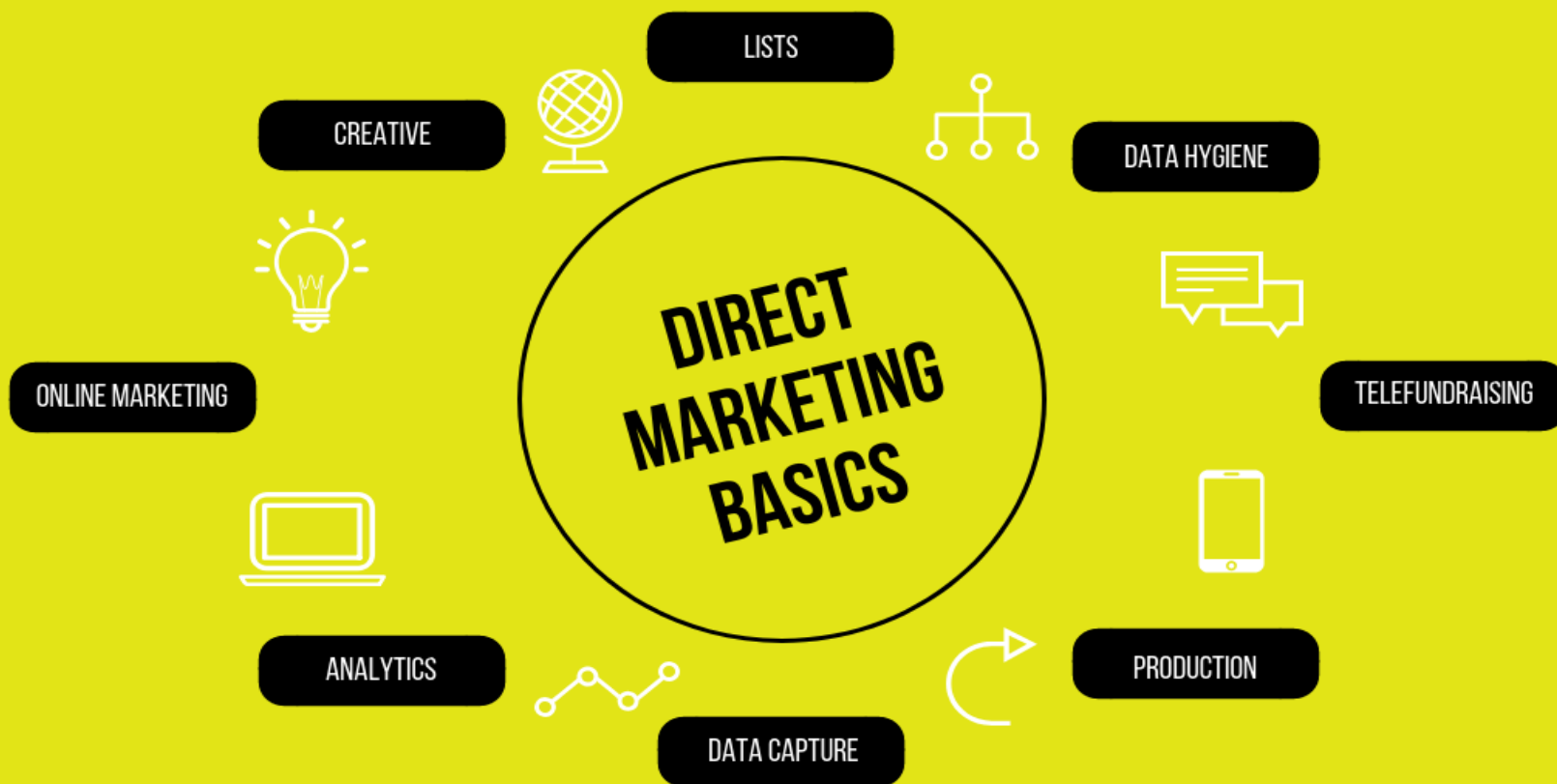


Direct Marketing 101

Creative



March 13, 2019

Evolution Of A Campaign

Program Design

DATA

- ✦ Define acquisition lists or donor segments
- ✦ Outline data instructions and splits
- ✦ Define source codes

CREATIVE

- ✦ Select writer & designer
- ✦ Creative brainstorming
- ✦ Review copy & design
- ✦ Final design edits & approval

PRODUCTION

- ✦ Check inventory (TM too!)
- ✦ Determine printers and mailshops or TM firm
- ✦ DM specs sent to printers with estimated quantity for bids

Program Implementation

DATA

- ✦ Review final counts and segmentation by source code
- ✦ Data sent to mailshop, phone match or uploaded to email server

CREATIVE

- ✦ Final artwork sent to printer for printing, tm vendor or uploaded in email template system

PRODUCTION

- ✦ Mail instructions drafted/TM or EM campaign outline created
- ✦ Postage check requested
- ✦ Bluelines approved (TM too)
- ✦ Set ups approved (TM and EM too)
- ✦ Lives approved (TM and EM too!)

CAMPAIGN LAUNCHES

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

Concept Meeting
Concept and Schedule Determined



Program Areas & their Creative Strategies



Renewing Current Donors

Renewals ask donors to renew their support each year.

STRATEGY:

- **Timing:** can be annual, quarterly or monthly (*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 months donors for annual/0-12 months for monthly/quarterly
 - \$10 to major donors (*renewals work, even for those up to \$4,999*)
- **Channels:**
 - corresponding e-renewals should go out with each effort (*or at least every other effort*)
 - telemarketing effort should be tested in the 3rd of 4th effort (*early position testing can boost renewal rate*)

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 (*institutional*), matching gift
- **Audience:** 0-24 month donors, \$15 (*test \$10 folks too!*) to major donors (*appeals can successfully include donors who give up to \$4,999*)
- **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
 - telemarketing – once or twice a year

Sustainer Conversion

Sustainer conversion efforts ask donors to give monthly, on-going support with no expiration date.

STRATEGY:

- **Timing/Frequency:** within first six months for new joins, on-going monthly or quarterly efforts for everyone else
- **Messaging/Focus:** on-going support; funds ready when needed; less mail for the donor – more of their gift goes to the mission
- **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

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
 - 1-2 telemarketing calls
 - Send corresponding e-efforts with the DM efforts
 - Longer lapsed folks can be included in acquisition efforts
- **Messaging/Focus (DM/TM/EM):**
 - messaging should be institutional
 - stress importance of renewing, how individual supports helps, and where the money goes
 - in acquisition, they 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 might be best in acquisition, if at all.

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

Types of Acquisition Programs

Acquisition helps acquire new donors to an organization.

STRATEGY:

- **Traditional:** supports the organization's mission and personally connects with the cause.
- **Membership-based:** motivated by the cause AND interested in receiving benefits, understand the commitment of a yearly donation to continue their membership and will consider making additional contributions (*multi-givers*).
- **Premium-based:** may be motivated by the cause but are generally motivated by the premium. (*May need additional premiums to further the relationship*).

- ❖ *A timeless case for support helps bring in lifelong donors, however, some event or issue-based messaging can be tested with great success.*
- ❖ ***Direct mail is still the predominant channel to acquire new donors.** However, telemarketing can be used successfully to convert very warm prospects and online activists. Email and the web are great list builders if you have a compelling reason for people to sign up. A conversion strategy (a welcome series) can help you turn them into donors if implemented on a timely basis.*



Getting Started

Planning for a great campaign

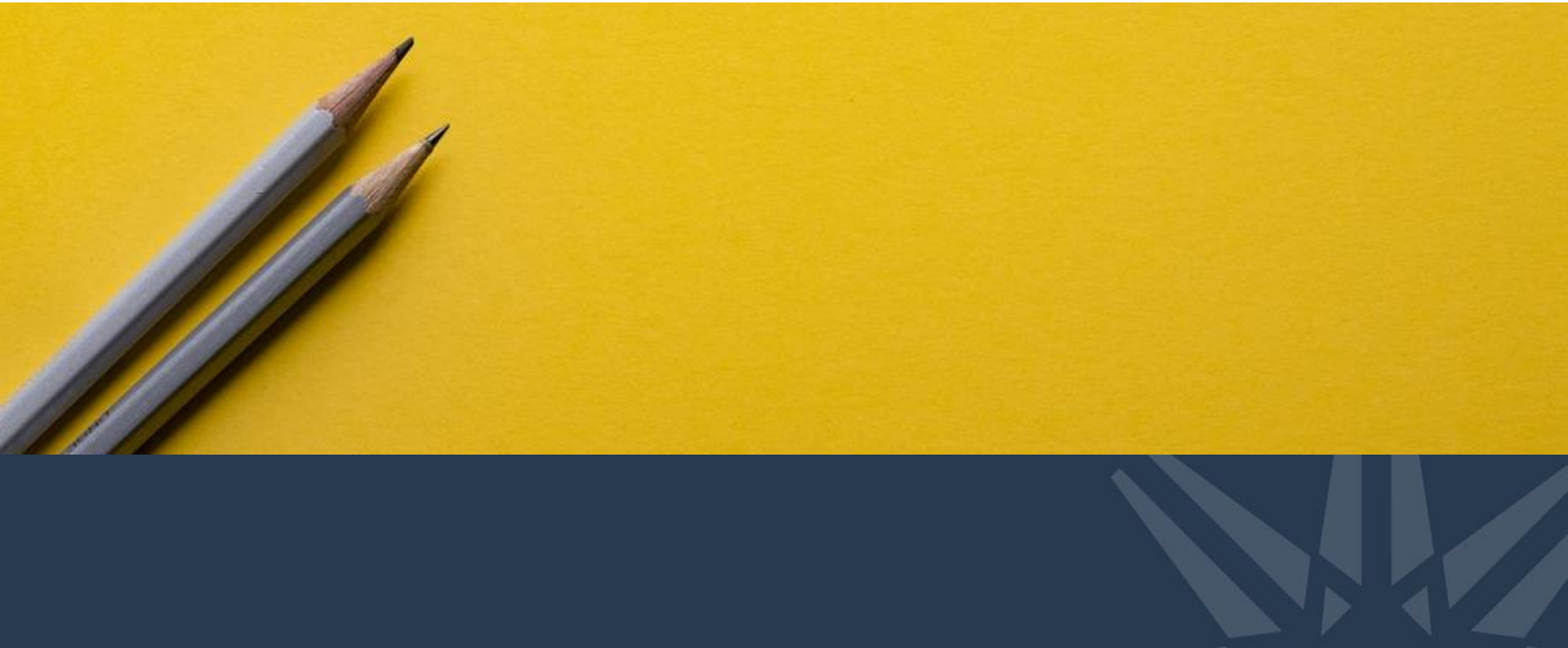


Campaign Strategy Outline

- **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?



Creative Strategy & Testing



Effective Fundraising Copy

Effective fundraising copy is a science and 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 – you will use their money responsibly. (*through copy, art and treatment*)
- 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 you (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 have a healthy, productive direct marketing program.

1. Each organization is different and not all best practices are universal.
2. Determine what works for *your* organization.
3. Test making incremental or large changes, seeing their impact, while minimizing the overall risk.
4. Finding ways to improve performance can save money and improve the bottom line.

Things to remember about testing:

- ✓ Test one element at a time
- ✓ Test to save cost (*formats, components*) or boost response rate (*offer, teasers, treatments*)
- ✓ Ensure the statistical significance of your test panel.



Package Strategy



4 Critical Components of a Direct Mail Package

1.Outer Envelope (carrier, OE)

2.Letter

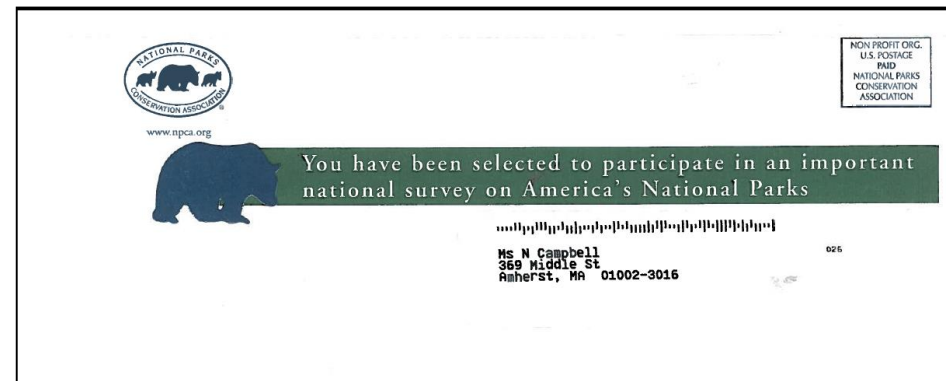
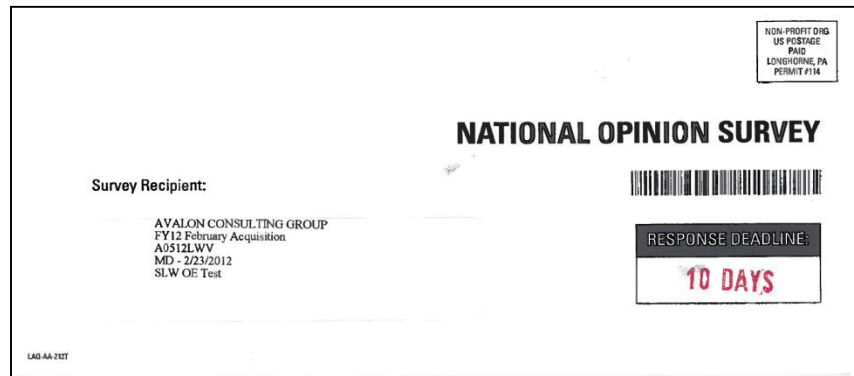
3.Reply Form

4.Reply Envelope (RAE, BRE)

4 Critical Components of a Direct Mail Package: Carrier

1. Outside Envelope

- 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?



