

Direct Marketing 101: Creative

June 27, 2024



Welcome to Fundamentals of Fundraising!



Bill Tucker
Vice President of Client Services
Avalon Consulting Group





Evolution of a Campaign

Program Implementation Program Design DATA DATA Define acquisition lists Review final counts and or donor segments segmentation by source code Outline data Data sent to mailshop, instructions and splits phone match or up-Define source codes loaded to email server **CREATIVE CREATIVE** Select writer & designer Concept Final artwork sent to Creative brainstorming Meeting printer for printing, tm Review copy & design vendor or uploaded in Concept and email template system Final design edits & Schedule approval Determined **PRODUCTION PRODUCTION** * Check inventory (TM Mail instructions drafted/TM or EM campaign outline created too!) Determine printers and Postage check requested mailshops or TM firm Bluelines approved (TM too) DM specs sent to Set ups approved (TM and EM printers with estimated too) quantity for bids Lives approved (TM and EM)

too!)

Results & Analysis

DATA

- Analyze results and performance by source code and segment
- * Analyze any test results
- Apply lessons learned to future effort

CREATIVE

- Evaluate creative based on results and outline changes/tests for future campaigns
- Draft and send acknowledgments to donors



Program Areas



Types of Acquisition Programs

Acquisition helps acquire new donors to an organization.

Philanthropic

 support the organization's mission and personally connects prospects with the cause

Membership-based

- motivated by the cause <u>AND</u> interested in receiving benefits
- understand the commitment of a yearly donation to continue their membership
- will consider making additional contributions (multi-givers)

Premium-based

- may be motivated by the cause but are generally motivated by the premium associated with a gift
- may need additional premiums to further the relationship which can affect retention

But isn't direct mail acquisition dead?

No ... direct mail is still the predominant channel to acquire new donors: they retain well & digital is such a small percentage of leads.







Renewing Current Donors

Renewals ask donors to renew their support each year.

STRATEGY

Timing: can be annual or "rolling" (based on an individual's expiration date)

Frequency: continue to add efforts until no longer netting money

Messaging/Focus:

- Institutional messaging
- Stresses importance of renewing
- Why donor support makes a difference
- Where the money goes

Audience:

- 0–24-month donors for annual / 0-12 month for rolling/expire-based
- \$10 to major donors (renewals work, even for those up to \$9,999)

Channels:

- Corresponding e-renewals should go out with each effort (or at least every other effort)
- Text can be an effective cross channel strategy



Special Appeals

Appeals request an additional gift from donors above and beyond their annual renewal contribution.

STRATEGY

Timing/Frequency: sent throughout the year in coordination with the renewal schedule

Messaging/Focus: issue-based, additional needs, special projects, urgent situations, annual fund (traditional), matching gift

Audience: 0–24-month donors, \$15 (test \$10 folks too!) to major donors (appeals can successfully include donors who give up to \$9,999)

Channels: use them all

- Direct mail up to 9 or 10 a year
- Email can correspond with DM efforts or stand alone; useful for urgent needs
- Text especially at year-end
- Telemarketing for urgent outreach





Reinstating Lapsed Donors

Reinstatement efforts ask donors who have not given in over 24 months to reengage and renew their support.

STRATEGY

Timing/Frequency/Channel:

- 3-4 direct mail efforts <u>OR</u> with corresponding renewals
- 1-2 telemarketing calls
- Longer lapsed folks should be included in acquisition efforts

The likelihood of a donor giving is directly correlated to the recency of their last gift – don't wait!

Messaging/Focus (DM/TM/EM):

- Messaging should be institutional
- Stress importance of renewing, how individual support helps, and where the money goes
- In acquisition, lapsed donors can receive the same package and messaging as new joins

Audience:

- Test to determine productivity. Start with 25-60 months lapsed in DM, TM and EM
- Add 72 months+ to acquisition efforts.
- Lower dollar names (less than \$10) might be best in acquisition, if at all.



Sustainer Conversion

Sustainer conversion efforts ask donors to give monthly, ongoing support with no expiration date.

STRATEGY

Timing/Frequency: within first three to six months for new joins, ongoing efforts for everyone else. **The faster the better!**

Messaging/Focus: ongoing support; funds ready when needed; less mail for the donor – more of their gift goes to the mission; less paper/green impact

Audience: 0–24-month donors, focus on new joins and frequent, low-dollar donors, plus donors up to \$250

Channels:

- Telemarketing is best
- Email can be less expensive, but with lower conversion rates
- Direct mail can be an option
- Don't overlook website pages for a "sustainer first" strategy





Getting Started

Planning for a Great Campaign



Campaign Strategy Outline

Define the Universe

Segmentation – who are you contacting?

Define the Creative and Program Strategy

- Case for giving
- Call to action
- Ask strings

Define your Tests

- What metric are you trying to change?
- How will you measure success?









Effective Fundraising Copy

Effective fundraising copy is a science <u>and</u> an art and must include certain elements

- Case for support: why does your organization need money and how will it be used?
- Communicate effective stewardship (through copy, art and treatment) you will use their money responsibly
- Highlight important projects
- Describe the breadth and scope of your organization's work
- Make the donors feel included: must be about YOU (the donor), not WE (the organization)





Avalon's Seven Elements of Fundraising Success

✓ Identify the problem or Opportunity

Pinpoint a specific problem or opportunity that needs a response.

√ Identify a Deadline / Be Urgent

Provide a date or deadline with a reason why immediate response is needed

✓ Identify the "Enemy"

Name the opposition or villain who is part of the problem and/or is blocking the solution

✓ Be Relevant

Use issues or current events that donors care about and can relate to in their daily lives

✓ Be Specific

Clearly outline how the donor's contribution will be used and how it makes a difference

✓ Be Emotional

Tell a story that tugs on the heart strings, evokes anger, guilt, or hits home to the donor and their family

✓ Be the Solution

Tangibly outline how the donor is part of the solution. Provide specific information about how to fix the problem or take advantage of this opportunity





Testing Strategy

Testing is essential to having a healthy, productive direct marketing program

- Each organization is different and not all best practices are universal.
- ✓ Determine what works for your organization.
- ✓ Have a "reason to believe" (don't just test to test).
- ✓ Finding ways to improve performance can save money and improve the bottom line.

Things to remember about testing

- ✓ Test <u>one</u> element at a time.
- ✓ Test to save cost (formats, components), boost response rate (offer, teasers, treatments), or increase average gift (ask string)
- Ensure the statistical significance of your test panel









- 1) Outer Envelope (carrier, OE)
- 2) Letter
- 3) Reply Form
- 4) Reply Envelope (RAE, BRE)

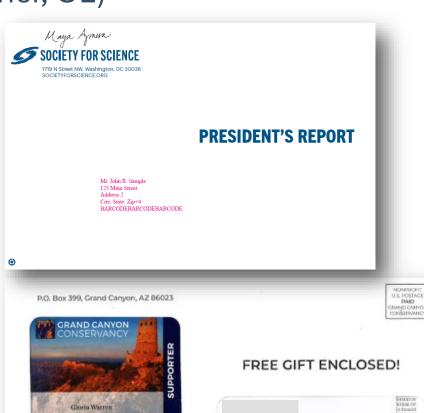




1) Outer Envelope (carrier, OE)

- State organization name and address
 (as registered if mailing 3rd class nonprofit)
- Postage treatment?
- Teaser?
- Window or closed face?
- Design:
 - Size, paper type/color, logo, images?





Recycled and Recyclabile

Athol, ID 83801-5087

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2) Letter

- Donor name and address, correct?
- Easy to read/skim? (sixth grade level; underline, bolding, etc.)
- Addressing the 7 elements?
- Compelling Intro?
- Ask on page 1?
- Long enough copy to make your point?
- Who signed it?
- Frequent use of the words "You" and "Your gift"?
- P.S.?
- PROOFREAD!!!!!!







<XXXXXNameXXXXX>,

The time for wishful thinking about ending injustice is long passed.

All the best intentions in the world won't stop police
from killing Black men and women like George Floyd, Breonna
Taylor, and Marqueese Alston, Freddie Taylor and so many others. Politicians' lofty
speeches about fulfilling America's promise do nothing to dismantle the institutional and
structural racism that is America's legacy of slavery.

That is why I am counting on you, as a member of Bread for the City's community of supporters, to please continue taking action for justice.

From having often difficult conversations about race, to pressing our elected representatives to enact meaningful policing reforms, and helping neighbors overcome the daily challenges of living with low incomes ...

... each of us has the power to help end racial, social, and economic injustice.

You can dains this pledge today by making a special contribution to bread for the City.

<XXXXXNameXXXXX>, please consider extending your record of support with a gift of <\$Askl>, <\$Ask2>, or perhaps <\$Ask3> if you are able and willing at this time.

What we amount you may choose to donate will advance our efforts to sources not just the symptoms of injustice — including higher rates of hunger, health problems, and poverty in communities of color — but the root causes that can only be eradicated with persistent action.

As you know, the COVID-19 pandemic has hit the people we serve especially hard.

Bread for the City staff, volunteers, and friends like you have gone above and beyond to deliver food to hungry families ... provide free COVID-19 tests to hundreds of worried neighbors ... and keep our Medical Clinic open for emergency needs and patient appointments.

