



How to Write a Stunning Direct Mail package, piece by piece

Presenter: Mazarine Treyz, Author
The Wild Woman's Guide to Fundraising

About the presenter



Author of The Wild Woman's Guide to Fundraising, called one of the top 10 nonprofit books of 2010 by Beth Kanter, author of The Networked Nonprofit.

Poll Question

1. Do you know what a grand control is?
2. Have you ever segmented your list by amount, date given?
3. Have you ever segmented your list by reason donors gave?

What You'll Learn Today

What makes a good header on your appeal letter, with lots of real life examples

What pictures are best in your appeal letter?

How to get more people on your mailing list

What makes a good story for your letter?



AND MORE.

What helps create urgency in your letter?

What enclosures help lend authority to your nonprofit?

What should your envelope look like (with lots of successful examples)?

What makes a good PS, (with even more real life examples!)

BONUS: How can you solicit matching gifts?



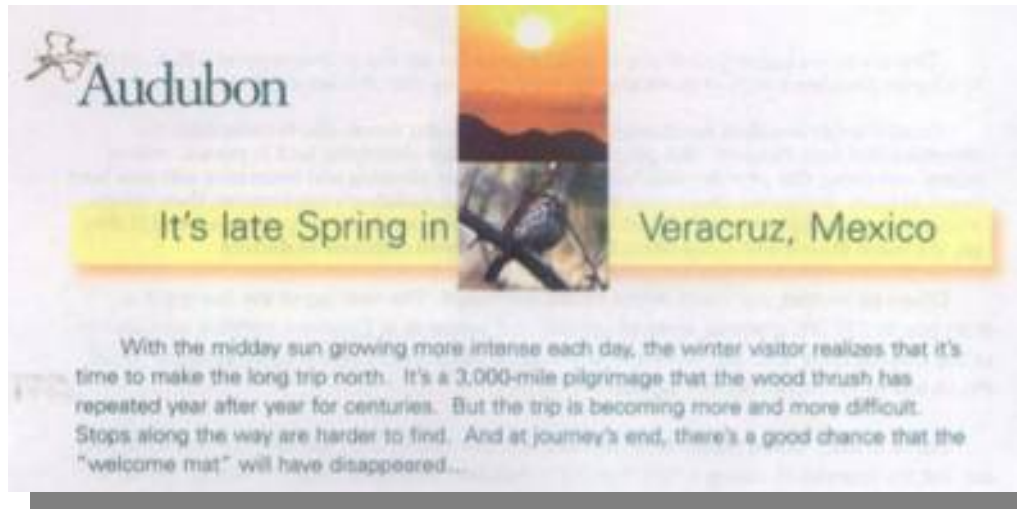
WHY IS DIRECT MAIL SO IMPORTANT?

US Donors give online 10% of the time.

US Donors give offline 11% of the time (not through direct mail) AND

US Donors give 79% of the time through direct mail.

WHAT MAKES A GOOD HEADER?



Top Example: Audubon
Grand control

Bottom Example:
Women's Aid



WOMEN'S AID
Helping women escape and
survive domestic violence

Mrs. Joan Sample,
1 Sample Street,
Sample Grove,
Sampletown,
Co. Sample.

November 2010

**Your urgent Christmas gift of €<ask1> will
help a woman find the courage she needs to
escape a life of cruelty and abuse...**

WHAT MAKES A GOOD HEADER?

Example: Acquisition mailing from Book Aid International

Books change lives

99999/E/1/27510026767

Mr A B Sample
123 Sample Street
Sample Town
Sample County
AB1 2CD

ABC123NT

Book Aid International
www.bookaid.org

39-41 Coldharbour Lane
Camberwell
London
SE5 8NR


Tel: +44 (0)20 7733 3577
Fax: +44 (0)20 7978 8006
Email: info@bookaid.org
www.bookaid.org

When is a camel not a camel?
When it's a mobile library...

Dear Mr Sample

It's easy to forget how hard it can be to get access to books in the poorest parts of the world.

For most of us, books are just a short journey away, or even a click of the mouse – and of course, there's always the library. But for those people Book Aid International reaches, getting hold of books can be extremely difficult. Unless, of course, you send a camel ...

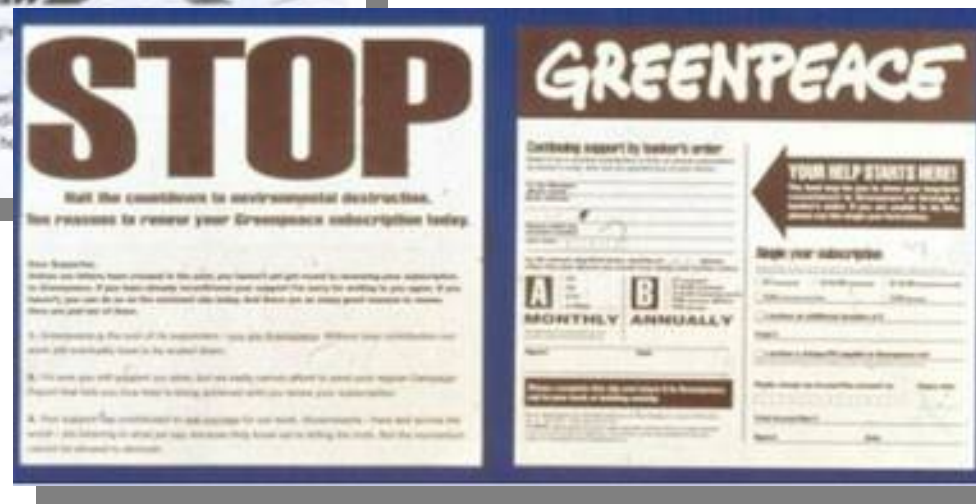

From Joanna Lumley

WHAT MAKES A GOOD HEADER?