4 Critical Components of a Direct Mail Package: Letter

2. Letter

- Donor name and address correct?
- Easy to read/skim? (Eighth grade level; underline, bolding, etc.)
- Addressing the 7 elements?
- Johnson Box/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!!!!!!

4 Critical Components of a Direct Mail Package: Letter

From the desk of...
Abby Potash

Project Manager
Team HOPE

Dear Friend,

The panic wasn't immediate. But it didn't take long to start.

My ex-husband was supposed to drop off our 10-year-old son, Sam, at summer camp and I was to pick him up. Yet when I showed up at camp that July afternoon in 1997, the counselors told me Sam had not come that day.

My heart pounded as I desperately tried to think of where he could have gone. Was he in an accident and at a local hospital? I called them all with no luck.

When I arrived at my ex-husband's apartment and saw that it was empty, my heart stopped as reality sunk in. He had kidnapped my baby and left.

I soon learned that my ex-husband had also emptied out Sam's \$40,000 college fund—giving him enough cash to disappear without a trace for a significant amount of time.

My mind raced with all the awful scenarios my sweet boy might be experiencing—was he scared? Was he safe? Did he think I had let this happen? Or worse, that I didn't want him anymore? And as the tears of panic literally choked me, I wondered—would I ever see him again?

Soon, my panic turned to determination. NOTHING was going to keep me from finding my son. I reached out to the local police, to my friends, to the Internet, and was eventually put in touch with the **National Center for Missing & Exploited Children—and that is why I am writing to you today.**

I cannot describe to you the sense of hope working with the National Center gave me. They shared my determination to find Sam—and they did everything they could to get the word out about his abduction.

I'm sure you can understand what this kind of expertise and support means to parents in my situation—and I hope that you will help the National Center continue its crucial work today. Please send a gift of \$25 or more so we can guarantee that the next panicked parent who calls the National Center will receive the same expert help and support that I received when I faced the unthinkable.

The National Center for Missing & Exploited Children was truly there for me in every way imaginable.

In addition to working with various police departments to follow up on possible leads, the National Center also made sure Sam's picture was featured in an ADVO mailer. For over

(Over, please)

- 2 -

25 years, ADVO, Inc. (acquired by Valassis in 2007) has worked in partnership with the National Center and the U.S. Postal Service on its "America's Looking for Its Missing Children" program—the source of those familiar "Have You Seen Me?" postcards that bear the names and photos of lost children. Since I didn't know where Sam had been taken, ADVO sent the mailer all across the country.

And while I waited for someone to recognize my Sam and call, I went into overdrive. I created a website telling his story. I sent out tens of thousands of e-mails appealing for help in finding him. I contacted trucking companies all across the country in the slim hope that one of their drivers would spot Sam.

I'm not going to lie to you—those months when Sam was missing were the longest, most painful months I have ever endured. Each day that passed without Sam was more painful than the one before.

The first day of school. Holidays. Family gatherings. In addition to the daily ups and downs, all those waypoints that we use to mark time in our lives were suddenly an emotional rollercoaster because Sam wasn't there. I was consumed with frightening thoughts about his safety and well being.

Those are the times when you just want to be able to pick up the phone and pour your heart out to someone who's been there and understands what you're feeling. Family and friends were desperate to try to help, but they couldn't truly understand the anguish I lived with.

That's why, when the National Center for Missing & Exploited Children created its Team HOPE program in 1998, I jumped at the opportunity to be involved. Team HOPE (Help Offering Parents Empowerment) is made up of moms, dads, and other family members who have endured the hardship of having a child ripped out of their lives.

Team HOPE's trained volunteers offer empowerment, resources, and emotional support—helping families keep hope alive that their son or daughter will be recovered.

For families facing the unthinkable crisis of a missing child, Team HOPE offers a place where they can talk, connect, and share experiences with caring people who understand precisely how they feel—and it is just one of the many important programs offered by the National Center for Missing & Exploited Children.

With the support of caring people like you from across the country, the National Center for Missing & Exploited Children also provides:

- **NetSmartz Workshop.** The Internet can be a very dangerous place for children. Monsters who prey on kids can strike up friendships with them by posing as caring "friends." **NetSmartz Workshop** is designed to give kids the tools they need to be savvy and safer Internet users. It also has resources for parents, grandparents, guardians, educators, and law enforcement to better understand our role in keeping kids safer from predators lurking online.

(Next page, please)

4 Critical Components of a Direct Mail Package: Letter

- 3 -

- **Law Enforcement Training.** The National Center's Jimmy Ryce Law Enforcement Training Center was created to provide law enforcement with the investigative skills needed to respond to missing and exploited children cases. To date more than 296,880 law-enforcement, criminal/juvenile-justice, and healthcare professionals have participated in training.
- **Take 25.** Kids are counting on adults in their lives to provide sound, practical advice about how to be safer. That's what the National Center's **Take 25** campaign is all about. It encourages adults to spend just 25 minutes talking to the children they love about the simple strategies they can follow to protect themselves against predators.

And when the very worst happens, families turn to the National Center's Team HOPE. But to ensure that the National Center can be there for every adult or child who seeks help, people like you need to get involved.

I can tell you what a critical difference the National Center makes because I'm one of the lucky ones. My Sam was found.

The day Sam was recovered, I got a phone call from law enforcement. I was so overwhelmed, I could barely process what they were saying. It turns out, a woman had indeed recognized Sam from the ADVO mailer and called the police.

Sam was recovered in Texas, and I was living in New Jersey—so I immediately booked a flight. I ran to the gate and tried to be patient during the long flight—I thought I could run faster than the plane could fly. The stewardess knew I was going to recover my son and asked what she could do for me.

I told her, **"Just let me off the plane first."**

And they did.

When I got off the plane, I saw this boy running toward me and he just grabbed me. Sam had been missing for almost nine months, and he had grown so much in our time apart. When I held him in my arms and he looked up at me, I was overcome with emotion. You cannot put those moments into words.

The first thing he said was, "You look so tired." And yet to me, it was like my life had just begun.

* * *

And I am proud to say that Team HOPE has expanded its services to support families whose children have been victimized and sexually exploited.

I feel those of us who are blessed to have our children back with us have a sense of "responsibility"—I'm not sure that's the right word—but it's my passion, it's my cause, to help other families and to stop this from happening to anyone else.

(Over, please)

- 4 -

And that's what drives the National Center, as well. While we want to be there for families in crisis, the National Center's biggest goal is to stop that crisis from happening in the first place.

That's why prevention programs are so important—and why your support today can make such an incredible difference. When you send your tax-deductible gift, you will quite literally give adults and kids the tools they need to keep our nation's youth safer.

And so I want to ask you—with all of my heart—to support the National Center for Missing & Exploited Children today.

Every day more children are put in harm's way—and the National Center needs more caring adults to take action to protect our kids.

Your donation will mean that parents will always have a resource to reach out to when faced with the tragedy of a missing child. And by sending a gift, you will help us keep hope alive for parents who would give anything to have their children back home.

In the end, that's what kept me going—the hope that Sam would be recovered safely and we would be together again. After almost nine months of waiting, worrying, and wondering, my dream came true.

Today, Sam is a happy, healthy adult. He, too, is an advocate for missing children. We've been on a remarkable journey together. But for us, the journey isn't over—and won't be until every missing child is brought safely home.

Please consider offering the National Center for Missing & Exploited Children your support today. A gift of just \$25 can help change lives—just ask Sam and me.

Sincerely,




Abby Potash
Project Manager, Team HOPE

P.S. Many parents are not as lucky as I was—their children are still missing. And tragically, thousands of other parents will face the trauma of having a missing child in the months ahead. Please take a moment to send your donation to help prevent abductions and exploitations—and keep kids safer.

4 Critical Components of a Direct Mail Package: Reply

3. Reply

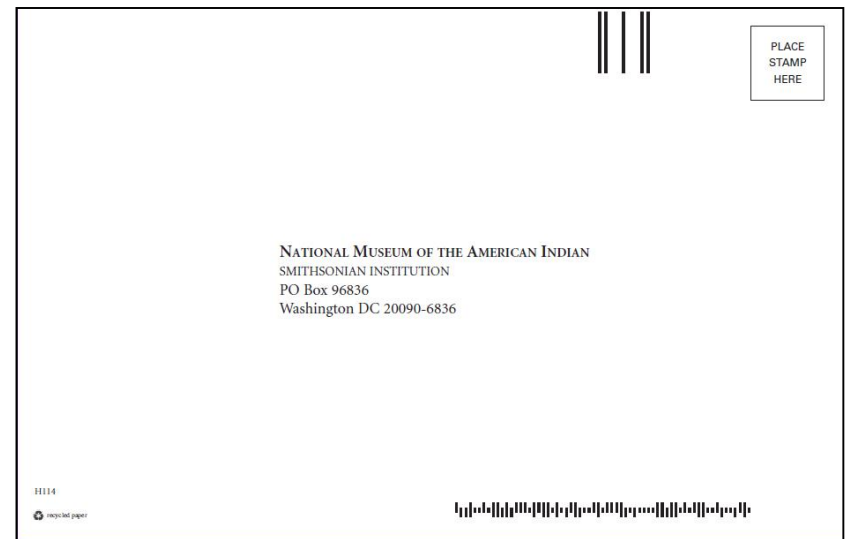
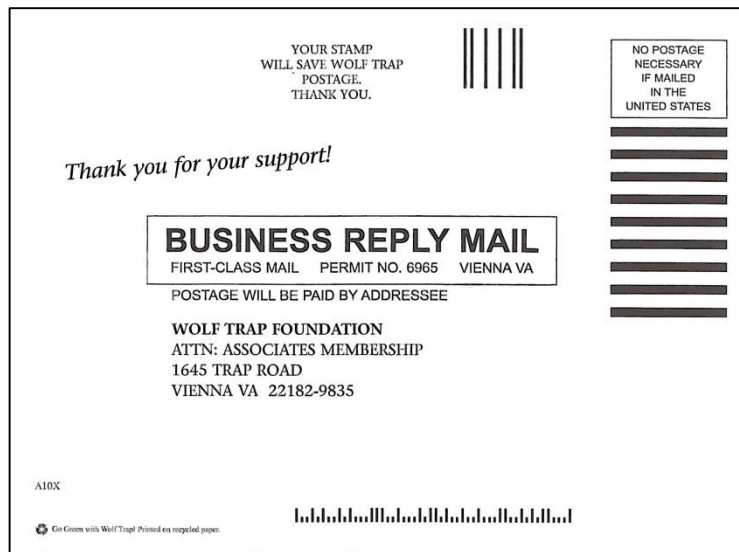
- Donor name and address correct?
- Easy for the donor to complete?
- Source Code?
- Payment options with complete information?

 <p>NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN www.missingkids.com</p>	<p>Charles B. Wang International Children's Building 699 Prince Street Alexandria, VA 22314-3175 Hotline: 1-800-THE-LOST (1-800-843-5678)</p>	<p>YES, JOHN AND ABBY! I will stand with you and the National Center for Missing & Exploited Children in your quest to keep all kids safer. To help support your vital programs, I have enclosed a generous contribution in the amount of:</p>
<p>Over 25 Years of Keeping Kids Safer</p>		<p><input type="checkbox"/> \$20 <input checked="" type="checkbox"/> \$25 <input type="checkbox"/> \$35 <input type="checkbox"/> \$50 <input type="checkbox"/> Other \$_____</p>
		<p><i>A gift of \$25 or more would really help!</i></p>
		<p><input type="checkbox"/> My check is enclosed. (Payable to NCMEC.) <input type="checkbox"/> Please charge my credit card. (See reverse.)</p>
		<p>Your contribution is tax deductible to the extent allowed by law. Please return this form in the envelope provided. You may also visit us online for other ways to donate at www.missingkids.com.</p>
		<p>Keep me informed by e-mail. My e-mail is: _____</p>

4 Critical Components of a Direct Mail Package: Reply Envelope

4. Reply Envelope

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



5. Optional Extras

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

NATIONAL PARKS CONSERVATION ASSOCIATION® • 777 6th Street, NW • Washington, DC 20001 • www.npsca.org

Yes, I'll gladly do my share to help protect America's national parks — our nation's most magnificent wildlands and most meaningful historic places! Enclosed is my contribution of:

☐ \$25 ☐ \$40 ☐ \$50 ☐ Other \$_____

☐ Yes, I will use my address label(s) to spread the word about our imperiled national parks.

www.npsca.org

Denise Marquez
P.O. Box 82
Traphill, NC 28685-0082

☐ My check is enclosed (*nearly payable to NPSCA*).
I want to charge my contribution to my:
☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

ALAB040G3N b57j117r

GARD NUMBER _____	BATCH OR CARD _____
-------------------	---------------------

SIGNATURE PRINTED NAME

☐ Sign me up for news and alert, including NPSCA monthly newsletter, Park Link. My email address is: _____
DO NOT TEL ARMY? Please direct all purchases and mail orders from this page with your contributions.

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October 12, 2010

Dear Avalon Consulting Group,

At this pivotal time for America and our democracy, I am so grateful for your support of the League of Women Voters.

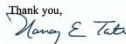
So much is at stake in the upcoming November elections. As our nation faces crucial challenges at home and abroad, this year's elections will shape the course of our government for years to come.

The public officials elected in November will play a key role in next year's national redistricting process, which will shape the political map and policy landscape for the next ten years.

The League is mobilized to ensure that the voices of American citizens prevail on Election Day — and are not drowned out by partisan special interests and powerful lobby groups. To fully activate our plans and strategies, the League of Women Voters needs our most committed members to bring their support to the next level by partnering with us as *Leaders for Democracy*.

I hope you will give careful consideration to joining this special group, our most distinguished and generous circle of leadership donors.

The enclosed memo from President and Chair Elisabeth MacNamara provides more information about this important and forward-looking group. I urge you to review her memo carefully. Then please join me in strengthening our democracy by responding today.

