



The Senior Citizens League (TSL) is a 501(c)4 advocacy organization. It consists of active senior citizens concerned about the protection of their Social Security, Medicare, and veteran or military retiree benefits.

AGENDA

The Idea
The Collaboration
Direct Mail Copy
Email Copy
Challenges
Results
Conclusion

The Idea



Collaboration



Direct Mail Copy

Petition Drive in Support of a \$1,400 "Senior Stimulus" Payment to Every Retiree

Sign Up for Your \$1,400 Payment Now!

Dear Fellow Retiree,

Our leaders finally admit our country's rampant inflation problem is not going away anytime soon.

That means retirees are finding it harder and harder to make ends meet. And it comes at the end of a 21-year period during which your Social Security benefits already lost more than 32% of their buying power.

Retirees must have relief NOW.

If you want a \$1,400 "Senior Stimulus" payment to help you deal with skyrocketing prices, then I urge you to do these TWO THINGS immediately:

FIRST: Sign the enclosed SENIOR STIMULUS PETITION and rush it back to me so that we can let your Congressional delegation know that you're one of those included with the 150,000 others I've already collected.

SECOND: When you rush your signed Petition back to me, be sure to include a DONATION of \$10, \$15, \$20, or even \$25 or more to help cover the cost of adding your name to the "Registry of Retirees" who want a \$1,400 payment.

My team of retirement security experts here at The League tells me it's been a long time since any issue has generated as much excitement as our "Senior Stimulus" campaign.

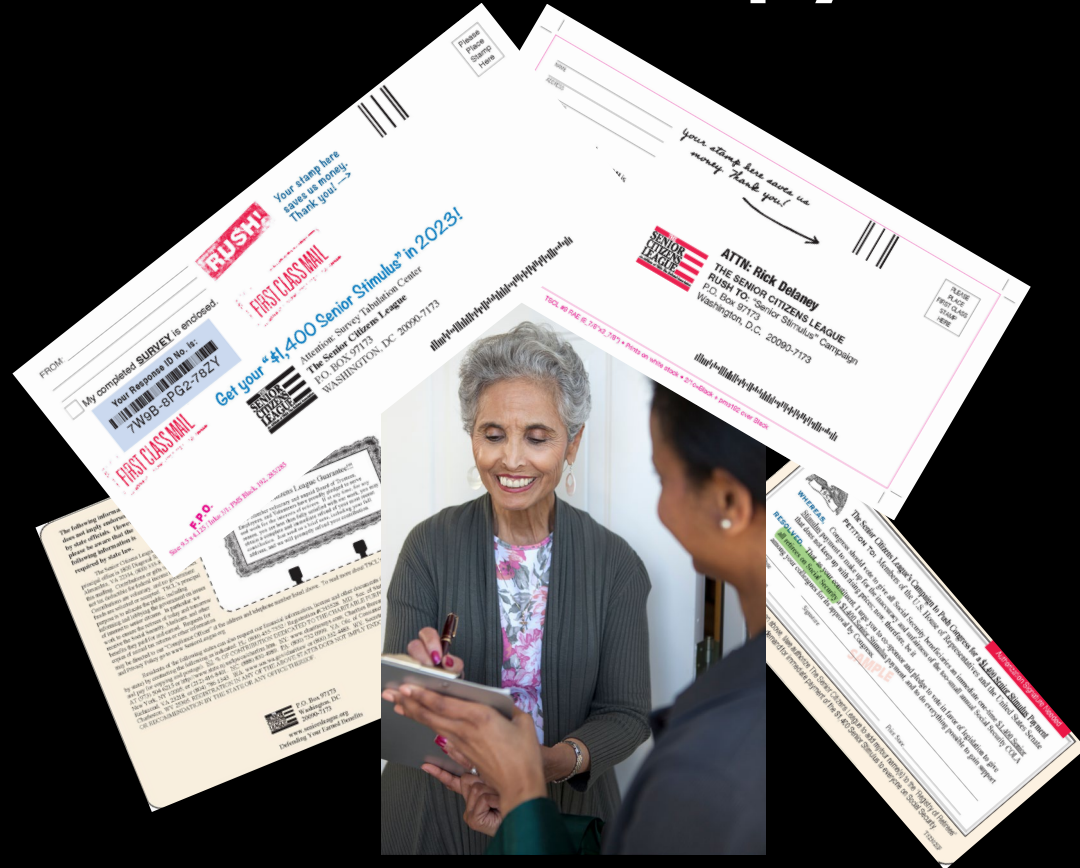
The news media has been all over it, with numerous stories, covering The League's campaign for the \$1,400 Senior Stimulus and our on-going work to protect benefits for retirees. As detailed in *Newsweek* and on *CNBC*, The League has become known as an expert source for

(Over, please...)