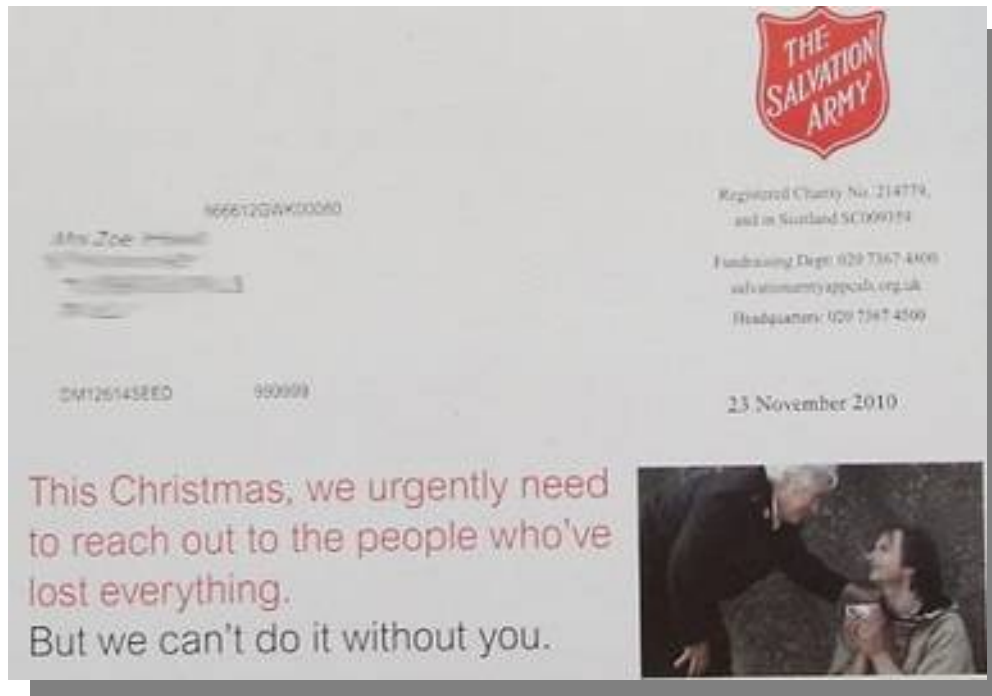


Top example: Habitat for Humanity grand control

Bottom Example: Greenpeace



WHAT MAKES A GOOD HEADER?



Top example: Salvation Army holiday grand control

Bottom Example: Jewish Care



HEADER MUST KNOW AND MUST DO

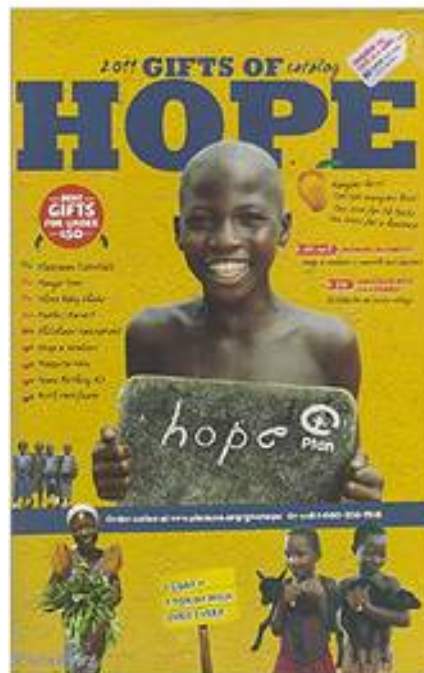
Must Know

- Headers or Headlines give urgency to your letter
- They should be clear and relate to your picture
- They should introduce your story, or an interesting fact, and communicate the drama of your cause

Must Do

- Try doing a split test with and without a headline for your next appeal.
- Make sure your headline is no longer than 3 lines.
- Use a trusted font, like Poynter Text.

WHAT PICTURES ARE BEST?



2011 CATALOG ORDER FORM

New York, NY

201103102

➔ Please fill out this form completely and enclose it with your payment in the postage-paid envelope provided. Please return the entire form! Thank you.

Item #	Item	Qty	List Price	Total Cost
<i>Please note: our prices cover the quantity of each gift item we listed. For the total cost of this gift in the table, we also list the total cost of all gifts in the table.</i>				
K0032	When Needed Kit			\$
K0033	GIE's Basic Needs Package		\$80	\$
K0034	Support a GIE Package (six months)		\$110	\$
K0035	Support a GIE Package (one year)		\$300	\$

Visit us at www.pointstothepoint.org/giving

DISCOUNTS

K0046	Classroom Essentials (one child)		\$15	\$
K0047	Classroom Essentials (classroom)		\$250	\$
K0048	Supply for Kiku 2-School Program		\$50	\$
K0049	Supply for Kiku 2-School Program (kit)		\$900	\$
K0050	Glibrary in a Box (one)		\$60	\$
K0051	Glibrary in a Box (two)		\$100	\$
K0052	GIE's Only Library		\$100	\$
K0053	GIE's Scholarship		\$300	\$
K0054	Rebuild/Restore a Classroom in Haiti		\$450	\$

ECONOMIC SECURITY

K0055	Range Free		\$12	\$
K0056	Range Free (kit)		\$100	\$
K0057	Time Baby Cricke		\$15	\$
K0058	Endless Harvest		\$40	\$
K0059	Gift		\$75	\$
K0060	World of Guts		\$75	\$
K0061	Business Starter Kit in Haiti		\$750	\$

HEALTH

K0112	Wing a Handker Baby		\$10	\$
K0113	Home Working Kit		\$25	\$
K0114	Childhood Vaccinations		\$25	\$
K0115	Mangrove Nets (one family)		\$30	\$
K0116	Mangrove Nets (one village)		\$1,000	\$
K0117	Clean Water for a Family		\$75+	\$

CHILD PROTECTION

K0118	Birth Certificate		\$20	\$
K0119	Surfer Stove		\$95	\$
K0120	Save a Girl		\$1,000	\$

Total Gifts of Hope \$

➔ To expedite your order, call toll-free at 1-800-556-7928 or shop online by visiting www.pointstothepoint.org/givehope

Gifts of Hope are tax-deductible.

☐ Please charge my gift to my credit card.

☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Card # _____ Exp. Date _____

Signature _____ Date _____

Our donations will reduce the need for food, clothing, and shelter. We provide food, clothing, and shelter to the most vulnerable children in Haiti. We also provide medical care, education, and other services to the most vulnerable children in Haiti. We are committed to the long-term development of Haiti and the well-being of its people. We are grateful for your support and the impact it will have on the lives of the children of Haiti.

For information visit
111 New Way • New York, NY 10001
1-800-556-7928
www.pointstothepoint.org

Paradysz

Plan International USA uses a gift catalog

WHAT PICTURES ARE BEST?



St Dunstan's
An independent future for blind
ex-Service men and women

Mr A B Sample
121 Sample Road
Sample Town
Sampleshire
SAM 1EL

Help the **heroes**
who will never
see home again



WHAT PICTURES ARE BEST?