Thank you,

Nancy E. Tate
Executive Director
Member, Leaders for Democracy

1730 M Street, NW • Suite 1000 • Washington, DC 20036-4308 • (202) 429-1965 • www.lwv.org

LOOK WHAT'S COMING UP AT

WOLF TRAP

More shows for 2010 are still being confirmed, but some performances are already on sale. Details about these new performances listed below—and many more—will be available at www.wolftrap.org beginning Monday, February 8, 2010.

- Jethro Tull
- Chris Isaak
- Willie Nelson
- Mary Chapin Carpenter
- Gipsy Kings
- *Bugs Bunny at the Symphony* (film with live accompaniment by the National Symphony Orchestra)
- Aretha Franklin
- Rodgers and Hammerstein's *The Sound of Music*

As performances are announced, Wolf Trap members have first access to tickets through Exclusive Members-only Presales. The best way to see the performances you want (and the artists you love) is to join Wolf Trap today!

Please visit www.wolftrap.org to see a complete list of shows currently on sale.

1645 Trap Road • Vienna, VA 22182 • www.wolftrap.org

 Get Credits with Wolf Trap! Printed on recycled paper.

MEMBER YEAR-END GIFT REPLY

YES...I'm proud to have helped NPACA score so many victories for our national parks! But I know the progress we made this year could be reversed by park funding shortfalls and other threats to the legacy of our national parks. That's why I'm enclosing a generous year-end gift in support of NPACA's vital work:

☐ \$10 ☒ \$15 ☐ \$20 ☐ Over \$_____

Please give at least this month if you can. Thanks!

Ann Herzog
Avalon
1150 17th Street N.W. #280
Washington, DC 20036-4624
npaca.org

Please Return By: December 31, 2014

To change your contribution please see reverse.

ALASED 97777777

You can also give online at http://npaca.org/members_report
PLEASE DO NOT DETACH PETITION, but return this entire form to the enclosed envelope.

Please make your tax-deductible contribution payable to NPACA and return it with this form in the envelope provided. If you cannot box-check your gift payment, please tell your personal office for the appropriate forms and guidelines. Thank you!

☐ My signed petition is enclosed. Please deliver it to President Obama along with those from other NPACA members for maximum impact.

Citizen Petition to President Obama

As a member of the National Parks Conservation Association, I applaud and thank you for the steps you have taken to protect, restore, and preserve America's national parks.

However, I am concerned that budget-cutting pressures may deprive the National Park Service of funds needed to properly maintain existing parks as sources of inspiration and learning, and to expand the National Park System to additional national, historic, and cultural treasures that can be protected for future generations.

I urge you to continue making national parks a priority for your administration in budget proposals and policymaking decisions over the coming year as part of your America's Great Outdoors Initiative.

Your leadership on this issue is urgently needed, and it will be greatly appreciated by Americans like me across the political spectrum who cherish our national parks.

Respectfully,

Ann Herzog, Washington, DC



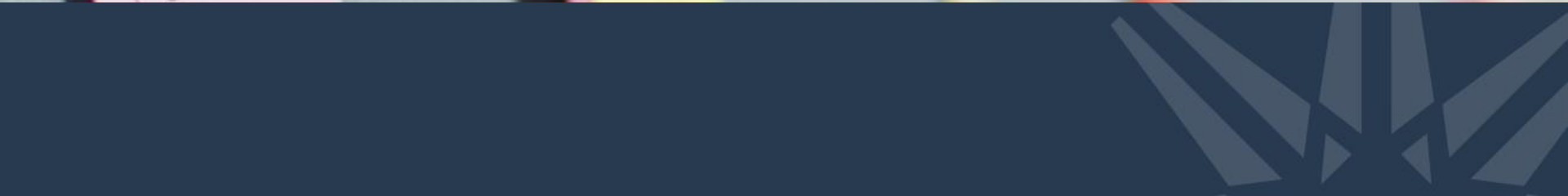


Samples & Examples

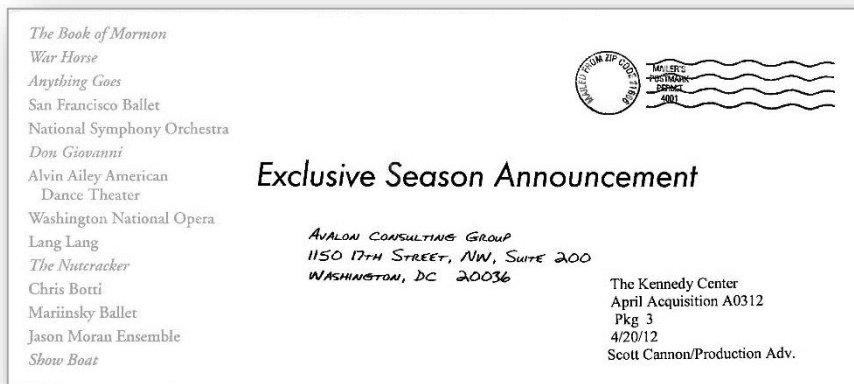




Acquisition



Acquisition



Enjoy Our Season With All of the Benefits and Privileges of Kennedy Center Membership!

\$50 SUSTAINER

- Members-Only Ticket Priority*
- 10% Discount at the Roof Terrace Restaurant and the KC Café
- Exclusive Subscription to our Members-Only Newsletter, *On the Aisle*
- Discounts on Explore the Arts Events
- 10% Discount at the Kennedy Center Gift Shops
- Subscription to the *Kennedy Center News Magazine*

\$120 CONTRIBUTOR

All of the benefits of the Sustainer level, plus...

- Use of the Member Lounges in the Opera House, Concert Hall, and Eisenhower Theater
- Four \$2 Parking Discount Coupons
- Invitation to an NSO Working Rehearsal for you and a guest
- Invitation to a "Curtain Up" Theater Event for you and a guest

\$300 DONOR

All of the benefits of the Contributor level, plus...

- Invitation for you and a guest to tour the WNO Costume Studio
- Invitation to a "Meet the Conductor" Reception for you and a guest
- Invitation to a Ballet Dress Rehearsal and Tea for you and a guest
- Additional invitation to an NSO Working Rehearsal for you and a guest

\$600 SPONSOR

All of the benefits of the Donor level, plus...

- Invitation to purchase tickets to the Kennedy Center July 4th Celebration
- A Backstage Experience at the Kennedy Center for you and a guest
- A third invitation to an NSO Working Rehearsal for you and a guest
- Access to the Preferred Instant-Charge Ticket Service Desk

\$1,200 PATRONS' CIRCLE

All of the benefits of the Sponsor level, plus...

- Listing in *PLAYBILL®*
- Invitations to special events, including a post-performance Circles Cast Party with prominent guest artists
- Admittance to the beautiful Circles Lounges at the Opera House, Concert Hall, and Eisenhower Theater, located on the Box Tiers
- Reservations for the best tables at the Kennedy Center's Roof Terrace Restaurant

\$3,000 GOLDEN CIRCLE

All of the benefits of the Patrons' Circle level, plus...

- Ticket Concierge Service – prime orchestra seats unavailable to the general public, reserved for purchase directly from the Circles Office up to 48 hours before curtain
- Invitations to three additional Cast Parties throughout the year

Interested in purchasing tickets for a group of 20 or more? Call our Group Sales office at (202) 416-8400 for information

Alvin Ailey American Dance Theater (Feb. 4-9, 2014)
 America's cultural ambassador to the world, Alvin Ailey American Dance Theater returns to the Kennedy Center for its annual engagement with its winning combination of captivating new works and enduring classics.

Der Rosenkavalier in Concert, with Renée Fleming / Christoph Eschenbach, conductor (Mar. 8, 2014)
 Marking 150 years since Richard Strauss's birth, soprano Renée Fleming headlines a concert performance of the composer's comic opera that features Sarah Connolly, Mariel Montalvo, Franz Hawlata, Steve Davulian, and Washington Chorus.

Blue Note at 75 (May 9-11, 2014)
 As the culminating event of a celebration of the 75th anniversary of Blue Note Records, artists from the iconic label's roster perform on May 11, including Norah Jones, Cassandra Wilson, and Jason Moran. On the days before, do not miss multi-Grammy Award®-winning trumpeter and Blue Note artist Terence Blanchard, who returns to the Center with his quintet for the first time in three years, and Grammy Award®-winning hip-hop jazz pianist Robert Glasper, who brings his spontaneous spirit of adventure and experimentation to our Superlative Jazz Club.



Acquisition



Exclusive Season Announcement!

Join the Kennedy Center today to experience
our most spectacular season ever
with all of the benefits of Membership.

April 2012

Dear Fellow Patron of the Arts,

From the nine-time Tony Award®-winning Broadway musical *The Book of Mormon* to a rare east-coast appearance by the San Francisco Ballet, you won't want to miss this season of theater, music, opera, and dance at the nation's finest performing arts center.

This season, I invite you to get even more out of every performance by becoming a Kennedy Center Member – your exclusive opportunity to support the arts you love, while enhancing your experience each time you step on the red carpet.

For a limited time, you can join the Kennedy Center for as little as \$50 – a savings of \$10 off our regular annual rate. You'll receive full benefits, including Members-Only Ticket Priority, allowing you to purchase the best available seats for all Kennedy Center productions.

Here's just a snapshot of what Kennedy Center Membership offers you:

- ✓ *Members-Only Ticket Priority* – get seats before the general public!
- ✓ Exclusive subscription to *On the Aisle* newsletter
- ✓ Discounts at the KC Café, Roof Terrace Restaurant, and RIVERS at the Watergate
- ✓ 10% discount at all Kennedy Center Gift Shops
- ✓ Discounts to Explore the Arts events
- ✓ Subscription to *Kennedy Center News* magazine

More importantly, you'll become an integral part of the Kennedy Center, providing the support needed to keep the Center at the forefront of the world's leading performing arts facilities – so that we can continue offering patrons like you the very best.

Just look at what our excellent programming staff has put together for the upcoming months. The stunning mix of theater, dance, opera, and ballet is unparalleled, with standouts like a brand new Kennedy Center production of *The Guardman*, the NSO Pops with Chris Botti, the world-renowned Mariinsky Ballet, and our international festival, *Nordic Cool 2013*.

From classical to contemporary, there is something for everyone at the Kennedy Center this season – and whether you visit us once a month or twice this year, Kennedy Center Membership will add something extra to your experience. So please consider joining today.

(over, please)

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
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www.AmericanIndian.si.edu

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Sampleperson Company Name
1234 Longandwinding Road
Anytown, US 12345-6789

Important Survey on Cultural Stereotypes

*because dispelling the myths means
confronting them head-on!*

1. Do you agree or disagree that Native Americans have been portrayed inaccurately in history and popular culture?
☐ Agree ☐ Somewhat agree ☐ Somewhat disagree ☐ Disagree
2. What is your view of the use of Native American names and imagery by college and professional sports teams?
☐ It's harmful ☐ It's fine, if done respectfully ☐ Not sure
3. How often do you see Native Americans represented in history and popular culture as anything more complex than a New Age mystic, whooping warrior, or noble savage?
☐ Most of the time ☐ Sometimes ☐ Almost never
4. In school, how much did you learn about Native history and culture beyond the Thanksgiving story and/or the story of Pocahontas?
☐ Quite a bit ☐ A little ☐ Almost nothing
5. How often do you hear elected officials and policy makers discussing issues, challenges, or accomplishments of Native communities?
☐ Quite a bit ☐ Sometimes ☐ Almost never
6. How much do you know about the relationships between the U.S. government and Indian governments?
☐ Quite a bit ☐ Very little ☐ Almost nothing
7. Would you be interested in learning more about Native history and culture and how it continues to be an integral part of the world you live in today?
☐ Yes ☐ No

MEMBERSHIP FORM

☐ **YES!** There is a bigger, more accurate, and far more interesting story to tell about Native American history and culture. To help dispel the myths and share the deeply meaningful truths, I will join the National Museum of the American Indian. Enclosed is my tax-deductible membership contribution in the amount of:

☒ \$25 ^{\$22} ☐ \$35 ☐ \$50 ☐ \$100 ☐ \$250 ☐ Other \$

Ms. Elizabeth Q. Sampleperson
Sampleperson Company Name
1234 Longandwinding Road
Anytown, US 12345-6789

|||||

- * Special rate for survey participants who respond within 10 days!

Please return this entire form with your check made payable to NMAI. To donate by credit card, see the reverse, visit <http://go.si.edu/nmai-bookmark>, or call us toll-free at 1-800-242-NMAI.

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XXDONOR CODEXX

Acquisition

NATIONAL MUSEUM OF THE AMERICAN INDIAN

Dear Friend,

Blackhawk helicopters ... cigar store Indians ... Jeep Cherokees ... Red Man Chewing Tobacco ... the Kansas City Chiefs and Washington Redskins. It seems Indians are everywhere in America.

But what do we really know about Native peoples? How much have you been told about Quanah Parker, Geronimo, Sitting Bull or any of the other important figures featured on the set of free bookmarks I've enclosed for you today?

If the individual stories on your bookmarks are unfamiliar to you, you're not alone.

It's not because you're uninterested or don't care. Quite the contrary! I'm sure you're a thoughtful, curious person who would be fascinated to learn the many ways your world today has been influenced and shaped by our hemisphere's original inhabitants.

Unfortunately, for centuries, history books and popular culture have separated Native American history from "American history." Native people who helped shape our country are recognized today as little more than car model names and team mascots.

If this angers you, it should. After all, as Americans, the ongoing story of the people who first walked the lands we call "home" is part of a story that belongs to all of us — and you deserve to know it.

The good news is that today you can. By taking just two actions right now, you can help go beyond the narrative you've been told about Native peoples, and ensure future generations benefit from this history that has helped make our country — and world — what it is today.

FIRST: Take just one minute to complete the enclosed survey. It's a great starting point toward confronting the cultural stereotypes and historical fiction we've been told for far 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 — and be part of this ongoing tale of Native peoples — by joining the National Museum of the American Indian with a tax-deductible Membership contribution of \$25 or more.

We operate from the position that the truth is not only better than fiction ... it is far more interesting.

