

Detailed Project Information

Fill out a page for each of your proposed projects

PROJECT NAME
Annual Appeal Campaign
WHAT WE INTEND TO DO
Solicit OTR businesses and residents to financially support the good work of OTR Community Council Email Campaign with an online PayPal mechanism to accept online contributions
HOW WE INTEND TO DO IT
Create a PayPal account on our website where people can make an online payment to OTRCC for gifts for our highest needs. Compose a compelling letter soliciting financial support Send this letter to OTR businesses and residents through email.
HOW WE WILL MEASURE SUCCESS
Track the number of businesses and residents who make a contribution. Tally the amount of money contributed through the campaign.
PROJECT DETAILED BUDGET
\$80 initial website set up <u>\$20 for the letter</u> \$100
VOLUNTEER HOURS

30 hour to establish and initially set up the PayPal account and online payment mechanism.
10 hours to write letter
20 hours to set-up e-blasts.