
VALTIM ACKNOWLEDGEMENT PROGRAM

OVERVIEW

The Valtim Acknowledgment Program (VAP) exists to provide an affordable mailing solution for time sensitive short run mail programs. Participants in the VAP will provide data files on a recurring basis which will be concatenated with other program participants. Once batch processed, Valtim will print and mail each record within a 5 business day period. In exchange for providing low cost, low volume, and time critical communications VAP clients agree to conform their mail design and data processes to the program requirements, which afford efficient mail processing. Commonly these communications will consist of member, customer, and donor acknowledgements, though any mail piece that meet the technical requirements outlined may be qualified to participate in the program.

PARTICIPANT REQUIREMENTS OVERVIEW

PRICING

VAP can leverage the standardized package features to reduce material costs, such as paper, ink, envelopes and other variable costs. Furthermore the standardization provides labor and process efficiencies, which allow for fast internal processing and reduced fixed costs. Finally because Valtim will be batch processing all VAP participants mail at the same time, Valtim is able to achieve high-bulk postage discounts, which are directly passed onto our VAP customers. These combined savings result in a **total package rate of \$0.61 per piece**, which INCLUDES the cost of postage. Compared to the current price of a USPS “forever-stamp” (\$0.50 in 2018), this results in package cost of only \$0.11 for customers who would otherwise not qualify for bulk discounts.

In addition to the \$0.61 per piece rate, **there will be a \$50 monthly program maintenance fee**. This maintenance fee covers the initial setup or a VAP account (no initial setup costs), as well as covers all of Valtim’s costs associated with administrating the program including customer communication, account management costs, pre-production requirements, data requirements, postal compliance, and invoicing activities.

Initially billing will be completed at the end of every month, with 30 day terms. In the future, Valtim plans to provide a means in which organizations can either pre-pay for an allotted number of packages, or to allow small non-profits (non-profits mailing less than 50 records weekly) to pay at the time of data upload. Additional program pricing information can be found in appendix I. Failure to pay an invoice within your credit term’s period may result in subsequent data drops being held until payment is received.

DATA REQUIREMENTS

The VAP participant will provide a data file formatted in accordance to the data policy outlined in Appendix II. This file is to be dropped *Thursday of each week no later than 12:00pm EST*. Data will be uploaded to the VAP web portal, where basic validation of the provided data will occur, which should flag data non-conformance at time of upload. If a non-conforming data file is discovered during this data validation it will alert the VAP participant of the error, and then request that the file be corrected and re-uploaded.

In the event that the data is formatted incorrectly and does not conform to the VAP data policy or campaign requirements, or in the event that corrections to the data are required *after the file is uploaded*, the participant will be charged an hourly data correction fee in accordance to the pricing schedule (Appendix I). Additionally, depending on the severity of the correction the data file may be ignored from the weekly VAP run and processed the following

week. It will be at Valtim's discretion if a file that does not conform to the data policy can be accepted into the scheduled weekly drop. Files dropped later than the Thursday 12:00pm EST deadline **WILL NOT** be accepted.

ARTWORK REQUIREMENTS

The VAP participant will provide their artwork file, which must meet VAP program guidelines (see Appendix III). Any modifications to this artwork must be made 72 hours prior to the data delivery date. It is recommended that elements that change frequently, such as a scanline, important dates, headlines, or similar, be provided variably in the data file. A sample template is provide to assist your inhouse team with design setup. Additionally Valtim's creative services team is available to hire to develop your artwork file in accordance with VAP artwork requirements, as well as to provide an artwork layout that fully leverages the power of VDP. Final design is subject to USPS guidelines and approval.

PROOFING & APPROVALS

The VAP participant will be provided a "soft proof," which is a .pdf replication of their print file during the initial setup, and any time the artwork file changes. Once the proof is approved by the participant Valtim will use that authorization continually until the client requests an artwork change. Week-to-Week proofs will not be provided. If the VAP participants so wishes they may include seed records in their data file which will result in a post-production proof being delivered to the address identified in the seed record(s). Seed records are billed at the same rate as any other record.

MAILING REQUIREMENTS

As of this moment the VAP is only open to registered 501(c) non-profit organizations and their associated marketing agencies. By doing this it allows Valtim to mail the packages at a reduced non-profit bulk rate. Political organizations who are registered as a non-profit are included. Furthermore, Valtim uses Pitney Bowes Co-mingling services to mail the package. As such the mail will be delivered to the comingle on the following Friday after the data is dropped (5.5 Business Days). Some paperwork may be required to verify non-profit status.

VAP PRODUCT & SERVICES

DATA PROCESSING

Upon data upload, Valtim's data services will perform data validation to insure integrity of data file. In the event that the data does not pass validation the system will alert the VAP participant by means of email or screen prompt, and provide them with the reason for validation failure and request the user to re-upload a corrected file.

Once data has been validated, Valtim will append additional file details and auto calculations of common fields (See Appendix II). These fields will serve as job identifiers for our data processing team to key off of when producing print files.

After data has been has been appended all VAP participants data will be merged into a single print data file, at which point the file will be put through a CASS (Coding Accuracy Support System) and NCOA (National Change of Address) certification system which will standardize all data and provide a pre-sort order which is needed to meet postal regulations for the reduce pre-sort postal rate. Valtim will NOT process any record that fails NCOA and/or CASS. At the conclusion of the CASS & NCOA processes Valtim will have its final print data file which will be sent to the manufacturing floor for production.

DIGITAL PRINTING & MAIL HOUSE SERVICES

Using the final print data file, Valtim will use its variable data print technology to digitally print each piece. The printing is done on an uncoated white #60 offset roll stock. Once printed the roll will be transferred to Valtim's finishing line where each document will be trimmed, perfed 3.5" from the bottom, and folded (half-and-half) into individual components in correct sort order. Next the components will be transferred to the inserting line where the letter/reply and RAE are inserted into the final OE. If a VAP participant is taking advantage of variable 4 color OE imaging the variable message will be applied as part of a "read & print process" at time of inserting.

MAILING

Valtim will deliver all components to the commingler which will further reduce postage costs for the VAP participant. Each piece will have Valtim's comingler permit number, which is included on the artwork and will show through the full window OE. At this time no secondary processes, such as providing a pre-cancelled stamp or other modification, are allowed.

CONCLUSION

Valtim Marketing Solutions hopes to offer this program to any qualifying non-profit organization. While we recognize certain design concessions are required to achieve this rate, overall we feel the benefits of the program out way minor inconveniences. These benefits include:

- **Faster Donor Acknowledgements**
Valtim has removed the barriers that had previously limited non-profits from acknowledging members and donors for their contributions. All records are processed and in the mail within 5.5 days of receiving the mail file. This includes all processes involved, from data processing to pre press, and production time to postal compliance.
- **No Minimums**
Program participants will not be penalized for providing low record counts. This means that participants are able to incorporate an acknowledgment program into their organization or campaign no matter the size.
- **Affordable Mailing**
Most organizations are unable to meet the required weekly record count to qualify for bulk rate processing and postage. With the VAP, Valtim is able to provide small and medium sized non-profits with significant savings. Additionally because of the VAP's flat mail rate it makes mail cost budgeting significantly easier.
- **Convenient Response Mechanism**
Every VAP mail piece has an easy to remove perforated form that recipients can fill out and return to the sending organization. These responses can be a secondary donation request (second "ask"), member survey, petition, or other means of requesting a two-way communication.
- **Variable Data Printing (VDP)**
Because Valtim is producing this program on 4-color digital print webs that opens the door to design teams to fully leverage organizational data and develop dynamic, engaging and result oriented mail-piece designs. Known as 1:1 marketing, Valtim has demonstrated that using 4-color VDP has increased response rates by as much as 41% compared to offset mail printing.
- **No Carrying or Logistical Costs**

Because everything is printed on-demand organizations remove all costs previously associated with managing acknowledgment programs. This means no pre-printed shells, no pre-purchase of envelopes, no warehousing costs, and not time needed to manage those processes.

- **Possibilities for Automation**

Valtim can work with your caging company or data house to fully automate the process. Freeing you up to focus on other aspects of your job.

APPENDIX I - PRICING

PROGRAM PRICING

FLAT RATE OF \$0.61 PER PIECE

Valtim will charge a flat rate of \$0.61 per mail piece (including postage). This price includes:

- Production Costs
 - Printing Costs
 - Finishing Costs
 - Inserting Costs
- Material Costs
 - #10 Full Window OE
 - #9 Full Window RE
- Postal Costs
 - Postage Costs
 - Postal Compliance Costs

MAINTENANCE FEE OF \$50 / MONTH / AGENCY (OR ORGANIZATION)

In addition to the per piece costs, there will be a monthly maintenance fee, which will be charged regardless of mail quantity. This fee covers the following:

- Initial Setup Costs (i.e. No program setup costs)
 - Data Integration
 - Artwork Integration
 - Account Creation
- Administration Costs
 - Client Communication
 - Project Management
 - Pre-Production Costs
 - Data Processing Costs
 - Invoicing Activities

OTHER RATES, FEES, AND CHARGES:

READ & PRINT ADD ON: \$0.025

Read & Print provides the VAP participant to variably print on the front edge of the OE. Please see program overview and associated appendixes for specific services provided under this option.

DATA CORRECTION FEE: \$125 / HR (.5 HOUR MIN.)

This fee will be charged if the provided data file requires manual intervention as a result of non-conforming data being provided or in the event that a data modification is needed.

ARTWORK MODIFICATION FEE: \$125 / HR (.5 HOUR MIN.)

This fee is charged anytime a change is requested to the artwork file. Examples would include, but are not limited to color changes, text changes, image changes, layout changes, and filed mapping changes. To avoid this fee Valtim recommends using variable data printing to control the areas of participant layout that require week-to-week changes (scan lines, campaign identifiers, etc.)

ACCOUNT MANAGER FEE: \$125 / HR

While the participant is not charged any recurring monthly account managers fee, the account representative may need to charge for additional labor for any requests that interrupt the normal VAP workflow. The participant will be alerted to the fee before your account manager engages in any activity that would be subject to this fee.

