



NORTH
AMERICAN
MENNONITE
RELIEF SALE
BOARD

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SOUNDING BOARD

Newsletter of the North American Relief Sale Board

June 2006

Coordinators' Report

We have recently experienced the joy of becoming new grandparents!! Our first granddaughter was born in Denver, Colorado last October and our second granddaughter was born in May in Washington, DC. Granddaughters, parents and grandparents are all doing well – what a blessing.

Similar events are also occurring with Relief Sales!! On April 1st we had the opportunity to be present as the Pennsylvania Relief Sale celebrated its 50th anniversary, and five weeks later (May 6th) we were present as the new Idaho Mennonite Relief Sale came to life. Just as in life - the relief sale community continues to experience change and growth.

The Pennsylvania Sale moved into new and very modern facilities this year and all felt that the move was a success and will benefit the sale in future years. The Idaho Sale committee was “just a little apprehensive” on Friday evening as they were finishing their setup and wondering what would be happening at 8:00 A.M. on Saturday morning. The atmosphere in the celebration worship service on Sunday morning was one of joy and planning for next year’s event!! The results from the live auction were double their goal and the attendance was as they expected.

Praise the Lord for the experiences of age and change and the blessings of new life and growth

Doug & Harriet Berg
North Am. Menn. Relief
Sale Coordinators

New - Relief Sale Resource Disk and On Line Resources



**Mennonite
Central
Committee**

A combo-disk set “Living in New Ways” and “Relief Sale Resources” has been sent to each Relief Sale Chairman. These disks will be most helpful in promotional materials such as posters, booklets, mailings - the sky is the limit! The “Living in New Ways” disk contains over 100 photos of MCC’s work around the world and good quality logos that may be reproduced.

The Resource Disk contains templates for cards, posters, counter-top signs, and short blurbs to be used to emphasize what the donor’s dollar actually can achieve. Also, these templates and blurbs may be downloaded from the Relief Sale page of the MCC web site at <http://www.mcc.org/reliefsales/resources/>

Thanks to the MCC Communications Dept. for this wonderful tool!

Urban Sales - Special Needs

The May 1st *Mennonite Weekly Review* had a front page article by Rich Preheim on the special needs and solutions to problems of the Mennonite World Relief Sale that is held in the Minneapolis / St. Paul, Minnesota area. In the past ten years there have been eight new relief sales begun in urban regions. The Twin Cities area is typical of urban sales (only 200 Mennonites are available locally to organize and staff their sale). In spite of this, all eight of these urban sales are still operating and growing.

Business statistics report that 30% of new ventures fail within five years of their startup. I would guess that the percentage is about the same (or maybe higher) for nonprofit ventures. We should all be proud that all eight of our new sales are still in operation. However, it is still prudent that we devote special attention to the unique needs of urban sales. Therefore the NAMRSB will be holding Roundtable Discussions for urban sales in Atlanta on October 21, 2006. To date 5 sales are planning to attend. We will also be holding similar sessions at the Relief Sale Biennial Workshops that are scheduled for April 12 & 13, 2007 in Hutchinson, KS.

The purpose of these discussions will not be to offer pre-packaged solutions to problems but to exchange ideas and to define a vision for the future growth of these sales. Currently the urban sales are generating \$580,000 for MCC or about 12% of the total income generated by relief sales. The average income for an urban sale is about \$48,000. It is easy to see that there is room for growth given the good start that they have made and the population areas that they are in.

The topics that are on the agendas for these Roundtable Discussions include:

1) Optimum Locations, 2) Cost Effective Advertising, 3) Generating Local Support, and 4) Attendees Differences. If these topics sound of interest to you and your sale committee, please feel free to join us at Atlanta or Hutchinson. Contact us at Daheberg2@aol.com.

The "Share Your Heart"

quilt block project has been a great success. A traveling quilt is available in the US and one will soon be available in Canada. Read the *Love Joy Piece* newsletter for details on how your sale can obtain the quilt.



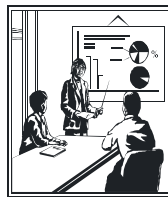
Important Items to Note:

***2007 Relief Sale Biennial Workshops** will be held on April 12 & 13, 2007 in Kansas. The 2007 Kansas Mennonite Relief Sale will be held April 13 & 14. Mark this on your calendars now.

***So. Tier Relief Sale in Bath, NY** will not be held this year

***Date for the MCC Benefit Auction of Western New York** has been set for November 10 & 11 in Clarence, NY

***Date change for Oregon Mennonite Festival for World Relief: October 7, 2006**
Please help spread the word.



There is some interesting information pertaining to volunteers on the following sites:

<http://beginnersguide.com/non-profits/managing-and-recruiting-volunteers/>
<http://www.volunteerprojects123.org/printablestory1de3.html>

The Nebraska Relief Sale has an apple butter maker which is in good shape and was made for their sale. It includes a copper kettle, propane burner and electric burner.

They are no longer making apple butter at their sale. If you are interested, contact the new Nebraska Chair John Penner, PH (402) 228-0753 or e-mail pennerhamps@diodecom.net or Carolyn Peters, PH (402) 947-8351, e-mail dandcpeters@yahoo.com.

Doughnut making machine for sale. Purchased in 1999. Used twice. If interested, contact: Curtis Byer, Southern California Festival and Sale ph: 909-982-9288 email: c.byer@verizon.net



**Team completes
Fritter-Fired
Drive**
Marla Pierson
Lester

Ken Martens Friesen and Steve Friesen drove across the United States in a car powered by used cooking oil, including oil used to make fritters at the West Coast Mennonite Relief Sale & Auction. The trip raised more than \$7,500 U.S. in pledges and donations to MCC - funds that will be used for agricultural projects, including a forestry project in Cambodia.