Switching to crisis mode, however, has not slowed our advocacy campaigns that keep pressure on DC and federal officials to <u>put people first</u> in all recovery initiatives. Likewise, our Legal Clinic team remains available by phone to help tenants unable to pay their rent due to job loss during the pandemic assert their rights, and advise people on domestic violence and public benefits issues — all free of charge.

(over, please

Bread for the City I 1525 7th Street NW I Washington, DC 20001 (202) 386-7606 I www.breadforthecity.org



Take action to free others from vacial, social, and economic injustice by giving a gift to Bread for the City today

I am so proud of how everyone involved in Bread for the City's work has stepped up during this health crisis while doubling down on our efforts to ensure equal justice for all.

solidarity by marching in the streets to peacefully — but loudly — proclaim our outrage

about police brutality and commitment to justice.

-2-

We're continuing to empower people in Wards 7 and 8 to become their own best advocates through grassroots training sessions, community activism, forming partnerships with other local organizations, and by taking leadership in the collective demand for a just relief.

Many members of our staff, myself included, have also celebrated the joy of

None of our efforts would be possible without your support and involvement.

Thank you for standing with us, and standing up to the people we serve, through these difficult times.

COVID-19 continues to disproportionately sicken and kill Black residents of DC, so our work to help people be safe and healthy is far from over. And while we're hopeful for reform, we won't be able to declare victory over systematic racism anytime soon.

Those are two reasons why I am so grateful for your commitment to justice ... and why I urge you to answer my request for a special contribution as promptly as you can.

Sincerely,

George A. Jones
Chief Executive Office

P.S. Wishful thinking will not end systematic racism. Each and every one of us must take action to free others from racial, social, and economic monitors.

Please continue to do your part by returning an urgently needed gift to Bread for the City today. I've enclosed a pre-addressed envelope for your convenience. Or to help even faster, you can donate online at breadforthecip.org/justice.

Thank You!

3) Reply

- Donor name and address, correct?
- Easy for the donor to complete?
- Source code?
- Paymen complet

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\$10,000 MATCHING GIFT GOAL! DEADLINE: 2 WEEKS	□ \$[ask1] can become \$[20 □ \$[ask2] can become \$[20	=			_			
Please make your check payable to the Dave Thomas Foundation for Adoption and return it with this form in the envelope provided. To make your gift by credit card, please see reverse. Donate online at davethomasfoundation.org/May2022	\$[ask3] can become \$[20] \$ your gi t can doub		ed!	- 1				
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*Indicates required fields

*Address

Please share your contact information





Please make my contribution a ☐ Single gift ☐ Monthly gift**

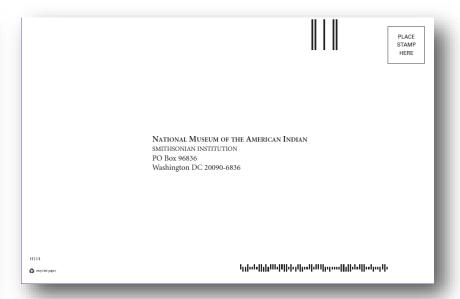
Title □ Ms. □ Mrs. □ Mr. □ Dr. □ Other

** Your gift will automatically repeat each month until you notify us otherwise

4) Reply Envelope

- Correct return address?
- BRE (Business Reply Envelope) or RAE (Return Address Envelope)?
- Thank you and/or suggested postage?









+ Optional Extras

- Petitions
- Lift Note
- Inserts Brochures, Testimonials, Event Highlight, Photo, etc.
- Premium?





O Smithsonian

Dear Friend.

I hope this note finds you and your loved ones safe and well.

While both our museum locations are temporarily closed as a public health precaution, our work must continue. During this time of deep social unrest and amid the challenges of an ongoing pandemic, the support of our members is essential to our ability to raise the bar on how the Native story is presented — not only inside our museum walls, but also inside other museums, classrooms, the media, and more.

Please consider joining as our newest member today and help bridge the gap between misconception and truth, shatter stereotypes, and forge a path of healing and understanding for all people, Native and non-Native alike.

Sincerely,

Kevin Gover (Pawnee) Director

AMERICANINDIAN.SI.EDU



Support from dedicated yellowstone Forever members like you provides funding for the vital work to help wolves, bears, bison, and other iconic animals thrive in yellowstone National Park. Thank you in advance for sending a generous gift today to keep the yellowstone Wolf Project and other critical park initiatives going strong in the park's 150th year!

-Lisa



Samples Acquisition



Enjoy All of the Benefits and Privileges of Kennedy Center Membership!	MENTHER	CRAINIER	EMPER	ENTREE	MENTER	KELE	ROLE
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Members-Only Ticket Priority for ticket orders and subscription packages						*	
10% Discount at the Roof Terrace Restaurant, NC Café, and Kennedy Center Caft Shops	٠						
Discounts on audience education and engagement programming							
Special discounts at Washington-area restaurants							
Access to Kennedy Center updates and discount offers						+	
Exclusive subscriptions to our Members-Only Newsletter, On the Aisle, and Kennedy Center News magazine					٠	.*:	
Admittance to Members-Only Lounges in the Opera House, Concert Hall, and Eisenhower Theater							
Four \$2-off Digital Parking Discount Coupons			*			+	
Invitation(s) to an NSO Working Rehearsal for you and a guest		1	2	3	4	4	4
Invitation to a "Curtain Up" Theater Event for you and a guest"							

The John F. Kennedy Center for the Performing Arts

Membership Activation Ticket

Mr. Sample Person, your ticket to all the Kennedy Center

Return this ticket with your Membership contribution to activate your Membership in time for the Members-Only Ticket Priority opportunity.

The Kennedy Center Membership

Invite Invite Reduc (301

Seeing Art Through A New Lens

John Q. Sample 123 Any Street Address line 2 Anywhere US 12345

Exclusive Membership opportunity

Additional special rates and discounts at Washington-area hotels and restaurants









The Kennedy Center



Become a Kennedy Center Member Today

And view the arts through a new lens.

Mail Month 2020

Dear Friend of the Arts.

During these unprecedented times, the John F. Kennedy Center for the Performing Arts is leading the way to keep the arts vibrant and accessible. And I invite you to join us.

Although the Kennedy Center has had to limit its operations since March 2020, our commitment to our mission has never stopped. To ensure that the arts remain accessible to all, we expanded our digital artistic and educational content which have garnered over 100 million views. We found new ways to bring the performing arts into our community through WNO's Pop-Up Opera truck, NSO In Your Neighborhood, and Frontline Worker Appreciation Nights at the REACH. We also found thoughtful ways to resume live, socially distanced performances through our On Stage at the Opera House series as well as provide our artists safe places in which to create through programs like the Culture Caucus and Social Impact Office Hours. All of which continues to advance President Kennedy's vision to deepen our country's engagement with the arts through innovative education initiatives and cutting-edge online programming.

Our performances may look different, but the feelings the performing arts evoke remain the same. So, I invite you to experience art through a new lens by becoming a Kennedy Center Member today.

As a Member, you will receive exclusive benefits that will give you inside access to all the excitement that the Kennedy-Center has to offer—from captivating musical theater and ballet... to the artistic brilliance of the National Symphony Orchestra (NSO) and Washington National Opera (WNO)... to stellar programming featuring new formats at the REACH, our 21st-century arts campus that breaks down the walls between audiences and performers.

For a limited time, you can Join the Kennedy Center for as little as \$60—a savings of \$15 off our regular annual rate.

We are thrilled to offer Members free access to our new virtual platform Digital Stage- which features never-before-seen content and brand-new on-stage concerts. And, when we resume our regular operations, our Members will be first in line to receive special privileges like Members-Only Ticket Priority—which will allow you to purchase the best available seats for Kennedy Center productions—as well as Members-only discounts and other great perks.

(over, please)

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS WASHINGTON, DC 20566 - (202) 416-0310 - Kennedy-Center.org/Memberel

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1 House, including Tony r *Quartet*, as well as nominees

egins his third season as Music e friend and mentee, Chinese their careers, such as Alisa nne-Sophie Mutter join the ps Conductor.

onal Ballet of Canada brings an www.www.www.choreographed se" (Toronto Sun).

s her unfaithful king plots to ra shines with dark reflections ra Radvanovsky in her role

African choreographers, Voices dance genres, from ballet to

nighlighting the culture of the territories of Greenland, the theater, music, visual art,

(next page, please)

I hope you will help take the performing arts in exciting new directions by becoming a Kennedy Center Member today!

It has been inspiring to see dedicated arts lovers step up to support the Kennedy Center times—enabling artists around the country to

> our fellow patrons of the arts to help keep the andchildren, and the generations beyond—by

edy Center family, you will help to keep the Center il institutions—so that we can continue offering the and online, engage and empower people from every ebrate President Kennedy's proud legacy.

the Kennedy Center reopens its doors will be better fits that will enhance your visit each time you step

urts to exciting new heights—while increasing sic, opera, and dance performances you love rtoday.

Kennedy Center and the performing arts emerge ok forward to welcoming you as our newest Member!