(over, please)



Smithsonian Institution

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is is a complimentary one-year subscription to
azine. Issue after issue, *American Indian*
Native communities and their traditions,
information you won't find anywhere else.

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afe. You will also receive free admission to
n New York City.

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de your answers on the enclosed survey ...
to the Museum. Remember, if you respond
the Museum for just \$25. *#22*

t. I look forward to welcoming you as the
e American Indian. Your membership will
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ale.

Sincerely,

Kevin Gover (Pawnee)
Director

**ase accept the enclosed bookmarks as my
a unique historical figure whose actions
pe you will enjoy them and will support the
lian.**

*day and enjoy your FREE gifts
embership benefits!*

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Name Lastname
Address #1
Address #2
City, ST 12345-9876



Response Deadline

10 days.

Bay on the impaired waters list by requiring significant pollution reductions be implemented by 2025. Unfortunately, agribusiness interests have filed a federal lawsuit to overturn the Blueprint and introduced legislation to halt Bay cleanup efforts in their tracks.

◆ **THREAT:** Excess nitrogen and phosphorus pollution destroys habitat, kills fish, and causes algae blooms that block sunlight to underwater grasses. When the blooms decompose, they consume oxygen and create "dead zones" where dissolved oxygen levels are too low to sustain marine life.

♦ **ACTION:** In addition to working with local farmers to reduce agricultural runoff, CBF partners with communities to restore oysters, underwater grasses, and other natural filters that clean our waters.

◆ **THREAT:** Every year, more than 100,000 acres of natural lands in the Bay region are converted to urban sprawl. In the process, farms, forests, and wetlands are changed from a green filter into a gray funnel that channels contaminants into the Bay. Left unchecked, development could overwhelm the progress we have already made in reducing pollution.

◆ **ACTION:** CBF and its allies have succeeded in restoring thousands of acres of wetlands across the Bay watershed. We also join forces with city planners to pioneer "smart growth" policies that promote efficient public transportation, preserve farmland, and promote quality mixed-use development.

◆ **THREAT:** Changing land use and mounting development have left Bay states with fewer forested areas to filter runoff and halt the erosion of soil into the Bay and its tributaries.

◆ **ACTION:** With help from volunteers throughout the Bay watershed, CBF has planted thousands of trees along miles of stream corridors to stem erosion, provide habitat for wildlife, and help cool stream temperatures.

◆ **THREAT:** Many of the Chesapeake Bay's iconic species have been pushed to the brink by overfishing and poor fishery management. Oysters are at dangerously low levels, menhaden are at all-time lows, and there are even concerns over the future health of rockfish (striped bass).

◆ **ACTION:** CBF "speaks for the fish" at legislative hearings and regulatory forums. We have planted millions of water-filtering oysters in specially designed oyster reefs. And we work directly with fishermen to develop science-based management tools that allow communities to earn a living from the Bay without depleting marine populations.

Now that you have the facts,
will you join us today and help
save the Bay?

The Chesapeake Bay Foundation (CBF) is conducting this survey to help us learn about your views on the Bay and your priorities for its preservation and restoration. This national treasure is in jeopardy today, and your input is critical to its survival. To help CBF prioritize our agenda, please share your thoughts below and return the survey in the enclosed envelope. Thank you for participating!