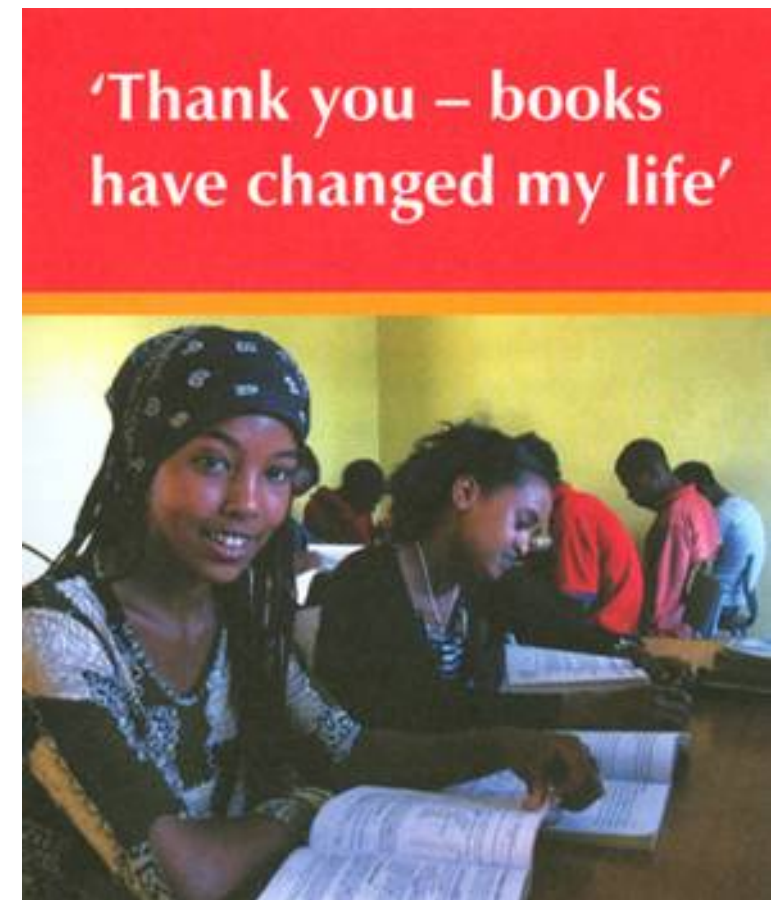


WHAT PICTURES ARE BEST?

DO USE:

Pictures of your staff interacting with a person/animal being helped by your nonprofit

Pictures that show the need.



WHAT PICTURES ARE BEST?

AVOID:

- Open sores & deformity.
- Long shots.
- Sexy teenagers.
- Person in an airport waving goodbye.
- Buildings.

WHAT PICTURES ARE BEST?

Must Know:

- Your picture tells a story.
- Quality photographs of your cause are worth real money.

Must Do:

- Test two different types of pictures in your next appeal letter.
- Try a happy picture, and a sad picture, and see which works better.
- Make sure to put a caption under your picture.

How to get more people on your mailing list

Ask Board members to refer 5 friends

Ask volunteers to refer 5 friends

Ask your most loyal donors to a friendraiser and ask them to bring a friend



How to get more people on your mailing list

Buy a List:

Ask a peer, where do you buy your list?

Make sure you ask good questions of the mailing company.



What makes a good story for your letter?

CONFLICT.

Every morning in Kenya's impoverished North East Province, three camels – one carrying two boxes of books, one loaded with a tent and one spare – set off on the long journey to reach some of the area's most remote nomadic communities. Here people must keep moving to find pasture and water for their animals – and that means that children often have to abandon formal schooling, and seldom even see a book. Imagine people's delight when they see the camels lumbering over the horizon – the mobile library is coming!



The camel libraries operate through the Kenya National Library Service, and deliver 7,000 books in the course of a year, bringing people the pleasure of reading, but also offering precious skills and information that can be key to escaping poverty. Fourteen-year-old Rukia is just one of the camel library's fans. "My parents died from tuberculosis when I was six," she says, "but I want to be a doctor. I hope they would be proud of me."

For the people Book Aid International helps, books are much more than just a good read – they can be a way of changing their lives for good.

And it's not just through mobile libraries that Book Aid International work. They link up with community groups, local bodies and governments too, to get much-needed books to more conventional libraries in schools, refugee

What makes a good story for your letter?

CONFLICT.

Example from
Amnesty
International:

(trigger warning:
rape)

Dear Friend

October 1995

What do the words 'women and children first' mean to you, as a woman?

That innocent children and women caught up in some terrible situation, unable to defend themselves, must be protected from danger at all cost? That was my understanding too. But 'women and children first' has taken on a whole new meaning for me since I began reading reports on the subject here at Amnesty International. A meaning that has made me want to kick and scream with fury. And do something. Like make you as angry as I am!

Because, together, your anger and mine can do a power of good, as I can show you. It can move mountains – and governments.

IF YOU'RE A MOTHER OR A WIFE you might ask Sonebia Pinzón what 'women and children first' means in Colombia.

It's every woman's nightmare. Sonebia was asleep with her three children when she woke to find four soldiers from the nearby police station round the bed. They said they were looking for weapons.

What happens next will upset you. But please don't stop reading. Don't say, 'I can't bear to read this,' because there is a purpose to my telling you. And if Sonebia and her family can get through it, so can you and I.

The soldiers don't waste a second. They have a job to do. It begins with tearing at Sonebia's clothes. She puts up a fight. If she doesn't give in, they say, they'll kill her husband, Luis, who is being dragged out of the house with a gun to his head.

Two soldiers take Sonebia out to the patio. Her three-year-old son follows, clinging to her nightie, tears pouring down his face. The stone is cold against her back as they take it in turns to rape her. She whispers to her child not to look, but he's frightened, he wants to hold his mummy's hand.

What makes a good story for your letter?

CONFLICT.



The image displays four panels from a Botton Village appeal brochure, illustrating community life and a testimonial.

Panel 1 (Left): A black and white photograph of a large outdoor gathering under a tent. Below the image is the headline **I wouldn't have a social life**. The text below reads: "At Botton we have many opportunities for social events and evening classes. We hold concerts and plays, and everyone takes part. Once a year we also hold an open day when thousands of visitors come to the village and spend an enjoyable afternoon exploring the village and getting to know us."

Panel 2: A black and white photograph of a group of people standing together in front of a building. Below the image is the headline **I wouldn't have so many friends**. The text below reads: "Botton Village is a close-knit community of 200 people. Everyone feels part, not just of their home, but of the whole village. Botton Village is a warm, friendly – and productive – place."