APPENDIX II - VAP DATA POLICY

OVERVIEW

The following represents the data file requirements to be submitted by VAP participants. Please see sample data file provided at start of program and ensure all data meets the requirements and is submitted in the correct order by the defined date.

Location: Submit data via online web portal using unique login credentials.

File Extension: .TXT

File Format: Tab Delimited

Include Header: Yes

NOTE REGARDING DATA VALIDATION:

Valtim will provide data validation at the time that the file is uploaded to the data web portal. It is important to note, that this data validation will only be validating against VAP data requirements and not individual campaign requirements.

Example:

If a *VAP Program* requirement is to have a data field only have alpha-numeric characters, such as the scanline field. Valtim will validate that the field contains only numbers and letters. HOWEVER if the participants specific *campaign* requires specific layouts of those characters, such as “2018013ABC123” where the first 8 characters are a date, the data validator will not validate if those characters match a specific layout within the scanline field – only that the scan line file contains letters and numbers. It is the responsibility of the participant to ensure that they have the correct data in the correct layout in the correct field.

LAYOUT MAP:

Recipient_ID

Field Name: Recipient_ID

Position: 1

Required: No

Type: Letters and Number Only

Max Length: 25 Characters.

Example Values:

1234567891012121314151317
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
AbCdEfGhIjKlMnOpQrStUvWxY
1A2B3C4D5E6G7H9I10J11K12L

Additional Notes: No transforms will be completed on this field, meaning that field contents must be in proper cases

Prefix

Field Name: Prefix

Position: 2

Required: No

Type: Alpha Numeric + Punctuation

Max Length: 10 Characters

Example Values:

Mr.
Mrs.
Dr.
Capt.
Chief
Rabbi

Additional Notes: Include Punctuation in this field.

First_Name

Field Name: First_Name

Position: 3

Required: Yes

Type: Letters and Hyphenation Only

Max Length: 50 Characters

Example Values:

John

Jane

Mary-Jo

Additional Notes:

Middle_Name

Field Name: Middle_Name

Position: 4

Required: No

Type: Letters and Hyphenation Only

Max Length: 50 Characters

Example Values:

Quincy

Rose

Kathryn-Hope

Additional Notes:

Last_Name

Field Name: Last_Name

Position: 5

Required: Yes

Type: Letters and Hyphenation Only

Max Length: 50 Characters

Example Values:

Doe

Smith

Doe-Smith

Additional Notes:

Suffix

Field Name: Suffix

Position: 6

Required: No

Type: Alpha Numeric + Punctuation

Max Length: 10 Characters

Example Values:

Sr.

Jr.

III.

Additional Notes: Include Punctuation in this field.

Address_1

Field Name: Address_1

Position: 7

Required: Yes

Type: Alpha Numeric

Max Length: 100 Characters

Example Values:

123 Main St.

123 Main Street.

Additional Notes:

Address_2

Field Name: Address_2

Position: 8

Required: No

Type: Alpha Numeric

Max Length: 100 Characters

Example Values:

Suite 1

Unit 2

Apartment 3

Room 1

Additional Notes

Company_Name

Field Name: Company_Name

Position: 9

Required: No

Type: Alpha Numeric

Max Length: 50 Characters

Example Values:

Acme Corp

Valtim Marketing Solutions

Additional Notes

City

Field Name: City

Position: 10

Required: Yes

Type: Letters Only

Max Length: 50 Characters

Example Values:

Washington

Valtim Marketing Solutions

Additional Notes

State

Field Name: State

Position: 11

Required: Yes

Type: Letters Only

Max Length: 13 Characters

Example Values:

VA

Virginia

Additional Notes: Will accept both Long Form and Abbreviations.

Postal_Code

Field Name: Postal_Code

Position: 12

Required: Yes

Type: Numbers Only

Max Length: 5

Example Values:

05641

24551

Additional Notes: 5 Digit Postal Code Only

Country

Field Name: Country

Position: 13

Required: No

Type: Letters Only

Max Length: 30 Characters

Example Values:

United States

Canada

Additional Notes:

Phone_1

Field Name: Phone_1

Position: 14

Required: No

Type: Numbers + - . ()

Max Length: 20 Numbers

Example Values:

+1 (800) 123-4567

800.123.4567

800-123-4567

Additional Notes:

Phone_2

Field Name: Phone_2

Position: 15

Required: No

Type: Numbers + - . ()

Max Length: 20 Numbers

Example Values:

+1 (800) 123-4567

800.123.4567

800-123-4567

Additional Notes:

Email

Field Name: Email

Position: 16

Required: No

Type: Alpha Numeric + Special

Max Length: 50 Characters

Example Values:

john@gmail.com

Jane@yahoo.com

Additional Notes: Ensure that an @ symbol and . characters

Facebook

Field Name: Facebook

Position: 17

Required: No

Type: Alpha Numeric + Special

Max Length: 50 Characters

Example Values:

johnsample

janesmdoe

Additional Notes: No Spaces

Twitter

Field Name: Twitter

Position: 18

Required: No

Type: Alpha Numeric + Special

Max Length: 50 Characters

Example Values:

johnqsample

janesmdoe

Additional Notes: No Spaces

Snapchat

Field Name: Snapchat

Position: 19

Required: No

Type: Alpha Numeric + Special

Max Length: 50 Characters

Example Values:

johnqsample

janesmdoe

Additional Notes: No Spaces

Donation_Amt

Field Name: Donation_Amt

Position: 20

Required: No

Type: Numbers Only

Max Length: 13 Characters

Example Values:

1000.00

265.13

Additional Notes:

Do Not include the dollar symbol (\$) or comma (,) mark.

Only include to 2 decimal locations.

Base_Ask_Amt

Field Name: Base_Ask_Amt

Position: 21

Required: No

Type: Numbers Only

Max Length: 13 Characters

Example Values:

1000.00

265.13

Additional Notes:

Do Not include the dollar symbol (\$) or comma (,) mark.

Only include to 2 decimal locations.

Donation_Record_ID

Field Name: Donation_Record_ID

Position: 22

Required: No

Type: Letters and Number Only

Max Length: 25 Characters.

Example Values:

1234567891012121314151317

ABCDEFGHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

AbCdEfGhIjKlMnOpQrStUvWxY

1A2B3C4D5E6G7H9I10J11K12L

Additional Notes: No transforms will be completed on this field, meaning that field contents must be in proper cases

Donation_Date

Field Name: Donation_Date

Position: 23

Required: No

Type: Number Only and / only. Special Format.

Max Length: 10 Characters.

Example Values:

1/1/2018

Additional Notes: Format: MM/DD/YYYY

Scan_Line

Field Name: Scan_Line

Position: 24

Required: No

Type: Letters and Number Only

Max Length: 50 Characters.

Example Values:

1234567891012121314151317

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

AbCdEfGhIjKlMnOpQrStUvWxY

1A2B3C4D5E6G7H9I10J11K12L

Additional Notes: No transforms will be completed on this field, meaning that field contents must be in proper cases

Custom_1 Through Custom_20

Field Name(s):

Custom_1
Custom_2
Custom_3
Custom_4
Custom_5
Custom_6
Custom_7
Custom_8
Custom_9
Custom_10
...

Position: 25 - 54 Respectfully

Required: No

Type: Alpha Numeric

Max Length: 2500 Characters.

Example Values:

123ABCabc!@#\$\$%^&*()_+~<>.,

Additional Notes: No transforms & checks will be completed on this field, meaning that field contents must be in proper cases and formats.

DATA APPENDING

Once the file has been received Valtim will append the file to include the following fields.

- | | |
|--------------------|------------------|
| • Record_ID | • DA_2 |
| • Valtim_Client_ID | • DA_2.5 |
| • Template_ID | • DA_3 |
| • Upload_Date | • AA_.5 |
| • SO_NumWO_Num | • AA_1.5 |
| • Weekly_Rev_Num | • AA_2 |
| • IMB | • AA_2.5 |
| • Recipient_ID | • AA_3 |
| • pURL | • City_State_Zip |
| • DA_.5 | • Read_Print |
| • DA_1.5 | |

APPENDIX III - ARTWORK REQUIREMENTS

OVERVIEW:

One of the cornerstone features to the VAP program is Valtim's ability to apply 1-to-1 marketing techniques using our state-of-the-art digital printing press. This allows Valtim to digitally print virtually unlimited art variations in a single print run. The only limiting factor is the physical print mediums and dimensions. VAP participants agree to work within these art guidelines, which allows batch process for short run programs with similar dimensions. All designs are subject to USPS approval. If you have questions please check with Valtim regarding compliance.

PACKAGE SPECIFICATIONS:

LETTER / REPLY DEVICE

This is the main component of the mail package. In addition to "flying the package" this component also has an integrated reply device which detaches from the main letter to allow recipients to respond to the correspondence.

Final Size: 8.5" x 14"
Full Bleed Size: .125"
Layout: 1 Sheet, 2 Page
Color: 4/4 (Full color, both sides)
Paper: White 60# Offset
Perforation: 3.5" From Bottom. (On the Fold)

OUTER ENVELOPE (OE) SPECIFICATIONS

The OE is the mailing device which the package contents will be delivered within. To help facilitate greater variability and improve open and response rates this program uses a full window OE. This OE allows the originating sender to display variable content from within the envelope. Additionally for an added fee, the OE can also be run on Valtim's "Read & Print" machine, which can also personalize certain areas of the envelope shell.

Final Size: 4.125" x 9.5" (#10)
Printing: 0/0 (NO Printing)
Window Size: 7.75" x 2.65"
Window Offset: .75" from top, 1.0" from left

Read & Print Area (Additional Fee):

Top (Horizontal): 9" x 0.5"
Bottom (Horizontal, left aligned): 4.25" x 0.5"
Left & Right: 3.125" x 0.5"

REPLY ADDRESS ENVELOPE (RAE) SPECIFICATIONS

To encourage mail recipients to reply Valtim will include one #9 windowed RAE in every mail package. This RAE will be standardized across all clients and cannot be personalized or excluded. Like the OE, the RAE will be a fill window reply device allowing for additional customization to show through the window area. Additionally this envelope will include a "Place Stamp Here" area in the top left corner of the OE so that recipient can return the mail.

