

# CATHOLIC + SAN FRANCISCO *needs your help...*

**YES**, I want to support the publishing ministry of *Catholic San Francisco*. I understand that my gift will help provide and expand home delivery of *Catholic San Francisco* to all registered parishioners in the Archdiocese. Enclosed is my gift of:

\$25     \$40     \$60     \$75     \$99

Other: \$ \_\_\_\_\_

Please mail this form and your donation to:

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## 2 Easy Gift Payment Options (Check one)

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2.  Please charge \$ \_\_\_\_\_ to my:

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Name on card \_\_\_\_\_

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Signature \_\_\_\_\_

E-mail\* \_\_\_\_\_

\*For *Catholic San Francisco* communications only.

## Sustaining Membership Monthly Gift

I'd like to make a monthly contribution to *Catholic San Francisco*. Please charge my credit card \$ \_\_\_\_\_ each month.



Dear *Catholic San Francisco* reader,

As the Easter season begins, we wanted to share a positive status report on the paper and on the fundraising campaign we opened with a September 2017 letter to all subscribers.

In that letter we explained the paper's economic model and shared our goal to sustainably maintain free home delivery to all registered parishioners by adding more donations to CSF's advertising-based revenue mix. We shared that our goal was \$2 in gifts for every \$8 in program costs needed to continue a full package of Catholic news and comment delivered free twice-monthly to parishioner households throughout Marin, San Francisco and San Mateo counties. (Servicing one subscription per year costs \$4 for postage, \$3 for printing and \$1 for miscellaneous program needs).

We're delighted to report that the results so far are ahead of expectations: The paper has been the beneficiary of more than \$60,000 in gifts from more than 2,000 donors. We're halfway to the goal after only a little more than a half-year into a multi-year effort.

We're not an organization that seeks or expects large gifts and we know that success depends on a sustainable few thousand committed donors who may be moved to share modestly once a year, or more often in a few cases. We know many of our readers are seniors on fixed incomes. Our average gift is a little over \$30, and we greatly appreciate all offerings from \$1 and up. Many of your gifts, often the very modest ones, come with heartfelt and generous notes of thanks and encouragement. We keep these on our desk as reminders of the real people who are on the receiving end of our work.

As we wrote in our Christmas fundraising letter, Catholic print publications are marked by a special connection with readers. Diocesan papers are a meaningful, physical, relational part of readers' Catholic lives. Your responses to our invitation to share with *Catholic San Francisco* have made an already strong connection that much stronger, and we have no reason to believe it won't continue to grow.

We thank you for your time in reading this message, wish you a blessed Easter season and invite you to consider a spring donation by filling out the form at the top of this letter.

Sincerely,

Rick DelVecchio  
Editor/General Manager

P.S. A gift today of \$25 or more will help us continue to offer free home delivery of *Catholic San Francisco* to all registered parishioners. Your generous gift also will help us expand home delivery to new subscribers. Thank you!