Panel 3: A black and white photograph of a woman standing in a doorway. Below the image is the headline **Frances is very happy here at Botton, but she knows she is lucky. Without your help her future would be uncertain, perhaps in an institution or, more likely, on her own in a lonely room somewhere. Please will you help her and all the villagers stay at Botton?**. The text below reads: "Please send your donations today via: Mrs Frances Wright 1105, Botton Village National Fund, 4000010001, Church Wharf, North Yorkshire YO21 3BB. Botton Village is a member of The Botton Village Trust Ltd, a not-for-profit company limited by guarantee (105681 England) and registered charity no. 105681. A member of the Botton Village and Botton Community. Botton Village 01904 401775."

Panel 4 (Right): A black and white photograph of a smiling woman. Below the image is the headline **If I wasn't living at Botton I'm sure I wouldn't be so happy**.

Example from Botton Village appeal

What makes a good story for your letter?

Bottom Village is very Special-it gave me a home.



My Name is Frances. I am 48. If it wasn't for Bottom I would have to live on my own somewhere, without my friends.

A letter from Alan Henderson, a founder and co-worker at Bottom Village.

Dear Friend,

Frances has Down's syndrome. She is just one of the hundred and fifty-six people with mental handicaps for whom Bottom Village provides a home. But Bottom is not a new kind of institution. It is a real, working community. Over three hundred adults and children live here as extended families in our twenty-seven houses and farms situated in the beautiful North York Moors.

We know that many people with mental handicaps could not live after themselves in their own, but in the supportive environment of Bottom many mentally handicapped villagers flourish. For the first time they find a way of contributing to their world.

Bottom's way of life enables everyone to feel a sense of achievement.

Every member of the village has a job to do, not just a token activity but a way of helping us sustain our village. We have eleven workshops and five farms which not only keep us busy, but also provide many of our supplies, from bread to vegetables and from cheese to fruit juices.

We try to help ourselves as much as possible. Nobody, neither villager nor co-worker, is paid a wage.

Frances works in the weavery where among other things we make scarves, rugs and fabrics. She also helps prepare meals in Sherwood, the house

where she lives with her extended family of fourteen, villagers and co-workers. Cooking for fourteen every morning can be quite a lot to organize, so all these people take turns in preparing the food.

Everyone works to the best of his or her ability but however hard we might try, we could never be self-supporting.

While the main role of our workshops is to enable our villagers to do productive work, we must always remember that their potential is very limited and we cannot expect a competitive level of productivity.

That is why we need YOUR help.

Even after all our efforts to support ourselves through the sale of our work, we still have a shortfall of about £18 for each villager every week. Without this money places here will be in jeopardy - and the alternative is unthinkable. Current figures for the country have shown that, of those people with mental handicaps recently discharged from institutions, a large proportion appear to have either ended up in prison or as vagrants. With your help this need not happen to the villagers of Bottom.

When I was talking to Frances recently she said:

I hope I can stay at Bottom forever. I have many friends here. I feel safe.

Will you help us to keep Frances' wish true? Please send your donation with the enclosed reply form. Thank you.

Yours sincerely,

Alan Henderson

Alan Henderson

PS. Frances could never feed for herself in the outside world. Please will you help her and the rest of the villagers to remain in Bottom?

PPS If you are already a supporter of Bottom, or any other Camptell centre, please help us by passing on this appeal to a friend.



Frances with fellow villager Hugh Cartwright in the weavery

This appeal is made on behalf of Bottom Village, Easingwold, North Yorkshire YO21 2JG.
Bottom Village is one of the eight centres of The Camptell Village Trust Ltd,
a non-profit-making company limited by guarantee (ltd) in England and registered as a Charity (11462).
A member of the Association of Camptell Villages.

WHAT HELPS CREATE URGENCY?

TRY THE 7 KEY THINGS THAT MAKE PEOPLE GIVE

Fear

Greed

Guilt

Anger

Exclusivity

Salvation

Flattery

WHAT HELPS CREATE URGENCY?

Please try to give *something*.

I hope you will join in contributing...

We desperately need your help.

We cannot continue our work without your help.

WHAT HELPS CREATE URGENCY?

Look at these Examples of Starting text after the headline:

1. “It’s a dark and dreary night and the wind is spattering raindrops on my window. But, before I retire for the evening, I must write to dear friends like you and tell you about the troubles I face.
2. This is the most difficult letter I have ever written in the 10 years I have been the executive director of your domestic violence nonprofit.

WHAT HELPS CREATE URGENCY?

- Emergency...
- Crisis...
- Disaster...
- Threat...
- Immediate...
- Urgent...
- Hurry...



WHAT HELPS CREATE URGENCY?

Dear Friend,

It's hard to believe the holidays are fast approaching.

For many, the holiday season is a festive one, full of laughter, gifts, and gatherings with loved ones.

But for others, it is unfortunately the time in which many go without. The sad reality is that when people are forced to choose between buying food for their families or their pets, the animals are usually left to fend for themselves — discarded like yesterday's garbage on the cold, lonely streets.

WHAT HELPS CREATE URGENCY?



Memorial Sloan-Kettering
Cancer Center

Dear Friend,

Could you please send just \$10 or \$15 to help us continue making lifesaving advances in cancer treatment that can help save thousands of patients each year?

These advances bring new hope – and real help – to an estimated 1.5 million Americans who will be diagnosed with cancer this year.

And one day, they may be important to you.

Right now, can you think of starting text that would create urgency for your next appeal letter?

SURVEY

Have you ever added different enclosures to a direct mail appeal?

Have you ever used enclosures aside from remits? If so, have you used;

- Brochures
- A sticky note
- A buck slip
- Other
- Some of the above
- All of the above

2. What were your results?

- Better return with enclosures
- Same return
- Worse return

WHAT ENCLOSURES WORK?

Obviously, you should always use a remit envelope. But what else?



WHAT ENCLOSURES WORK?

Coins:


According to The Leukemia & Lymphoma Society

The envelopes with nickels earned 75% more than the others



WHAT ENCLOSURES WORK?


Coins can also be controversial


 **I want to do whatever it takes to save children's lives!** As a sign of your support, please return this nickel with your contribution - it might be enough to save a child's life!

Please use my gift to continue the many programs that save the lives of vulnerable children around the world. To assist in these lifesaving efforts, I have enclosed a gift to the U.S. Fund for UNICEF in the amount of:

() \$25 () \$35 () \$50 () \$75
() \$100 () \$500 () Other \$ _____

*Can you send this amount or more? The need is urgent.





To make a secure donation online, visit our website at unicefusa.org/support.