SURVEY #XRK2907V REGISTERED TO:

```
Name Lastname  
Address#1  
Address#2  
City, ST 00000-0000  
|..||...||..||..||..||
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For tabulation, please
return completed survey
within 10 days.



106 Source: P.

Thank you for participating in this survey and for becoming a Member of the Chesapeake Bay Foundation to save this national treasure!

1 The Chesapeake Bay and its rivers and streams are facing numerous threats, including pollution of its waters and crashing populations of several key fish species as a result of overfishing. Before receiving this letter, how familiar were you with the urgent conservation challenges facing the Bay?

- ☐ Very familiar
☐ Familiar
☐ Somewhat Familiar
☐ Not Familiar

2 Many species in the Bay are imperiled today. Are you most concerned about threats to:

- ☐ Oysters
- ☐ Crab
- ☐ Rockfish
- ☐ Feeder fish like Menhaden
- ☐ Iconic birds like loons, osprey, and herons
- ☐ All of the above

3 Do you agree that the progress CBF has made in reducing pollution levels, restoring shorelines, revitalizing many crab and fish populations, and planting water-filtering oysters is evidence that, if we work together, we can keep the Bay alive and thriving?

- ☐
- Yes
- ☐
- No
- ☐
- Not Sure

4 Do you believe the Chesapeake Bay watershed is in better shape today than it was 10 years ago?

- ☐
- Yes
- ☐
- No
- ☐
- Not Sure

5 Do you support the Chesapeake Clean Water Blueprint, which requires the Bay states to significantly reduce pollution levels in the Bay by 2025?

- ☐
- Yes
- ☐
- No
- ☐
- Not Sure

6 The Chesapeake Bay watershed provides us with countless recreational opportunities. How do you like to spend your time outdoors?

- ☐ Boating
☐ Swimming
☐ Crabbing
☐ Fishing
☐ Canoeing/Kayaking
☐ Other:

7 The Chesapeake Bay Foundation always wants to hear your personal experiences of the Bay. If you would like, please share a favorite memory of the Bay:

- Why is it so important to you to see that the Bay watershed is protected?
- ☐ Personal recreation
 - ☐ Save wildlife that inhabit the Bay
 - ☐ Support industries and jobs that depend on the Bay
 - ☐ For future generations
 - ☐ Other:

9 Do you agree that we are all responsible for the state of the Bay, and that each of us has a role to play in restoring it?

- ☐ Yes ☐ No ☐ Not Sure

10 If you agree, then are you willing to act on your commitment to Bay and its future by supporting the vital work of the Chesapeake Bay Foundation?

- ☐ **YES, I want to help save the Chesapeake Bay and preserve this national treasure for future generations to use, explore, and enjoy. Therefore, I am joining the Chesapeake Bay Foundation with a special Membership contribution of:**
- ☐ \$12 ☐ \$20 ☐ \$35
☐ \$50 ☐ \$100 ☐ Other \$

Your gift today will be worth TWICE as much thanks to our Board's generous matching gift pledge!

Please make check payable to Chesapeake Bay Foundation. To pay by credit card, please see reverse.



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

Acquisition



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 fingernails 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.

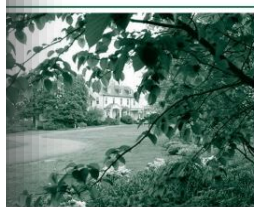
And I'll send you a beautiful **Gardener's Tote bag** in thanks – the perfect way to bring gardening gear with you or get those groceries home.

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

the soil in autumn...
and plans for next year's garden.



*American Horticultural Society
headquarters at River Farm*

I get free admission and other
eta in 47 states, Canada, the Cayman
discover what's going on in gardens

year, you can order seeds from the
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Gardener's Tote,
for your membership!

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Farm, the American Horticultural Society's

that go well beyond childhood. Gardeners
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ides? (Smart gardeners know there are!)
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ements and those who inspire innovation
support our **National Awards Program**,
ore beautiful, who reach new heights in
dening, and more.

(over, please)

today. You plant for tomorrow. You
the future. It's not just true for your

ad us – and when we stand together,
us to share the simple and spectacular

ting a greener world, I hope we can count
... and you'll love the wonderful things we

Please let us hear from you very soon,

Tom

Tom Underwood
Executive Director

shs are our gift to you, without obligation,
don't the first address label you use look
u return your special introductory
gardening!



headquarters at River Farm

Acquisition



John Walsh

John Walsh
National Center for Missing & Exploited Children
Charles B. Wang International Children's Building
699 Prince Street
Alexandria, VA 22314-3175



Just let me
off the plane first.



— OVER 25 YEARS OF KEEPING KIDS SAFER —

*Silence lets predators win.
Speak out today.*

JW



The National Center for Missing & Exploited Children has received a Four Star Charity rating from Charity Navigator in addition to the seal of excellence from the Independent Charities of America. We also meet all of the Better Business Bureau's Wise Giving Alliance Standards, and received an "A" rating from the American Institute of Philanthropy. Learn more at www.missingkids.com/donate.



Charles B. Wang International Children's Building
699 Prince Street
Alexandria, VA 22314-3175
Hotline: 1-800-THE-LOST
(1-800-843-5678)

Over 25 Years of Keeping Kids Safer

YES, JOHN AND ABBY! I will stand with you and the National Center for Missing & Exploited Children in your quest to keep all kids safer. To help support your vital programs, I have enclosed a generous contribution in the amount of:

☐ \$20 ☒ **\$25** ☐ \$35 ☐ \$50 ☐ Other \$_____

A gift of \$25 or more would really help!

- ☐ My check is enclosed. (Payable to NCMEC.)
- ☐ Please charge my credit card. (See reverse.)

Your contribution is tax deductible to the extent allowed by law. Please return this form in the envelope provided. You may also visit us online for other ways to donate at www.missingkids.com.

Keep me informed by e-mail. My e-mail is: _____



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W134DA



Acquisition



John Walsh

Co-Founder

Dear Friend,

When my wife Revé and I co-founded the National Center for Missing & Exploited Children over 25 years ago, our goal was to build something positive out of our personal tragedy.

Our son Adam had been abducted from a shopping mall and murdered. We didn't know much about child predators then - we didn't have things like the AMBER Alert or legislation regarding missing children. In fact, in 1984, it was easier to find a missing car than a missing child.

Today, I am proud that the National Center has assisted in the recovery of more than 175,230 children.

But even as I put this envelope in the mail, more kids are being reported missing (an estimated 2,000 children every day). In addition, one in five girls and one in ten boys will be sexually victimized before adulthood ... all while the Internet is silently letting predators into people's living rooms.

That's why parents like Abby Potash and I are so committed to the National Center's work to protect children from the unspeakable - **and I urge you to get involved today.**

You see, silence lets predators win. Together, however, we can confront child abduction and exploitation head-on. Our kids deserve no less.

Gratefully,

John Walsh

National Center for Missing & Exploited Children
Charles B. Wang International Children's Building
699 Prince Street
Alexandria, VA 22314-3175

From the desk of...
Abby Potash

Project Manager
Team HOPE

Dear Friend,

The panic wasn't immediate. But it didn't take long to start.

My ex-husband was supposed to drop off our 10-year-old son, Sam, at summer camp and I was to pick him up. Yet when I showed up at camp that July afternoon in 1997, the counselors told me Sam had not come that day.

My heart pounded as I desperately tried to think of where he could have gone. Was he in an accident and at a local hospital? I called them all with no luck.

When I arrived at my ex-husband's apartment and saw that it was empty, my heart stopped as reality sunk in. He had kidnapped my baby and left.

I soon learned that my ex-husband had also emptied out Sam's \$40,000 college fund—giving him enough cash to disappear without a trace for a significant amount of time.

My mind raced with all the awful scenarios my sweet boy might be experiencing—was he scared? Was he safe? Did he think I had let this happen? Or worse, that I didn't want him anymore? And as the tears of panic literally choked me, I wondered—would I ever see him again?

Soon, my panic turned to determination. NOTHING was going to keep me from finding my son. I reached out to the local police, to my friends, to the Internet, and was eventually put in touch with the **National Center for Missing & Exploited Children—and that is why I am writing to you today.**

I cannot describe to you the sense of hope working with the National Center gave me. They shared my determination to find Sam—and they did everything they could to get the word out about his abduction.

I'm sure you can understand what this kind of expertise and support means to parents in my situation—and I hope that you will help the National Center continue its crucial work today. Please send a gift of \$25 or more so we can guarantee that the next panicked parent who calls the National Center will receive the same expert help and support that I received when I faced the unthinkable.

The National Center for Missing & Exploited Children was truly there for me in every way imaginable.

In addition to working with various police departments to follow up on possible leads, the National Center also made sure Sam's picture was featured in an ADVO mailer. For over

(Over, please)

Acquisition



HELP SAFEGUARD THE GALAPAGOS ISLANDS

One of the world's greatest treasures needs your help.

☐ **YES**, I want to help protect the Galapagos Islands and the rare and wondrous plant and animal species that inhabit them. Galapagos Conservancy, the only organization in the U.S. focused exclusively on preserving the Galapagos Islands, will maximize the impact of my tax-deductible contribution of:



GALAPAGOS
CONSERVANCY

Saving one of the world's great treasures

☐ \$25 ☐ \$50 ☐ \$100* ☐ \$250 ☐ \$500 ☐ Other _____

**With a gift of \$100 or more,
you will receive a giant
tortoise plush toy.*

Include your email address to receive updates from Galapagos Conservancy (no more than two emails per month): _____

Please make your check payable to Galapagos Conservancy and return, along with your survey, in the envelope provided. Credit card gifts can be made on the reverse.

GALAPAGOS CONSERVANCY

11150 Fairfax Boulevard, Suite 408 • Fairfax, Virginia 22030 • Email: comments@galapagos.org • www.galapagos.org



GALAPAGOS ISLANDS SURVEY & CONSERVATION SUPPORT FORM



Please take a moment to answer the questions below about the conservation issues in the Galapagos Islands. Please return this entire form in the envelope provided.

- Before receiving this letter and survey, how familiar were you with Galapagos and the conservation challenges in the islands?
 - ☐ Vary familiar
 - ☐ Familiar
 - ☐ Somewhat familiar
 - ☐ Not familiar
- How important to you is it to ensure that places like the Galapagos Islands are conserved and protected for future generations?
 - ☐ Very important
 - ☐ Important
 - ☐ Somewhat important
 - ☐ Not sure
- How likely are you to visit the Galapagos Islands in the next two years?
 - ☐ Very likely
 - ☐ Somewhat likely
 - ☐ Not likely
- Which animals native to Galapagos interest you the most? Please check all that apply.
 - ☐ Penguins
 - ☐ Giant tortoises
 - ☐ Waved albatrosses
 - ☐ Sea lions
 - ☐ Blue-footed boobies
 - ☐ Sooty lightfoot crabs
 - ☐ Marine iguanas
 - ☐ Hammerhead sharks
 - ☐ Darwin's finches
- Would you support limits on tourism in Galapagos to protect the islands from invasive species?
 - ☐ Yes, tourism limits would help preserve the islands' unique plants and animals.
 - ☐ No, tourism limits would hurt the local economy and reduce support for conservation.
- How much of a priority do you think should be put on educating local communities in Galapagos to become active and engaged partners in conservation?
 - ☐ High priority
 - ☐ Moderate priority
 - ☐ Low priority
 - ☐ No priority
- Galapagos Conservancy is active on many fronts. Which of the following Conservancy activities is the most important? Please rank from 1-5 with "1" being most important to you.
 - ___ Restoration programs for species such as tortoises and mockingbirds
 - ___ Expanding marine protected areas
 - ___ Establishing and enforcing sustainable living practices
 - ___ Combating invasive species
 - ___ Improving local education to benefit the environment
- Would you be willing to spend as little as \$25 in support of Galapagos Conservancy to ensure that the next generation inherits a world where the islands are healthy and protected?
 - ☐ Yes* ☐ No

*If you answered yes, please join the Galapagos Conservancy today by returning your contribution of \$25 with this survey in the envelope provided.

Our thanks for taking the time to complete this survey. Your response is completely confidential. Results will be published periodically on our website. Please visit www.galapagos.org to view survey results.

Acquisition



The species of the Galapagos Islands thrived for thousands of years in isolation. But if we don't protect them now, they could disappear in the blink of an eye.

Will you take a few minutes right now to help save them?

Dear Friend,

Just a few minutes — that's all it will take for you to complete the enclosed Galapagos Islands Survey and help us save one of the planet's greatest natural treasures.

Even if you've never visited the islands, I'm willing to bet that when you hear the name *Galapagos* you can picture its dramatic landscapes and volcanic peaks ... the penguins diving along the shores ... spiky-headed marine iguanas lying on sun-baked rocks ... impossibly colorful blue-footed boobies ... and giant tortoises that move with ponderous grace.

The Galapagos Islands are like no other place on earth. For thousands of years this archipelago existed in isolation, an evolutionary workshop preserved and protected.

But no longer. Invasive species, global climate change, and unsustainable human activity are threatening the survival of Galapagos. More than 40 Galapagos species — many of them found nowhere else on earth — are now listed as critically endangered.

If we allow them to disappear from these islands, they will be lost forever.

The fate of these precious islands and their animal inhabitants is in our hands today — mine and yours. We cannot stand by and let these rare and wondrous animals go extinct!

That's why I hope you will join me in fighting to save the Galapagos Islands by completing the enclosed survey.

Your survey responses will be kept strictly confidential, but will be used to guide the work of Galapagos Conservancy, the only organization in the United States devoted solely to the preservation, restoration, and permanent protection of the Galapagos Islands and their astonishingly beautiful and important animals.

And when you return your completed survey to me in the enclosed envelope, please also include a generous gift of \$25 or more to help Galapagos Conservancy save the giant tortoises, iguanas, finches, boobies, and other wildlife of Galapagos.

By returning your survey and gift today, you will become a Friend of Galapagos.

(over, please)

11150 Fairfax Boulevard, Suite 408 • Fairfax, Virginia 22030 • USA • Telephone: (703) 383-0077 • E-Mail: comments@galapagos.org

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- 4 -

thly email newsletter with timely updates about our
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s to rescue endangered Galapagos animals like the
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e of Galapagos is in your hands.

now, before you set aside this letter, to complete your
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that the beauty, mystery, and life of the Galapagos

or Galapagos,

met Barry
hannah E. Barry
resident

alapagos Survey today. Your answers will only take
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more to Galapagos Conservancy — the only conservation
s dedicated exclusively to protecting these islands!

lusive Galapagos Conservancy giant tortoise plush toy as
\$100 or more. The giant tortoise represents the timeless
that is at stake right now. But supplies are limited, so

Acquisition

They are not
worthless.



Will you help
save a life?



Will you help
save a life?



farmsanctuary

rescue • education • advocacy

P.O. Box 150 • Watkins Glen, NY 14891-0150

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

**PETITION
ENCLOSED**

DMAW
Direct Marketing Association of Washington


AVALON®

Acquisition



farmsanctuary
rescue • education • advocacy

GENE BAUR
President and Co-Founder

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

Dear Caring Friend,

When we arrived on the scene of the factory pig farm and opened Julia's crate, she warily rose to her feet. She looked from face to face as if she expected to be hit or kicked at any moment. Only days before, this pregnant breeding pig had been brutally kicked, beaten, and burned with an electrical cattle prod across the entire length of her body. When she finally collapsed, the factory farm workers dragged her by her ears into a cramped farrowing pen.

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

Just eight hours after arriving at our New York Shelter, this terrified, abused sow gave birth to 16 premature piglets. We saved Julia and her babies just in the nick of time.