Warmly,

Deborah F. Rutter President

ed a free set of limited-edition bookmarks, each om past seasons as well as highlighting ways that ne Kennedy Center keep the performing arts vibrant uto support the Center's vital mission as our a Member today!

coming events and decide which ones you a try.

with the producers of the Hip-Hop Theater

I of performances and exhibitions exploring this

ival begins with American rapper Nas, who will

ne 20th anniversary of his debut album Illmatic.

nic opera The Elixir of Love - cherished for its

From a "zesty and imaginative new production"

lute to a special concert with WNO's own rising

vloran, the Kennedy Center Jazz season takes an

intoxicating duets – handsome Nemorino

nonicist Frédéric Yonnet, who produces

Washington Post), blending multiple genres

pritative presence" (The New York Times).

he Kennedy Center.

bers-Only Ticket Priority.

ng the underestimated instrument front and

poser Gerald Clayton continues to push the

this season - fantastic performances that are

our support has helped bring all of these great

edy Center experience with exclusive benefits

the best seats available for many exciting

ce of events and performances available through

it a great concert or musical after all the best

In the Aisle newsletter. No more worrying about

O's rich season in the Opera House.

original four elements of hip-hop culture -

oving right to the head of the line to order sures that you will always be able to buy tickets

stop there ...

Center News, our full-color magazine that gives tages. Also, you'll receive a 10% discount on we a 10% discount at the Kennedy Center's Roof

ing us keep the Kennedy Center the world-

(over, please)

GENTER FOR THE PERFORMING ARTS 12) 416-0310 - Kennedy-Center.org/Members





2

The Native story reminds us that cultural diversity has been one of America's greatest strengths—and challenges—since its earliest days. A museum like the National

conversations, celebrate of life.

roudly as an active and nuseum complex. <u>Our</u> ay from the White House and constructed with

ty in suburban Maryland. nywhere with engaging I misconceptions of

e that while fiction may be easy
the truth is far more interesting
and knowing it makes us more
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altures and viewpoints, the ekgrounds to learn more and how diversity is part of

(next page, please)

do that, we need to correct myths from the past and tell people about viduals and events that have largely been omitted from history.

stance, King Philip's War was proportionally <u>one of the bloodiest and</u> in the history of North America. It seared the memory of English settlers endants for centuries—but it is all but forgotten today.

our help, the National Museum of the American Indian will tell this ny more. Here, people will learn ...

v some of the worst pandemics in human history killed perhaps 90% of America's indigenous population;

Native societies developed a complex system of hand signals that dowed modern sign language;

Native gold, silver, land, and labor made Europe rich and changed world

many individuals today have Indian ancestry; and

Native people have not gone away. They are a large presence in our and continue to influence and shape our shared story.

Most of all, we show visitors that no matter what your personal background or heritage, Native history and culture have affected your life.

We are all Americans!

help. It's support from private individuals like you that funds the deducational programs that make the National Museum of the American getic, safe place for civil discourse.

ople like you that help us preserve and protect more than \$25,000 priceless facts in the museum's world-renowned collection, create new exhibitions, line Collections Search—which puts the museum's holdings right at your more.

right now, the museum is creating an educational curriculum that can be omns across the country. For far too long, teachers and school districts of the prevalence of false and offensive stereotypes of Native people in educational texts and material by omitting Native American history from their

But omitting the contributions and struggles of Native peoples gives our children an incomplete understanding of who Americans are.

The National Museum of the American Indian celebrates diversity, discusses (over, please)

wrongdoings, tackles stereotypes, and brings the world a more comprehensive and true story of America.

I urge you to become a part of all of this and more by joining NMAI today.

ir support for our mission.

mefits is a complimentary one-year subscription by magazine. Issue after issue, American Indian out Native communities and their traditions, and information you won't find anywhere else.

njoy a number of special benefits reserved

s to learn about all of the people who make live, then <u>you will love receiving American</u> r.

o enjoy members-only discounts at all the Smithsonian Catalogue, online at <u>www.</u> ited Mitsitam Native Foods Cafe. You will also itt, Smithsonian Design Museum, in New York

rovide your answers on the enclosed survey ... gift to the museum. Remember, if you respond join the museum for just \$25:

port. I look forward to welcoming you as the of the American Indian. Your membership istory and culture with the world, and remind ully diverse nation of immigrants—but also lose ancestors were here long before our

Beun gove

Kevin Gover (Pawnee) Director

please accept the enclosed bookmarks and ecial gift to you. Each bookmark features a ions helped shape America into the nation it is and will support the National Museum of the

today and enjoy your FREE gifts membership benefits!

Smithsonian
National Museum of the American Indian

Dear Friend.

You often hear that America is a <u>nation of immigrants</u>. Even our founding fathers had roots in distant lands

But doesn't that leave out all of the people who were here long before the first Europeans arrived?

What about people like Pocahontas, Geronimo, Sitting Bull, and the other important American figures, some of whom are featured on the set of free bookmarks I've enclosed for you today? Aren't they part of our shared American story?

Of course they are. But most people—maybe even you—have heard little about them.

It's not because you're uninterested or don't value diversity. Quite the contrary!

Unfortunately, for centuries, history books and popular culture have separated Native American history from "American history." Even today, Native peoples are recognized as little more than car model names and team mascots. There continue to be fights over Native lands. And Native peoples are often overlooked in our ongoing American story.

By taking two actions right now, you can help go beyond the narrative you've [week people been told about Native peoples, and ensure future generations benefit from the history from every and people that continue to make our country—and world—what it is today.

Take just one minute to complete the enclosed survey. It's a great were already here, starting point toward confronting the cultural stereotypes and historical fiction we've been told for too long. The questions are straightforward and to the point—and I hope they make you pause for a moment to think.

SECOND: Help us dispel the story, celebrate diversity—and build new and stronger common ground within our country—by joining the National Museum of the American Indian with a tax-deductible respond with your membership contribution of \$25 or more.

We operate from the position that understanding our bigger story makes our country stronger.

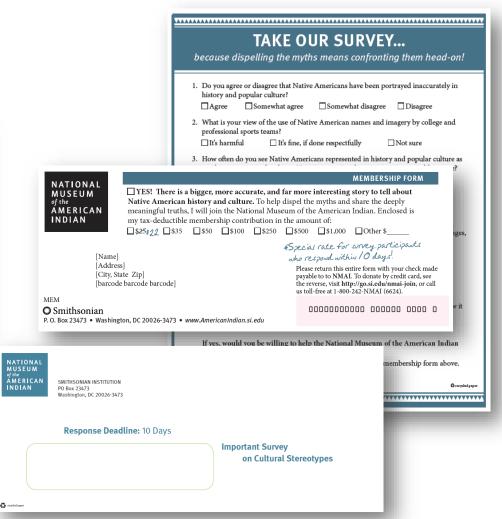
(over, please)

PO Box 23473 | Washington, DC 20026-3473 | www.AmericanIndian.si.edu | NMAImember@si.edu | (800) 242-6624

DMFA



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For Gardeners Only! Join the American Horticultural Society

☐ I AGREE! Gardens are hope made real – and I want to share in that hope and wonder! That's why I'm joining the American Horticultural Society with the enclosed donation of:

\$25 *Special introductory offer! Send \$25 for FULL membership & receive our exclusive Bardener's Tote - FREE!

□\$35* □\$50 □\$100 □\$250 □\$500 □Other\$_ A gift of \$50 or more will provide you with RAP benefits for 2 people. A gift of \$100 or more will provide you with RAP benefits for 4 people.

Name Lastname Address #1 Address #2 City, ST 00000-0000 Leaffed de Made de de de Made de de de Maria

☐ My check is enclosed, payable to "American Horticultural

☐ I would like to pay by credit card. Please see reverse side. The American Horticultural Society is a non-profit 501 (c) (3) organization. Your donation is tax deductible to the fullest extent allowed by law. Thanks for your support!

American Horticultural Society • 7931 East Boulevard Drive, Alexandria, VA 22308-1300 • (703) 768-5700 • fax (703) 768-8700 • www.ahs.org



The American GARDENER

Yours FREE when you join today!

If you are interested in gardening, whether as a weekend hobbyist or a full-time professional, you'll find information you can use in

This award-winning bi-monthly publication—which is FREE to members of the American Horticultural Society is renowned for its stunning photography, useful tips, and thought ful insights into the world of gardening. Learn all of the tricks of the trade—with articles ranging from garden design to composting, from new plant

It's all here—all for you—and all FREE when you join the American Horticultural Society today!



Show your gardening pride with this environmentally friendly tote bag!

This large, recycled bag has double stitching to improve its resistance to tearing-and features a reinforced plastic bottom with four side pockets. Perfect for all your shopping-and gardening-needs!

Limited quantities are available. Please allow 6-8 weeks for delivery.

7931 East Boulevard Drive • Alexandria, VA 22308-1300 • www.ahs.org





Name Lastname Address #1 Address #2 City, ST 00000-0000

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W14ZDA

Free subscription to The American Gardener. Details inside.

Free personalized address labels.

Free seeds inside!

Your first-class stamp will RUSH your gift and save AHS valuable funds!

Free Gardener's Tote when you join our community of gardeners!



BUSINESS REPLY MAIL FIRST-CLASS MAIL PERMIT NO. 1863 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

AMERICAN HORTICULTURAL SOCIETY PO BOX 6356 ALEXANDRIA VA 22306-6356

թեթյունի կլինույի կլինոր երկրի հորհինի կարույլու









No one plants a garden for today – they plant it for the promise of tomorrow. Gardens are hope made real.

Dear Friend,

If you take pleasure in working the soil through your fingers...

... if you can get lost in a gardening project, if the promise of rain is a gift...

...if you can look back at the earth you've tended and see in your mind's eye the beauty that will grow over time...

...then you are a gardener - a kindred spirit.

