

## Costs and Benefits of Marketing Materials:

### Expenses Associated with Marketing:

- Design and development costs for newsletters, ask letters, and e-newsletters:
  - o Included in most Fund Development packages
  - o \$50 / hour if created a la carte
- Design and development costs for brochures, websites, logos, postcards, etc:
  - o Varies by designer and project
    - Brochures = \$350 - \$1,700
    - Websites = \$2,000 - \$10,000
    - Logo Development = \$400 - \$5,500
    - Postcards = \$150 - \$500
- Printing costs
  - o Color printing of newsletters = \$0.50 / piece
  - o Printing of standard brochure = \$0.57 / piece (for 500)
  - o Printing of remit (donation) envelopes and mailing envelopes
- Postage
- Translation
- Photography

### Benefits of Having a Great Marketing Campaign:

- MONEY!
  - o During the Fall/Winter of 2007 13 schools sent out a newsletter and an ask letter (print and/or electronic versions)
  - o These newsletters grossed \$35,089.00 in donations. The schools spent \$4,550.85 on printing and development costs and handled the mailing from their OUSD accounts
  - o Fall newsletters **net \$30,538.15** for schools or, on average, \$2,349.09 net per school
- Appealing to Partners and Foundations
  - o Marketing materials set you apart from your competition and impress foundations and partners
- Community Awareness and Community Building
  - o Marketing materials let your mailing list, neighbors, etc. know who you are and what you are doing
- Recruiting for Teachers and Students
  - o Your materials let people know why you are special and why they should work for you or attend your school
- Media Attention
  - o This spring a recipient on TCN's mailing list liked a story written about in an e-newsletter and he got the students onto the TV show "View from the Bay"