

➤ **Annual Appeal**

**Description of Event:**

Each year LMS has an Annual Appeal. This appeal is an integral component of the LMS overall budget. The funding allows LMS to provide a multitude of community events throughout the year. Individuals, families, students, local business and visitors all benefit from the work of LMS.

<b>Date of Mailings:</b>	November 30, 2010
<b>Letter Distribution:</b>	total of 12,000 households

<b>Partnership Levels</b>	<b>Cost</b>	<b>Benefit</b>
<b>One Partner</b>	<b>\$3,500</b>	<ul style="list-style-type: none"> <li>• Logo placement on appeal letters - total 12,000 pieces</li> <li>• Logo placement on Website - 6,000 unique hits per month</li> <li>• Mention in 4 LMS e-NEWS - to 1,000 addresses</li> </ul>