I'm the executive director of the American Horticultural Society, and I've been looking for you. We are a gathering of people – from experienced gardeners to those who are just getting their fingermails dirty for the first time, and with gardens both large and small – who want to share the joys of gardening with people of all ages.

And I want you to join with us today!

Full membership in the American Horticultural Society is available to you at a special \$25 introductory rate—that's a \$10 savings off the standard membership to help us make the world a greener, cleaner, and more beautiful place.

And I'll send you a beautiful **Gardener's Tote bag** in thanks – the perfect way to bring gardening gear with you or get those groceries home.

In return for your membership support, we will provide you with wonderful benefits – including a full year (six issues) of *The American Gardener*, our award-winning flagship magazine. No matter your level of expertise, this publication will delight and inspire you.

(over, please)

American Horticultural Society • 7931 East Boulevard Drive • Alexandria, VA 22308-1300 (703) 768-5700 • fax (703) 768-8700 • www.ahs.org ding the soil in autumn..

oots and plans for next year's garden.



American Horticultural Society headquarters at River Farm

You'll get free admission and other arboreta in 47 states, Canada, the Cayman can discover what's going on in gardens

Each year, you can order seeds from the mate seeds in the fall get first choice – and d grow new plant varieties. The American ore than half a century old. It upholds a sharing the bounty of our gardens with

ite. Anyone can visit our website, but only ources at www.ahs.org, where you'll have

tify yourself as an AHS gardener and as and passion to make the world a more

Show off your love of gardening with the to you now in hopeful expectation of your way to show your love of gardening.

(next page, please)

As a gardener, you know that you don't plant for today. You plant for tomorrow. You make the choices now that will create a better world in the future. It's not just true for your garden...

...it's true for our society, as well.

e Gardener's Tote, for your membership!

d by that, erican iously to ccessful neing the

> ping a and gladly comething ght yes light up



e today!

life's earliest lessons in patience. We can ... but it will definitely pay off.

of gardening with more children, I suspect abership donation will help us provide. We ants and gardens in lots of ways – like...

ymposium (to help teachers and educators heir classwork as science labs, art studios, ood Kids Book Awards program... the rr Farm, the American Horticultural Society's

shat go well beyond childhood. Gardeners we're constantly weighing the choices about affect the natural world. Is that plant a the prettiest blossoms are no excuse!) Are cides? (Smart gardeners know there are!) your world? (Have you considered the

vements and those who inspire innovation so support our National Awards Program, more beautiful, who reach new heights in rdening, and more.

(over, please)

world around us – and when we stand together, ower within us to share the simple and spectacular

ing and creating a greener world, I hope we can count he benefits... and you'll love the wonderful things we

Please let us hear from you very soon,

Ton

Tom Underwood Executive Director

address labels are our gift to you, without obligation, rship. Wouldn't the first address label you use look ope when you return your special introductory and happy gardening!





Society headquarters at River Farm







We Are Racing Against the Clock.

Today, more than 120,000 children across the United States are waiting to be adopted from foster care.

> Tomorrow, more than 50 of them will age out of the foster care system without the love and support of a permanent family.

The Dave Thomas Foundation for Adoption is the only public nonprofit charity in the United States focused exclusively on foster care adoption. Through our signature program, Wendy's Wonderful Kids, the Foundation funds adoption professionals, who implement an evidence-based, child-focused recruitment model. This model is proven to be up to 3x more effective at finding forever homes for children in foster care who are most often overlooked.

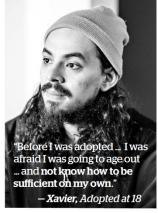
They're counting on the Dave Thomas Foundation for Adoption.

And we're counting on you.

Dave Thomas Foundation for Adoption

Thanks to the Dave Thomas Foundation for Adoption's generous supporters like you, Ellie and Xavier now have loving, permanent families.







4900 Tuttle Crossing Blvd. - Dublin, OH 43016 davethomasfoundation.org

Mr. and Mrs. John Q. Samplelonglastname 1234 Main Street Address Line 2 Anytown, US 12345-6789

Open today...



Help today, because tomorrow could be too late.

☐ Yes! I want to help the Dave Thomas Foundation for Adoption find forever families for even more children in foster care. I have enclosed a contribution of: □ \$25 □ \$35* □ \$50 □ \$75 □ Other \$____

* A gift of this amount would make a lifetime of impact!



4900 Tuttle Crossing Blvd. Dublin, OH 43016 davethomasfoundation.org/

[Name XXXXXXXXXXXXXXXXXXXXX] [Address XXXXXXXXXXXXXXXXXX] [Address XXXXXXXXXXXXXXXXXXX] [City, State Zip XXXXXXXXXXXXXXX]

Thank you for helping change the journey for children who have been waiting in foster care the longest.

Please make your check payable to the Dave Thomas Foundation for Adoption and return it with this form in the envelope provided. To make your gift by credit card, please see

0000000 00000 000 00







RESPONDENT: [Name]

SURVEY NUMBER:

2022 YELLOWSTONE FOREVER OFFICIAL SURVEY

RESPONSE DEADLINE: 10 DAYS

Official Instructions: This survey is intended to allow you the opportunity to provide thoughts and opinions about Yellowstone National Park. Please

[Address] [Address] [City, State Zip] 	answer each question based on your own opinions. Your answers will be kept confidential. After completing this survey, please consider helping Yellowstone remain an iconia world treasure by joining Yellowstone Forever with a tox-deductible gift To charge your gift please see reverse or visit: Yellowstone.org/22JoinMay
1. Have you visited Yellowstone Nation Yes, many times! No, I have never visited Yellowstone	☐ Yes, but only once.
2. Do you consider Yellowstone an esserall people? Yes No No Not sure.	
3. Do you think that Yellowstone is the Yes, everyone takes pride in Yellow No, I think another park(s) is more	
4. When you think of Yellowstone's wild Intriguing? (select up to three) Bears Wolves Moose River otter Other	Elk
(check all that apply) ☐ Camping ☐ Learning/educational opportunities ☐ Breathing fresh air	parks such as Yellowstone that you enjoy: Outdoor recreation Viewing scenic vistas Seeing wildlife Spending time with family/friends
6. Of the challenges facing Yellowstone you most? (select up to three) ☐ Invasive species ☐ Land preservation and managemen	and other national parks, which concern ☐ Conflicts between humans and wildlife t ☐ Other
(Over, please)	FOLLOWUS OGO
YELLOWSTONE FOREVER PO BOX 185	BOZEMAN, MT 59771 YELLOWSTONE.ORG



depends on people like you you join Yellowstone Forever o recognize your generosity and privileges:



ount on Seasonal Lodgingy exclusive savings on lodging ughout Yellowstone.

PO BOX 1857 | Bozeman, MT 59771

The official nonprofit partner of Yellowstone National Park.

Stay Connected:
Join our email list at Yellowstone.org

f Like us on Facebook
Follow us on Instagram

Plan your next visit to Yellowstone for information about lodging, go to Yellowstone.org/lodging-101



PRESERVE...

PROTECT...

FOREVER

ENJOY!

Early Registration (and \$15

discount!)-for Yellowstone Forever Institute programs that highlight the park's amazing wildlife, geothermal areas, rich history and awe-inspiring wilderness.



More Discounts-discounts at over 400 participating public land stores across the country. (Member card must be presented to receive discount, and exclusions apply.)

Thank you for your commitment to preserving and enhancing Yellowstone!







HELP STOP THE SUFFERING AND SAVE LIVES!

YES! I want to help stop the cruel treatment pigs, hens, cows, and other farm animals endure in the factory farm industry. Please use my enclosed gift to rescue suffering farm animals, care for them at your sanctuaries, and support Farm Sanctuary's important advocacy and education programs.

□ \$MRCx1.5 □ \$MRCx2

Other \$

Ms. Elizabeth Q. Sampleperson Sampleperson Company 1234 Longandwinding Road Address line XXXXXXXXX Anytown, US 12345-6789

hallahdallahdahdallahallahdahda

Contributions are tax deductible and greatly appreciated. Please make your check payable to Farm Sanctuary or see the back of this form to pay by credit card.

123 456 789 1234

etition to the PRESIDENT OF THE UNITED STATES

Dear President Obama,

I am writing because I am deeply concerned by the cruelty occurring within the factory farming industry in the United States. Farm animals are living beings, not commodities to be exploited for profit.

Your administration has already taken some steps toward ending abuses within the massive factory farm industry, including closing the unconscionable loophole that allowed downed cattle to be slaughtered and put in the human food supply. But so much more must be done to stop the untold cruelty inflicted on so many calves, pigs, chickens, sheep, and other farm animals.

I urge your administration to step up your commitment to ending cruel conditions and abusive practices in America's factory farm industry. Your action will help millions of farm animals and protect consumers as well.

Respectfully submitted by:

Will you help save a life?



Factory farmed animals are among the most abused animals on Earth...

ue · education · advocacy

GENE BAUR President and Co-Founder

days before, this pregnant breeding pig had been brutally kicked, beaten, and burned with an the prod across the entire length of her body. When she finally collapsed, the factory farm

gave birth to 16 premature piglets. We saved Julia and her

we had we not rescued Julia when we did, these baby pigs would torn away from her at less than three weeks old. They would on up in cages in dark, crowded warehouses ... and been

To them Julia was just a breeding machine, worthless beyond her

But you and I know that Julia and her babies aren't worthless. They are living, feeling individuals

That's the same thing I thought when I met Hilda, the gentle sheep who inspired me to found Farm - and they deserve a chance at a full and happy life.