Please make your check payable to the "U.S. Fund for UNICEF" and include this reply slip in the enclosed envelope. Your contribution is tax-deductible to the full extent permitted by law. On behalf of the children we serve, many thanks for your generous support!


Please prefer to charge your gift to a credit card, we accept:


☐ MasterCard ☐ Discover ☐ VISA
☐ American Express

Credit Card # _____
Expiration Date _____ Bill Number # _____

Signature _____
Please sign me up to receive your FREE E-news. My e-mail address is: _____

unicef  71 AC45079XU2U 088357837 2

unicef 



As little as a nickel could save a child's life!

The enclosed nickel is proof that it only takes one person to help a child survive!

Dear Friend of Children,

You might be wondering why I've enclosed a nickel with this letter. This small coin is an important symbol of how little it takes to protect a child from almost-certain death...

...and I hope it inspires you to find out how UNICEF can take a single nickel and reach to affect millions of children in 186 developing countries.

WHAT ENCLOSURES WORK?

Other ideas:

Magnets: ASPCA sent a large picture frame magnet, with seven smaller magnets on the inside. On each one is a slogan (see below)



WHAT ENCLOSURES WORK?

The Letter itself!

Ryton Gardens made their entire mailing on brown paper, so it could be converted into seed pots. (see below)



Once read, the mailing could be converted into six seed pots –

WHAT ENCLOSURES WORK?

WHAT YOU HOLD IN YOUR HANDS IS AN INSTRUMENT OF TORTURE



When the body of street child Cetrackito Luis was found in Guatemala, his eyes had been gouged out, his ears and tongue cut off – treatment customarily meted out by police to informers. The police claim



GO ON Tear it off the page. Hold it in your hand. Feel the point. Think about it. Stretch your imagination. Because that's what torturers around the world do. They excel at it – using their imagination to fashion instruments of torture out of the most everyday things.

In Seoul, at the Korean Central Intelligence Agency, a 60-year-old man, Sok Tal-yun, was tortured with a **pen** like the one you are holding. His interrogators inserted the inner plastic ink tube into the urinary canal of his penis.

Police in Indonesia rubbed **chillies** into the eyes of bus conductor Antony Ginting who was suspected of theft. They then used a common **screw-driver** to stab him in the head and a **hammer** to smash his fingers.

11-year-old Joseph from Sudan was mistakenly taken to a detention camp where police flogged him and made him hold a **brick** in each hand above his head for most of the day.

Kim Hyon-chan, a chemistry student arrested in South Korea, was forced to balance a **pen** on his outstretched arm. Try it yourself. See how long you last. Every time the pen fell, Kim was beaten.

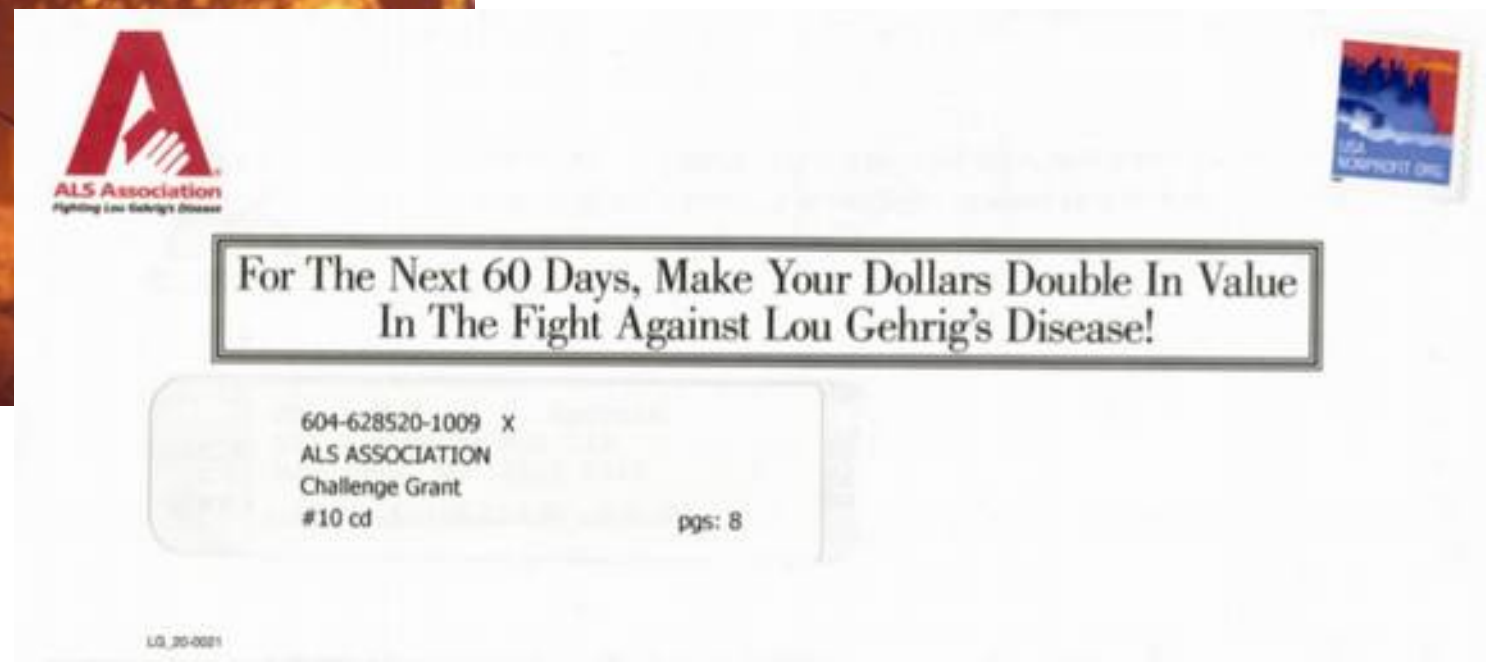
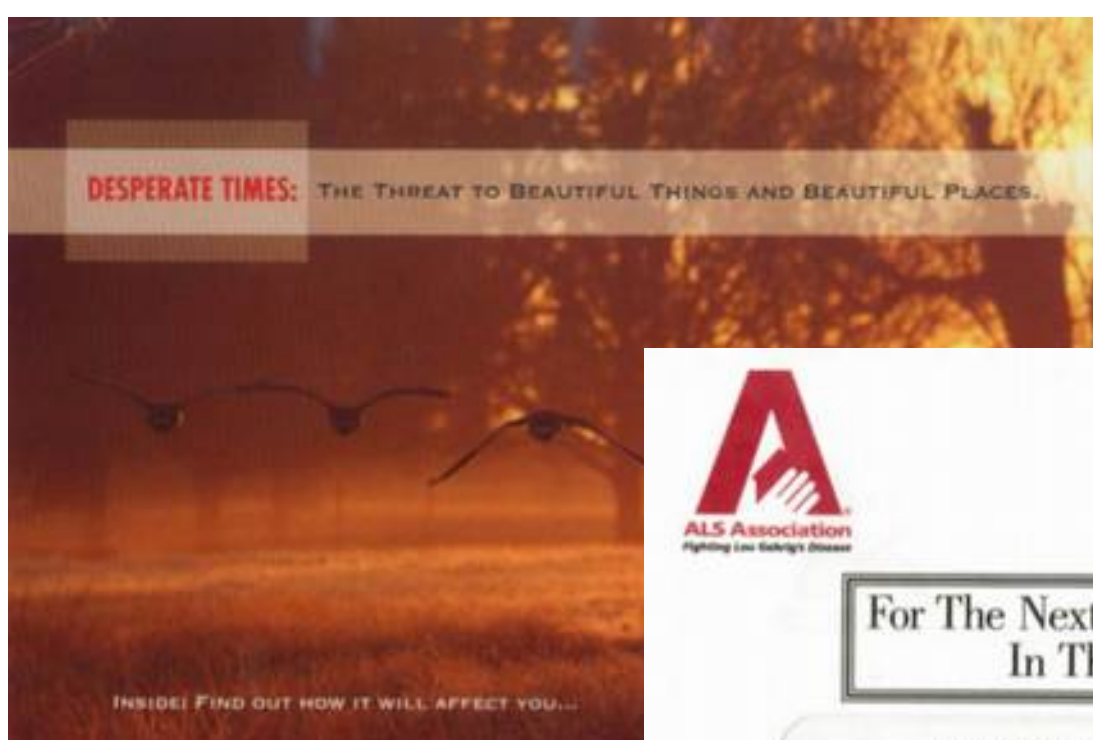
WHAT ENCLOSURES WORK?



