



Mailing Policies & Practices

Mid-South Food Bank's fundraising efforts include a direct mail program that reaches our entire service area with mailings throughout the year. In addition to raising substantial funds every year, this program is one of our most efficient and effective communication tools, bringing donors and friends stories, statistics and solutions about our fight against hunger and food insecurity in the Mid-South.

Removing My Name From Your Mail List

If, however, you choose at any time to be removed from our mail list, you may “opt-out” here by sending an email to Development Coordinator bmcghee@midsouthfoodbank.org . Your name will then be removed from all future mailing lists.

We ask, however, for patience in fulfilling your request. Our mailings are planned well in advance, so it will take several weeks before we can change your mail preferences. Please don't be offended if you receive a few more letters in the next weeks.

Why Mail So Frequently?

These mailings are a very important way for us to obtain gifts from our donors that enable us to continue feeding the hungry and providing life-changing help to those in need. Please do not worry if you receive a letter and are unable to respond. While we appreciate gifts when you are able to give, we certainly do not expect a gift with every mailing.

The Cost of All The Mailings

We share your concern about keeping costs at a minimum. Printing our letters in conjunction with those of other Food Banks enables us to keep our printing costs very low. We also enjoy the benefit of reduced postage rates for nonprofit organizations.

Suggested Gift Amounts

The suggested gift amounts are only meant to reflect what we believe you may be able to give, based on your past gifts to Mid-South Food Bank. We do not intend to dictate how much to give; that decision is always yours to make. Some of our friends give only of their time and talent. Others can afford generous financial gifts. Please know that we are truly grateful for what each person can do.

How We Acquire New Names

We use a direct mail company that evaluates lists available on the market and suggests which would be best for a particular mailing project. The lists are rented. Neither Mid-South Food Bank nor the direct mail company is at liberty to discuss information pertaining to their list

sources, but there are several ways they could have acquired your name. If you've ordered from a catalog, used a credit card, or have a magazine subscription, your name probably appears on several marketing lists. We also utilize compiled lists created from public information such as the Department of Motor Vehicles, phone books, National Change of Address forms and/or homeowners lists.

To have your name removed from all direct mail lists, please visit <http://dmachoice.org/> to register with the national Mail Preference Service.

Incorrect Addresses

We appreciate it when someone calls our attention to the fact that their address is incorrect on our mailing list. Please contact Britney McGhee, 901-373-0412 bmcghee@midsouthfoodbank.org. We will update our records with the corrected information you provide.

Deceased Individuals

We take the time to check our files against a list of deceased individuals in an attempt to make sure these names are removed from our mailings. This list is derived from credit bureau data, and is confirmed against the national Social Security database. It includes deceased individuals as reported to a major credit bureau over the last five years, and is updated every six months. Despite our best efforts to remove these names from our list, errors may occur that are beyond our control, especially given the fact that our mailings are planned several months in advance. To have the name of a deceased individual removed from our records, contact donor relations, 901-373-0412 or bmcghee@midsouthfoodbank.org.