The "fritter-fired" Volkswagen Jetta, powered by leftover cooking oil, climbed the Sierras, cruised through the western plains of Wyoming, crossed America's heartland and arrived in Rehoboth Beach, Delaware, all in 66 hours on Memorial Day weekend. From noon Friday until 3 a.m. Monday, Ken Martens Friesen and Steve Friesen, neighbors from Fresno, California, drove 2,987 miles cross-country.

"It's a very good feeling to know we've helped contribute to MCC and also maybe given people a little share of inspiration to try alternatives to fossil fuel and to think creatively about energy," said Ken Martens Friesen, a former MCC worker and a Fresno Pacific University professor who teaches courses on global economics and sustainable development.

Martens Friesen, who has converted diesel Jettas to run on used cooking oil, wanted to show these converted cars could successfully make long-distance drives. The pair crossed the country on 72 gallons of cooking oil, including 40 gallons from the fritter booth from the West Coast Mennonite Relief Sale & Auction. The pair appeared on NBC Weekend Today on Saturday from a Salt Lake City gas station. They were interviewed by local television stations and newspapers as well.

You never know what a relief saler will do next!
Congratulations Ken and Steve!

New Donors = New Attendees at Relief Sales
In the March 2005 issue of *The Sounding Board* we reported that MCC had recorded over 20,000 new donors as a result of the relief needs that were the result of the Asian tsunami. Recently the Giving USA Foundation reported in the *Wall Street Journal* that charitable contributions were up 6% in 2005. The growth in giving was attributed to people responding to relief needs. The largest growth area in charitable contributions was 32% to "human services charities".

It seems logical that first time donors to MCC would potentially be interested in learning more about the work of MCC first hand. *What better way to learn about MCC than to attend a Relief Sale near you??* This year the Alberta Committee and Provincial Office at the MCC Alberta Relief Sale decided to invite first-time donors to attend their sale. Over 4,000 personal invitations were sent out to first time donors in the Calgary, Alberta, area and initial results seem to indicate that this idea was a good one.

Perhaps your sale has also invited first time donors or is considering doing so. We would be interested in hearing from you and seeing if this type of invitation was a success in your area.



Check out the new "News" page on the Penny Power web site www.pennypower.org

This month's news includes Kansas, Oklahoma, Pennsylvania and TriState updates. Also, photos and instructions are available on the "News" page to create a "wheel of hunger".

If you have an idea that worked well for you, a story or a photo regarding your Penny Power project, let us know at Daheberg2@aol.com.

Penny Power is jingling on as we witness how small change makes a big change. *Someone may be waiting for you to ask them to provide a match - it makes "cents"!* Food and water stories are available on www.mcc.org.

An Iowa Mennonite Relief Sale volunteer in the children's activity center had a great time dressing kids in creative costumes and taking their photos for a donation. She has spent many hours creating the costumes. She is offering the use of these costumes to other relief sales. Contact Aline Schipper, kschipp04@mchsi.com or (319) 656-3989.



Have you checked out the updated Children's Activity manual on the Relief Sale web page? If you need the printed version, please contact Daheberg2@aol.com or (814) 445-6945.

? **Are you often asked - "Are there other relief sales?"** We can help each other attract new visitors. Each sale should have a laminated map showing the locations of all of the relief sales in Canada and the US. (*You may wish to add a dot near Boise, Idaho for May.*)

To make this information more adaptable to be used in publications, posters etc., a pdf file of the map will soon be available for download on the mcc.org/reliefsales/resources page. This will complement the Relief Sale brochure with the dates and contact information. Watch for the notice regarding when it will be available.

Relief Sale Highlights 2006

Saskatchewan - Tickets for the food booths were sold at 3 different locations. This resulted in shorter lines and happier attendees.

Winnipeg - Charged admission to music concerts during the event.

Iowa - A Coffee House with music, beverages and light snacks attracted mixed ages.

New Hamburg - A banner hung over the auction stage which stated they were accepting donations. A buyer who purchased two quilts questioned how she could make a donation and generously contributed \$10,000!

Kansas - 9 hole mini-golf course

Leamington - large produce stand by local growers sold very well.

Black Creek, BC - gathered scrap metal for resale and rented tents to others during the year.

So. California - Auctioned a "pie a month" and sold 7 Vintage Quilts for \$1,500.

Twin Cities - Took donations on the auction to support MCC projects

Idaho - Several woodworkers created stacking block sets in two sizes, small and large. The large set stood about 6' tall once stacked. Storage boxes were part of the set. If your woodworkers would like the pattern for these kid-friendly blocks, contact Daheberg2@aol.com or (814) 445-6945.

Upper Midwest - The children's activity schedule included blocks of time for various ages for storytimes.

Nebraska - increased their advertising and 25% of bidders were 1st time.

Pennsylvania - 28 Vintage Quilts on the auction and raised with the help of a match over \$117,000 with Penny Power!

West Coast Fresno - received a last minute donation of a 1955 Ford Thunderbird. Due to lack of publicity they decided to put a price tag of \$30,000 on it and sold it on auction day

Florida - They decided not to charge for the meal platters and the pie and ice cream this year. A donation box was available instead and they felt this went very well. Their breakfast averaged \$6.45 versus \$5.00 charged previously.

PA Heifer Sale - Due to increased publicity via stories carried in several newspapers, donations were up including 1st time donors.

Central Missouri - used a large steam engine on the grounds to bake potatoes.

Illinois - 2 pickup trucks sold for \$47,500.

Ontario Heifer Sale - The top heifer brought \$5,200. A former radio announcer was the reader. He took extra time to give the background of the heifers and also to thank the donor and the buyer. The committee feels this always results in higher bids.

Rio Grande - new was a Silent Auction and cake walk which worked well.