Final Size: 3.875 x 8.875"

Printing: 2/0 (Black & Red 032U)

Window Size: 7.4045" W x 1.9" H

Window Offset: 1.2359" from Top and 0.7353" from Left

DESIGN SPECIFICATIONS:

VAP participants will provide Valtim 2 page artwork file. File is to be completed using industry standard publishing tools, such as Adobe Indesign, Quark, or similar. Valtim **CAN NOT** accept Microsoft word documents (though Valtim does provide design services to assist with new creative graphic design projects). Files should be "packaged" with all assets provided in a zip file / folder.

ADOBE INDESIGN DOCUMENT SPECIFICATIONS:

Valtim recommends using provided InDesign template as starting points. If you would prefer to start from scratch the document setup properties should be set as follows.

Width: 8.5 in

Height: 14 in

Pages: 2

Start #: 1

Margins (Text Safe Area) .125 in

Bleed: .125 in

Slug: 0 in

Orientation: Portrait

Facing Pages: Off / No

PANEL LOCATIONS:

During the folding processes 8 panels are superficially defined. While in most cases content can overlap into adjoining panels, these areas help in defining relative locations.

Standard Panel Size: 8.5" x 3.5

Page One (Front)

- Panel 1
 - 0.0" from Top to 3.5" from top
- Panel 2
 - 3.5" from top to 7" from top
- Panel 3
 - 7" from top to 10.5" from top
- Panel 4
 - 10.5 " from top to 14" from top

Page Two (Back)

- Panel 5
 - 0.0" from Top to 3.5" from top
- Panel 6
 - 3.5" from top to 7" from top
- Panel 7
 - 7" from top to 10.5" from top
- Panel 8
 - 10.5 " from top to 14" from top

PANEL ONE SPECIFICATIONS

In most cases there are no requirements to placement, location, or color of design and text assets within the indesign file. One of two exceptions to this guideline are the contents within panel 1. Panel 1 is used to "fly" the mail package. This means that the contents in panel one will be visible through the full windowed OE and used by the postal service to determine mail delivery. As such the following information is not only required but has specific guidelines on where they assets can be placed. Please refer to the artwork template for more details.

INDICIA:

An indicia box measuring 1.0" x .75", with a 1pt black stroke and white background must be located .375 from top, and 6.625 from left.

The contents of the box must state the following in black Arial 8pt font using capitalized letters:

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILED FROM 24506
PERMIT NO 418

ADDRESS AREA:

There is a little more variability on where and how the address is displayed. The following are best practices.

Font: Human readable. Recommend serif or sans-serif in 8pt and greater. If using a display or handwritten font recommend greater than 12pt.

Lines: Allow for up to six (6) lines of address area.

Background Color: White is the preferred background color, but technically any solid color with contrasting font is allowed. Background of address area MUST be a solid color and cannot have an image background.

Location: Address (including IMB – see below) must fall within a box area 6.75" x 1.75" located .875" from the left and .75" from the top

Clearance: There must be a .25" minimum clearance around the address area, though .5" is recommend.

INTELLIGENT MAIL BARCODE (IMB)

Additionally there must be room for an Intelligent mail barcode (IMB). The barcode measures 3" x .1875" and must be located directly below the mailing address.

WINDOW VISIBILITY (SAFE VIEW AREA):

Due to shifting contents within the mail package, a safe area for critical messaging is defined as the following. Items outside this area may still show through the window.

Window Size: 7.75" x 2.65"

Safe Area Size: 6.75 x 2"

Location: .875 from left, .75" from top

PANEL 4 & 8 SPECIFICATIONS

Panel 4 & 8 are the front & back detachable panels that will be used to "fly" the RAE. Like the OE, there are specifications on where and how the return address is displayed. It does not matter whether panel 4 or 8 is used to fly the package, it is recommended however that critical and confidential details be on the reverse side of whichever panel faces to window. Example credit card or survey responses.

ADDRESS AREA & SAFE WINDOW AREA:

Because of reduced area the margins shrink for the RAE Address Area. Additionally consider the address area the max safe window area as well.

Font: Human readable. Recommend serif or sans-serif in 8pt and greater. If using a display or handwritten font recommend greater than 12pt.

Lines: Allow for up to six (6) lines of address area.

Background Color: White is the preferred background color, but technically any solid color with contrasting font is allowed. Background of address area MUST be a solid color and cannot have an image background.

Location: Address must fall within a box area 6.5" x 1" located .1" from the left and 12" from the top

Clearance: There must be a .25" minimum clearance from other graphical elements around the address area, though .5" is recommend.

APPENDIX IV – WEB PORTAL SCOPE

OVERVIEW

The following represents a high-level scope of work that will be required to develop a functional data portal for VAP participants to upload data to.

MENUS

- Client User
 - Dashboard
 - Active Campaign ID's
 - Upload New File
- Admin User
 - Dashboard
 - Upload New File
 - Client Management
 - Campaign Management
 - Master Setting

PAGE: LOGIN PAGE

- Request Username & Password
 - If Authenticated redirect to Dashboard

PAGE: DASHBOARD

- Client User
 - Display
 - Account Info
 - Account Name
 - Account ID
 - Account Status
 - Active vs. Inactive
 - Time remaining to provide data (Countdown)
 - Active Files that will be dropped
 - Display Campaign ID
 - Thumbnail of Campaign Artwork
 - Total Record Count
 - Total Package Costs
 - Cancel / Delete Button
- Admin Users
 - Display:
 - Time remaining until deadline (Count Down)
 - Total Record Count of weeks files
 - All uploaded files for given week / active period
 - Display Campaign ID
 - Thumbnail of Campaign Artwork
 - Record Count
 - Postage Cost
 - Estimated mailing Costs
 - Cancel / Delete Button

PAGE: UPLOAD NEW FILE

- General User:
 - Display
 - Campaign ID Selector
 - Show Campaign ID's for User's Account
 - Upload File
 - Limit file type to .txt
 - On Upload Action
 - Validate
 - Validate that file is .txt extension
 - Validate that file is Tab Delimited
 - Validate that Data has data header
 - Validate that data rows meet validation criteria
 - See "Client Data Specs.docx" file
 - If Validation is not met
 - Report on what caused validation error (Error Reporting)
 - Provide Button "Return to Upload Screen and Try Again"
 - If Validation is met
 - Report "Data is Received"
 - Button: "Return to Dashboard"
 - Button: "Upload another File"
 - Append Client info to data file
 - See "Client Data Specs.docx" file
 - See "Final Print Doc"
 - Add Move File to "Print Ready" Repository
 - Append File contents to print database
 - Add file info to account history
 - File ID
 - Record Count
 - Date Uploaded
 - Date Processed (Following Thursday)
 - Postage Cost
 - Mailing Costs
 - Total Package Costs
- Admin User
 - Display
 - Same as General User accept show all campaign ID's across all clients

PAGE: ACTIVE CAMPAIGN ID'S (CLIENT VIEW)

- Display
 - Thumbnail list of user's active campaigns
 - Names of Campaign
 - Number of Files / Jobs processed for campaign
 - Link for "Campaign info"

PAGE: CAMPAIGN INFO (READ ONLY)

- Display
 - File info history list for each campaign
 - Date
 - Record Count
 - Postage
 - Mailing Cost
 - Download File

PAGE: CLIENT MANAGEMENT

- Display:
 - All Active Clients
 - Edit Client
 - Remove Client
 - Add New clients button

PAGE: CLIENT INFO (ADD / EDIT)

- Display
 - Client Number
 - Name
 - Client Contact Info
 - Address
 - Email
 - Phone
 - List of Users Who with read/write access
 - List of Client Campaigns

PAGE: CAMPAIGN MANAGEMENT (LIST)

- Display
 - List All Campaigns
 - Client Owner
 - Campaign ID
 - Campaign Name
 - Edit
 - Delete

PAGE: CAMPAIGN SETUP (ADD/EDIT)

- Display:
 - Campaign ID
 - Campaign Name
 - Campaign Templet #
 - Campaign is Read & Print
 - Campaign Postal Cost / record
 - Campaign Mailing Cost / Record

PAGE: MASTER SETTINGS

- User Management
 - Access Control List (ACL)
 - User Roles
 - Super Admin (Same as Admin Accept Can create other Admins)
 - Admin
 - Client
 - Users Assigned
 - User Role (Admin vs. Client)
 - Client Access (What client they are)
 - Info
 - Username
 - Email
 - Password
- Data Deadline
- Processing Date
- Default Postal Rate
- Default Package Rate
- Other

Appendix V - ROI Analysis

Projected Cash Flow for VAP

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
Balance at Beginning of Period	\$ (42,950.00)	\$ (45,856.85)	\$ (48,768.05)	\$ (51,539.03)	\$ (52,638.93)	\$ (53,460.26)	\$ (51,353.25)
Balance at End of Period	\$ (45,856.85)	\$ (48,768.05)	\$ (51,539.03)	\$ (52,638.93)	\$ (53,460.26)	\$ (51,353.25)	\$ (47,410.15)
Operations							
Revenue							
Revenue from Unit Sales	\$ 6,120.00	\$ 6,390.00	\$ 6,997.50	\$ 7,717.50	\$ 8,662.50	\$ 11,205.00	\$ 13,590.00
Revenue from Program Charge	\$ 200.00	\$ 200.00	\$ 350.00	\$ 450.00	\$ 550.00	\$ 700.00	\$ 800.00
Expenses							
Cost to Produce Piece	\$ (6,218.52)	\$ (6,492.86)	\$ (7,110.14)	\$ (6,259.07)	\$ (7,025.49)	\$ (6,789.66)	\$ (7,438.57)
AE Costs	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)
IT Infrastructure Maintance	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)
Net Balance from Operations	\$ (2,906.85)	\$ (2,911.20)	\$ (2,770.98)	\$ (1,099.91)	\$ (821.32)	\$ 2,107.01	\$ 3,943.10

Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17
\$ (47,410.15)	\$ (41,585.49)	\$ (33,346.91)	\$ (23,213.13)	\$ (11,298.49)	\$ 2,405.65	\$ 18,081.11	\$ 34,951.21	\$ 53,181.53	\$ 71,511.85
\$ (41,585.49)	\$ (33,346.91)	\$ (23,213.13)	\$ (11,298.49)	\$ 2,405.65	\$ 18,081.11	\$ 34,951.21	\$ 53,181.53	\$ 71,511.85	\$ 89,942.17
\$ 15,975.00	\$ 18,360.00	\$ 20,745.00	\$ 22,905.00	\$ 25,065.00	\$ 27,000.00	\$ 28,710.00	\$ 30,195.00	\$ 30,195.00	\$ 30,195.00
\$ 900.00	\$ 1,000.00	\$ 1,100.00	\$ 1,200.00	\$ 1,300.00	\$ 1,400.00	\$ 1,500.00	\$ 1,600.00	\$ 1,700.00	\$ 1,800.00
\$ (8,042.00)	\$ (8,113.09)	\$ (8,702.89)	\$ (9,182.03)	\$ (9,652.52)	\$ (9,716.21)	\$ (10,331.57)	\$ (10,556.35)	\$ (10,556.35)	\$ (10,556.35)
\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)	\$ (2,708.33)
\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)	\$ (300.00)
\$ 5,824.67	\$ 8,238.58	\$ 10,133.77	\$ 11,914.64	\$ 13,704.15	\$ 15,675.46	\$ 16,870.10	\$ 18,230.32	\$ 18,330.32	\$ 18,430.32

Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
\$ 89,942.17	\$ 108,372.48	\$ 126,802.80	\$ 145,233.12	\$ 163,663.44	\$ 182,093.76	\$ 200,524.08
\$ 108,372.48	\$ 126,802.80	\$ 145,233.12	\$ 163,663.44	\$ 182,093.76	\$ 200,524.08	\$ 218,954.40

[illegible][illegible]

Implementation Costs	Hours	Rate	Cost
Web Portal Development (V1)	290	\$ (75.00)	\$ (21,750.00)
Pre-Press & Internal Process Setup	56	\$ (50.00)	\$ (2,800.00)
Employee Training (8 People & 8 Hours)	80	\$ (30.00)	\$ (2,400.00)
Project Management	480	\$ (30.00)	\$ (14,400.00)
Finance & Sage Systems Setup	32	\$ (50.00)	\$ (1,600.00)
Total Rough Implementation Costs	938	\$ (47.00)	\$ (42,950.00)

Note

Freelancer Provided estimate of 250 hours, I added an additional week of labor for overages and scope creep.

Covers setup for internal GMC and Sage processing to take ingested file produced by web portal and to a work order for production. Estimated 2 people working 3.5 days on project.

Covers 1 day of training for up to 10 employees.

Covers project management costs associated with standing project up from inception to completion. Estimated to be a 3 month project.

Covers finance departments setup costs related to integrating payment and invoicing into sage environment in order to work with Valtim's current ERP. 1 person working 4 days, or 2 people working 2 days.

Sales Projections

Sales Projections													
	Client	Monthly	Peak Weekly	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	
Pre-Sales Interest	Allegient	500	125			62.5	62.5	62.5	125	125	125	125	
	Production Solutions*	28,000	7,000						700	1,400.0	2,100.0	2,800.0	
	Brilliant Communication	5,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	
	Lukens	8,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	
	Corner Stone	5,000	1,250	125.0	250.0	375.0	500.0	625.0	750.0	875.0	1,000.0	1,125.0	
	Parish	600	150	25.0	50.0	75.0	100.0	125.0	150.0	150.0	150.0	150.0	
	Judicial Watch (Chris/Andrew)	1000	250			62.50	125.00	187.50	250.00	250	250	250	
	Heritage Foundation (Jeff)	1000	250			62.50	125.00	187.50	250.00	250	250	250	
	USO (Tina/Baldree)	1000	250				62.50	125.00	187.50	250.00	250	250	
	ATA (Chris/Jan)	1000	250				62.50	125.00	187.50	250.00	250	250	
Yet to be defined Estimates	Eberle (Jeff)	1000	250					62.50	125.00	187.50	250.00	250	
	Premier Communications (Jeff)	1000	250					62.50	125.00	187.50	250.00	250	
	GDA Integrated (Jeff)	1000	250						62.50	125.00	187.50	250.00	
	Rails to Trails (Chris)	1000	250						62.50	125.00	187.50	250.00	
	World Vision (Sheryl)	1000	250							62.50	125.00	187.50	
	30 hr famine (Sheryl) exisiting 5,000 annually	1000	250							62.50	125.00	187.50	
	CDR Fundraising Group (Jeff)	1000	250								62.50	125.00	
	Lautman Maska Neil (Jeff)	1000	250								62.50	125.00	
	National Parks Conservation Association (Chris)	1000	250									62.50	
	RNC (chris)	1000	250									62.50	
	Clearword Communicvations Group (chris)	1000	250										
	Lynchburg College (Karen)	1000	250										
	Leadership Institute (jeff)	1000	250										
	K12 (Jeff/Chris)	1000	250										
	Ducks/Trout Unlimited by way of P.S (Jeff)	1000	250										
	Royal (chris)	1000	250										
	New Client 21	0	-										
	New Client 22	0	-										
	New Client 23	0	-										
	New Client 24	0	-										
	New Client 25	0	-										
	New Client 26	0	-										
	New Client 27	0	-										
	New Client 28	0	-										
	New Client 29	0	-										
	New Client 30	0	-										
	Total Units Week			16,775.00	3,400.00	3,550.00	3,887.50	4,287.50	4,812.50	6,225.00	7,550.00	8,875.00	10,200.00
	Total Units / Week (Rounded Down to nearest 1000)				3,000.00	3,000.00	3,000.00	4,000.00	4,000.00	6,000.00	7,000.00	8,000.00	10,000.00
	Total Units Per Month		66,600.00		13,600.00	14,200.00	15,550.00	17,150.00	19,250.00	24,900.00	30,200.00	35,500.00	40,800.00
	Total Clients		36		4	4	7	9	11	14	16	18	20
Total Monthly Revenue from Production		\$ 29,970.00		\$ 6,120.00	\$ 6,390.00	\$ 6,997.50	\$ 7,717.50	\$ 8,662.50	\$ 11,205.00	\$ 13,590.00	\$ 15,975.00	\$ 18,360.00	
Revenue from Participation Charge		\$450		\$200	\$200	\$350	\$450	\$550	\$700	\$800	\$900	\$1,000	
Total Monthly Revenue From VAP Program		\$ 30,420.00		\$ 6,320.00	\$ 6,590.00	\$ 7,347.50	\$ 8,167.50	\$ 9,212.50	\$ 11,905.00	\$ 14,390.00	\$ 16,875.00	\$ 19,360.00	

[illegible]

Appendix VI - Acknowledgement Program At Cost Estimate

Client: Valtim Creative Division
Client ID: 00002
Client Contact: Andrew Glover
Valtim Contact: Andrew Glover
Quote Date: 11/2/2017
Valtim Job #: P15206.1

Estimate



PO Box 809
 Forest, VA 24551 USA
 (434) 525-3004

SPECIFICATIONS	UoM	QTY	PRICE	EXTENDED
Mail Package -AUTOMATED Process Mail List, CASS Certify, NCOA, Presort OE: #10 Window, Item #CE0000069. No print, on 60# offset Window Size: 7.5" W x 2.625 H, Offset: .75" from Top and 1.0" from Left RAE: #9 Window, Item # PENDING. 2/0 - Black & Red 032, on 60# offset Window Size: 7.375" W x 1.875" H, Offset: 1.25" from Top and 0.75" from Left Letter / Reply: 8.5 x 14 1S2P fold 1/2 & 1/2 to 3.5 x 8.5. 4/4 bleed personalized on 60# offset, full perf 3.5" from bottom Note: Head includes OE driver, perfed panel includes RE driver. Insert RE & Letter / Reply into OE, personalize OE in defined areas 4c1s 25% coverage @ 6 sq". Note: Must drop standard presort commingle from indicia Additional costs Setup website for online ordering Setup up automated data processing Monthly support service / invoicing / postage Hourly rate and minimums for additional services: Service call rates, .25 hour Setup art including mapping, 2 hours Art revision changes / minimum charge, .5 hours Weekly subscription fee Conditions: Data must be uploaded to comply with parameters and defined headers. Non-compliance will be discarded and sender informed. Data upload must be by noon of each Friday (or previous business day if holiday). Late files will be processed the following Friday. Any applicable sales taxes will be added to the invoice in accordance with the guidelines on page 2 of this quote. All 4c is assumed @ 15% coverage & black @ 10%, unless noted otherwise. 2D and sequence number will be printed on personalized items unless noted.	Setup M Setup M Setup M Setup M hour hour hour Lot	1 1 1 1 1 1 1	613.61 27.67 790.00 22.02 376.66 21.19 450.02 17.23 0.0000 0.0000 0.0000 0.0000	\$613.61 \$27.67 \$790.00 \$22.02 \$376.66 \$21.19 \$450.02 \$17.23

Prices are based on specification and/or assumptions available as of the 'Quote Date' and are good for 30 days.

Valtim reserves the right to address changes in material costs and capabilities during the life of the quote.

PLEASE READ IMPORTANT COMPANY POLICY

POSTAGE AND/OR CARRIER SHIPPING FEES:

Unless otherwise stated herein, postage or carrier shipping fees are not included in these prices. Client will be invoiced - at cost - for the estimate postage/carrier fees separately, which are due prior to beginning production. Shipments may be delayed for deposit and clearance of payment.

