

## Direct Mail Campaign Q&A

Question	Answer
<p>Q: What is the purpose of our annual direct mail campaign?</p>	<p>A: The purpose of the campaign is to support the ongoing operational needs of EPH. This includes the maintenance and upkeep of our homes, support services for our families, and staff and general administrative costs.</p> <p>It is also important to remember that our direct mail campaign is essential to our ministry – our mission – of providing safe and empowering homes for families with children experiencing homelessness in our community.</p>
<p>Q: Who are we trying to reach?</p>	<p>A: Primarily, we are trying to reach the individual members of our partnership churches. Secondly, we also mail to community members who have contributed in the past or shown an interest in our mission.</p>
<p>Q: When is the campaign conducted?</p>	<p>A: We start planning as a Development Committee in fall. The actual mailing takes place in mid-March.</p>
<p>Q: What is the primary responsibility of the Board member in this process?</p>	<p>A: The Board member is the EPH liaison with their church’s clergy, staff, and membership in supporting the financial needs of our ministry. This includes being proactive in planning for the direct mail campaign, including engaging the clergy. It also includes being an advocate for developing a successful process which considers the needs of EPH and the families we serve, as well as the culture of the congregation.</p>
<p>Q: What are some of the key elements of a successful process?</p>	<p>A: The most common elements of a successful campaign are as follows:</p> <ul style="list-style-type: none"> <li>• Clergy engagement in the process as well as from the pulpit</li> <li>• A support team within the church made up of people with a passion for EPH. This provides a broader support base for the Board member.</li> <li>• Including all members in the mailing process (there are a number of ways to accomplish this and at the same time protect the confidentiality of the membership list)</li> <li>• Have an “EPH Sunday” or the equivalent where the ministry of EPH and the needs of our families are lifted up within the church service. At the same time,</li> </ul>

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	<p>have informational materials available, as well as the Board member to answer questions.</p>
<p>Q: Do we have a goal for each partnership church?</p>	<p>A: No. We trust each partnership church to make a good faith effort to do what they can to support the needs of our ministry. However, each partnership church should be aware of our need to raise at least \$185,000 through this process.</p> <p>This year, please consider setting a goal for your church based on both your history of support as well as what you feel the potential is for your church.</p> <p>Another way to look at what we need – it takes about \$30 per family per day to support what EPH provides for the operations and housing costs for our families.</p>
<p>Q: Our church takes an offering for EPH. Should we still participate in the direct mail campaign?</p>	<p>A: If at all possible, yes.</p>
<p>Q: Is there support available for our Board members?</p>	<p>A: Yes. There are many options available to support our Board members in this process, and each can be tailored to meet the needs of the partnership church. Support includes a guest speaker, a video, a PowerPoint template for a presentation, or materials for distribution just to start with.</p>
<p>Q: What about our TSA and other community partners?</p>	<p>A: The primary focus of our direct mail campaign is to raise money for EPH – for serving our families. While we don't want to create confusion as to who the money is for, we also have a responsibility to our valued partners to give credit where credit is due.</p> <p>As such, as you communicate the EPH story, also thank our TSA partners for their leadership in "guiding our families." We also have partnerships with Golden House, Freedom House Ministries, House of Hope and Family Services.</p>