Other ideas: Diabetes Research
Wellness Foundation uses Socks!

WHAT SHOULD YOUR ENVELOPE LOOK LIKE?

Size: Your outer envelope doesn't have to be a #10. It may be more expensive, but you might stand out from other, similar envelopes this way.



WHAT SHOULD YOUR ENVELOPE LOOK LIKE?

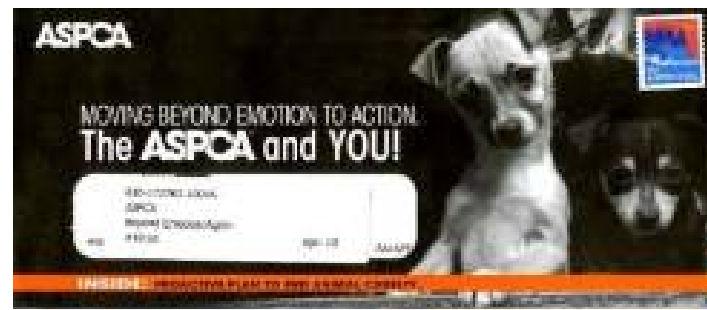
INTER-DEPARTMENTAL MAIL
Cross out previous address. Use repeatedly until all spaces are utilized.

Name <i>Verna Collier</i>	Name	Name
Dept. <i>Policy and Advocacy</i>	Dept.	Dept.
Name <i>Carol Gonsky</i>	Name	Name
Dept. <i>Policy and Programs</i>	Dept.	Dept.
Name <i>Larry Cox</i>	Name	Name
Dept. <i>Executive Director</i>	Dept.	Dept.
Name <i>Ms. Elin</i>	Name	Name
Dept. <i>Advocacy</i>	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.
Name	Name	Name
Dept.	Dept.	Dept.

Texture: Use a varnish or printed faux finish, or make your envelope look like, for example, interdepartmental mail.



WHAT SHOULD YOUR ENVELOPE LOOK LIKE?

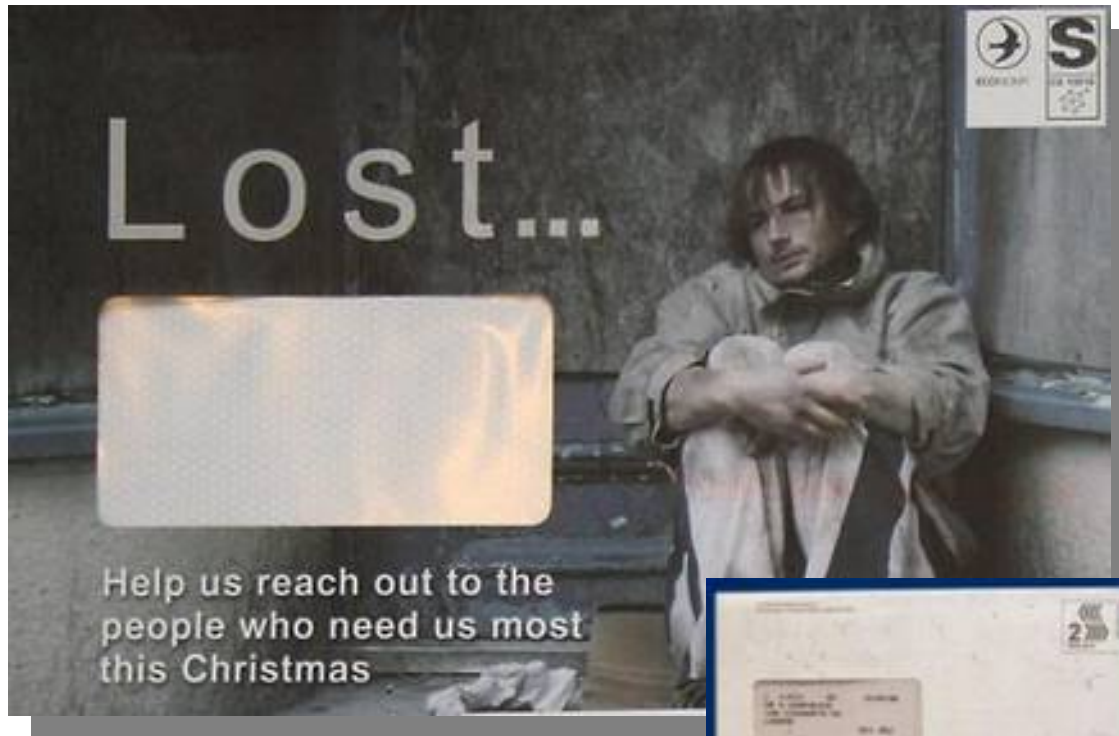


WHAT SHOULD YOUR ENVELOPE LOOK LIKE?

