



Friends Appeal 2011-12



Dear Friends and potential Friends,

Our annual Friends appeal is a valuable source of income for supporting the development of the Mass Observation Archive. We would like to make a special appeal to you to become a Friend or to renew your subscription if you were a Friend last year.

The generosity of Friends over the years has enabled the Archive to promote both its early material and the current Mass Observation Project.

This year, with the support of Kirsty Patrick (the newly appointed Mass Observation Project Officer), we are looking to increase the accessibility and use of the Archive both academically and non-academically. Financial support from our Friends will be crucial to help move this forward.

We will continue to update you in our Bulletin on the ways in which the Friends appeal contributes to our development, including events, activities, research opportunities and publicity

No matter how small the donation, the Archive really values your support, as every penny helps.

Warm thanks to you for your generosity,

Jessica Scantlebury Friends scheme coordinator

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Mass Observation Archive (registered charity no 270218)
Friends subscription form 6 April 2011 - 5 April 2012

Your details

First name & title _____ Surname _____

Address (including postcode) _____

I would like to become/continue to be a Friend of the Archive this year.

Please accept my donation of £_____ Please make cheques payable to **the Mass Observation Archive**.

You can support the Mass Observation Archive even more - at no extra cost to you.

Consent to Gift Aid and we can claim more on your donation from the Inland Revenue.

This will cost you nothing. Just tick the box if you are a UK taxpayer.

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YES (please tick box), I would like the Mass Observation Archive to reclaim the tax on my donation. I confirm that I am a UK taxpayer and that I have paid an amount of UK income tax or capital gains tax equal to any tax reclaimed by the Mass Observation Archive.

Signature _____ Date _____

Please return your completed form to our freepost address: **Friends of the Archive, The Mass Observation Archive, Freepost BR2112, University of Sussex Library, Brighton BN1 1ZX**

Keep in touch!

As a Friend we will add you to our MO Bulletin mailing list. You can also keep in touch by:

Visit: www.massobs.org.uk

Join our email list:
massobsrequest@jiscmail.ac.uk

Follow us on Twitter:
<http://twitter.com/MassObsArchive>

The suggested donation this year is £20, but you can become a Friend for as little or as much as you can give.