

## **DIRECT MAIL POLICIES**

### **Rental and Exchange of Donor Lists**

The development staff is authorized to rent or exchange the non-member and nationally-recruited member donor lists to meet the fundraising goals of the LWVUS/LWVEF.

As long as it will not compromise the League's nonpartisan policy, the LWVUS/LWVEF non-member donor list may be rented to or exchanged with any candidate requesting it. These lists may be exchanged on a name-for-name basis. If testing reveals that a candidate's list does not work for the League, the League may rent its list rather than exchange it. The LWVUS/LWVEF may also rent lists from candidates and political organizations.

### **Sharing Donor Lists with State Leagues**

Once a year the LWVUS/LWVEF shall offer to release to state Leagues the names and addresses of direct mail individual non-member donors of \$1000 or less (highest gift in past two years) in their states for use in a single campaign. Participating state Leagues shall be asked to share with the LWVUS/LWVEF the names and addresses of their individual donors who have given an annual gift of \$100 to \$1000 during the previous two-year period, for use in a single direct mail appeal.

- a) *Fee.* Participating state Leagues shall be charged a reasonable set fee to cover the cost of processing the data for the donor lists.
- b) *Timing.* A one-month period shall be designated annually during which state Leagues may mail to these donors and during which time the LWVUS/LWVEF shall not mail to the donors. A state League that cannot meet the deadline shall notify the Development Director, who shall determine if mailing at a later date would have a negative impact on LWVUS/LWVEF fundraising efforts. If a state League ignores the deadline, it may forfeit its access to the donor list the following year.
- c) *Data.* State Leagues shall be encouraged to notify the Development Division of any errors found on the lists and to forward any phone numbers obtained as a result of their solicitation.