



3777 Sky King Boulevard • Kalamazoo, MI 49009-6953
Phone: 269-383-9333 • Fax: 269-383-0790
800-653-3121

Donation Request Application

Thank you for contacting Lake Michigan Mailers, Inc. to request a donation on behalf of your nonprofit organization. Since our inception in 1977, we have dedicated ourselves to building the communities in which we work and live through planned giving to a number of worthy causes.

As we have grown the number of requests we receive annually has increased to a staggering number. In an effort to respond to such requests in an equitable and timely manner we have created this **Donation Request Application**. All organizations seeking donations from Lake Michigan Mailers, Inc. are asked to complete this application as detailed herein and submit it, along with any additional supporting documentation.

Traditionally, Lake Michigan Mailers, Inc. makes all donation decisions one year in advance of any event. The application process begins in October of each year and decisions are normally reached by the first part of January. Interim applications are accepted throughout the year and are reviewed on a first-come, first-served, funds availability basis. Applications made after October must be received by Lake Michigan Mailers at least 12 weeks before the event to ensure proper processing, planning, and marketing.

Lake Michigan Mailers donates and contributes to a number of worthy causes. However, favor tends to be given to events and organizations that support the following categories:

- Cancer Awareness and Research
- Feeding, Clothing, and Sheltering the Poor
- Mentoring or Educating Youth on Entrepreneurialism
- Issues and Advocacy Related to the Wellbeing of Children
- Small Business Issues, Small Business Advocacy, Public Policy Issues Related to Businesses Serviced by Lake Michigan Mailers

Please contact me directly if you have any questions about the Donation Request Application, or our decision timetable. I can be reached at 269-488-9220 or drhoa@barcodemail.com.

Thank you again for contacting Lake Michigan Mailers, Inc. We look forward to reviewing your completed Donation Request Application.

Sincerely,

A handwritten signature in blue ink, appearing to read "DRHOA", is written over the word "Sincerely,".

David C. Rhoa

President



Donation Request Application

Date of Application: _____ Date of Event: _____

Donation / Contribution Deadline Date: _____

Organization: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

E-Mail Address: _____

Organization Web Site: _____

Organization Facebook Address: _____

Has the requesting organization purchased products or services from Lake Michigan Mailers in the previous 18 months?

Yes: _____ No: _____ Not Certain: _____

Is the contact person a current employee of Lake Michigan Mailers?

Yes: _____ No: _____

Please describe the event for which a donation or contribution is being sought. Please include the location(s) in which the event will be held. (Additional pages describing the event may be attached if necessary. Maximum ten pages please.)

Has Lake Michigan Mailers donated or contributed to this event in the past?

Yes: _____ No: _____ Not Certain: _____

If "yes", please specify date of last event to which Lake Michigan Mailers made a donation or contribution. _____

Is this an annual event? Yes: _____ No: _____

Is this application being made in support of a single-date event or a multiple-date event?

Single-Date Event: _____ Multiple-Date Event: _____

The dollar amount of funding being sought under this application: \$_____

Does this event provide more than one level of donation or contribution?

Yes: _____ No: _____

If "yes", please describe the other available levels of donation or contribution. (Additional pages describing additional donation or contribution levels for this event may be attached if necessary. Maximum ten pages please.)

Based on the list above, what level of donation or contribution is being sought under this application?

How many donors or contributors are expected to be at this level? _____

Is there a limit on this number of donors or contributors at this level?

Yes: _____ (Please specify total number: _____) No: _____

Please describe any marketing efforts that will be undertaken by this organization to support this event. For example, radio, television, direct mail marketing, e-mail marketing. (Additional pages describing marketing efforts may be attached if necessary. Maximum ten pages please.)

On what date will marketing efforts begin in support of the event described in this application:

Will Lake Michigan Mailers be permitted to promote its donation or contribution to this event in the following venues? (Please select comment on each venue.)

- Company web site: Yes: _____ No: _____
- Company e-mail newsletter: Yes: _____ No: _____
- Company social networking sites: Yes: _____ No: _____
- Company provided direct mail marketing: Yes: _____ No: _____
- Flyers distributed by Company drivers: Yes: _____ No: _____

As of the date of this application, what other companies or organizations have agreed to donate or contribute at the level requested of Lake Michigan Mailers or higher?

Lake Michigan Mailers donates and contributes to a number of worthy causes. However, favor tends to be given to events and organizations that support the categories detailed below. Please categorize the event detailed on this application into one category detailed below:

- _____ Cancer Awareness and Research
- _____ Feeding, Clothing, and Sheltering the Poor
- _____ Mentoring or Educating Youth on Entrepreneurialism
- _____ Issues and Advocacy Related to the Wellbeing of Children
- _____ Small Business Issues, Small Business Advocacy, Public Policy Issues Related Businesses Served by Lake Michigan Mailers

_____ The event detailed on this application cannot be categorized as one of those listed.

Please detail below any additional information (or attach up to an additional ten pages of support material) that you believe will help Lake Michigan Mailers gain a better understanding of the event, or the requested donation or contribution.

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Completed applications and support material may be mailed to:

David C. Rhoa
President
Lake Michigan Mailers, Inc.
3777 Sky King Blvd
Kalamazoo, MI 49009

Completed applications and support material may also be sent electronically to:

drhoa@barcodemail.com