



# SOUNDING BOARD

Newsletter of the North American Relief Sale Board

## September 2007

### Coordinators' Report

Just a couple of weeks ago we were talking with a sale after their event and prior to writing our List Serve Report about the sale's results. During our discussion the sale chairperson paused and reflected on an interesting point. He observed that on the Sunday after the sale as he was driving down the road to church he had the opportunity to wave at a number of folks he met along the road. These were people that he had worked with at the sale but had not known prior to his work with the relief sale. He said, "It has been a real blessing to get to work with these folks and to get to know them personally".

Harriet and I have now been working for six years as relief sale coordinators and we too can feel the blessing of having been able to work with and getting to know so many wonderful people. Many have become good friends and everyone has impressed us with their energy and dedication to MCC and its mission. At your next board meeting take a moment to pause and reflect on the many friendships that have been the result of working on your sale!!

Blessings,

*Doug & Harriet Berg*

North Am. Menn. Relief Sale Coordinators

#### Coordinators:

Doug & Harriet Berg  
PO Box 4087  
Hidden Valley, PA 15502  
814-445-6945  
[daheberg2@aol.com](mailto:daheberg2@aol.com)

#### Canada Representative:

Arnold Hildebrand  
1058 First St. North  
Brandon, MB R7A 2L4  
204-726-5116  
[hila@mts.net](mailto:hila@mts.net)

#### West Coast Representative:

Ken Willems  
6610 N. Diana  
Fresno, CA 93710  
559-439-5535  
[kwillems@sbcglobal.net](mailto:kwillems@sbcglobal.net)

#### Central States

##### Representative:

Richard Ediger  
PO Box 488  
Buhler, KS 67522  
620-543-2787  
[rediger@buhlerks.net](mailto:rediger@buhlerks.net)

#### Great Lakes Representative:

Melba Nunemaker  
24619 County Rd. 38  
Goshen, IN 46526  
574-862-2890  
[pnune@aol.com](mailto:pnune@aol.com)

#### East Coast Representative:

Dale Miller  
415 Manor Harrison City Rd.  
Harrison City, PA 15636-1103  
724-864-2037  
[dmljam824@peoplepc.com](mailto:dmljam824@peoplepc.com)



Mennonite  
Central  
Committee

**Celebrating**  
*God's love*



Gap Relief Auction

**New banners are in use at several Relief Sales.** There are three designs available that may be viewed at [mcc.org/reliefsales/resources](http://mcc.org/reliefsales/resources). The artwork will scale to 8' x 14' but they may be reproduced at 4' x 7'. The above banners were ordered from an online company - [www.psprint.com/printing\\_vinyl\\_banners.asp](http://www.psprint.com/printing_vinyl_banners.asp). They were printed on 13 oz. matte white vinyl with 3M solvent-based UV cured inks and hemmed with grommets.

The materials and hanging method you choose may depend on the company with whom you have the banners fabricated. They usually come with either grommets or a sleeve loop for a pole.

To obtain a free template of these banners, contact the Bergs (info. on side bar.)



TriState Relief Sale



## Could your sale use more wood items for the auction?

That is a question that was discussed at the Urban Workshops in Atlanta

last October and at the Biennial Workshops in Kansas this spring. Many sales benefit from the receipt of additional quilts. Perhaps there could also be a benefit from more wood items being available.

The North Am. Relief Sale Board has started a pilot program in response to this request. Many urban sales do not have easy access to the hand crafted items - but Richard Horst in Kidron, Ohio does! Richard has primary responsibility for the Ohio Relief Sale's wood auction and thus has a lot of knowledge about the quality and value of hand crafted wood items. He has offered to make available excess items acquired from Amish and Mennonite auctions in northeast Ohio to relief sales. Perhaps a donor would like to sponsor a wood item at your sale.

We will test this concept at three sales this year (TriState, Peach Cobbler and Houston. If a significant profit can be made for MCC we plan to offer this to all interested sales in 2008. The TriState Sale realized a 128% profit on 10 items obtained and sold on their auction.

You will be receiving more information about this pilot program early in the new year. If your sale is interested and wants to get an early start on this program please contact Rich Horst directly at [horsts@bright.net](mailto:horsts@bright.net) or (330) 682-4843.