Hilda was suffering very much like Julia. She had been dumped on a pile of dead animals at a Sanctuary more than 25 years ago. stockyard in Lancaster, Pennsylvania. Flies and maggots were crawling all over her — and in her horrible reakly lifted her head and looked at me with pleading eyes.

ke you, I couldn't watch that kind of suffering and do nothing. So on that fateful day, I decided to and other animals like her and give them the spacious pastures and loving care all farm animals that's when Farm Sanctuary was born, and for a quarter century, we have done just that — and

ot only do we rescue and care for farm animals like Hilda and Julia — we also mobilize caring om across the country to end the horrific abuses taking place on America's factory farms. And

Please help protect animals like Julia and these babies from a lifetime of abuse by making a contribution of \$20, \$25, \$35, or more to Farm Sanctuary and by signing the enclosed petition to the president. We need your help to stop the egregious cruelty and chastly conditions created by America's factory farm industry.

P.O. Box 150 • Warkins Glen, NY 14891.0150 • [607] 583-2225 • www.farmsanctuary.org

(next page, please)



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ext page, please)







rmsanctuary

et the terror in Julia's eyes as she slowly stepped up the ramp to our transport trailer. never known anything but cruelty at human hands. So why should she trust us?

we arrived on the scene of the factory pig farm and opened Julia's crate, she warily rose to looked from face to face as if she expected to be hit or kicked at any moment.

gged her by her ears into a cramped farrowing pen.

as worried for her, but I had no idea how urgent her situation really was.

Leight hours after arriving at our New York Shelter, this terrified, in the nick of time.

ed for pork when they were just six months old.

o the factory farming industry, pigs are nothing but a "product" to

To the factory farm industry. Julia was seen as worthless







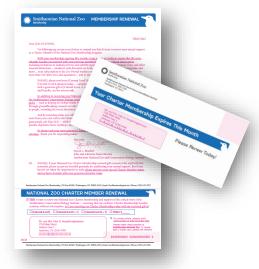
ined and suffering in

Samples Renewals

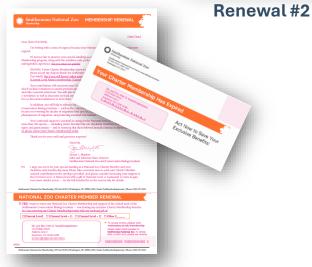
DM Renewal Series Overview







Renewal #1



Renewal #4

Renewal #3



Back (common to all)



DM Renewal Series Overview

Renewal #1



Renewal #2

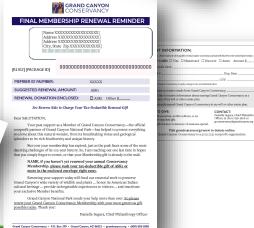


Renewal #3



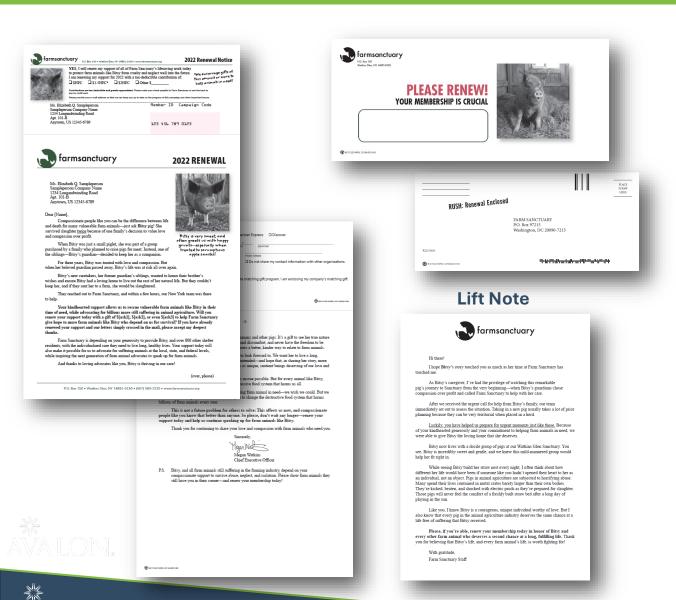
Renewal #4







Renewal Series Overview







Renewal Series Overview



FINAL RENEWAL REMINDER

[Name]
[Address]
[City, State Zip]
BARCODEBARCODEBARCOD
E

[ID# SOURCE CODE]

Member Number:

Member Since:

Expiration Date:

Suggested Renewal Amount:

RENEWAL AMOUNT ENCLOSED:

Turn over to charge your tax-deductible renewal donation to your credit card. Or to give online, visit Yellowstone.org/renew.

Dear [Salutation],

When you first joined Yellowstone Forever, you forged a meaningful connection with Yellowstone National Park. A connection that deanward are you halmed protect and enhance this investigation of the second secon

incredible ecosystem, providir people who come to the world

Unfortunately, your Ye lost your special connection to

As the 150th annivers counting on your renewed me and landscapes, and provide o to this unparalleled gem.

That's why I am maki reaffirm your commitment wil valuable benefits, including a our online Park Store, Yellows located in Yellowstone, and se well as priority access to our v seminars.

[Salutation], please d come—renew your Yellowsto



FINAL RENEWAL REMINDER

Sample A. Sample 123 Any Street Apartment 00 Anytown, USA 12345-6789



Lisa Diekmann
President and CEO
Vellowstone Forever

P.S. If this note and your renewal contribution have crossed in the mail, please disregard this request and accept my deepest thanks for your renewed commitment to Yellowstone.

YELLOWSTONE FOREVER | PO BOX 1857 | Bozeman, MT 59771 | YELLOWSTONE.ORG



Your membership has expired. Please renew today.

Dear Caroline

Thank you for your support as a member of Yellowstone Forever over the past year.
When you first joined Yellowstone Forever, you became an integral part of preserving, protecting, and sharing the wonder of Yellowstone National Park—the world's first national park.

But the work to support the park's projects that protect wildlife, enhance treasured experiences in the park, and preserve the park for generations to come, is only possible thanks to generous members like you. <u>Please renew your membership today</u>.

Name:	Caroline Crow	
Email Address:	carolinec@avalonconsulting.net	
Membership Status:	LAPSED	

Each year, people from all over the world journey to Yellowstone to see Old Faithful, catch a glimpse of a grizzly, or simply marvel at the wonder of nature.

Member support keeps critical programs moving forward like the historic Yellowstone Wolf Project and ongoing identification and repair of deteriorating trails and boardwalks. To ensure the strong future of programs like these, Yellowstone Forever counts on the annual support of dedicated members like you.

Please don't wait. Reaffirm your commitment to <u>Yelfowstone Forever and help share</u> the wonder of Yellowstone with generations to come by renewing your membership today.

Sincerely,



San Bluerann

Lisa Diekmann
President & CEO
Yellowstone Forever

P.S. Please renew your membership today and help us ensure a thriving future for Yellowstone's wildlife, wonders, and wilderness. <u>Thank you for your continued support</u> by renewing now.

RENEW NOW



















Your Free Gift Inside!

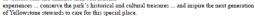


Mail date

Dear SALUTATION,

As summer comes to a close, I want to thank you for helping millions of visitors enjoy the majesty of Yellowstone National Park.

Your generosity as a Tellowstone Forever supporter had an enormous impact across the pash this summer—fiseling out important work to protect beloved wildlife like biton, prizzly bears, and wolves ... preserve natural wonders, such as Old Fashfull Geyser and Yellowstone's renorwead petitif ad forests ... keep Yellowstone's growing number of visitors safe and enhance their recreational.



Now Yellowstone's busy season is winding down, and the crowds are thinning out.

But as the park quiets down in the colder months, Yellowstone Forever's mission as the offi cial nonprofit partner of Yellowstone National Park doesn't take a break.

During this fall and winter, crucial maintenance, repair, and upgrade projects must move forward to prepare for next year's busy season—improvements that will enhance your next visit and keep the park vibrant and healthy for generations to come. And Yellowstone Forever needs your help now to fund these important initiatives.

NAME, please help preserve the beauty of Yellowstone National Park by rushing your most generous tax-deductible gift of ASK1, ASK2, or even more to Yellowstone Forever today in the enclosed envelope.

Your special gift today will help provide every park visitor with the best possible Yellowstone experiences all year long. Here are just a few of the important Yellowstone Forever initiatives that your contribution will support.

Replacing the Deteriorating Old Faithful Geyser View Deck

Old Faithful Geyser is the most highly visited area in Yellowstone National Park, drawing an estimated 90% of the park's 4 million annual visitors. And its view deck is critical to protecting visitor safety and enjoyment and keeping this sensitive area from being harmed.