If we had we not rescued Julia when we did, these baby pigs would have been torn away from her at less than three weeks old. They would have grown up in cages in dark, crowded warehouses ... and been slaughtered for pork when they were just six months old.

To the factory farming industry, pigs are nothing but a "product" to be sold. To them Julia was just a breeding machine, worthless beyond her ability to reproduce.

But you and I know that Julia and her babies aren't worthless. They are living, feeling individuals — and they deserve a chance at a full and happy life.

That's the same thing I thought when I met Hilda, the gentle sheep who inspired me to found Farm Sanctuary more than 25 years ago.

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

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

Not only do we rescue and care for farm animals like Hilda and Julia — we also mobilize caring people from across the country to end the horrific abuses taking place on America's factory farms. And that's why I am reaching out to you today.

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 ghastly conditions created by America's factory farm industry.

(over, please)

P.O. Box 150 • Watkins Glen, NY 14891-0150 • (607) 583-2225 • www.farmsanctuary.org



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.

☐ \$MRC ☐ \$MRCx1.5 ☐ \$MRCx2 ☐ Other \$ _____

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.

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



123 456 789 1234

Donor ID Campaign Code



farmsanctuary
rescue • education • advocacy

P.O. Box 150 • Watkins Glen, NY 14891-0150 • www.farmsanctuary.org

PLEASE SEPARATE ON THE DOTTED LINE AND RETURN THE REPLY AND PETITION WITH YOUR GIFT. THANK YOU.

Petition 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: _____

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

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Renewals

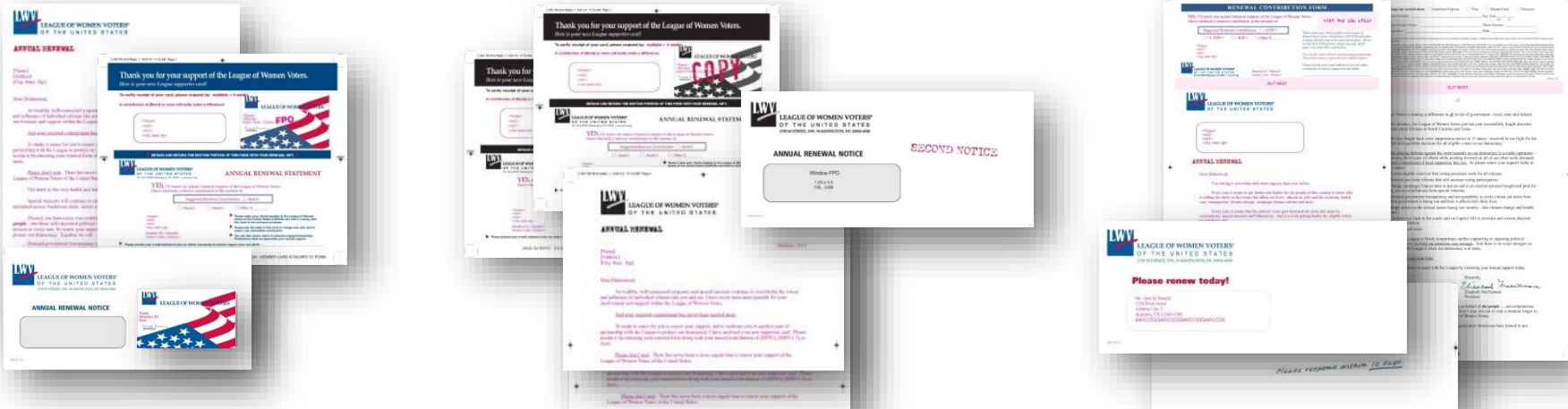


DM Renewal Series Overview

Renewal #1

Renewal #2

Renewal #3



Renewal #4

Renewal #5

Renewal #6

Renewal #7



DM Renewal Series Overview

AFI Box will not print reference only RIN

American Film Institute
1001 North Western Avenue
Los Angeles, CA 90027
800.742.2324 • AFI.com

Dear Mr. Young,

Thank you for your recent contribution to the American Film Institute. Your support is essential to our mission of preserving and promoting the art of motion pictures.

Your recent contribution of \$1000 Four Star membership has been received and we are pleased to inform you that your membership is now active.

You'll also help us continue to preserve the very heart of the American film industry. The American Film Institute is a non-profit organization dedicated to the preservation and promotion of the American film industry.

Thank you for your support. We look forward to your continued support and participation in our efforts to preserve the history and heritage of the American film industry.

Sincerely,
Christopher Young
AFI President & CEO

EXTENDED MEMBERSHIP RENEWAL

Thank you, Bob, for extending your AFI membership for another 30 days! I want to take this special opportunity to express my appreciation for your continued support of the American Film Institute. Your support is essential to our mission of preserving and promoting the art of motion pictures.

☐ \$500 Four Star ☐ \$1000 Four Star ☐ \$1500 Four Star

Your renewal of this amount would really make a difference!

☐ I wish to receive all benefits.

Notice 1

AFI Box will not print reference only RIN

American Film Institute
1001 North Western Avenue
Los Angeles, CA 90027
800.742.2324 • AFI.com

Dear Mr. & Ms. Smith,

Your AFI membership is your ticket to the best of American and international motion pictures. That's why you'll enjoy the many special privileges and benefits that come with your membership.

Your renewal contribution will help us continue to preserve the very heart of the American film industry. The American Film Institute is a non-profit organization dedicated to the preservation and promotion of the American film industry.

Please take a moment to review the exclusive benefits of AFI membership — and that's to ensure your continued support of the American Film Institute. Your support is essential to our mission of preserving and promoting the art of motion pictures.

When you do, you'll find that your membership is now active and you'll be able to enjoy all the special privileges and benefits that come with your membership.

Thank you for your support. We look forward to your continued support and participation in our efforts to preserve the history and heritage of the American film industry.

Sincerely,
AFI President & CEO

RENEW TODAY!

☒ Yes, I want to renew my annual AFI membership and get another year of the exclusive benefits and privileges that come with your membership. To support AFI's mission to preserve and promote the art of motion pictures, I am renewing my membership with a generous contribution today.

☐ \$500 Four Star ☐ \$1000 Four Star ☐ \$1500 Four Star

Your renewal of this amount would really make a difference!

☐ I wish to receive all benefits.

Notice 2

AFI Box will not print reference only RIN

American Film Institute
1001 North Western Avenue
Los Angeles, CA 90027
800.742.2324 • AFI.com

Mr. Christopher Young
AFI President & CEO

MEMBERSHIP EXTENSION

Mr. John R. Smith
2001 North Western Avenue
Los Angeles, CA 90027
800.742.2324 • AFI.com

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AFI President & CEO

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AFI President & CEO

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AFI President & CEO

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☐ \$500 Four Star ☐ \$1000 Four Star ☐ \$1500 Four Star

Your renewal of this amount would really make a difference!

☐ I wish to receive all benefits.

Notice 5



Renewal Series Overview



Lights, Camera, Action!
It's time to renew!



Dear Ms. Donor,

What a pleasure it is to welcome you to another year as a member of the American Film Institute (AFI.)

As an AFI member, you're part of something special. We honor the artists who bring stories to life on the silver screen. We preserve the history of film.

We educate the next generation of great filmmakers. And like you, we love the movies.


I urge you to reaffirm that love today by **renewing your annual membership** with a gift of \$HPC, \$1.5HPC or \$2HPC to the American Film Institute.

Sincerely,
Greg Copeland


Don't miss out on another year of amazing AFI benefits

Renew today

American Film Institute | 2021 N. Western Avenue | Los Angeles, CA 90027 | 800-774-4234 | AFI.com



MEMBERSHIP EXTENSION



Dear Ms. Donor,

I've got some good news!


I've directed my staff to **extend your membership** with the American Film Institute (AFI) for 30 additional days.

With your **annual renewal still outstanding**, this is my way of saying thank you for your past support. I'm sure that you've been meaning to renew, and I hope that you'll take advantage of this special opportunity to continue your support today.

When you accept your AFI membership card and renew your annual support with a renewal contribution of \$HPC, you'll automatically gain access to benefits and privileges that you can only get as a member of the American Film Institute.

Renew your membership today.

Sincerely,
Greg Copeland



Reactivate your AFI membership card

Renew today

American Film Institute | 2021 N. Western Avenue | Los Angeles, CA 90027 | 800-774-4234 | AFI.com



MEMBERSHIP RENEWAL



Dear Ms. Donor,

I never imagined that I'd be writing a letter like this to a film lover like you.

You've been a loyal and valued member of the American Film Institute (AFI) since [month + year of first gift.]

You've enjoyed the many benefits of membership, including free movie tickets, advanced access to select AFI events, and of course, a personal copy of our popular film calendar.

Last chance to renew your AFI membership!

RENEW TODAY

But now that your AFI membership has expired, you've decided to leave it all behind. And if you're going to leave us, I hope that you'll take a moment to tell me why.

Renew your membership today.

Sincerely,
Greg Copeland

American Film Institute | 2021 N. Western Avenue | Los Angeles, CA 90027 | 800-774-4234 | AFI.com

Renewal Series Overview



Your New Contributing Membership Card Enclosed

Sample Name
Address line II
123 Street Name
Anytown, US 12345-6789

REPLY MAIL
NO. 1031 WASHINGTON, DC
NO. BY ADDRESSEE

NATIONAL GEOGRAPHIC SOCIETY
20077-7137

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

HELP CONTINUE THE DISCOVERIES THAT ARE THE
LEGACY OF THE NATIONAL GEOGRAPHIC SOCIETY.

[Name], there are so many exciting projects underway to explore and protect the planet. Please help by renewing your Contributing Membership. Then sign and carry your Contributing Membership card as a daily reminder of your commitment to science, exploration, education, and storytelling.

NAME XXXXXXXXXXXXXXXXXXXX
ADDRESS XXXXXXXXXXXXXXXXXXXX
ADDRESS 2 XXXXXXXXXXXXXXXXXXXX
CITY, STATE, ZIP CODE XXXXXXXXXX
BARCODE BARCODE XXXXXXXXXX



NATIONAL GEOGRAPHIC
1145 17th Street NW
WASHINGTON, DC 20036
DONATE.NGS.ORG/RENEW2018

CONTRIBUTING MEMBER

☒ YES, I want to remain a part of the next 1
commitment to the National Geographic
Enclosed is my annual Contributing Mem

☐ \$9 [HPC] ☐ \$15.5 [HPC] ☐ \$29 [HPC]

XX[Name]XXXXXXXXXXXXXXXXXXXX
XX[Address]XXXXXXXXXXXXXXXXXXXX
XX[Address]XXXXXXXXXXXXXXXXXXXX
XX[City, State Zip]XXXXXXXXXXXXXX

Please make your check payable to the National Geographic Society. To
The National Geographic Society is a 501(c)(3) o
Your renewal gift is tax deductible to the full extent

*A gift of \$1,000 or more
Society's Greenview
provides you a receipt
to National Geographic



For 130 years, National Geographic Society scientists, explorers, and storytellers have
made groundbreaking discoveries in science and exploration
that have helped change the world.

As a Contributing Member, you have helped make those discoveries a reality.
Please renew your support today!

Dear [Name],

Since 1888, the National Geographic Society has supported scientists, explorers, and
storytellers—and shared their incredible discoveries with the world. We've helped reveal distant
lands and ancient seas. We've brought you close-ups of awe-inspiring animals and marine life.
We've taken you to the depths of the ocean and outer space. We've explored what it means to be
human and more.

And since [year of first gift], you have supported these important endeavors as a
Contributing Member. Because of you, we have gone further.

Now it's time to renew your support for another year.

[Name], I've enclosed your new Contributing Membership card in
anticipation of your renewed commitment. Please return your fully tax-
deductible gift of \$[HPC], \$[1.5HPC], or even \$[2HPC] if you are able, and begin
carrying your new, signed membership card with pride, knowing that your
support is helping the Society get closer to the next big discovery.

Many people don't realize that the National Geographic Society is a nonprofit
organization. Our income goes right back into the work that brings science, knowledge, and
discovery to curious people around the world.

That's why your annual support as a Contributing Member makes such a difference. You
help the Society go further and reach higher to support the explorers, researchers, and scientists
who are changing the world.

Over the years, the National Geographic Society has supported groundbreaking
research...

...Jane Goodall's studies of chimpanzees...

...Jacques-Yves Cousteau's explorations of the ocean...

...the extraordinary advancements in our understanding of human origins made by the
Leakey family.

(over, please)



Discover what's next!
RENEW TODAY

Dear [Name],

Since 1888, the National Geographic Society has supported scientists, explorers,
and storytellers whose groundbreaking discoveries have changed the world.

As a Contributing Member, you helped make these discoveries possible, and the
world is better for it.

Now it's time to renew your Contributing Member support for another year.

Many people don't realize that the National Geographic Society is a nonprofit
organization. Our income goes right back into the work that brings science and
discovery to curious people around the world.



Lions in the Serengeti National Park in Tanzania.

It's time to renew your Contributing Membership.

RENEW TODAY

Without the support of Contributing Members, some of the Society's most
important discoveries may not have been made.

Please renew your annual Contributing Membership now. You'll support new
and ongoing projects that:

- **Tell Our Human Story.** In 2015, National Geographic Explorer-in-
Residence Lee Berger discovered *Homo naledi*, a new early hominin
species deep in a cave in South Africa. Renew today to help Lee's team
of experts and scientists continue to analyze the more than 1,500 fossil
pieces gathered during this discovery to better understand this distant
relative.
- **Protect Our Living Planet.** For 120 years, the Society has been at the
forefront of using science and exploration to better understand, preserve,
and protect our planet. Your Contributing Member support has helped
protect more than 1.7 million square miles of ocean through our Pacific
Seas project, a bold and innovative effort to explore and protect the widest
placets in the ocean before it's too late. Renew today to help better
understand, preserve, and protect the Earth.
- **Safeguard Critical Species.** As a time when elephants are being killed at
a rate of 20,000 a year, your Contributing Member support has helped
National Geographic's Fellow Bryan Chaley explore and draw attention to
the illegal wildlife trade that is jeopardizing these gentle giants. Renew
today to help save elephants as well as wild dogs, snow leopards,
rhinoceros, and more.
- **Push the Boundaries of Exploration.** A new generation of explorers is
taking on today's questions and critical issues—and they are counting on
your renewed support to continue advancing understanding and
knowledge.

Stay a part of the biggest discoveries by renewing your Contributing
Membership today.

When you renew, you'll continue receiving our e-newsletter where you can see
updates from the field, stunning photography, and exclusive insider stories so
you can see your support at work!

The Society pushes the boundaries of what we know about our world. We pursue
our mission out of the unwavering belief that science, exploration, and storytelling
are powerful people to protect the planet and make a difference in this world.


You are a vital part of our team. Please renew today!

Sincerely,

Gary E. Knell
President and CEO

DMAW
Direct Marketing Association of Washington

Renewal Series Overview

 NATIONAL GEOGRAPHIC

Dear [Name],

Here at the National Geographic Society, we believe in the power of science, exploration, education, and storytelling to change the world.

I hope you still believe in the importance of that mission.

Your Contributing Membership has lapsed, which means you are no longer supporting the bold expeditions and innovative projects that keep the Society at the forefront of discovery.


Perhaps you didn't realize your Contributing Membership had lapsed and you still intend to renew your generous support. If so, I encourage you to do so right away—we'll put your gift right to work supporting projects that will push science forward and change our understanding of the planet.

However, if you have decided to let your National Geographic Society Contributing Membership expire, I hope you'll take a moment to tell me why.

Please complete the short survey below to let me know why you no longer wish to support the Society as a Contributing Member—your feedback will help us better serve Contributing Members like you in the future.

Or if there has been some sort of error and you still intend to renew your Contributing Membership, please take this final opportunity to do so. I truly hope this isn't goodbye!

Sincerely,


Gary E. Knell
President and CEO

P.S. If you've already sent your Contributing Membership renewal and our letters have crossed in the mail, please disregard this notice and accept my deepest thanks. We're glad to have you back!

NATIONAL GEOGRAPHIC SOCIETY | 1145 17TH ST NW | WASHINGTON, DC | 20036 | NATIONALGEOGRAPHIC.ORG

FINAL RENEWAL NOTICE


believe in the power of science, exploration, education, and storytelling to change the world. I will renew my support as a Contributing Member with a gift of:

☐ \$[HPC] ☐ Other \$ _____

Example: \$1500096513 AA152B 16MC 1

Check payable to the National Geographic Society. To change your gift, please see reverse or visit us online.

If you wish to be a Contributing Member of the National Geographic Society, please complete the survey answers below.

 **NATIONAL GEOGRAPHIC**

MEMBERSHIP EXIT SURVEY

Let us know why you are not renewing your Contributing Membership. (choose up to two)

☐ I no longer value the National Geographic Society's work to explore and protect the planet.

☐ I was unimpressed with the Society's breakthrough discoveries over the past year.

☐ I no longer care about the Society's efforts to save endangered species like elephants and big cats.

☐ I do not believe that advancing science will help our planet or those of us who depend on it.


☐ I am not able to offer my financial support at this time.

☐ Other _____

Survey continues on back

NATIONAL GEOGRAPHIC SOCIETY | 1145 17TH ST NW | WASHINGTON, DC | 20036 | NATIONALGEOGRAPHIC.ORG

Discover what's next! Renew Today. | View online.

 NATIONAL GEOGRAPHIC | **FINAL NOTICE - RENEW TODAY!**

Dear ,

Your Contributing Membership supporting the National Geographic Society has expired. But it's not too late to [renew as a Contributing Member](#) and continue making an incredible impact all over the globe.

