo.org) – If you would like to have your existing list or a blank list emailed to you in an Excel spreadsheet file just let us know. You can then make edits on the computer and email the file back to us. **Any changes to your list should to be in red.** Because we are a small organization and will be using volunteers for this campaign, please remember to get your list to us **as early as possible.**

### **When Will My Letters Be Mailed?**

It takes a great deal of time to prepare the individual packages for mailing. We will begin processing lists as soon as we receive them. We will begin mailing the first week of November but need your list returned as early as possible to ensure we have time to process the letters and get them out on time. We would like to finish sending them by December 12<sup>th</sup> but will continue mailing as needed.

### **How Will I Know Who Has Donated?**

We will email you an updated list of who has donated from your list on approximately January 30<sup>th</sup>, and February 30<sup>th</sup>. Donations often take 4-6 weeks or longer to come in after a mailing.

**If you have questions or need help – contact Susan (305) 667-6461 x26 [susanw@ntminfo.org](mailto:susanw@ntminfo.org) or Amy (305) 667-6461 x32, [amy@ntminfo.org](mailto:amy@ntminfo.org)**

**Thank you for participating!**