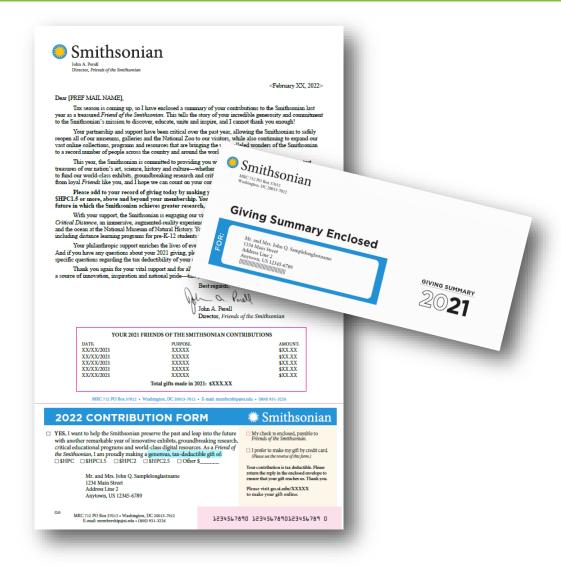
But the view deck's surface is over 20 years old—well past its expected design life—and it is

(over, please)

YELLOWSTONE FOREVER | PO BOX 1110 | GARDINER, MT 59030 | YELLOWSTONE.ORG



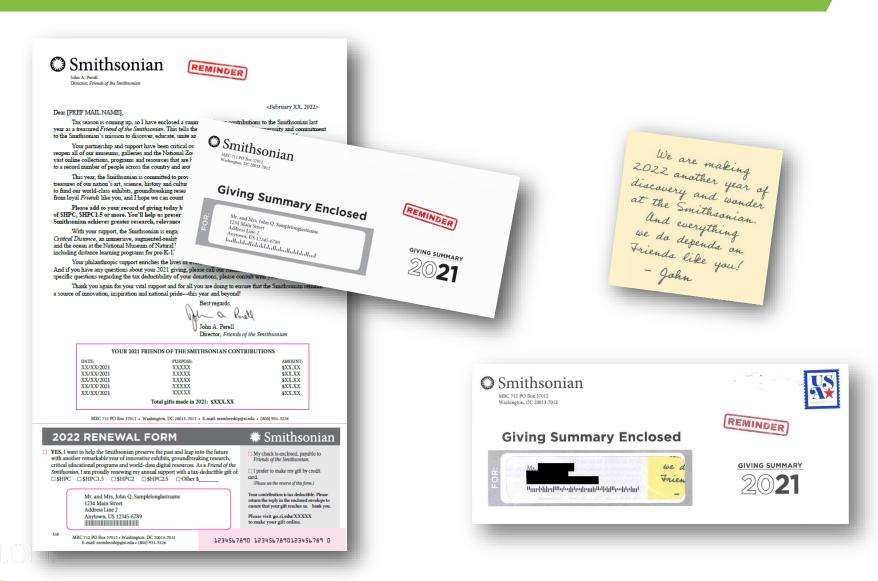




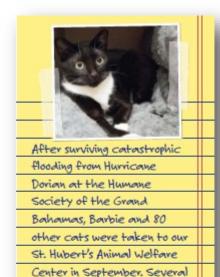




Follow Up Appeal













[Date - Month D, YYYY]

In the spirit of the holidays, please allow me to tell you what I am thankful for this year.

I am thankful for every dog and cat in our community who is no longer starving or suffering in cruel living conditions. I am thankful for every animal who is no longer enduring abuse or neglect at the hands of uncaring owners. And I am thankful for every precious animal whose days of loneliness are gone and whose every day is now filled with the friendship and love they deserve.

Above all, I am thankful for you, [Salutation]! It is your kindness that made 2019 such an extraordinary year for animals and the people of our community.

This year, with your steadfast support, the Humane Rescue Alliance (HRA) rescued more than [X,XXX] animals from a wide range of heartbreaking circumstances, including appalling cruelty and life-threatening natural disasters. With your help, we brought together thousands of new families by placing these animals in loving homes. And, with you by our side, we expanded our vital programs that will improve the welfare of animals in the nation's capital and beyond for years to come.

Every time HRA said "ves. we can help" to an animal in need this year, it was because of all the

times you't

Rigi freezing wi desperately suffering in

A gr indi pre <Na

MAKE WISHES COME TRUE!

Yes, I want my gift to go twice as far to help HRA with your wish list of critical needs, so you can rescue, care for, shelter, and find new homes for more vulnerable animals in our community next year. That's why I am enclosing my generous, tax-deductible year-end gift of:

□ \$ASK1 to be matched for a total of \$2ASK1 ■ \$ASK3 to be matched for a total of \$2ASK3 ☐ \$ASK2 to be matched for a total of \$2ASK2 ☐ My best gift of \$ to be matched dollar for dollar!



cats, including Barbie,

were transferred to our

Make Wishes Come True!

Mr. and Mrs. John Q. Samplelonglastname 1234 Main Street Address Line 2 Anytown, US 12345-6789



To make a donation online, please visit www.humanerescuealliance.org/yearend

Wish List

\$20 pays for an

initial intake

examination

\$31 pays for

an extensive

examination for

a doa or cat prior

To pay with a credit card, see reverse side of this form.

Humane Rescue Alliance is a 501(c) 3 nonprofit and your gift is tax deductible to the fullest extent allowable by law. United Way #8222 / Combined Federal Campaign #58899

<ID#> - <Appeal Code>

, DC 20011





WINTER EMERGENCY RESPONSE FUND

Pine Street Inn

□ VES! I will help Pine Street Im respond to the urgent needs of Boston's most vulnerable individuals this winter. Enclosed is my gift to the Winter Emergency Response Fund of:

□ SHPC24 □ \$1.5HPC24 □ \$2.4HPC24 □ Other \$

 Please make your check payable to Pine Street Inn and return it with this form in the enclosed envelope. To help right away, donate online at PineStreetInn.org/((URL)).

DMKT088IN082991700881ML00200000010000000500000025007

or money order made payable to Pine Street Inn.

Signature

ant through my Charitable Giving Account (Donor-Advised Fund).

s about Pine Street Inn.

art Visit www.pinestreetinn.org/mg to find out if your company has a matching

WINTER EMERGENCY RESPONSE FUND



Pine Street Inn

Addressee Address line 1 Address line 2 City, State Zip

MAIL DATE

Dear [Name],

Winter weather and frigid temperatures create enormous challenges for our most vulnerable neighbors. Pine Street Im soutreach teams canvass the streets each night, bringing people in from the cold. Our ultimate goal is to help them find permanent housing, but resources are stretched and our 450 shelter beds are almost always full.

On the coldest nights, when our beds are filled, people warm up in our lobbies and dining rooms, while still being mindful of preventing the spread of COVID. We are navigating the situation as best we can to keep our neighbors warm and healthy.

To ensure Pine Street Inn can continue to provide critical services to all those who need our help, I'm asking you to support our <u>Winter Emergency Respond Fund</u> today, Please send a gift of \$[ask1], \$[ask2], or even \$[ask3] or more. Winter is the most challenging time for those experiencing homelessness in Boston, and your support will make a big difference.

During the winter months, Pine Street outreach teams visit up to 80 people on the streets each night. They meet veterans with PTSD, individuals battling mental health disorders and addiction, and others who do not have a safe home.

Guided by a belief that everyone should have access to safety and warmth, our are teams go out despite the weather to let those experiencing homelessness know that we are here for them. Sometimes it takes a long time to gain someone's trust, but we never stop trying to counect with people, offering the promise of a warm, safe place to sleep.

Your support of our Winter Emergency Response Fund will make possible efforts to provide critical outreach to those on the street, and ultimately put more vulnerable people on a path toward stable, permanent housing.

(Over, please)

Pine Street Inn 444 Harrison Avenue Boston, MA 02118 617.892.9170 www.pinestreetinn.org

they arrive at Pine Street Inn. our goal is to help people like Betty ulity and success. Betty never imagined she would be homeless. She te murse in several hospitals for 35 years and had an apartment in her job and had a hard time finding another. Soon, depression and her money ran out. She lost her apartment and lived in her car for

ar broke down, she had very few options. She did not want to go freet's outreach team checked in on her regularly and eventually into the Women's Inn.

rt and encouragement of Pine Street's staff and guests, Betty has toward stability. With a safe place to stay, she has been able to d is planning for the future. Pine Street's staff has helped her apply aiting lists are long, but Betty is hopeful that something will come

ine Street will be there for her.

we are facing a lot of challenges and urgently need your support to homeless individual in Boston has a safe, warm place to come in

gift to the Winter Emergency Response Fund so that we are able es necessary to keep our guests and tenants safe and healthy. Your possible for us to continue the critical work of bringing vulnerable, with the goal of moving them from the streets and shelter into the a home.

much you are able to give, please help today. Pine Street is in urgent

With gratitude,

Limaia Donne

Lyndia Downie

Lyndia Downie
President & Executive Dire

Letter/Reply

P.S. I have enclosed an email I received from Mike Andrick who leads Pine Street's outreach team. As you can see, Mike is working hard to keep his team safe while they do everything possible to bring people in from the cold this winter. They are visiting up to 80 people every night and appreciate your support. Your gift to our Winter Emergency Response Fund will make a difference.



WINTER EMERGENCY RESPONSE FUND

Addressee Address line 1 Address line 2 City, State Zip

Your vulnerable neighbors need you!

Lyndia Downie

To: PSI Outreach Team
Cc: PSI Leadership Team
Subject: Winter weather reminders

Hi Team

Cold weather, snow, ice, wind—we are seeing it all and it's been brutal. I'm reaching out quickly to thank you for your dedication. No one in the country does cold weather work better than Pine Street Outreach

We're good at it because we're strong-willed, and because we work as a team.