From The Longwood Garden appeal



WHAT SHOULD YOUR ENVELOPE LOOK LIKE?



Top example: Salvation Army holiday appeal

Bottom example: Greenpeace



WHAT IS THE ANATOMY OF YOUR APPEAL?

Most Letters follow this format:

- 1) Headline or "Johnson Box"
- 2) Salutation, such as Dear Friend, Dear Joe, or Dear Cat Lover
- 3) Short, attention-grabbing first sentence
- 4) Body copy that tells a story, presents a problem and solution, and/or presents your offer, along with benefits and details
- 5) Call to action, such as "Use the envelope and give today!"
- 6) Guarantee to back up your offer
- 7) Deadline (if appropriate) to prompt faster response
- 8) Sign off with a handwritten signature
- 9) P.S. or Post Script that presents a prime benefit, restatement of the offer, deadline reminder, bonus offer, or whatever you want to highlight
- 10) Remit envelope
- 11) Possibly a buck slip or other enclosure.

MORE EXAMPLES TO RESEARCH

Top 5 Non-Profit Mailers

Smithsonian Institute – They generate \$532 million per year.

U.S. Fund for UNICEF – They generate \$454 million per year.

Habitat for Humanity – They generate \$356 million per year.

Leukemia & Lymphoma Society – They generate \$269 million per year.

March of Dimes – They generate \$248 million per year.

Source: <http://www.changeofaddress.org/blog/2010/top-20-us-direct-mail-marketers>

PS EXAMPLES

Restatement of the letter headline.

“Could you help a child like Belinda today?”

Restatement of the offer.

“If you give \$25 today, your donation will be matched by a generous anonymous donor!”

Four books for £5

And you'll never **receive** any of them!

Postage included!

Join our *Reverse* Book Club today

This is a book club with a difference – you pay the money and someone else gets the books! It's a brilliant way of helping readers in the world's poorest countries. It's simple, practical and costs less per month than your Sunday newspaper.

One of the things I've found on my journeys is the thirst to learn more about the world and this is one sure way to help people get more out of life. Book Aid International sends over 700,000 books and journals a year to the developing world. 90% of them go to sub-Saharan Africa.

As a writer and traveller, I think everyone should be able to open a window on the world through books.

PTO

from Michael Palin CBE

It costs £5 to send 4 carefully selected books to readers of all ages in Africa and beyond. Here are some of the books that could be sent through your regular support:

CHILDREN'S FICTION

SOSU'S CALL

A tale of a little Chinese boy who can't walk but still saves his village from floods.

MEDICAL

ABC AIDS

A practical guide for doctors, on diagnosis, treatment and prevention of AIDS.

VOCATIONAL

Entrepreneurship: How to Start a Business

An ideal manual for students, entrepreneurs and anyone for joining trade in many communities.

REFERENCE

The World Factbook

This is a vital tool for geographic lessons, getting across the global information.

PS EXAMPLES

Restatement of the premium.

“If you give \$250 today, we'd love to ask you to join us on a steamboat cruise with the Circle of Hope Giving Society. Please give today.”

Restatement of how to use the reply devices.

“When you put your check for \$50 in the envelope enclosed, you'll be helping not just one dog, but helping ensure that ten more dogs can find forever homes”

Restatement of the crisis

“This Christmas, our children are hungrier than ever. Please, help ten children get dinner with your generous gift of \$100 today.”



IF YOU'RE NOT GETTING ENOUGH MONEY IN THE MAIL, WHAT ARE 8 THINGS YOU CAN CHANGE?

- Add or Remove the teaser on the outside of the envelope
- Use live stamps to pay the return postage.
- Increase the number of Asks in your letter
- Help donors understand what their gifts will mean.
- Add something donor has to interact with.
- Add a time limit
- Insert a lift note.
- Remove your brochure

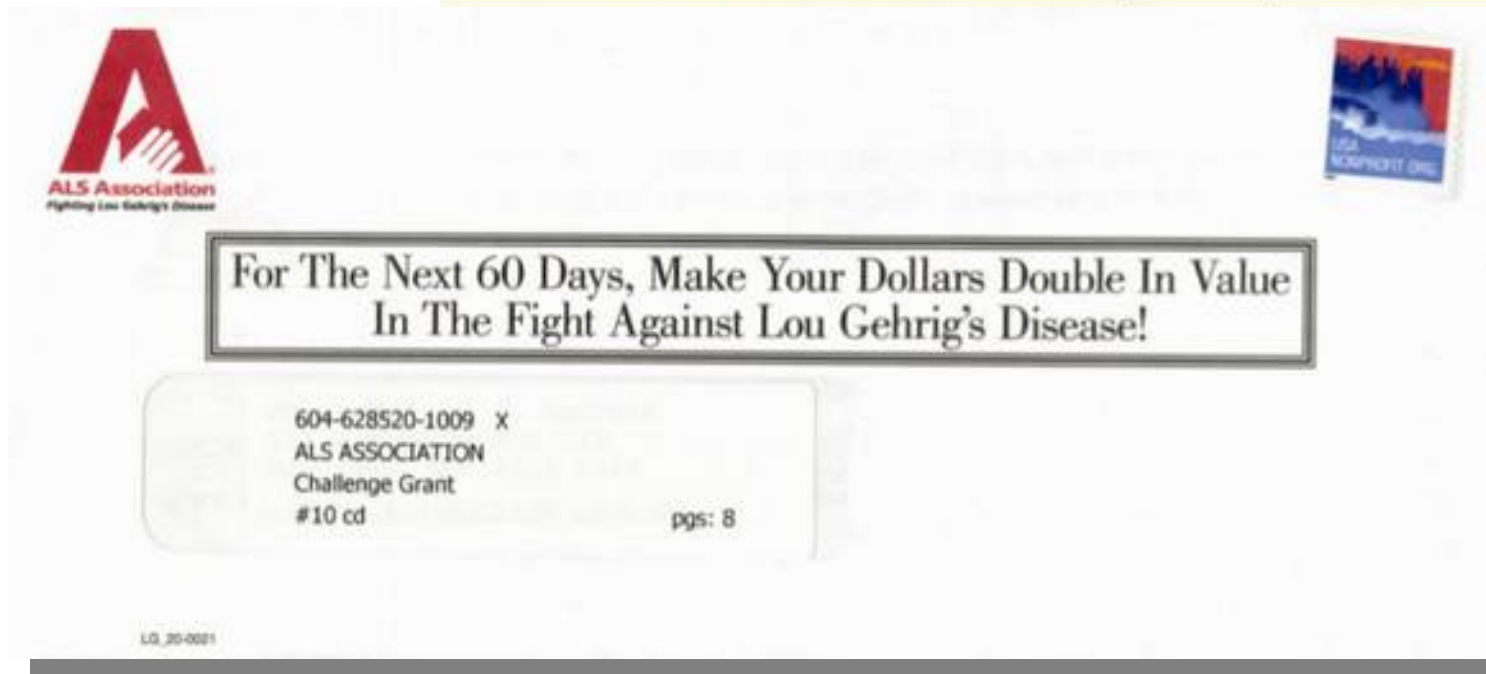
HOW COULD YOU INCREASE YOUR RETURNS?