## MCC Has Been Busy!

### MCC responds to flooding in South Asia



MCC is providing relief in Bangladesh and Nepal as flooding creates widespread needs in many parts of South Asia. MCC is providing a 10-day supply of food for about 30,000 people in the northwestern Bangladeshi districts of Sirajganj, Bogra and Nilphamari. In

Nepal, MCC is providing food, clothing and other necessities to about 1,650 people who have been displaced by flooding. So far, MCC's response totals about \$71,000 U.S., or \$75,000 Cdn.

**MCC provided relief kits** to assist residents affected when Israel bombed Lebanese villages last summer, destroying many homes. MCC recently sent more than 4,000 relief kits to Iraq and 1,000 kits to Serbia. Future shipments will go to Honduras, Nicaragua and Ukraine



**MCC supports initiative for housing in New Orleans.** When Hurricane Katrina struck, St. John Baptist Church in the Uptown area of New Orleans was a growing congregation of some 300 members. Now only about 100 have returned. MCC is providing \$75,000 to enable a team of local African-American pastors, including Rev. Don Boutte of St. John, to work for affordable housing.

### Papua churches powerful source for preventing HIV and AIDS

Traveling door to door or just talking to people they meet along the street, HIV and AIDS trainers Ibu Lis and Ibu Yohanna have an important message for friends and strangers. These women are on a quest to educate their communities, holding the belief that the church is a potentially powerful source to help prevent the spread of HIV.



### CD Featuring Mennonite Hymns Available.



*A new CD captures Mennonite hymns in a wonderful live performance recording.*

*"Mennonite Piano Concerto with Audience Hymn Sing", featuring 10 traditional hymns performed by choirs from Wheaton College and Lombard Mennonite Church.*

The CD is on sale for \$15 and all proceeds benefit MCC.

View ordering information at [mcc.org/greatlakes](http://mcc.org/greatlakes). Call 574-534-4133 or email [jrupp@mcc.org](mailto:jrupp@mcc.org) for more information or to purchase CDs.

## Short taglines used with your Relief

### Sale name may have many benefits.

If the term “Relief Sale” is not understood by your broader audience, you may wish to add a tagline to clarify what you are offering.

i.e. Hallmark Cards “When you care enough to send the very best.” Examples of taglines that relief sales have used are “How can helping others be this much fun?” and “A Buyer’s Paradise.”

A good tagline enhances your advertising by making your event memorable and creating meaning and relevance.

*Think of these points when deciding on a tagline:*

- 1) Provide a call to action - evoke an emotion or suggest how your sale will help the customer.
- 2) Inspire and reflect the sale’s personality
- 3) Be clear - clear is more important than clever. Don’t leave them guessing.
- 4) Be concise - need to be short. Goal is to be concise, not comprehensive.
- 5) Include a key benefit - how can they benefit from your sale.
- 6) Make it memorable - communicate a positive feeling. i.e. “Melts in your mouth, not in your hands.”
- 7) Be original - a good tagline is original, capturing attention and interest.

*condensed from Marketing Tips,  
Shirley Lichti, Marketing Magic*



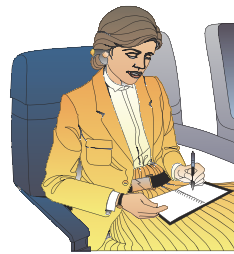
### Restoring that Volunteer Board Passion

Do you ever have a time in your meetings when everyone seems to have burnout and there are just too

many pulls for their time and their money? Sometimes we just need to catch our breath and regroup. Take some time and invite everyone to share why they became involved in your organization in the first place. Then, either at the same meeting or a follow-up meeting, do some brainstorming about new ways to accomplish your mission. I think you will find you will be quickly re-energized and connected.

## Tap into the growing number of self-employed who are motivated to

**volunteer.** Some predict that with the growing trend of outsourcing, 50% of the workforce in the U.S. will be self-employed by the year 2010. We may feel self-employed people are too busy to volunteer, but consider the following:



- 1) Self-employed people are entrepreneurial and are excited to share their expertise. Provide an outline for them of how they can help.
- 2) Self-employed persons know that volunteering is a great way to network.
- 3) They sincerely want to make a difference and wish to become involved in organizations focused on a mission.

