
MEMO

TO: Jim Marsh and Nadia Bledsoe

DATE: 4/20/92

FROM: Bernadette McAllister *BRH*

cc:

SUBJECT: MCC Community Outreach Program

The Midcoast Community Council has identified a need to raise funds to support its operational activities. Since the Council is a new advisory body, the recommended approach to fund development is to design and implement a community outreach program.

The outreach program would be designed to:

- (1) Heighten community awareness of the Council and its members,
- (2) Recruit volunteers to assist the Council in further community outreach and fundraising events, and
- (3) Raise funds to support Council operations.

The outreach program would be conducted through feature articles in the *Half Moon Bay Review* (distribution of 7,500, *Tempo* distribution of 5,000) and *the beachcomber* (distribution of 11,700) over an eight-week period. The first article would highlight the Council's mission statement and objectives. The following seven weeks would consist of council member profiles noting why they wanted to be a member of the council and highlighting issues of particular concern to them.

In conjunction with the newspaper articles, approximately four Saturday morning coffees would be held throughout the community to allow people to get to know council members. A MCC brochure would be designed outlining the Council and its purpose with an accompanying donor envelope soliciting funds, volunteer assistance, donation of services in-kind, and function sponsors for local events. Jim Marsh suggested a map of the precinct as a logo. The brochure and donor envelope could be used as an insert in the newspapers five weeks into the program. The brochure and envelope would also be used as a handout at Council events, information booths, and personal solicitations. The brochure would also include a Spanish translation to reach all members of the community. If at all possible, the brochure should be ready for use at the Sunday, May 3 Earth Day event.

Printing costs for an 8-1/2" x 11" brochure on 60# bond paper would run approximately \$125-130 per 1,000 copies. (Specs include: black-ink only, 2-sided copy, folded into threes. Camera-ready costs range from \$25 to \$60 depending on whether you use a computer disk or need plates made.) These costs alone may inhibit the distribution of such a brochure. The newspaper insert may need to be a flyer with a section you cut off and mail in.

Given the Council's financial constraints, I recommend the Council:

- (1) Approach the editors of the *Half Moon Bay Review* and *the beachcomber* to assist with a community outreach program as outlined above as a starting point.
- (2) Ensure that the Board of Supervisors will provide seed money for printing of flyers, brochures, and other start-up costs.
- (3) Approach the Peninsula Community Foundation for development seed money. The Foundation may also provide leads to deep pockets with an interest in the Coast.

Jim Marsh used a phrase, "Have A Voice! Support the Midcoast Community Council." It's a good one, use it.