OTHER CLIENT RESPONSIBILITY:

Client assumes full responsibility for compliance with all current postal regulations as defined in the Domestic Mail Manual available at www.usps.com.

Clients will be provided sampling of output for the following: a) data processing, b) personalization, c) insertion order, and d) finished good. They require approval, in writing, from authorized client personnel prior to manufacturing and/or shipping and will serve as the baseline of acceptable quality.

All other samples required by client (e.g., "live-run quality pulls, post production, etc.) must be communicated during quoting and planning and may be subject to additional charges.

CRITICAL DATES FOR SUPPLIES:

Any dates and times described or marked as critical herein - or in writing from authorized Valtim personnel - for supplies necessary to complete services must be provided on the dates/times specified to ensure compliance with desired shipment dates

COMPANY SPOILAGE AND OVERAGE POLICY:

When ordering supplies to be personalized, printed, folded machine inserted, or required for samples please account for the following standard spoilage percentage matrix:

5% on volumes < 100

4% on volumes of 100M - 500M

3% on volumes > 500M

(For duplex, color/color, add 2.5%)

2% for all other paper-based inventories

<= 1% for merchandise, literature or apparel

SALES TAX GUIDELINES

Scenario 1 : Custom Printing and Mail Services Distributed for Use Within the State of Virginia , § VA 10-210-3010

Defined as "...production or fabrication of printed matter in accordance with the customer's order of copy for customer's use or consumption." The custom printing portion is subject to Virginia sales tax as it is considered printing of tangible personal property. HOWEVER, mail services are not subject to Virginia sales tax and therefore should have applicable charges itemized separately to avoid potential sales tax, in part or whole. The purchase of printing stock and supplies that are custom printed are exempt from Virginia sales tax when purchased by Valtim if an ST-10(Resale Exemption Certificate) is provided at the time of purchase. The applicable sales tax is then passed on to the customer.

Scenario 2 : Custom Printing and Mail Services Distributed for Use Outside the State of Virginia , § VA 10-210-3010 and 780

The same conditions apply as Scenario 1, above, except if the custom printed materials are to be distributed for use outside the state of Virginia after storage in Virginia for twelve months or less and delivered by a common carrier, such as the US Postal Service. In this case applicable charges are exempt from Virginia sales tax.

Scenario 3 : Custom Printing and Mail Services Distributed for Use both Within and Outside the State of Virginia , § VA 10-210-3010

The same conditions apply as Scenario 1, above, except for the portion of custom printer materials to be distributed for use outside the state of Virginia, in which case the same conditions apply as Scenario 2, above. Sales tax is applicable for the custom printing charges for the items distributed for use within Virginia locations.

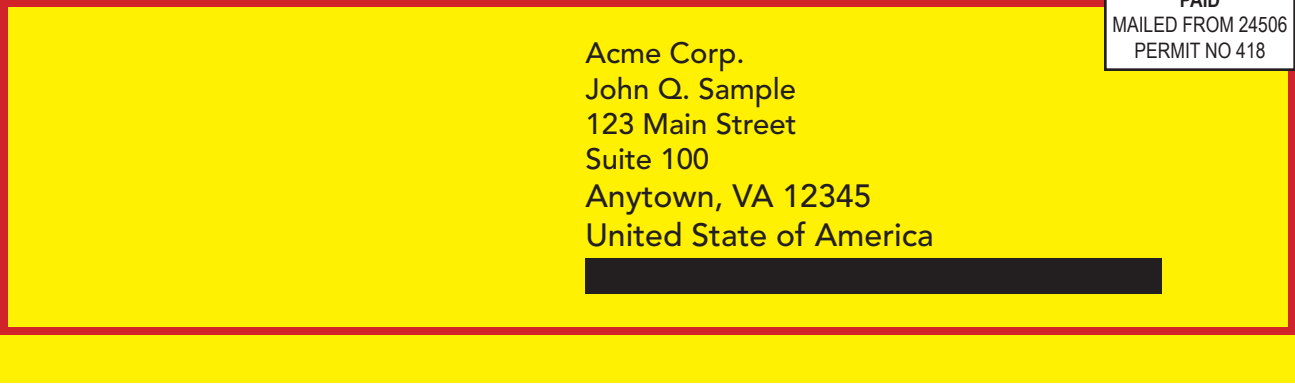
Scenario 4 : Custom Printing and Mail Services Sold to Tax - exempt Entities within Virginia , § VA 60-580

If Valtim is providing custom printing services to tax-exempt entities within Virginia, the tax-exempt entity must provide a certificate of exemption from the Virginia Department of Revenue to avoid applicable sales tax.

Scenario 5 : Custom Printing and Mail Services Sold to Entities for Media Purposes , Including Direct Mail , § VA 201-779

Virginia sales tax does not apply to the sale of "advertising" which is defined as planning, creating or placing advertising in the media including, without limitation, the providing of concept, writing, graphic design, mechanical art, photography and production supervision. When taxpayer designs and produces the print production of a direct mail package, the charge for the package and the related mail services qualify for exemption. Tax will not apply to the total charge for a direct mail package regardless of whether it is distributed for use within or outside the state of Virginia

Panel
1



Panel
2

Panel
3

Panel
4

Panel
5

Panel
6

Panel
7

Panel
8

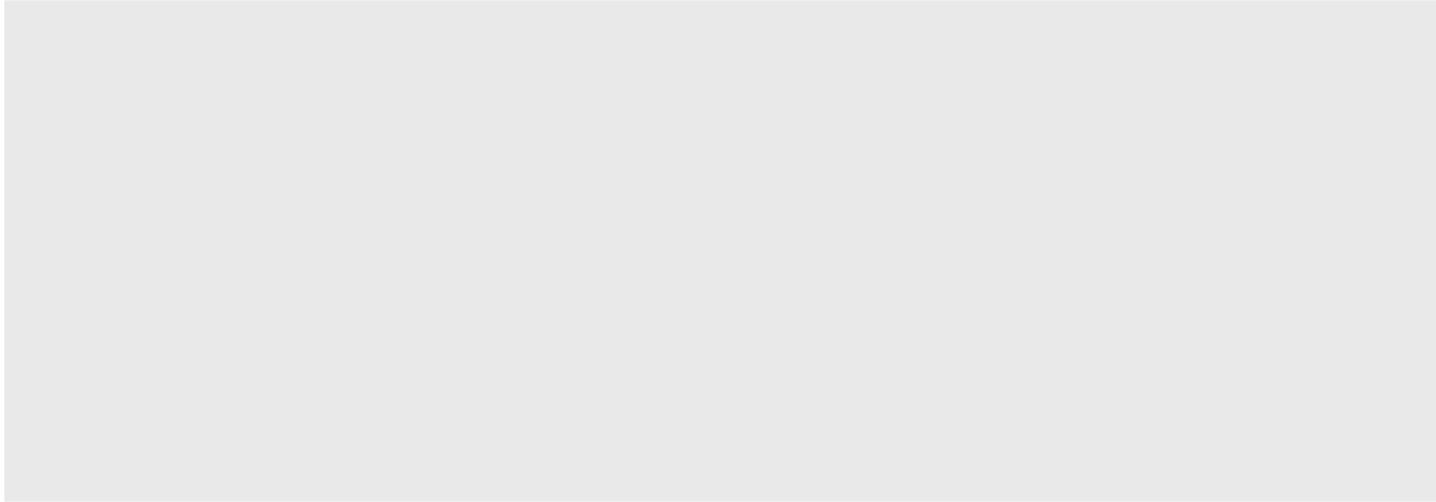
Acme Corp.
John Q. Sample
123 Main Street
Suite 100
Anytown, VA 12345

#10 Envelope

Window Size: 7.5" W x 2.625" H

Offset: .75" from Top and 1.0" from Left

0/0



#9 RAE Envelope

Window Size: 7.4045" W x 1.9" H

Offset: 1.2359" from Top and 0.7353" from Left

2/0 - ■ Black & ■ PMS Red 032 U

PLACE
STAMP
HERE
THANK YOU



Appendix VIII - Samples

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILED FROM 24506
PERMIT NO 418

**John,
Thank you for your gift!**

John Q. Sample
1095 Venture Drive
Suite 101
Forest, VA 24551



September 14, 2017

The Rev. John and Mrs. Jane Smith
10950 Venture Drive
Forest, VA 24551



Lutheran Immigration and Refugee Service

Dear Pastor and Mrs. Smith,

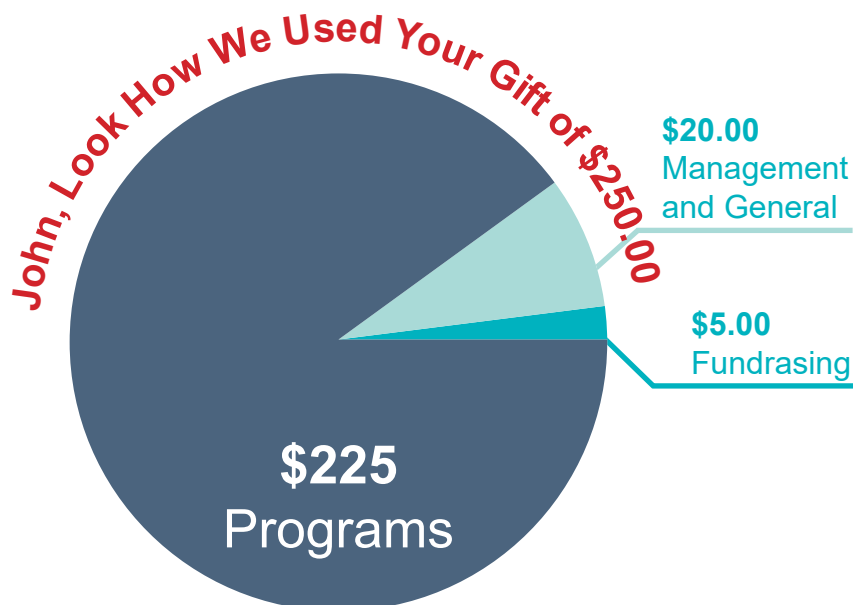
Thank you for your generous gift of \$250.00 to Lutheran Immigration and Refugee Service. Your gift is already hard at work providing care, hope and new opportunities for refugee and migrant families.