*condensed from “Volunteer Power News”  
Thomas W. McKee*

### Many Share Their Hearts for Others

“The more the heart gives, the more the heart grows” Dr. Arthur Brooks. Hundreds of quilters in the United States, Canada and around the world have been doing just that as they created nearly 1,000 quilt blocks with a heart design and then sent them off to be used to raise funds to support the work of Mennonite Central Committee.

The Share Your Heart quilt traveled for 16 months in the U.S., beginning its journey at the Upper Midwest Relief Sale in Minot, ND in April 2006 and then heading back and forth across the country.

Finally the quilt rested at the Minn-Kota Festival for Mennonite World Relief in Sioux Falls, South Dakota on June 30, 2007.

The Share Your Heart project has raised over \$67,928 US (\$72,007 Cdn.) to date in North America plus blankets were created to send where needed for MCC. Upon receiving one of these beautiful hand made blankets, recipients express with joy how much it means to them to

feel the love and comfort expressed by the makers. Along with them, we would like to extend our thanks to the many people who took the time to share their heart. "A good man out of the good treasure of the heart bringeth forth good things." Matt. 12:35a.

This saga is not finished. Another Share Your Heart traveling quilt is continuing on its journey among relief sales in Canada under the guidance of Bev Patkau, Calgary, Alberta, volunteer quilt liaison for the Canadian Relief Sales.

If you enjoyed this last project, you will enjoy the House Block Project for 2007! See the enclosed "Love Joy Piece" newsletter for details or go to [www.mcc.org/reliefsales](http://www.mcc.org/reliefsales).

### **Penny Power Goal 2007**

Have you tuned in to [www.pennypower.org](http://www.pennypower.org)?

The goal for Penny Power North America 2007 is \$655,000 Cdn. (\$615,000

US). Thanks for all of your creative ideas in making this fundraising effort such a success and for including so many! How can helping others be this much fun!



### **What is Happening at Relief Sales?**

*Black Creek, BC* NHL hockey team donated one of Markus Naslin's T-Shirts that was sold a total of 4 times on the auction.

*Mennonite Community Sale, Leamington* Hosted a juried art show and golfers attempted to hit golf balls into a junk car in a field.

*Iowa Relief Sale* The increased children's activities and Coffee House brought in many new and young families.

*New Hamburg, ON* Presale fundraiser dinners were on a donation basis and showed an increase.

*Saskatchewan* Hosted workshops of special interest; including Mennonite cooking, gardening and composting, creating hanging flower baskets

and development of your own walk/run fitness program.

*Winnipeg, MN* Joined with a quilt guild to present a quilt show with workshops during the festival and sold books for \$1.00 per inch.

*Alberta Sale, Coaldale* First year to use the new MCC/MDS Mobile Kitchen.

*Brandon Cycle Clear Lake, MN* 55 cyclists cycled around the lake and enjoyed a barbecue dinner, raising \$20,323 Cdn.

*Black Swamp, Wauseon, OH* Penny Power did well and benefitted from numerous levels of matching funds.

*Aylmer, ON* Increased advertising on the radio and the Internet were rewarded by increased attendance.

*TriState, McHenry, MD* Quilt experts were on hand to evaluate quilts brought in for a fee and Vintage Quilts were added to the auction.

*Minn-Kota, Sioux Falls, SD* Theme baskets were a hit as well as take-home frozen food entree sales.

*No. Michigan, Fairview, MI* "Blessing Bids" were presented on the auction. Opportunities to donate to 10 different MCC projects raised \$17,000.

*Gap Sale, Quarryville, PA* Quart-sized containers of pie filling were available for sale with the pies.

*Ohio, Kidron* Friday evening was geared towards family fun and included auctioning theme baskets, in-home meal tickets, vacation weekends and a children's auction.

*Daviess County, Odon, IN* Businesses take turns in purchasing a handcrafted Grandfather's Clock each year. This year it raised \$8,300.

**Celebrating  
God's love**