



YOU'VE GOT MEL SPECIAL EDITION

ANNUAL FUND RAISING CAMPAIGN BEGINS— MAY 2007

Dear Members and Friends of MEL,

A friend of mine once took a course in advertising years ago and reports that all he remembers is that the two most powerful words in the advertisers lexicon are **NEW** and **FREE** and Mary Wells, the advertising guru and first woman CEO of a major advertising agency said the most powerful color combination was **BLACK AND WHITE**.

Well, there is quite a lot **NEW** this spring at the Merida English Library. We have a new administrator, Reg Deneau, who comes with an impressive resume of library development experience. We have many new members on our board of directors, which is one of the strongest boards I have worked with in a career of non-profit activity, and even I can be considered "new" since this is my first annual campaign as president of the library.

We have a slew of **NEW** library members. The booming of Merida is reflected in the

surge of new memberships in the library, and the increasing number of books donated which are "new" to the library. In fact our collection has grown so large that we are running out of space!

What is not new is that the program and activities of the library are **FREE**.

Over and above the income generated by your membership fees, the sale of paperback books and plants, what was the Chili Cook Off and this year was the **NEW** – and quite successful street fair -- the English readers of Merida need our direct cash donations to MEL.

Some of us are used to **FREE** public libraries in the communities from which we come. Of course those libraries are not really free, since they have to be paid for by local taxpayers. Here, we have no government support – either Mexican or foreign.

So let me spell it out in **BLACK AND WHITE**.

GREAT EXPECTATIONS IN BLACK AND WHITE!

The board of directors has concluded we need to raise 100,000 pesos in the annual drive this year in order to meet our budget needs. That amount is quite a bit more than the 74,000 pesos raised last year, but there are quite a few more members of the library than there were then. If past contributors will increase their participation just a little more, and if new members will contribute at the rate of continuing contributors, we can reach that ambitious goal.

When we have had a chance to analyze the results of this fiscal 2007-2008 campaign, we expect the directors will announce a dramatic **NEW** development in the life of the Merida English Library – a development that will **FREE** up more space for books, community activities.

But before we can spell out that explosive expectation in **BLACK AND WHITE**, the *challenge before us right now is to raise 100,000 pesos*.

Grant Spradling, President

What we need from our members...

Our goal is to improve the services and programs we provide all year long. However, as we receive no government funding, we need to ask for your support.

For over ten years now, MEL has been a community meeting place to exchange ideas, information and to explore the world beyond Merida, for 'extranjeros' and Yucatecans.

When you complete the RSVP slip and drop it off with your donation, you will be supporting MEL—a community institution that is valued by the English-speaking community and the Yucatecan community both in Merida and in the neighboring pueblas.

Examples of the average costs for new books and materials -

IN BLACK AND WHITE...

1 Magazine Subscription from the US	40 USD or 432 MXN
2 Children's picture books	35 USD or 377 MXN
2 Best Sellers in Hard Cover	60 USD or 647 MXN
2 DVDs	40 USD or 432 MXN
1 Standard Reference Book	30 USD or 324 MXN
2 Large Print Books	50 USD or 540 MXN
Shipping and Customs Duties	PRICELESS ...

PAYMENT OPTIONS

We welcome gifts to support purchases, services and programs. Unrestricted gifts provide us with the flexibility to select areas of greatest need...i.e. Large print books.

Monies raised through **YOUR** generosity do not replace core funding through membership fees, but rather enhance the special programs and services we provide.

At the present time we can only accept cash or cheques drawn on Mexican banks. To keep our costs down we do not accept credit cards for payment. We appreciate your understanding.

Please drop off your donations at Merida English Library during our regular business hours (9—1 pm MTWTF) and (10-1 SAT). We regret that we are not yet able to issue tax receipts.

RSVP SLIP...

PLACE IN ENVELOPE AND RETURN TO THE LIBRARY

I would like to support MEL's programs and services at the level indicated below.

NAME _____

ADDRESS _____

TELEPHONE _____ **CELL** _____

EMAIL _____@_____

___ **200 pesos**

___ **500 pesos**

___ **1000 pesos**

___ **2500 pesos**

___ **5000 pesos**

___ **OTHER AMOUNT** _____

MY GIFT IS IN MEMORY OF _____

SIGNATURE

DATE

**MERIDA ENGLISH LIBRARY
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