With your help, and in partnership with our network of service providers, we resettled over 300 refugees from places like Myanmar, Afghanistan, the Democratic Republic of Congo, and Ukraine last month. Together we made it possible for over 9,000 newcomers to rebuild their lives in the United States this fiscal year, accessing safe shelter, healthcare, cultural orientation training, English classes, job training, and a network of volunteers, mentors and community members who make them feel welcomed.

None of this would be possible without your support. Thank you for partnering with LIRS and investing in the future of our country and the lives of so many precious men, women, and children.

With gratitude,

Linda Hartke
President and CEO



This letter confirms your tax-deductible gift of \$250.00 to Lutheran Immigration and Refugee Service, processed 9/14/2017, and assures that no goods or services were received in response to your contribution.

John, Help Us Reach More Lives By Multiplying Your Gift!

☒ **Linda**, I'm so grateful that you put my money to good use. Here is an additional gift to provide safety and hope to children who arrive in America.

☐ \$250.00 ☒ \$357.00 ☐ \$500.00 ☐ Other \$ _____ ☐ I am enclosing a check payable to:
**Lutheran Immigration
and Refugee Service**

COMPLETE THIS PORTION IF YOU WISH TO USE YOUR CREDIT CARD TO MAKE YOUR DONATION:

☐ Please charge my ☐ Visa ☐ MasterCard in the amount of \$_____ **one time only** in support of Lutheran Immigration and Refugee Service.

☐ Please charge my ☐ Visa ☐ MasterCard in the amount of \$_____ on the ☐ 1st or ☐ 15th of **each month** in support of Lutheran Immigration and Refugee Service.

NAME (as it appears on your card)*: _____

[illegible]

EXPIRATION DATE*: /

3- OR 4-DIGIT SECURITY CODE*:

SIGNATURE*: _____

EMAIL ADDRESS: _____

* required information



Lutheran Immigration and Refugee Service

Vision

All migrants and refugees are protected, embraced and empowered in a world of just and welcoming communities.

Mission

Witnessing to God’s love for all people, we stand with and advocate for migrants and refugees, transforming communities through ministries of service and justice.

Financial and other information about Lutheran Immigration and Refugee Service's purpose, programs and activities can be obtained by contacting Donor Services at 700 Light Street, Baltimore MD 21230, by calling 877-291-7061 or for residents of the following states, as stated below. **Florida:** SC No. CH36256 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. **Maryland:** For the cost of postage and copying, from the Secretary of State. **Michigan:** MICS No. 46165. **Mississippi:** The official registration and financial information of Lutheran Immigration and Refugee Service may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/lps/ca/charfrm.htm>. **New York:** Upon request, from the Attorney General Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989 (within North Carolina) or (919) 807-2214 (outside of North Carolina). **Pennsylvania:** The official registration and financial information of Lutheran Immigration and Refugee Service may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** From the State Office of Consumer Affairs in the Department of Agriculture and Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. **Washington:** From the Secretary of State at 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW. **REGISTRATION IN A STATE DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF LUTHERAN IMMIGRATION AND REFUGEE SERVICE BY THE STATE.**

Lutheran Immigration and Refugee Service
700 Light St
Baltimore, MD 21230

#1A2B3C4D5E6F7G8H9I



NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILED FROM 24506
PERMIT NO 418

Jane R. Demo
1095 Venture Drive
Suite 101
Forest, VA 24551



Jane,
Thank you for your gift!

The Mrs. Jane Demo
10950 Venture Drive
Forest, VA 24551-0000

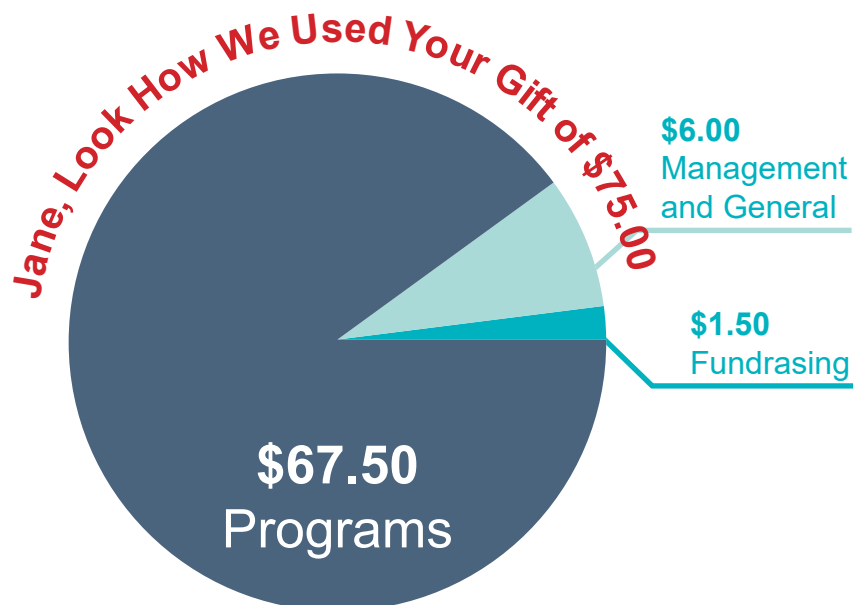


Lutheran Immigration and Refugee Service

With your help, and in partnership with our network of service providers, we resettled over 300 refugees from places like Myanmar, Afghanistan, the Democratic Republic of Congo, and Ukraine last month. Together we made it possible for over 9,000 newcomers to rebuild their lives in the United States this fiscal year, accessing safe shelter, healthcare, cultural orientation training, English classes, job training, and a network of volunteers, mentors and community members who make them feel welcomed.

With gratitude,

Linda Hartke
President and CEO



This letter confirms your tax-deductible gift of \$75.00 to Lutheran Immigration and Refugee Service, processed 9/26/2017, and assures that no goods or services were received in response to your contribution.

Jane, Help Us Reach More Lives By Multiplying Your Gift!

□ **Linda**, I'm so grateful that you put my money to good use. Here is an additional gift to provide safety and hope to children who arrive in America.

☐ \$250.00 ☒ \$357.00 ☐ \$500.00 ☐ Other \$ _____ ☐ I am enclosing a check payable to:
**Lutheran Immigration
and Refugee Service**

COMPLETE THIS PORTION IF YOU WISH TO USE YOUR CREDIT CARD TO MAKE YOUR DONATION:

☐ Please charge my ☐ Visa ☐ MasterCard in the amount of \$_____ **one time only** in support of Lutheran Immigration and Refugee Service.

☐ Please charge my ☐ Visa ☐ MasterCard in the amount of \$_____ on the ☐ 1st or ☐ 15th of **each month** in support of Lutheran Immigration and Refugee Service.

NAME (as it appears on your card)*:

CARD NUMBER*:

EXPIRATION DATE*: /

3- OR 4-DIGIT SECURITY CODE*:

SIGNATURE*:

EMAIL ADDRESS: _____

* required information



Lutheran Immigration and Refugee Service

Vision

All migrants and refugees are protected, embraced and empowered in a world of just and welcoming communities.

Mission

Witnessing to God’s love for all people, we stand with and advocate for migrants and refugees, transforming communities through ministries of service and justice.

Financial and other information about Lutheran Immigration and Refugee Service's purpose, programs and activities can be obtained by contacting Donor Services at 700 Light Street, Baltimore MD 21230, by calling 877-291-7061 or for residents of the following states, as stated below. **Florida:** SC No. CH36256 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. **Maryland:** For the cost of postage and copying, from the Secretary of State. **Michigan:** MICS No. 46165. **Mississippi:** The official registration and financial information of Lutheran Immigration and Refugee Service may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/lps/ca/charfrm.htm>. **New York:** Upon request, from the Attorney General Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989 (within North Carolina) or (919) 807-2214 (outside of North Carolina). **Pennsylvania:** The official registration and financial information of Lutheran Immigration and Refugee Service may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** From the State Office of Consumer Affairs in the Department of Agriculture and Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. **Washington:** From the Secretary of State at 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW. **REGISTRATION IN A STATE DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF LUTHERAN IMMIGRATION AND REFUGEE SERVICE BY THE STATE.**

Lutheran Immigration and Refugee Service
700 Light St
Baltimore, MD 21230

#1A2B3C4D5E6F7G8H9I

John Thank You For Joining!

See how to take full advantage of
your membership!

John Q. Sample
1095 Venture Drive
Forest, VA 24551



NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILED FROM 24506
PERMIT NO 418

John, These are the
3 Closest Trails Near You!



Chessie Nature Trail
Length: 7 Miles
Type: Dirt, Gravel



High Bridge Trail
Length: 32.4 Miles
Type: Crushed Stone



James River Heritage Trail
Length: 9.5 Miles
Type: Asphalt, Dirt, Woodchips

Get These Trail Maps, and Find More Trails at
www.TrailLink.com
(A free service powered by your generous donation.)



rails-to-trails
conservancy

- ◆ Learn about current advocacy and trail development efforts
- ◆ Find a new trail at TrailLink.com
- ◆ Checkout our upcoming events
- ◆ Visit Rails-to-Trails Conservancy's "Trail of the Month"
- ◆ Purchase discounted Rails-to-Trails Conservancy gear such as t-shirts, bike jerseys, and guidebooks

John, Consider Extending Your Support and Joining the
TRAIL KEEPER CLUB

John, By becoming a Trail Keeper, your generous monthly support will help Rails-to-Trails Conservancy build, maintain, defend and connect trail corridors across the nation. **That means even more trails for you to enjoy in your area!**

By becoming a monthly contributor your credit card will be automatically charged every month. A record of each contribution will be included in your regular credit card statement, which will serve as your receipt.