The Senior Citizens League
P.O. Box 97173 • Washington, D.C. 20090-7173 • www.seniorsleague.org
Defending Your Earned Benefits

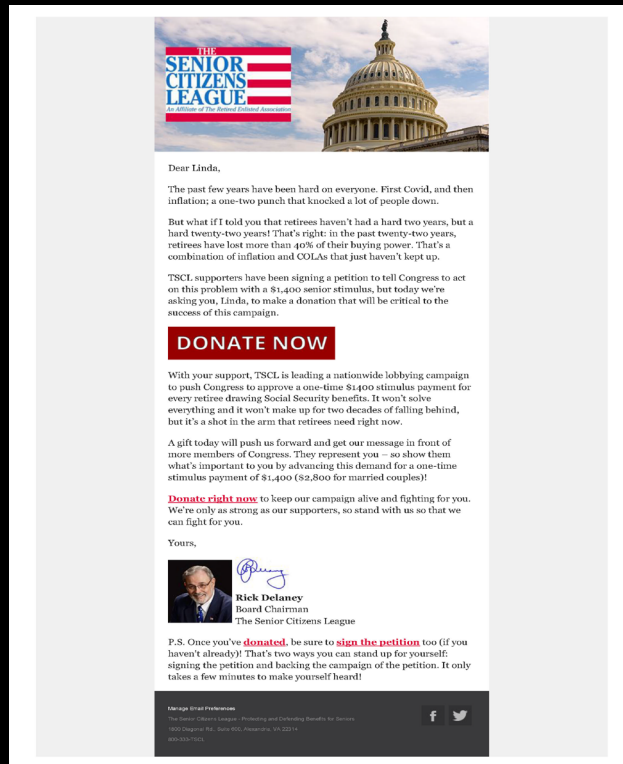
TS2215 8.5" x 11" Ltr/ 3/1c Black, pms 285, 192 over Black only • Folds in 1/3s, head out



Email Copy



To: Retired American
From: The Senior Citizens League
Subject: \$1,400 Reasons to Open this Email





Dear First name,

Forgiven PPP loans and paused student loans. Airline bailouts, extra unemployment benefits, and aid for seniors in Ukraine.

I understand the need to help our fellow countrymen, and I know the needs of seniors worldwide. But what about senior citizens right here? What about you and your loved ones?

Sometimes it seems like Congress has a long list of people to help... and senior citizens are at the back of the list in spite of inflation eroding the ability to cover basic needs.

I am asking you today to **sign the "Senior Stimulus" Petition** and join a long list of retirees demanding an immediate \$1,400 payment. We're ready to share this list with key Members of Congress to show them the strength of our cause and the depth of your needs.

We don't ask for much beyond basic fairness. These are difficult times and those in need are being given a hand, with one major exception. With food prices up close to 18% on average, and energy prices up more than 50%, the real inflation rate that retirees are paying in their day-to-day purchases is closer to 20% or more, much higher than the average 8.5% we hear on the news.

A one-time tax-free "Senior Stimulus" payment of \$1,400 to every retiree now on Social Security isn't even a bail out, it's a helping hand



750216

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SENIOR
CITIZENS
LEAGUE

The Senior Citizens League

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Defending Your Earned Benefits

750216 8.5" x 11" Ltr/316 Black, glossy 200, 100 over Black only • Fields in title, head and

Challenges



The Results



Quantity – 25,051
Donors – 1,546
Non-Donors – 1,422
Total \$ - \$18,862.00



Quantity – 34,025
Donors – 175
New Subscribers – 212,000
Donations – 176
Total \$ - \$2,519.40

Conclusion

Direct mail and email marketing complement each other rather than compete. They exhibit a synergy that enhances overall outcomes while still maintaining distinct advantages when utilized independently.



Thank you!

The Senior Citizens League
www.SeniorsLeague.org