YOUR CONTRIBUTING MEMBERSHIP HAS EXPIRED

Supporter ID:
Member:
Email:
2018 Contributing Membership: PENDING


RENEW NOW


Please don't wait. Tomorrow's scientific breakthrough or innovative solution depends on support from people like you, who believe in pushing boundaries and stretching curiosity as far as it can go.

You know that our planet is facing critical and urgent challenges, and the National Geographic Society is seeking to solve them. So please stay a part of our work.

I hope I can count on your continued support as we generate and implement solutions for a healthier and more sustainable future. [Please renew your Contributing Membership today.](#)

Sincerely,


Sarah Stallings
Senior Director, Annual Giving





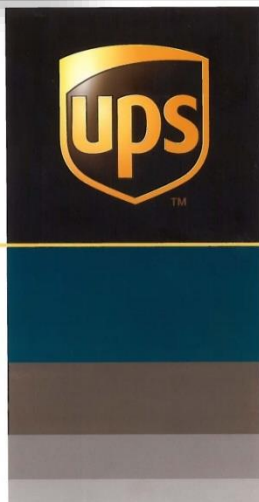
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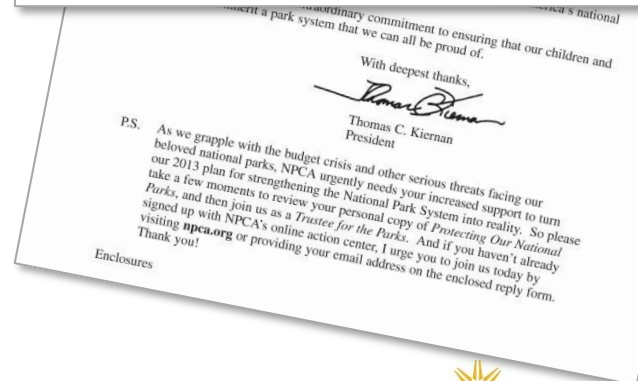
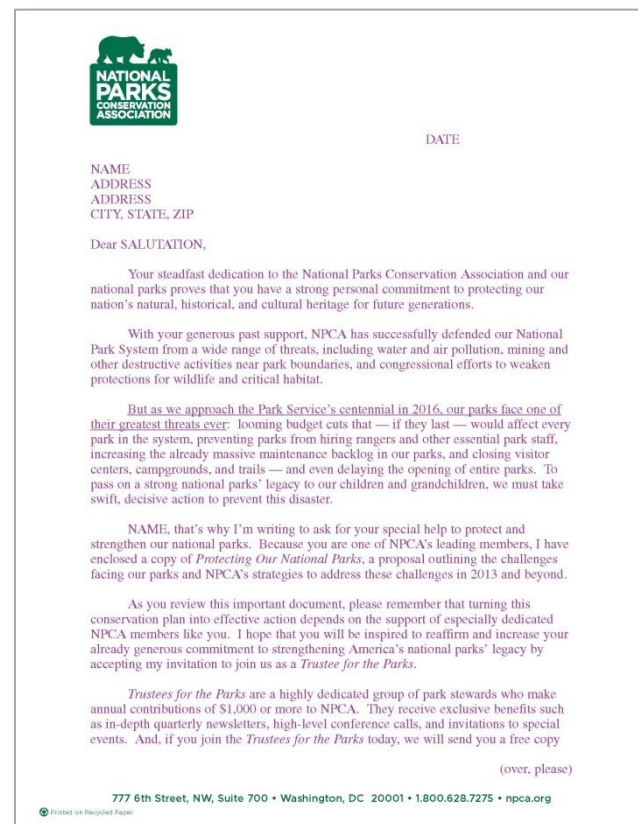
Appeal



UPS Mail Innovations®



Synchronizing the world of commerce®




AVALON®

Appeal



734 15th St. NW | WASHINGTON, DC | 20005-1016

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

When is a 
MORE SCARY
than a grizzly bear?

PROTECT OUR WESTERN FORESTS

☐ YES! I want to do all I can to save the whitebark pine and the imperiled forests of the Mountain West for future generations. That is why I am making a special contribution to American Forests of:

☐ \$HPC ☐ \$1.5HPC ☐ \$2HPC ☐ Other \$ _____

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

Ref Code # XXXXXXID/Source Code

Please make your check payable to American Forests, or turn over to charge your contribution.

You can donate online, too, at www.americanforests.org. Your gift is tax deductible to the full extent of the law. Thank you!

THANK
YOU FOR
PAYING
POSTAGE



734 15th St. NW • Washington, DC 20005-1016 202.737.1944
www.americanforests.org

AMERICAN FORESTS
PO BOX 96631
WASHINGTON DC 20090-6631



AMERICAN FORESTS

734 15th St. NW | WASHINGTON, DC | 20005-1016

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

*Thank you for being a
Lifetime Member of American
Forests. I hope you can
help us in our efforts to
protect the whitebark pine.*

Dear NAME:

You may never have heard of it before or seen it, but if whitebark pine disappears, we all lose.

We lose clean air and clean water in the majestic Mountain West. We lose a critical food source for a host of wildlife, including the great American grizzly bear. And we lose a piece of our nation's heritage.

The whitebark pine, a keystone species of the Greater Yellowstone Area, is dying off by thousands upon thousands—and threatening to take a whole ecosystem with it.

And unless we do something to help, this iconic tree, a survivor of some of the harshest and most unforgiving winter climates, will fall prey to deadly threats—climbing temperatures, a non-native pathogen and a boring beetle that doesn't know when to stop.

I'm guessing that, like me, you don't want that to happen. That's why I'm asking you now to make a special, tax-deductible contribution to protect our Endangered Western Forests.

Whether you give \$X, \$XX or more, your support will help us restore and protect imperiled forests and species like the whitebark pine—tree by tree, acre by acre, mountain by mountain—building on-the-ground conservation partnerships that yield tangible results. Results you can see firsthand.

Why is the whitebark pine so important?

Whitebark pine is a "nurse tree" that lives at high elevations in our western mountains; it is the first seedling, in many cases, to sprout from the ashes of a forest fire and the one that assists plants around it to grow and rebuild.

It is critical to biodiversity in the Yellowstone region.

Sculpted by millennia of wind and rain and snow, whitebark pine provides habitat and shelter for 190 species of plants, some found nowhere else on Earth. It is also an absolutely essential food source for more than 20 animal species, including the Clark's nutcracker, the black bear and the legendary (and threatened) grizzly bear.

In fact, a single seed from a whitebark pine cone provides almost as much energy as a

(over, please.)



Appeal

NATIONAL
MUSEUM
OF THE
AMERICAN
INDIAN

SMITHSONIAN INSTITUTION
PO Box 96836
Washington, DC 20099-6836
www.AmericanIndian.si.edu

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Celebrate
the Museum's 25th anniversary
with your **2014 Calendar.**

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Direct Marketing Association of Washington



Smithsonian
National Museum of the American Indian

NATIONAL
MUSEUM
OF THE
AMERICAN
INDIAN

Name/Address line 1
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Name/Address line 1
Name/Address line 1

July 2013

Dear [Name],

I'm honored to enclose your personal copy of the National Museum of the American Indian's 2014 Member Calendar, created exclusively for Museum members like you in appreciation of your steadfast support.

The Museum is marking its 25th anniversary in 2014 — and your calendar will help you share in the celebration all year long.

Each month you'll be treated to an image of a treasured object or work of art from the Museum's extensive collections — a visually stunning and culturally significant object that might have been lost forever if not for the Museum's care and your generous support.

Objects like the Kiowa headdress from the mid-19th century featured in January ... the Anishinaabe woman's dress made of rich velvet and glass beads you'll see in October ... and the watercolor drawing of a butterfly dancer that will inspire you throughout the month of December, have all been conserved (and often saved) because people like you cared enough to help the Museum ensure their accessibility for generations to come.

But like the Museum itself, the images in your calendar convey a deeper message. Because, at the National Museum of the American Indian, these items are more than objects. **They are stories of the people who created and used them.**

A skilled Seminole woman sewed the boy's *folxikeo* (shirt) you see in February. The *diablada* (devil) dance mask you see in August made for a dancer to participate in the Carnival of Oruro, an annual festival whose origins can be traced back to the great festival of Ito celebrated by the Uru people since pre-Columbian times. And the artil Ho-Chunk handolier bag featured in July shows how American flag motifs began to appear more frequently in beadwork in the early 20th century, when great numbers of Indians began to serve in the armed forces.

[Name], I want to thank you for helping the Museum share these irreplaceable objects — and the stories they tell — with the world.

I also hope I can continue to count on you to help the Museum connect people everywhere with Native history and culture by **offering a special contribution of \$[hpc] or more.**

(over, please)

RECEIPT VERIFICATION FORM

- ☐ **Thank you,** I received my 2014 Member Calendar on _____ (please fill in date.)
- ☐ **Yes!** I want to help the Museum celebrate its 25th-anniversary year by continuing to break new ground in how Native history and culture are shared with the world. I'm proud to enclose a special contribution of:
- ☐ SHPC ☐ \$1.5HPC ☐ \$2HPC ☐ Other \$ _____

Name/Address line 1
Name/Address line 1
Name/Address line 1
Name/Address line 1

Member ID# _____ Source Code _____



Smithsonian
National Museum of the American Indian

Please make your check payable to **NMAI**. To donate by credit card, see the reverse, visit <http://go.si.edu/nmaicalendar> or call us toll-free at 1-800-242-NMAI (6624).

Please detach this form and return it with your contribution in the envelope provided. *Thank you for your support!*

N[®]

Appeal



Appeal



CENTER for BIOLOGICAL DIVERSITY

Ms. Elizabeth Q. Sampleperson
Sampleperson Company
1234 Longandwinding Road
Anytown, US 12345-6789
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

**Take a stand.
Say NO to Keystone XL.**

Act now before it's game over...


CENTER for BIOLOGICAL DIVERSITY

Ms. Elizabeth Q. Sampleperson
Sampleperson Company
1234 Longandwinding Road
Anytown, US 12345-6789
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

**Take a stand.
Say NO to Keystone XL.**

Act now before it's game over...

Stop Keystone XL — Avert a Climate Disaster

 I'm standing with the Center for Biological Diversity and saying **NO** to Keystone XL. I'm supporting the Center's efforts to save the climate and the wild animals and plants that will be in peril or lost altogether if Keystone is allowed to move forward. Here's my gift to the **Stop Keystone XL Fund**:

☐ \$HPC ☒ \$HPCx1.5 ☐ \$HPCx2 ☐ Other \$ _____

Source Code
Member ID

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

A gift of this
much or more
would really help

P.O. Box 710
Tucson, AZ 85702-0710
toll-free (866) 357-3349
www.BiologicalDiversity.org

☐ My email address is: xxsamplemexx@provider.net

☐ I want to receive all communications by email.

☐ Send me information on planned giving.

☐ Please send me information about monthly giving.

Please make your check payable to Center for Biological Diversity
or see reverse to charge your gift. To donate online, go to:
<http://donate.BiologicalDiversity.org/KeystoneXL>

Appeal



Date, 2013

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

lulllullullullullullullullullullullullullullull

Dear <Fname>,

We're at a critical turning point. The signs of climate chaos are all around us: melting sea ice, shattered temperature records, deadly storms and rising seas. The future is daunting if this crisis goes unchecked.

But it's not too late. Right now the most important action you can take is to help us stop the Keystone XL pipeline. If President Obama approves Keystone, the tar sands oil industry will unleash so much greenhouse gas pollution that this planet may not recover.

Just months ago the Earth crossed an ominous threshold, with carbon dioxide in the atmosphere hitting and crossing 400 ppm — the level scientists warned us is a tipping point. Never before in the history of the human race have carbon levels risen this high. We have now stepped outside the conditions in which human civilization evolved. It's radical new territory.

If this pipeline is built, leading climate scientists have warned it will be "game over" for averting climate catastrophe. Greenhouse gas emissions from tar sands extraction and refinement are two to three times higher than those from conventional oil and gas operations. That's exactly the wrong direction for reversing global warming.

Keystone represents a major commitment to the dirty fossil fuel culture. We need a White House policy that steers us away from fossil fuels to a saner, safer energy economy.

Your gift of <HPC> or more will help the Center for Biological Diversity stop Keystone XL through litigation and organizing. It's what we do best, and it works. Here's our three-point plan:

1. **Spearhead a massive public pressure campaign.** More than 60,000 members of our nationwide network of activists have signed our Keystone Pledge of Resistance. We've held demonstrations in Chicago; D.C.; Grand Island, Neb.; Miami; Palo Alto; Portland, Ore.; San Francisco; and Wilmington, Del. More are in the works. Our activists won't rest until we've delivered the message to the president that the Keystone XL pipeline is unacceptable to the American people.
2. **Challenge any pipeline construction, land clearing or threats to endangered species that TransCanada attempts in anticipation of approval.** Crews will likely try to begin clearing land and disturbing wildlife habitats in advance of any Obama decision. We're already at work to stop them.
3. **Mount our legal strategy to fight Keystone XL in the courts if it's approved.** The

(Over, please...)

Post Office Box 710 • Tucson, AZ 85702-0710 • toll-free (866) 357-3349 • www.BiologicalDiversity.org

Center has been challenging Keystone XL since 2011. We know the pipeline would break environmental laws, and we're the group to hold the industry accountable.

You've undoubtedly heard the oil industry tout the "economic benefits" of Keystone XL. Yet according to the State Department's own analysis, only 35 permanent jobs will be created. And much of the oil will be exported. Clearly the oil industry will enjoy the spoils while the rest of us bear the risks. **There is no energy independence and no new wealth for the American people at the end of this pipeline — there's only more and more bad news. For example:**

Oil Spills: They will happen. The Center is leading the charge to tell Americans the truth about the oil and gas industry. We just released a video exposing the drastic toll Big Oil takes on American lives and the economy. **Since 1986, 7,978 pipeline incidents have resulted in 512 deaths, 2,360 injuries and nearly \$7 billion in property damage.** The State Department says Keystone XL could spill up to 100 times during its lifetime. TransCanada's existing pipeline, Keystone I, has already leaked 14 times since it started operating in June 2010, including one event that dumped 24,000 gallons of tar sands crude.

Polluted Rivers and Toxic Pools: Tar sands crude is so heavy, it's almost impossible to clean up. Earlier this year an 84,000-gallon tar sands oil spill in Arkansas fouled an entire neighborhood. The Alberta tar sands mining operation has polluted the Athabasca River, creating wastewater pits that are visible from space. Migratory birds die immediately on contact when they land in these pits.

Poisoned Water: Keystone will cross 340 water bodies and expose the Ogallala Aquifer, the main source of drinking water for millions of Americans, to oil spills and toxic chemicals when the pipeline leaks.

Loss of Wildlife: Wild animals will perish, both from the construction of the pipeline and from the toxins produced by oil spills. At least 20 imperiled bird and fish species will be put at risk by Keystone, including a remnant population of whooping cranes. With more than 875 miles of U.S. land slated for Keystone, pristine landscapes and fragile habitats — on public and private property — will also be in harm's way. Canadian boreal forests and caribou have already been destroyed.

Once again the Center is out on the front lines — not just talking about the coming wildlife and climate catastrophe, but taking concrete action to avert it on numerous fronts. By helping the Center, you can truly, tangibly help stop this potential climate disaster.

This is a moment of truth for President Obama. The biggest climate test in history is sitting squarely on this president's desk. We're pulling out all the stops to put pressure on him. Help us tell him loudly and clearly, on behalf of the people: **No Keystone XL.**

We need your financial and moral support to halt Keystone before it's game over, and too late for the animals, waterways, flyways, land and human life-support system that will be sacrificed.

Please give now to stop the Keystone XL and then take the "No Keystone" pledge by signing it at our website, NoKeystone.org. With your donation, your voice and your public stand, we can stop Keystone and avert a climate disaster.



Sincerely,


Kieran Suckling
Executive Director

P.S. Even without oil spills, tar sands crude is such a dirty, inefficient fossil fuel that mining it out of the ground is an environmental disaster for the planet. Don't let this be "game over" for our climate. Thousands of wild animals and plants already hover on the brink of extinction because of global warming. Please support our fight against Keystone XL today.

Recycled paper (50% post-consumer), soy-based inks

Appeal

LEAGUE OF WOMEN VOTERS OF THE UNITED STATES 1730 M STREET, NW, SUITE 1000 WASHINGTON, DC 20036 WWW.LWV.ORG		 MAKING DEMOCRACY WORK®	NON-PROFIT ORG US POSTAGE PAID LEAGUE OF WOMEN VOTERS
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LWW LEAGUE OF WOMEN VOTERS
OF THE UNITED STATES
PO Box 98050 • Washington, DC 20090-8050 • www.lww.org

123456 A131SEEDA

Barbara Jones
2030 M Street Northwest, Suite 700
Washington, DC 20036-3306

Please make your check payable to the League of Women Voters of the United States (LWWUS), and return it with this form in the enclosed envelope.
Please see the reverse to donate by credit card.

2012 VOTER PROTECTION PLAN

☐ YES, I will help the League put this urgent plan into action and continue all its work to ensure the 2012 elections are fair and democratic and in the hands of the people. Enclosed is my contribution of:

☐ \$55 ☐ \$35 ☐ \$25 ☐ Other \$ _____

☐ Please send me the monthly online newsletter *LeagueE-Voice*. My e-mail address is: _____

Appeal

From the desk of
ELISABETH MACNAMARA

August 2, 2012

Barbara Jones
2030 M Street Northwest, Suite 700
Washington, DC 20036-3306

Dear Barbara Jones,

When 5 million eligible voters could be denied their right to cast a ballot, what kind of democracy is that? And what kind of government do we get?

Certainly not one that represents the people!

And that's just the way political operatives and their special interest friends want it. Their war on voters could keep millions of Americans from the polls on November 6, silencing the voices of those least heard and rarely listened to in this country—the poor, the elderly, racial and ethnic minorities, the young and the differently abled.

Barbara Jones, I've been writing to you about this urgent threat to our democracy for more than a year, and throughout that time the League of Women Voters has been doing all we can to stop these destructive laws aimed at manipulating the outcome of the 2012 elections and every election thereafter.

But with power barons like the billionaire Koch brothers and other ultraconservative special interests fighting against democracy at every turn, we have our work cut out for us.

Just look at the massive voter purge that Florida is attempting right now. Already political operatives have tried to scrub as many as 182,000 people from Florida's voter rolls, inaccurately it turns out—and the Department of Justice has had to step in.