Build New Trails



Maintain Current Trails



Connect Trail Corridors



Defend and Protect Trails

Response Form:

- ☐ I have look forward to being a meber of the Trail Keeper Club, and active **monthly supporter** of Rails-totrails Conservancy .

1) Indicate your contribution level preference:

To show my support even more, I would like to **join other Trail Keeper Club** members who agree to make a small **monthly pledge** to give Rails-to-Trails Conservcany a steady and dependable source of income for your work.

☐ \$25 ☐ \$20 ☐ \$12 ☐ Other* \$_____ *Min donation is \$10.00

2) Choose your donation option:

Credit Card: Please charge my monthly gift of \$_____ to my credit card. (Please provide additional credit card information on the back.)

Automatic Bank Transfer: (Pay by Electronic Funds Transfer - EFT).

I authorize my bank to transfer \$_____ each month to the Rails-to-Trails Conservancy. I understand that I may cancel or adjust my monthly donation at any time by contacting Rails-to-Trails Conservancy.
(Please see additional EFT information on the back)

**John, Please Provide Your
Trail Keeper Support Details**

Please charge my

- ☐ Monthly Gift ☐ One-Time Gift

of \$_____ to my credit card.

- ☐ VISA ☐ Master Card
☐ American Express ☐ Discover

Card Number:

Exp. ____ / ____ CVC_____

Signature:_____

John Sample | 0123456789124551



Connecting Communities

Our vision is that 90 percent of Americans will live within three miles of a trail system by 2020.



Working Together

Trails stimulate economic growth, spurring small business and improving quality of life.



Discovering Trails

For health, for mobility, for community connections... that's why we use and love trails.

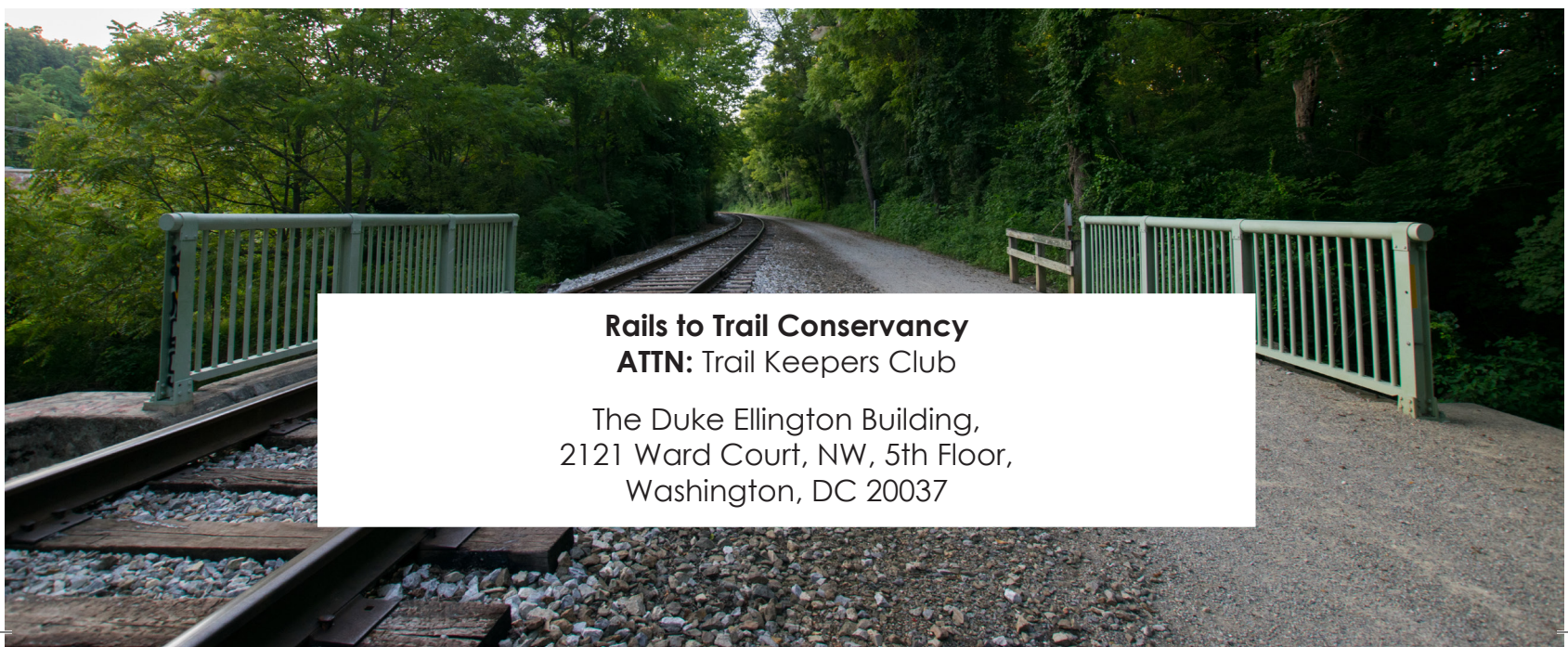
Fund Raising Disclosure:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed turpis tempus, ultrices enim nec, eleifend nunc. Vestibulum porttitor lorem orci, at lacinia diam ullamcorper et. Proin gravida nisi sed lacus fermentum tempor. Praesent rutrum, dolor at fermentum fringilla, leo diam imperdiet enim, ac euismod est eros in nunc. Donec ullamcorper dictum eros, a lobortis tortor hendrerit eu. Aliquam posuere in felis vitae aliquet. Duis elementum eleifend eros, nec vehicula sapien facilisis vitae. Integer molestie lectus at nulla dignissim lacinia. Nunc ultricies a magna pretium tristique. Aliquam vulputate metus tempus, placerat ipsum et, pellentesque magna. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi commodo commodo lectus, non imperdiet nulla auctor et. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam odio nunc, lacinia rutrum commodo sed, egestas dapibus ex. Vestibulum quis volutpat arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam tristique viverra est, non consectetur neque blandit quis. Duis eu malesuada tortor. Donec sed auctor lacus, id hendrerit mauris. Maecenas nulla arcu, bibendum sed semper in, finibus luctus diam. Curabitur venenatis lacinia efficitur. Donec nunc nulla, commodo et arcu ut, condimentum vestibulum leo. Aenean vehicula maximus malesuada. Cras luctus eros eu nisl condimentum rutrum. Cras fermentum ex at erat rhoncus ultrices. Sed feugiat tempor nibh. Donec mollis velit at velit lacinia semper. Praesent augue odio, venenatis varius volutpat et, aliquam ac orci. Duis blandit luctus dui, ac scelerisque ipsum mollis sed. Donec pulvinar vestibulum velit, et commodo elit cursus sed. In at feugiat ipsum. Maecenas dignissim enim eu rutrum aliquet. Sed laoreet vel ligula vel fringilla. Integer cursus magna sed rutrum tempor. Vestibulum mattis interdum cursus. Nullam ut eros vitae velit tincidunt posuere tincidunt et sem. Fusce urna elit, porta a commodo suscipit, porta vitae lorem. Pellentesque sit amet finibus est. Quisque aliquam tempor ultricies ultrices nunc. Ut facilisis gravida tempor. Sed laoreet vel ligula vel fringilla. Integer cursus magna sed rutrum tempor. Vestibulum mattis interdum cursus. Nullam ut eros vitae velit tincidunt posuere tincidunt et sem. Fusce urna elit, porta a commodo suscipit, porta vitae lorem. Pellentesque sit amet finibus est. Quisque aliquam tempor ultricies ultrices nunc.



EFT Instructions:

A record of each payment will appear on your monthly bank statement, and serve as your receipt. **For this option please include your first month's contribution and a voided check** when you return this form. Also **please sign the signature area** in the credit card box as authorization to withdraw your indicated amount via EFT on a monthly basis.



Rails to Trail Conservancy
ATTN: Trail Keepers Club

The Duke Ellington Building,
2121 Ward Court, NW, 5th Floor,
Washington, DC 20037

John, Your Petition Was Received

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILED FROM 24506
PERMIT NO 418

U.S. Representative Bob Goodlatte, of the 6th District of VA will receive your petition to protect full Social Security Benefits.

Peter Thomas

John Q. Sample
1095 Venture Drive
Lynchburg, VA 24551

Dear Mr. Sample,

Thank you for signing our Constituent Petition campaign to protect full Social Security benefits for all recipients **along with your recent donation of \$100 to TCCF.**

We are extremely grateful to have dedicated Americans just like you supporting our mission – to protect your hard-earned benefits! Your donation is already hard at work ensuring that the federal government honors the promise to people just like you.

John, as you may recall from my letter, it is our position that while the Federal Government compels confiscatory levels of taxation on you and I, it has been grossly negligent in the fiduciary responsibility by allowing trillions of our tax dollars to be wasted on frivolous and unconstitutional programs, political favors, foreign aid, bailouts, and handouts.

Politicians must stop saying that Social Security is “running out of money.” Instead, they should reduce wasteful and unnecessary spending rather than touching a dime of the Social Security Trust Fund that we’ve paid into our entire working lives.

The only way to force change, is for people like you and I to flood them with petitions, calls and emails making it clear that their constituents will hold them accountable.

John, we’re so grateful for your past support. However, if you would consider sending an additional gift of **\$100 or \$150 it’ll help us reach the remaining 30 signatures needed within the the 6th District of Virginia.**

Please, the time act is now.

Sincerely,

Peter Thomas

Peter Thomas, President

I’m proud to support TCCF’s Constituent petition campaign. Just like you, it makes me so mad that the politicians in Washington look to waste and misuse the money we’ve paid into Social Security.

That’s why I’ve enclosed an additional donation to help TCCF continue this very important battle to protect and preserve the benefits we’ve earned with another gift of:

☐ \$50.00 ☐ \$100.00 ☐ \$150.00 ☐ My Best Gift \$ _____

☐ My personal check to **The Conservative Caucus Foundation** is enclosed.

