

**ASF 2023 Direct Mail**

**Step-by-step Instructions**

The pages that follow detail the process for executing an ASF mailer to your constituents (parishioners, school families, alumni, etc.). We are here to help! For assistance, please contact:

**Fred Roberts**

**Director of Development – Catholic Education  
Catholic Community Foundation**

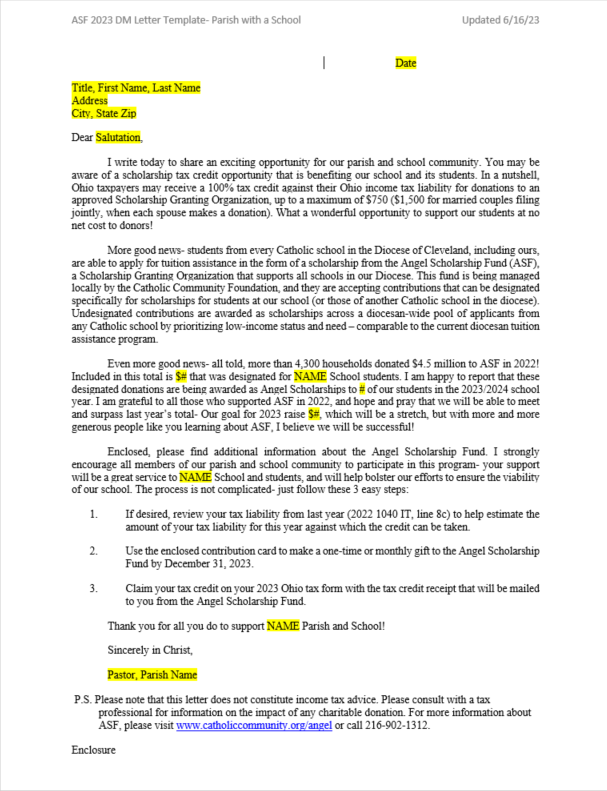
**Email:** [**froberts@catholiccommunity.org**](mailto:froberts@catholiccommunity.org)

**Angel Scholarship Fund: 216-902-1312** [**www.catholiccommunity.org/angel**](http://www.catholiccommunity.org/angel)

**ASF Direct Mail Kit**

A direct mailing to your constituents is a powerful tool for increasing awareness and support for this tax credit scholarship program. However, it must be done well! An ASF Direct Mail Kit is available at <https://www.catholiccommunity.org/for-parish-leaders-volunteers/angel-scholarship-fund>. The kit includes:

* Cover letter templates for personalization

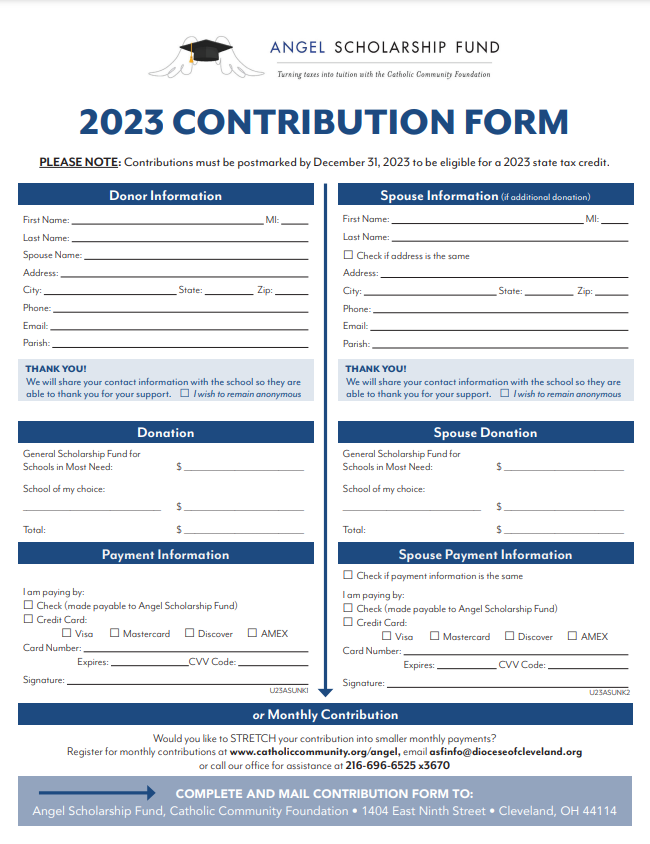


* ASF flyer- 2-sided





* ASF contribution form



* ASF #9 Return Envelope



**INSTRUCTIONS**

Please carefully read the following steps for creating, preparing, and sending your ASF Mailers.

STEP 1- Alert the ASF office as to your intention to send an ASF direct mailing to your constituents. Information to provide:

* Organization Name
* Name of Person preparing the mailing
* Contact information
* # of letters you plan to send
* Date of the mailing

Send to Fred Roberts: [froberts@catholiccommunity.org](mailto:froberts@catholiccommunity.org) / 216-902-1312

STEP 2- Personalize and print a **cover letter**

* The most important aspect of the letter is its personalization. “Dear Parishioner” letters are strongly discouraged!
* A personalized letter requires clean data to complete a mail merge that produces professional looking letters.
* The number of letters that are printed will correspond with the number of flyers, contribution cards, return envelopes, and #10 business envelopes.
* A handwritten signature from the pastor/president/principal is encouraged.
* The cover letter should be printed on your parish/school letterhead.
* Print letters in ALPHABETICAL ORDER.

STEP 3- Print and fold the **ASF flyer**

* This is a two-sided flyer that can be printed on a color printer/copier.
* The flyer should be folded twice to fit in a #10 business envelope.

STEP 4- Print the **ASF Contribution Form**

* This file is formatted for an 8½ x 11 sheet.
* This form should be folded twice; once filled out it is mailed back in a #9 return envelope.
* It is acceptable, but not necessary, to customize the form with the school name.

STEP 5- Print **#9 Return Envelope**

* Contributions will be sent directly to ASF.

STEP 6- Print and Affix **Mail Labels**

* Labels should be printed IN ALPHABETICAL ORDER.
* Affix labels to #10 envelopes
* #10 envelopes should have parish/school return address.

STEP 7- Prepare **Mailers**

* Cover letter goes on top, then flyer, then contribution card and return envelope.
* Insert into labeled #10 business envelope
* **PRIOR TO SEALING- DOUBLE CHECK EACH MAILER, ENSURE NAMES ON LABEL AND COVER LETTER MATCH!**
* Seal letters
* Apply first class postage to each envelope

STEP 8- Drop **Mailing**

* Take mailers to the post office.

STEP 9- Contact the **ASF office**

* Confirm mail date and number of mailers.

**CONGRATULATIONS! FOLLOWING THESE STEPS WILL PUT YOU ON THE PATH TO GENERATING ANGEL SCHOLARSHIP DOLLARS.**