

THE SENIOR CITIZENS LEAGUE Defending the benefits you earned and paid for!

A proud affiliate of TREA: The Enlisted Association

The Senior Citizens League (TSCL) 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



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 $\underline{\rm TWO}\ \underline{\rm THINGS}$ immediately:

- FIRST: Sign the enclosed <u>SENIOR STIMULUS PETITION</u> 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.
- <u>SECOND</u>: When you rush your signed Petition back to me, be sure to include a <u>DONATION of \$10</u>, \$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 CNEC, The League has become known as an expert source for

(Over, please...)

TS2215EL



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

Direct Mail Copy



Email Copy

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



Dear Linda

The past few years have been hard on everyone. First Covid, and then inflation; a one-two punch that knocked a lot of people down.

But what if I told you that ratinase havan't had a hard two years but a hard twenty-two years! That's right: in the past twenty-two years, retirees have lost more than 40% of their buying power. That's a combination of inflation and COLAs that just haven't kept up.

TSCL supporters have been signing a petition to tell Congress to act on this problem with a \$1,400 senior stimulus, but today we're asking you. Linda, to make a donation that will be critical to the success of this campaign

DONATE NOW

With your support, TSCL is leading a nationwide lobbying campaign to push Congress to approve a one-time \$1400 stimulus payment for every retiree drawing Social Security benefits. It won't solve everything and it won't make up for two decades of falling behind, but it's a shot in the arm that retirees need right now

A gift today will push us forward and get our message in front of more members of Congress. They represent you - so show them what's important to you by advancing this demand for a one-time stimulus payment of \$1,400 (\$2,800 for married couples)!

Donate right now to keep our campaign alive and fighting for you. We're only as strong as our supporters, so stand with us so that we can fight for you.



P.S. Once you've donated, be sure to sign the petition too (if you haven't already)! That's two ways you can stand up for yourself: signing the petition and backing the campaign of the petition. It only takes a few minutes to make yourself heard!

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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 <u>sign the "Senior Stimulus" Petition</u> and join a long list of retires 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



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

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