☐ Charge my credit card. (Please fill out credit card information Below)

John,
Please provide your email address
So The Conservative Caucus Foundation can keep you updated on important information:

CREDIT CARD

To give using your credit card, please fill in the requested information:

Please charge my:

VISA

MasterCard

DISCOVER

AMEX

Name on Card (please print): John Sample

☐ Different Name on Card: _____

Card Number: _____

Exp. Date: _____

Signature: _____

Amount of Contribution: _____

About TCCF

The Conservative Caucus Foundation (TCCF) is a nonprofit research foundation (501(C)3 under the IRS code), donations to which are tax-deductible. It was founded in 1976 to provide a thoroughly constitutional and conservative view of American public policy questions.

Howard Phillips, the founder and first President of TCCF, was the pioneer in uncovering taxpayer funding of left wing groups. TCCF's work on this issue led many other conservative groups to adopt the slogan of "Defunding the Left". TCCF's newsletter, Eye on Bureaucracy, exposed unconstitutional spending within the Federal government.

TCCF has also been involved in foreign policy and national defense issues. Arms control treaties, the Panama Canal, and the threat from Red China have been the subject of TCCF policy studies.

The First 100 Ways Project featured expert opinion on policy changes that could be taken by a U.S. president using his constitutional powers as chief executive, even if Congress was hostile to his policies.

Topics related to government reform have included term limits, congressional pay, and federal courts. TCCF has also published studies defending the electoral college.

The Constitutional Budget Project takes selected cabinet departments and examines the President's proposed budget, line by line, to determine whether each program is constitutional. Some departments have been found to consistently spend more than 90% of their budget on unconstitutional programs.

A COPY OF TCCF'S FINANCIAL REPORT MAY BE OBTAINED BY CONTACTING ONE OF THE FOLLOWING: TCCF, 332 W. LEE HIGHWAY, STE 221, WARRENTON, VA 20186; OFFICE OF CHARITIES REGISTRATION, 120 BROADWAY, NEW YORK, NEW YORK 10271; OFFICE OF REGISTRATION, P.O. BOX 1163, RICHMOND, VA 23209; NORTH CAROLINA: FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING SECTION AT 1-888-830-4989. THE LICENSE IS NOT AN ENDORSEMENT BY THE STATE. THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION OF TCCF MAY BE OBTAINED FROM THE PENNSYLVANIA DEPARTMENT OF STATE BY CALLING TOLL FREE, WITHIN PENNSYLVANIA, 1-800-732-0999. REGISTRATION DOES NOT IMPLY ENDORSEMENT. MISSISSIPPI: THE OFFICIAL REGISTRATION AND FINANCIAL REPORT OF TCCF MAY BE OBTAINED FROM THE MISSISSIPPI SECRETARY OF STATE'S OFFICE BY CALLING 1-800-236-6167. WASHINGTON: YOU MAY OBTAIN ADDITIONAL FINANCIAL DISCLOSURE INFORMATION BY CONTACTING THE SECRETARY OF STATE AT 1-800-332-GIVE. ILLINOIS: CONTRACTS AND REPORTS REGARDING TCCF ARE ON FILE WITH THE ILLINOIS ATTORNEY GENERAL. MARYLAND: COPIES OF DOCUMENTS AND INFORMATION SUBMITTED BY TCCF ARE AVAILABLE FOR THE COST OF COPIES AND POSTAGE FROM THE SECRETARY OF STATE, STATE HOUSE, ANNAPOLIS, MD 21401, 1-800-825-4510. WEST VIRGINIA RESIDENTS MAY OBTAIN A SUMMARY OF THE REGISTRATION AND FINANCIAL DOCUMENTS FROM THE SECRETARY OF STATE, STATE CAPITOL, CHARLESTON, WEST VIRGINIA 25305. REGISTRATION DOES NOT IMPLY ENDORSEMENT.

Visit Us **ONLINE** at: www.TCCF.foundation



THE CONSERVATIVE CAUCUS FOUNDATION
P.O. BOX 1838
MERRIFIELD, VA 22116-8038



Jane, Your Petition Was Received

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILED FROM 24506
PERMIT NO 418

U.S. Representative Peter Welch, of the At Large District of VT will receive your petition to protect full Social Security Benefits.

Peter Thomas

Jane Q. Sample
43 Daniel Dr
Barre, VT 05641



Dear Mrs. Sample,

Thank you for signing our Constituent Petition campaign to protect full Social Security benefits for all recipients **along with your recent donation of \$75 to TCCF.**

We are extremely grateful to have dedicated Americans just like you supporting our mission – to protect your hard-earned benefits! Your donation is already hard at work ensuring that the federal government honors the promise to people just like you.

Jane, as you may recall from my letter, it is our position that while the Federal Government compels confiscatory levels of taxation on you and I, it has been grossly negligent in the fiduciary responsibility by allowing trillions of our tax dollars to be wasted on frivolous and unconstitutional programs, political favors, foreign aid, bailouts, and handouts.

Politicians must stop saying that Social Security is “running out of money.” Instead, they should reduce wasteful and unnecessary spending rather than touching a dime of the Social Security Trust Fund that we’ve paid into our entire working lives.

The only way to force change, is for people like you and I to flood them with petitions, calls and emails making it clear that their constituents will hold them accountable.

Jane, we’re so grateful for your past support. However, if you would consider sending an additional gift of **\$75 or \$112** it’ll help us reach the remaining **70 signatures needed** within the **the State of Vermont.**

Please, the time act is now.

Sincerely,

Peter Thomas

Peter Thomas, President

I’m proud to support TCCF’s Constituent petition campaign. Just like you, it makes me so mad that the politicians in Washington look to waste and misuse the money we’ve paid into Social Security.

That’s why I’ve enclosed an additional donation to help TCCF continue this very important battle to protect and preserve the benefits we’ve earned with another gift of:

☐ \$37.00 ☐ \$75.00 ☐ \$112.00 ☐ My Best Gift \$ _____

☐ My personal check to **The Conservative Caucus Foundation** is enclosed.

☐ Charge my credit card. (Please fill out credit card information Below)

Jane,
Please provide your email address
So The Conservative Caucus Foundation can keep you updated on important information:

CREDIT CARD

To give using your credit card, please fill in the requested information:

Please charge my:

VISA

MasterCard

DISCOVER

AMEX

Name on Card (please print): Jane Sample

☐ Different Name on Card: _____

Card Number: _____

Exp. Date: _____

Signature: _____

Amount of Contribution: _____

About TCCF

The Conservative Caucus Foundation (TCCF) is a nonprofit research foundation (501(C)3 under the IRS code), donations to which are tax-deductible. It was founded in 1976 to provide a thoroughly constitutional and conservative view of American public policy questions.

Howard Phillips, the founder and first President of TCCF, was the pioneer in uncovering taxpayer funding of left wing groups. TCCF's work on this issue led many other conservative groups to adopt the slogan of "Defunding the Left". TCCF's newsletter, Eye on Bureaucracy, exposed unconstitutional spending within the Federal government.

TCCF has also been involved in foreign policy and national defense issues. Arms control treaties, the Panama Canal, and the threat from Red China have been the subject of TCCF policy studies.

The First 100 Ways Project featured expert opinion on policy changes that could be taken by a U.S. president using his constitutional powers as chief executive, even if Congress was hostile to his policies.

Topics related to government reform have included term limits, congressional pay, and federal courts. TCCF has also published studies defending the electoral college.

The Constitutional Budget Project takes selected cabinet departments and examines the President's proposed budget, line by line, to determine whether each program is constitutional. Some departments have been found to consistently spend more than 90% of their budget on unconstitutional programs.

A COPY OF TCCF'S FINANCIAL REPORT MAY BE OBTAINED BY CONTACTING ONE OF THE FOLLOWING: TCCF, 332 W. LEE HIGHWAY, STE 221, WARRENTON, VA 20186; OFFICE OF CHARITIES REGISTRATION, 120 BROADWAY, NEW YORK, NEW YORK 10271; OFFICE OF REGISTRATION, P.O. BOX 1163, RICHMOND, VA 23209; NORTH CAROLINA: FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING SECTION AT 1-888-830-4989. THE LICENSE IS NOT AN ENDORSEMENT BY THE STATE. THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION OF TCCF MAY BE OBTAINED FROM THE PENNSYLVANIA DEPARTMENT OF STATE BY CALLING TOLL FREE, WITHIN PENNSYLVANIA, 1-800-732-0999. REGISTRATION DOES NOT IMPLY ENDORSEMENT. MISSISSIPPI: THE OFFICIAL REGISTRATION AND FINANCIAL REPORT OF TCCF MAY BE OBTAINED FROM THE MISSISSIPPI SECRETARY OF STATE'S OFFICE BY CALLING 1-800-236-6167. WASHINGTON: YOU MAY OBTAIN ADDITIONAL FINANCIAL DISCLOSURE INFORMATION BY CONTACTING THE SECRETARY OF STATE AT 1-800-332-GIVE. ILLINOIS: CONTRACTS AND REPORTS REGARDING TCCF ARE ON FILE WITH THE ILLINOIS ATTORNEY GENERAL. MARYLAND: COPIES OF DOCUMENTS AND INFORMATION SUBMITTED BY TCCF ARE AVAILABLE FOR THE COST OF COPIES AND POSTAGE FROM THE SECRETARY OF STATE, STATE HOUSE, ANNAPOLIS, MD 21401, 1-800-825-4510. WEST VIRGINIA RESIDENTS MAY OBTAIN A SUMMARY OF THE REGISTRATION AND FINANCIAL DOCUMENTS FROM THE SECRETARY OF STATE, STATE CAPITOL, CHARLESTON, WEST VIRGINIA 25305. REGISTRATION DOES NOT IMPLY ENDORSEMENT.

Visit Us **ONLINE** at: www.TCCF.foundation



THE CONSERVATIVE CAUCUS FOUNDATION
P.O. BOX 1838
MERRIFIELD, VA 22116-8038