In the spirit of team work and getting us all through the difficult weeks ahead while helping as many people as possible, here are a few updates/reminders;

- Our "most vulnerable list" is being updated daily. Please refer to it frequently and edit it as you
 learn of people's locations and conditions. We have about 50 individuals on the list right now and
 we can help them best when we all know where they are and what they need.
- Vans are equipped—but please do a check. We've supplied each van with cold weather gear
 and extra blankets. Before you go out, please take another look to make sure you have all of the
 supplies you need. Restock when you return as well. We cannot be too careful!
- Stay in contact. Time goes quickly when you're doing your routes and helping others, but please
 remember those of us back in the office who are concerned about you. Checking in each hour will
 let us know that you are okay, and give you the chance to ask for additional assistance or provide
 updates about individuals in need, weather conditions or other emergencies.
- Keep your eye on the clock and temperatures. We all want to maximize the difference we make and we are asking teams to stay late and come in early to expand our footprint (thank you!). But please be careful of how long you are out. You cannot help others if you are not safe.
- Help is on the way! A Winter Emergency Response fundraising effort is underway to make sure
 we have what we need to keep up our work. Pine Street supporters care as much as we do, so I'm
 hopeful they will come through with the urgent funds we need. The leadership team is working
 on that effort, so we can keep doing what we're doing—they've got our backs.

If anyone has questions, please call me directly or speak with your supervisor. We are going to see very low temperatures and they will be cause for concern—but we NEVER EVER GIVE UP!!!! I look forward to seeing you on the streets as we face some of the toughest days and nights of winter.

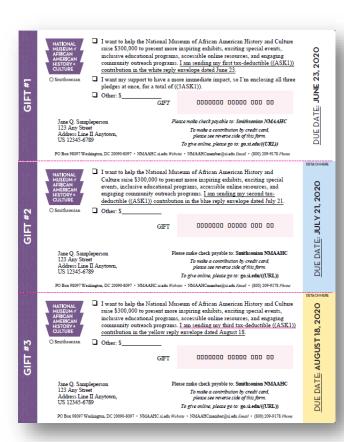
We can (WILL!) do this!

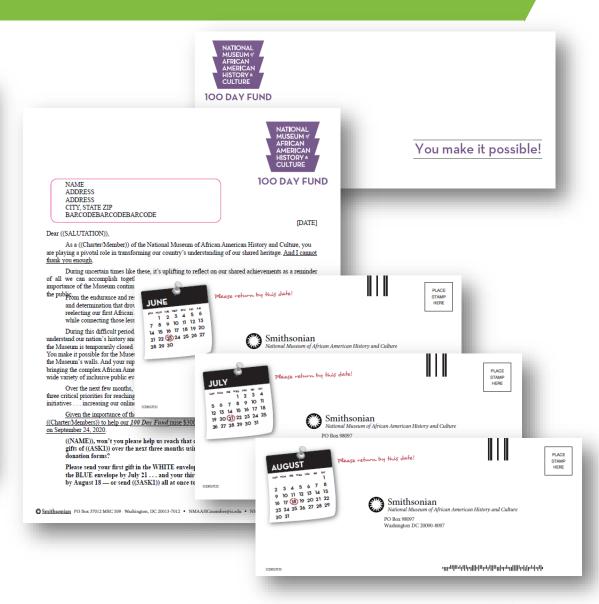
Mike

Director of Pine Street Outreach www.pinestreetinn.org

Insert













Dear [SALUTATION],

John F. Kennedy's call to service remains one of the most consequential acts of presidential leadership in American history. His simple challenge to "Ask what you can do for your country" forged a new understanding of public service and redefined what it means to be an engaged citizen. Now, nearly 60 years after he was elected president, his message has taken on

The COVID-19 pandemic has dramatically altered how we learn, work, socialize, and relax. Amidst the disruption, though, are opportunities for innovation and inspiration. At the John F. Kennedy Library Foundation, we draw inspiration from Kennedy's words:

"We are not here to curse the darkness, but to light the candle that can guide us through that darkness to a safe and sane future.'

All around us we see the impact of public servants at every level of government: the



CERTIFICATE OF APPRECIATION ENCLOSED

Name I astname Address #1 Address City, ST 00000-0000 իրվարակրիկորդըումբովաներերորդին

2020 Annual Fund

A new Teaching and Learning Tuesdays e-guide, distributed to nearly 30,000

(over, please)

JOHN F. KENNEDY LIBRARY FOUNDATION | COLUMBIA POINT | BOSTON, MA 02125 | (617) 514-1659

Certificate Receipt Confirmation

☐ Yes! I have received my John F. Kennedy Library Foundation Certificate of Appreciation in good condition.

☐ Yes. I want to give a critical boost to the Kennedy Library Foundation's work to inspire the next generation of leaders with President Kennedy's remarkable life and legacy. Enclosed is my special tax-deductible gift of: □ [ASK1] □ [ASK2] □ [ASK3] □ Other \$

[sourcecode] [ID numberXXXXXXXXXXXXXXX

Please see reverse to charge your donation. You can also give online at Jfkllbrary.org/certificate. Please make check payable to John F. Kennedy Library Foundation.

JOHN F. KENNEDY LIBRARY FOUNDATION | COLUMBIA POINT | BOSTON, MA 02125 | (617) 514-1659



CERTIFICATE OF APPRECIATION

The John F. Kennedy Library Foundation is pleased to recognize

[DONOR NAME XXXXXXXXXXXX]

for playing a critical role in inspiring tomorrow's leaders to answer the call to action that John F. Kennedy issued in his Democratic presidential nomination acceptance speech:

"The New Frontier of which I speak is not a set of promises, it is a set of challenges. It sums up not what I intend to offer the American people, but what I intend to ask of them."

Your generosity helps to keep President Kennedy's legacy burning brightly for the 80% of people with no living memory of our 35th president, empowering future generations to build a better world through public service. Your support is deeply appreciated.

JOHN F. KENNEDY

Rachel Flor, Executive Director



Samples

Other Programs



Upgrades

Protecting Our Parks — The Next 100 Years

REPLY MEMORANDUM

TO: Theresa Pierno, NPCA President and CEO

Xxxxxxxxxxxxxxxx Xxxxxxxxxxxxxxx

RETURN REQUESTED BY: XXXMaildate+30XXX

executed

YES! As one of NPCA's most committed suppor seize the once-in-a-lifetime opportunities presente Centennial. To help NPCA fully implement the ar in my copy of *The Next 100 Years*, 1 am pleased to leadership gift to NPCA in the amount of:

☐ \$1,000 **→** ☐ My best gift

* Your gift of this a

Please make your check payable to NPCA and return it envelope. If you prefer to donate online, you can do so my.npca.org/0316.

☐ I prefer to make my leadership gift by credit card.

Amount \$ ______

□ VISA □ MasterCard □ American Expres

Account No.:

Expiration Date:

Signature:

Your gift to NPCA is tax-deductible to the fullest exter Take Action! To join our online community, take action receive our free e-newsletter, Park Notes, please print you



777 6th Street, NW, Suite 700 • Washington, DC 20



The Next 100 Years

An Action Plan to Protect and Strengthen Our National Park System

Prepared for NPCA Member:

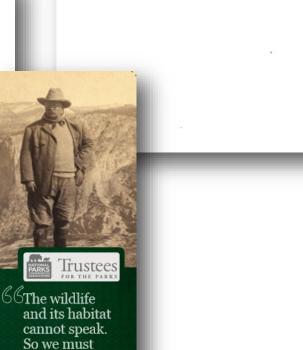
Xx. Xxxxxxx Xxxxxxx

MonthXXX YearXXXX

777 Sixth Street, N.W. Suite 700 Washington, DC 20001

npca.org





and we will."



Planned Giving

From the desk of GENE BAUR

Dear SOLUTOTION.

Ofter 30 years with Farm Sanctuary, I still wake up every morning excited. Helping farm working to create a kinder world is so much more than a job to me. It's my passion and

Caring people like you tell me very much the same, no matter how you earn your livelihoo Sanctuary and its work are more than just another charity to you, helping animals is you and calling, too. Showing compassion and aiding innocent creatures count among your d

Like you, I am a longtime and loyal supporter of the right of farm animals to live free fro abuse, and emotional distress. Ond like you, I've seen the difference that love and suppor

We help animals because it's the right thing to do. Through this we can find great mean

When you decide to continue your love and support through making a gift in your will tri or other estate planning, you create your legacy of love to the world's farm animals.

I hope you will read hathy's letter about what happens when like-minded people join in a cause. Farm Sanctuary was created to give people like you the opportunity to unite, shar kindness, and come together to change the world for farm animals.

Meeting Paula:

To Protect the Animals I Love

You visited Farm Sanctuary for the first time this year

The best way to describe my visit to Farm Sanctuary is to

The oest way to describe my visit to Farm Sanctuary is to say it was magical. Spending time with the animals was a source of overwhelming joy and fun. It is with much anticipation that I look forward to a return trip for a longer visit with the animals!

IRA Charitable Rollovers are "a great way to

put my hard earned money to work to protect the farm animals I love.

een animals as friends who have needs and feelings as

we do. From an early age, I learned that each animal has

itted to helping all animals, but you have

ts own personality and one has

treat each as an individual. I was always fascinated by the farm animals and had a deep desire to spend time with them.

able to spend time with cows. I befriended the cows and saw

I befriended the cows and saw that they related to me with affection like my dogs and cats, and I saw them display a wide range of emotions and intelligence. I also saw that

ws very quickly were able to

You are among Farm Sanctuary's today to continue this life-changing

Please, consider becoming part of

With gratitude,

P.S. Q very generous donor has ple Sanctuary on our 30th anniversary donate \$1,000! and she will do the

Including farm animals in your plans better time to make a legacy gift this match opportunity by Decembe

P.O. Box 150 · Watkins Gl



MAYE A REAL IMPACT PROTECT EARLY ANIMALS

REVOLUTION

965

LEGACY

SIMPLE TOTAL

FUTURE

GIFTS

You are invited! Take the next step in your commitment to farm animals and join Farm Sanctuary's Legacy Society.

