

# Mountain Pride Media Phoenix Campaign



Mountain Pride Media

## Executive Summary

We are calling this the Phoenix Campaign because not only is this a phoenix from the ashes of *Out in the Mountains*, but it is an enhancement of what services and support Mountain Pride Media can provide to the GLBTQ community.

Since elections in January, MPM Board members have been meeting with GLBTQ Vermonters. What you have told us is that you want *OITM* back and you even want more interactive ways to connect to members of our community. Our goal is to be a hub through which every member of our community can connect to individuals, resources, events, news, and services.

Our plan has two distinct stages. We start with an interactive calendar and resource database. This stage will also revive *The Source*, more comprehensive links to GLBTQ-serving non-profits, and advertising modules to ensure we can sustain operations. Stage Two will bring an online version of *Out in the Mountains* back to life, this time with personals, blogs, and more statewide news coverage. The stages are outlined below and you can clearly see how your donation will help us reconnect the VT GLBTQ community. *We will only embark on each stage if the funding and community support is there.*

## Mission

As a statewide, non-profit media company, our mission is to strengthen the community of gay, lesbian, bisexual, transgender, and questioning Vermonters through communication vehicles.

## Stages and Costs

Total Phoenix Campaign Goal: \$6,950.00

*Stage I: Timeframe: 1-2 months after funding* \$4,200.00

- ⇒ Restructure our current website
- ⇒ ***Interactive community calendar***
- ⇒ ***Interactive resource database***
- ⇒ Advertising modules

*Stage II: Timeframe: 3-4 months after funding* \$2,750.00

- ⇒ ***An online version of OITM***
- ⇒ ***New features of OITM, including personals, classifieds, blogs, etc.***
- ⇒ ***Special section featuring MPM-sponsored events***

To donate by mail, please send check or money order to:  
Mountain Pride Media  
PO Box 1122  
Burlington, VT 05402

To donate through the Gay & Lesbian Fund:  
<http://www.glfundvt.org/contributions.htm>

To donate through Network for Good:  
[www.mountainpridemedias.org/mpm/misc\\_mpm/makegift\\_mpm.htm](http://www.mountainpridemedias.org/mpm/misc_mpm/makegift_mpm.htm)