Corus International is an ensemble of faith-based organizations working together in the world's most fragile settings to deliver the holistic, lasting solutions needed to overcome the interconnected challenges of poverty, health care access and climate change.



CORUS INTERNATIONAL

IMA WORLD HEALTH

LUTHERAN WORLD RELIEF

CGA TECHNOLOGIES

GROUND UP INVESTING

FARMER'S MARKET COFFFEE







LUTHERAN WORLD RELIEF

PROBLEM: IN A WORLD OF PLENTY, THOSE WITH THE VERY LEAST ARE LE MOST FORSAKEN

NEW AMBITION: UNTIL YOUR LOVE REACHES EVERY NEIGHBOR

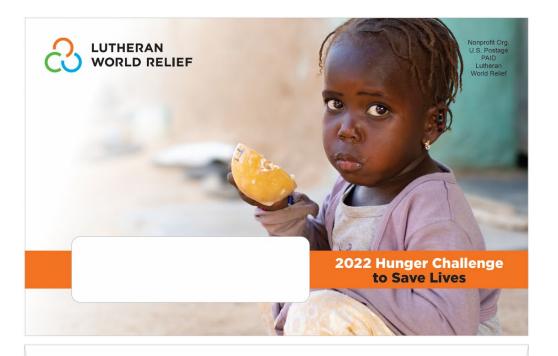


All of our appeal campaigns are omnichannel and include:

Direct Mail · Email Series · Paid Social Ads · Website Hero · Blog Post(s) · Organic Social Media · Texting (selected)







700 LIGHT ST BALTIMORE, MD 21230 800 597 5972 LWR.ORG/HUNGER22

R2206LW-OE

YOUR LOVE and your gift by March 15 can save a child who is dying of hunger.



Point your smartphone camera here.

Photo © Jake Lyell for LWR



2022 Hunger Challenge to Save Lives

Dear [xxxxxxxxxxxxx Salutation xxxxxxxxxxxxxx]

For seven long months, Elizabeth and her five children survived on twigs, berries and bushmeat.

After Elizabeth's husband was brutally killed and the violence in their village grew too intense for her family to feel safe, Elizabeth fled to the woods with her children. Hiding from rebels and dodging attacks by wild animals in the bush, every day was a fight for survival.

"Life was terrible, and we went hungry," Elizabeth said. "When we were hungry, we would just lie down because we had no energy."

[xxxxxxxxxxxxx Salutation xxxxxxxxxxxxx], many families like Elizabeth's feel the pangs of hunger every day. With your love and generosity right now, together, we can reach them with lifesaving help.

Please send your urgently needed gift of \$[Ask1], \$[Ask2], or a generous \$[Ask3]



Your love reached Elizabeth Nyalam and her children in a c camp in South Sudan after they survived seven months in

700 LIGHT STREET, BALTIMORE,

My gift to save a child from dying of hunger

Your gift will

help a child like Zoade survive

and thrive!

	YES.	I believe	families 1	ike	Elizabeth's	deserve	good	health	and	long lives	
--	------	-----------	------------	-----	-------------	---------	------	--------	-----	------------	--

- ☐ I want to feed and help God's children today.

 Enclosed is my lifesaving 2022 Hunger Challenge donation of:
- □ \$[Ask1] □ \$[Ask2] □ \$[Ask3]
- ☐ My best gift of \$____
- □ I d like to become a Faithful Neighbor monthly donor to ensure my love reaches my most vulnerable neighbors. (Please complete other side.)

Please make checks payable to **Lutheran World Relief**. To donate using your credit card, please complete other side. **Thank you!**



Mrs. Jane D. Sample CDR Fundraising Group 4200 Parliament Place, Suite 3 Lanham, MD 20706-1852

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 $LWR is a nonprofit \ 501 (c) (3) organization. All contributions are tax \ deductible \ as \ allowed \ by \ law. \ \textbf{God bless you!}$

Thank you for sharing your blessings with children and families in need!



Paul Jeffrey for LWR

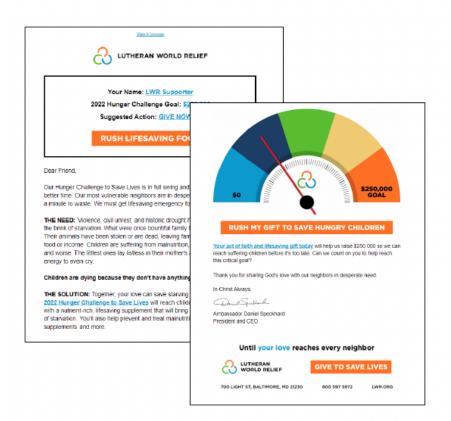


LUTHERAN
WORLD RELIEF
700 LIGHT STREET
BALTIMORE, MD 21230

800 597 5972 LWR.ORG

DONOR ID FBD22 TIER CODE

	# of Online Gifts	Online Revenue	Online Average Gift
FY20	97	\$8,909	\$91.85
FY21	735	\$87,696	\$119.31
FY22	372	\$46,545	\$125.12





Email and Social Ad Performance

- Email campaigns received 230 gifts totaling \$31,096; email contributed to 67% of online revenue—an increase YOY (58% contribution previous year)
- Email 3 in the series brought in the most gifts and highest revenue of \$4,862 (featured thermometer animation)
- Despite having the lowest CTR
 (0.15%), the thermometer Facebook
 ads out-perfored all other images
 in # of gifts and revenue.