You are one of Farm Sanctuary's most loyal and compassionate members, and you understand the importance of continuing your help - for farm animals, for the planet, and for those whom you care about so deeply.

many forms, including gifts by will, IRA

designations, life income gifts, and trusts.

If you have already made these arrangements, or are interested a so, please let us know

ing the orange box Your legacy gift helps to that your help, sity, and caring for farm continue far into the nd that your long-term e aligned with your

the mission of Farm ry and change the lives animals.

kindness revolution art your gift today!



what motivated you to do this for the animals 000

I have dedicated my life to the protection of all animals Farm animals are a passion for me, especially cows, so I want to ensure that my devotion to these dear animals and the work I have contributed to, continues on for generations to come. This is making a lifetime investment in what I believe in, and I believe in Farm Sanctuary's vision for protecting farm animals. In the mild '80s I purchased a house next to a small farm, and for the first time I was and for the first time I was

You neve given to nety tarm animats through IRA charitable rollowers, away to donate directly from your IRA custodian to a charity of your choice, meet your required minimum distribution (RMD), and have your donation excluded from your taxable incomes... Can you tell us a little bit about why you give this way? you ten us a fittle of it about way you give his way?

The IRA charitable rollover works for me as amounts
transferred directly from my IRA to Farm Sanctuary will
not be included in my taxable income and will count
toward my required minimum distribution for the year.

For me, this is a great way to put my hard-earned money
to work to protect the farm animals Hove.





Dear [Salutation]:

In 1969, while working fo read a report showing that anemia.

Alongside other voluntee to solve hunger in Maryla federal school lunch progr

Ten years later. Ann wen enough food to provide m today and tomorrow.

That is Ann Miller's leg: underemployment, cyclica compassion for Maryland serving Maryland's childr

[Name], what will your le

One way you can ensure generations is by joining legacy gift.

When you make a legacy provide the Maryland Foo needs of food-insecure M · Planned gifts help the Maryland Food Bank plan for the future, so we continue to innovate and meet the food needs of as many hungry Marylanders as possible.

Beyond all those very practical reasons, your planned gift to the Maryland Food Bank will support initiatives to help future

inadequate nutrition, chronic he your planned gift will go a long ending hunger for more Maryla

Here are just a few examples of

ANN MILLER LEGACY Gift Type

Qualified Charitable Contribution (from your IRA)

Account Beneficiary

Remests through Wills and Trusts

I realize the multitude of option explore your options.

If you decide you'd like to beco hunger while building pathwa 297-5148 or email ekrikau@m

More than five decades ago, An course, how we fought hunger i today-which may, in turn, loc or 30 years from now. You can WHAT'S YOUR LEGACY?



To make a secure online donation, please visit www.mdfoodbank.org/thoughtful To use a credit card, please provide information on the reverse side of this panel.

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HOW WILL YOU BE REMEMBERED?

O Please contact me about the following planned gift options:

O IRA Distribution O Bequest through Will or Trust

O Account Banafician O Otlo

5000064113 451000 GO122 G221005MC 1

I am actively considering a legacy gift to the Maryland Food Bank. Please contact me to discuss planned giving options.			MARYLAN OOD BAI	
Phone:				OOD BAI
Email:				
O I am enclosir	ng a tax-dec	ductible gift to	oday of:	
O \$100	O \$150	O \$200	O Other: \$	

To make a secure online donation, please visit www.mdfoodbank.org/thoughtful



FEEDING AMERICA



low to plan a

land Food Bank

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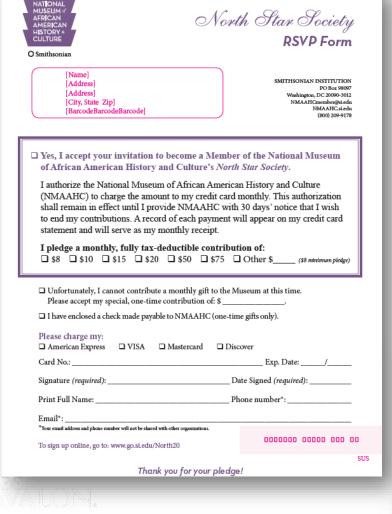




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Sustainer









Newsletters



LIFESAVING CARE— NO MATTER WHAT

Yes! I want to help women and girls receive the essential sexual and reproductive health care that is their right. I'm proud to enclose my next, best gift:

□ \$GIFT1 □ \$GIFT2 □ \$GIFT3 □ My best gift: \$

[Preferred Addressee] [Preferred Address Line 1] [Preferred Address Line 2] [Preferred Address Line 3]

[Preferred City], [Preferred State] [Preferred Zip Code]

XXXXIDXXXX XXXXSOURCEXXXX







to Friends of UNFPA





friendsofunfpa.org/summer22

Dear Preferred Salutation

Mail Date 2022

Since February, women and girls from Ukraine have endured the trauma of war. In Guatemala, girls are forced into abusive unions with older men. And around the world, millions of women are unable to freely choose whether or not to become pregnant.

It is for these reasons and more that UNFPA, the UN sexual and reproductive health agency, works day and night—ensuring access to lifesaving care, no matter what.

It's also why I'm so grateful for your generosity—and why I'm asking you to make your next gift of \$GIFT1, \$GIFT2, or even more to Friends of UNFPA. You'll continue to fuel the lifesaving work detailed in the enclosed edition of The World Voice

- → Ensuring that women and girls have the tool

→ Supporting women caught in the crossfire o
→ Protecting girls from forced marriage while → Protecting girls from forced marriage, which poor health, and violence.

Thank you, in advance, for your ongoing partn

Ukrainian refugee Natasha Kuznetsova told healthy children." Help more women like l

care. Please make your next gift today. Th





of women and girls every

A 12-HOUR WALK AT SEVEN MONTHS PREGNANT: ESCAPING THE HORRORS OF WAR IN UKRAINE

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pregnant when she walked 12 hours to reach safety in Moldova.

When Bussia launched its military offensive against Ukraine in February, an estimated 265,000 women were pregnant. Thanks to you and every generous Friends of UNFPA donor, UNFPA, the UN sexual and reproductive health agency, leapt into action to ensure that they could give birth safely.

UNFPA, which has been in Ukraine for decades, is also providing other lifesaving care and supplies—including contraception, menstruation

YOUR IMPACT: GIRLS IN SUDAN CODE THEIR WAY TO A BRIGHTER FUTURE



*The training increased my understanding of computer programs, helped me develop problemsolving skills, and enhanced my analytical thinking, said Hajer, 18.

Hajer is enrolled in Girls Who Code, a UNFPA training program in Sudan. Over three months, participants between the ages of 15 and 25 build, develop, and strengthen their technology skills.

UNFPA launched Girls Who Code as a step toward achieving its goal to ensure that every girl and young woman has the resources she needs to live up to her potential.

One of the projects that students are developing is an app to support survivors of sexual and gender-based violence (SGBV), SGBV is prevalent in Sudan, which has been plagued by armed conflict, violence, and displacement for nearly

"We will not miss a chance to support girls and innovation," said Mohamed Lemine. UNFPA Representative in Sudan. With your continued support, you can help more students like Hajer harness their own power to lead rich and fulfilling lives!

YOUR LEGACY: THEIR FUTURE

In this era of tumult and uncertainty, you play a critical role in providing sexual and reproductive health care to women and girls in greatest need. By including Friends of UNFPA in your estate planning, you'll ensure that future generations have resources to live their lives with good health, opportunity, and dignity.

By taking this step, you will become a member of the Friends of UNFPA Legacy Society. Membership entitles you to special benefitsincluding a welcome package, personalized updates from our CEO on the lifesaving work you make possible, and invites to exclusive events.

For more information, contact Sarah Weatherley, Major and Planned Giving Officer, at (646) 481-0834 or sweatherley@friendsofunfpa.org

And if you already have included Friends of UNFPA in your estate planning, please let us know so that we can welcome you into the Legacy Society. Thank you!



FREEWILL

Through our partnership with FreeWill. vou can visit freewill.com/ friendsofunfpa to create or update your will in 20 minutes. free of charge, and support the causes you care about. Thank you!

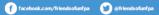
YOUR OPPORTUNITY
TO SAVE WOMEN'S LIVES

[Preferred Addressee] [Preferred Address Line 1] [Preferred Address Line 2]

[Preferred Address Line 3]

[Preferred City], [Preferred State] [Preferred Zip Code]















Final Thoughts

- Direct mail serves a valuable purpose by allowing a non-profit to reach out to its supporters in a personalized, yet cost-efficient manner.
- Messaging should imply urgency and assure donors their contribution will be well stewarded and put towards an effective program.
- Remember: <u>People give to people</u>. Do your solicitations sound like they're coming from a human being, or an organization?
- Make sure you are learning something each time you conduct a campaign; it's the only way to improve your program.
- Always make sure you say "Thank you" immediately, or all of your work will be for naught!





Thank you!

Bill Tucker Vice President

Avalon Consulting Group Washington, DC

billt@avalonconsulting.net