The League of Women Voters is fighting back with everything we have. But we need your help. I urge you to take two critical actions right now:

- FIRST: Review the enclosed **2012 Voter Protection Plan** to become even more knowledgeable about the raging war on voters and the League's strategies for making sure people—not special interests—prevail.
- SECOND: Please send a generous contribution of \$35, \$55, or even more to help us put this plan into action and carry out all of our work for a fair and free democracy between now and November 6.

(over, please)

1730 M Street NW | Suite 1000 | Washington, DC 20036-4508 | Phone 202-429-1965 | www.lwv.org



Memorandum

COPY

To: Elisabeth MacNamara
President, LWVUS

From: Nancy E. Tate
Executive Director

Routing: Internal *You need to see this, E.M.*

Re: 90 days and counting

PART 1: THE WAR ON VOTERS

Our democracy is at stake in the 2012 election.

Ultraconservative special interests and deep-pocketed political operatives across America are waging an all-out war on voting rights. They have passed dozens of anti-voter laws, many of which will be in effect when voters head to the polls in just a few weeks.

These laws aren't just words on paper written by a handful of extreme conservatives. They are a calculated, strategic attempt to silence the voices of those least heard and rarely listened to in this country: the poor, the elderly, racial and ethnic minorities, the young and persons with disabilities.

- Thirty states have put in place an unnecessary requirement for voters to show special identification even though they are properly registered to vote.
- Ten of these states require voters to present government-issued photo IDs.
***As many as 18 percent of seniors and 25 percent of African Americans do not have government-issued photo IDs.
- Several states have passed laws that require people to provide proof of citizenship before registering to vote.
***This requirement could be an insurmountable barrier for as many as 7 percent of Americans, including millions of elderly African Americans who were born at home and never issued birth certificates.
- Florida is now one of the most difficult places for citizens to cast a ballot.
***The state has examined as many as 182,000 names of individuals for possible purging from Florida's voter rolls, despite the fact that hundreds of these individuals have already been proven to be legal voters (a mere 10 have not).

(over, please)

1730 M Street NW | Suite 1000 | Washington, DC 20036-4508 | Phone 202-429-1965 | www.lwv.org

Appeal



Please report any information regarding a missing child or a possible sighting to our Call Center at: 1-800-THE-LOST (1-800-843-5678), or through our website at www.missingkids.com



Charles B. Wang International Children's Building
699 Prince Street
Alexandria, VA 22314-3175

*Wishing you and your loved ones
hope and happiness this holiday season
and throughout the New Year*

Your Friends at the National Center for Missing & Exploited Children

Personal Response to John Walsh

From:
AVALON CONSULTING GROUP
NCMEC
November YE Card Appeal - Low \$
C0312 Mail Date: 11/2/12
Ask Wright Creative/Matthew Finn

150910 C123D02C

Yes, John! I will help the National Center pursue its mission to bring missing kids home and make childhood safer for children across the country this holiday season and all year long. I have enclosed a special tax-deductible holiday gift of:

☐ \$25 ☐ \$40 ☐ \$50 ☐ \$ _____

☐ My check is enclosed, payable to the National Center for Missing & Exploited Children.

☐ I would like to make my gift by credit card, please see reverse.

Please provide or update your email address to receive important news updates and information to keep children safer.

My email address is _____

☐ Have you included NCMEC in your estate plans?

Appeal



One Center Street
Newark, NJ 07102

Help ignite a lifelong passion for the arts!

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

123456789 0123456789 0123456789 0123456789



HELP TRANSFORM YOUNG LIVES THROUGH THE ARTS!

- ☐ YES, I care about giving New Jersey's children a chance to experience and enrich their lives through the performing arts. That's why I am proud to enclose a tax-deductible contribution to support all of NJPAC's great work and programming.

☐ \$HPC ☐ \$1.5HPC ☐ \$2HPC ☐ Other \$_____

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

123456789 AMA090303932

"As kids, we receive so many messages that our lives aren't worth very much. NJPAC changes that. It tells kids that we can do something. We can be someone. We matter."

Shamsuddin "Sham" Abdul-Hamid, NJPAC Star-Ledger Scholarship Recipient

Please make your check payable to NJPAC and return it with this form in the envelope provided. To make your donation by credit card, please see reverse.

Your donation is tax deductible to the full extent of the law. Thank you!

New Jersey Performing Arts Center One Center Street Newark, NJ 07102 1-888-466-5722 www.njpac.org



Name Lastname
Address #1
Address #2
City, ST 00000-0000
123456789 0123456789 0123456789 0123456789

Dear [Name],

You and I have likely never met. But as an NJPAC member, you changed my life.

When I was in third grade at Lady Liberty Academy Charter School, I was the class clown. I craved attention and would go to just about any length to get it. I'm pretty sure I was driving my teacher nuts—because when a teaching artist from NJPAC came to our school and asked teachers to recommend students to participate in a special performing arts program, she submitted my name.

To say my world changed instantly is no exaggeration.

Through NJPAC, I found an outlet for my creative energy. I had a place to go where being creative and silly was supported, and big emotions were explored. Acting became my way of learning about myself and others ... and it became my goal.

To a kid who most of society didn't expect to amount to much, having a goal meant everything. I had a reason to go to school and get good grades. I had a reason to stay out of trouble and make good choices. For the first time, my hopes and dreams felt within my reach—as long as I worked hard and stayed focused.

And NJPAC gave me more than career ambitions. Whether or not kids are interested in a career in the performing arts, they gain so much from the NJPAC arts education experience...

...gain confidence.

...gain friendships.

...gain—often for the first time—the feeling that they are worth something.

Imagine what it's like for a kid who is used to standing on street corners and being viciously, to find himself standing on the stage of NJPAC's Victoria Theater with a spotlight on him, and applauding! Imagine the joy a girl feels performing jazz tunes she learned in her grandparent's apartment—with her grandparents in the audience!

These are the moments you make possible as a member of NJPAC—and I urge you to continue unleashing the creative spirit in New Jersey's youth by offering a generous gift today.

(over, please)

New Jersey Performing Arts Center One Center Street Newark, NJ 07102 1-888-466-5722 www.njpac.org

...and arts education programs give the chance to get on a positive path—and to begin an amazing journey.

Thank you again for your support of NJPAC, and please continue changing young lives by offering a generous gift today. From the bottom of my heart, thank you.

Appeal



From the desk of NJPAC President and CEO

John Schreiber

Dear NJPAC Member,

One of the things I do regularly at the Arts Center is thank Members. I do it often and enthusiastically: after all, nothing we do here would be possible without your generosity.

Every day, Members like you are helping NJPAC transform the performing arts and arts learning community in New Jersey. Because of your support, those of us on this side of the Hudson don't need to travel to Manhattan for great orchestra, dance, cabaret, pop, jazz or family programming. Your support also helps bridge the gap between ticket sales and NJPAC's operating costs.

Nothing I can say better conveys the difference that Members like you make, especially in the lives of children, than the enclosed letter from Shamsuddin Abdul-Hamid, an amazing young man who credits NJPAC's arts education programs for changing his life.

I've known Sham since I first arrived at NJPAC, and, as you'll read, he's a remarkable talent with a great heart and a huge future. But a child doesn't need to be an aspiring stage or screen star to gain powerful benefits from NJPAC's arts education activities.

They need curiosity ... an eagerness to discover a place where they feel they belong ... and friends like you.

Without support from dedicated NJPAC Members, we wouldn't be the leader we are today in arts learning, serving more than 60,000 children each season. There would be no free performances for kids and the community. There would be no success stories like Sham's.

So won't you keep the amazing power of NJPAC alive and thriving for Newark and New Jersey by sending a generous gift today? Your special support will help the performing arts remain a vibrant, active presence in the lives of New Jersey children and keep the vision and mission of NJPAC strong.

Like Sham, many of the kids we serve are growing up in families who work hard, but still can't afford Broadway shows, music classes or dance lessons.

(over, please)

One Center Street Newark, NJ 07102 1-888-466-5722 www.njpac.org

That's why NJPAC's arts education programs make such a difference. They give kids the chance to see live performances and learn more about the performing arts.

My request to you today is straightforward and straight from the heart: please give a gift today to support programs like:

- **Young Artist Institute**—where children are exposed to a variety of acting, dance and music techniques, learn about the history of performing arts styles and gain the foundation needed to pursue their artistic passions.
- **In-School Residences**—NJPAC brings the joy of dance, music and theater directly into New Jersey classrooms. Each multi-week residency ends with a performance that teaches students to work together and believe in themselves.
- **Summer Youth Performance Workshop**—students are immersed in the performing arts for five weeks over the summer. Whether they focus on acting, modern dance, musical theatre or voice, children receive one-on-one support from our professional instructors, and enjoy a group setting that builds their confidence, skills and stage presence.

And, this summer, Sham himself is expecting to return to NJPAC to produce *Hamlet*—Newark-style! Sham is sure to make us proud—and set a positive example for today's arts education students.

But, the continuation of our arts education programs depends on you, our generous Members and supporters. I urge you to send a special contribution today to keep bringing New Jersey's youth opportunities to transform and enhance their lives through the performing arts.

Thank you in advance for your help.

All good wishes.

Best regards,

John Schreiber
President and CEO

P.S. Sham is a true success story, and I'm so proud to say "I knew him when..." But I'm equally proud of all the NJPAC kids who come through our doors each year ready to see how the performing arts can transform and enhance their lives.

On behalf of all of these kids—and all they can accomplish—please help.

Appeal



Jaime B. Matyas
4245 North Fairfax Drive, Suite 825
Arlington, VA 22203

Mr. And Mrs. John Reallylonglastname



Student Conservation Association
Attn: Donor
PO Box 55
Charleston, SC 29405



From: [Name]
[Address]
[City, State Zip]

CONTRIBUTION FORM

Please continue your support!

[Codes]

☒ Yes, Jaime! I want to continue building the next generation of conservation leaders who will make a difference on the ground today and shape the environment for the future. Enclosed is a generous gift to the Student Conservation Association.

Gift Amount: [asking string (test)]

Dear Friend: [Name]

Gifts to

To my

PO Box

It's been just over a year since I started as President and CEO of the Student Conservation Association (SCA), and together we've accomplished a lot—not only for our national parks, but also for the next generation of young conservationists.

I know firsthand how experiences in nature can make a difference for a young adult. I remember after college, my roommates and I assembled some hiking gear and trudged off on a hiking adventure in the Grand Canyon. Seeing the vast beauty of the natural world at that defining time in my life was inspiring and energizing. I remember thinking, everyone should do this. I still think that! I know you do, too. And today, with your help, SCA is able to give more young people that chance.

It's a mission I take very seriously. Young people today are spending less time outdoors and many are feeling less comfortable in nature than you and I did at their age. SCA meets teens and young adults where they are, allowing some to blaze new trails deep in the wilderness while others clean up urban parks closer to home. No matter what action they choose, they are connecting with nature, making a difference, and improving our natural world for the future—which must be applauded and supported.

I know you share my commitment to engaging young people in the natural world, and I hope you will continue investing in the future of conservation by sending a gift to SCA today. Every time you support SCA, you help shape lives and lands for years to come.

[Name], please send \$[ask1] or more to help our parks today and inspire tomorrow's conservation leaders. Thanks!

Best wishes,

Jaime B. Matyas
Jaime B. Matyas
President and CEO

MRC 712 PO Box 37012
Washington, DC 20013-7012

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

2016 Annual Fund

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 Friends of the Smithsonian

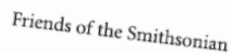
☐ YES, I am proud to play a role in helping the Smithsonian ignite people's passion for lifelong learning by supporting the 2016 Annual Fund with a special gift of:

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ Other \$

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

Member ID	Source Code	Member Level
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PO Box 37012, MRC 712 • Washington, DC 20013 • 7012 • E-mail: membership@post.edu • (800) 931-3226



2016 ANNUAL FUND

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

Dear <Salutation>

What a difference your *Friends of the Smithsonian* support makes! By experiencing our exhibitions, reading our award-winning magazine, participating in our education programs, and attending our exclusive *Friends* events, *Friends* like you exemplify the Smithsonian's passion for learning and discovery. Thank you!

But beyond how your *Friends* support has helped the Smithsonian, we want to hear how your generosity allows the Smithsonian to help others. Please share your thoughts on how the Smithsonian's programs and services have helped you or others in your life.

But beyond how your *Friends* support helps you pursue your boundless curiosity, your generosity allows the Smithsonian to ignite that same inquisitive spirit and thirst for knowledge in millions of people of all ages, backgrounds and walks of life.

You allow the Smithsonian to

You allow the Smithsonian to provide a home for 138 million artifacts, works of art, and specimens from ancient Chinese bronzes to the Apollo lunar landing module. You help fund advances in technology and science. You even help the Smithsonian care for 1,800 animals at our National Zoo.

Through your *Friends* support, you help people everywhere continue learning about our world.

Your impact is immeasurable. However, continuing these efforts comes with very clear costs, which is why I'm writing to you today.

[Name,] Friends of the Smithsonian has been an important fundraising effort

[Name], *Friend of the Smithsonian* has launched our 2016 Annual Fund, our most important fundraising effort of the year. As someone who cares deeply about telling America's story and continuing the quest for knowledge, please help us reach our goal of \$250,000 for this year's Annual Fund.

Your 2016 Annual Fund gift of \$[ask1], \$[ask2], or even \$[ask3] will help maintain the Smithsonian Institution's commitment to sharing America's art, science, history and culture with the world.

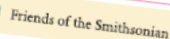
As you may know, the Smithsonian's annual fund is the primary source of funding maintaining the Smithsonian's collections, programs, and facilities.

As you may know, the Smithsonian relies heavily on *Friends* like you. While federal funding maintains the Smithsonian's facilities and core operations, we depend on private philanthropy to create new exhibitions, conduct new research projects, expand our collections,

(over, please)

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Please detach and mail in the enclosed envelope.



2016 Annual Fund

- ☐ My check is enclosed, payable to
Friends of the Smithsonian.
- ☐ I prefer to make my gift by credit card.
(Please see the reverse of this form.)

Your contribution is tax deductible. Please return the reply in the enclosed envelope to ensure that your gift reaches us. Thank you. Please visit go.si.edu/XXXXXX to make your gift online.

DMAW
Direct Marketing Association of Washington

AVALON

Final Thoughts

- Direct marketing serves a valuable purpose by allowing a non-profit to reach out to its lower dollar 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: People give to people. Do your solicitations sound like they're coming from a human being, or an organization?
- Make sure you are testing and 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!

Anne Senft

Vice President

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