SEGMENT DONORS BY. . .

- All donors who gave in this same period last year
- All current multiple, non-monthly donors
- All higher-dollar donors
- All or test of 18-24 month lapsed donors who made previous gifts in this season
- All first-year donors
- Monthly donors
- Survey responders

GETTING MATCHING GIFTS

Use the
outside of
the envelope



GETTING MATCHING GIFTS

Name your challenge

Tell them exactly what the challenge will accomplish

Your gift of \$50 will be matched with \$50 to accomplish

Your donation of \$_____ will accomplish _____



GETTING MATCHING GIFTS

THEY TOOK THE HOUSE IN 2010. OFFICIAL USE ONLY: / /
Republicans won't stop until they have the Senate in 2012.

What stopping the Radical Right means to me:

<input type="checkbox"/> Your \$17.50 will = \$35.00 if you respond by Sept. 22!	<input type="checkbox"/> Your \$38.50 will = \$77.00 if you respond by Sept. 22!
<input type="checkbox"/> Your \$50.75 will = \$101.50 if you respond by Sept. 22!	<input type="checkbox"/> Your \$250.75 will = \$501.50 if you respond by Sept. 22!
<input type="checkbox"/> Your \$1,000.50 will = \$2,001.00 if you respond by Sept. 22!	<input type="checkbox"/> Your \$_____ will = x2 if you respond by Sept. 22!

☐ My check, payable to the DSCC, is enclosed. ☐ I've completed the credit card information on the back of this form.
☐ I have enclosed my contribution of \$35 or more and would like to receive my DSCC 2012 Firewall tote bag!
☐ Please do not send me a tote bag. Use my entire grassroots donation to help the DSCC!

Mr. Denison [REDACTED]
[REDACTED] Gaskill St.
Philadelphia, PA 19147- [REDACTED]

To give immediately, go to www.dscc.org/FightBackNow
or call 1-877-417-8807 toll-free.

A710873BALBC [REDACTED] 5

Denison,
We need 27 more supporters from Philadelphia, PA to give at least \$17.50 before **Sept. 22** to reach our \$826,850 goal.

PLEASE ACT NOW!

3-144525

THEY TOOK THE HOUSE IN 2010.
Republicans won't stop until they have the S

What stopping the Radical Right means to me:

- | | |
|--|--|
| <input type="checkbox"/> Your \$17.50 will = \$35.00 if you respond by Sept. 22! | <input type="checkbox"/> Your \$38.50 will = \$77.00 if you respond by Sept. 22! |
| <input type="checkbox"/> Your \$50.75 will = \$101.50 if you respond by Sept. 22! | <input type="checkbox"/> Your \$250.75 will = \$501.50 if you respond by Sept. 22! |
| <input type="checkbox"/> Your \$1,000.50 will = \$2,001.00 if you respond by Sept. 22! | <input type="checkbox"/> Your \$_____ will = x2 if you respond by Sept. 22! |

- ☐ My check, payable to the DSCC, is enclosed. ☐ I've completed the credit card information on the back of this form.
☐ I have enclosed my contribution of \$35 or more and would like to receive my DSCC 2012 Firewall tote bag!
☐ Please do not send me a tote bag. Use my entire grassroots donation to help the DSCC!

Mr. Denison [REDACTED]
[REDACTED] Gaskill St.
Philadelphia, PA 19147- [REDACTED]

A710873BALBC [REDACTED] 5


HOW YOUR SUPPORT IS
DOUBLED



The first **\$826,850** we receive by Sept. 22 will be matched—dollar for dollar—**doubling** your gift!

Which reply device version is more compelling?

GETTING MATCHING GIFTS

 **Double the value of your gift!**

YES, I will help match the \$500,000 Challenge! I want my gift to go twice as far in helping to fund lifesaving research efforts and important patient and community services programs.

Enclosed is:

- ☐ \$15 to match the red check
- ☐ \$20 to match the blue check
- ☐ \$35 to match the total of both checks
- ☐ \$50 to make an extra special gift
- ☐ \$_____ to help as much as possible

To donate by credit card, see reverse side.

INSTRUCTIONS:
Please make your check payable to The ALS Association. Send it with this form and with one or both of the Challenge Grant Checks below in the envelope provided. Thank you.

The following information is optional and strictly confidential. The ALS Association will not sell, rent or share your personal health information with any outside organization, individual or entity.

To better serve you, please tell us how ALS has affected you:

☐ I have ALS ☐ A family member has/had ALS
☐ A friend has/had ALS

NATIONAL OFFICE alsa.org 1275 K Street NW, Suite 1050
Washington, DC 20005 888-949-2577

Mr. & Mrs. J. A.
E 51st St Apt
New York, NY 10022

2152440691A10TAC107A

 **The ALS Association**
CHALLENGE GRANT CHECK

Check No. 095

August 20 10

PAY TO THE ORDER OF: The ALS Association \$ 15.00

Fifteen and no cents ----- **Dollars**

This facsimile check is valid only if accompanied by a check of equal or greater value from:

FACSIMILE CHECK - NONNEGOTIABLE

Mr. & Mrs. J. A.
E 51st St Apt
New York, NY 10022


Jane H. Gilbert
President and CEO

If you have the budget, would you consider enclosed checks?

GETTING MATCHING GIFTS

USE ONE OF THESE MATCHING GIFT CHECKS TO DOUBLE THE POWER OF YOUR GIFT!

1. Select the matching gift check you decide to match.
2. Write out your own personal check in the amount of the matching gift check you choose (or give by credit card — just fill out the information on the back of the check you choose).
3. Enclose your gift along with the matching gift check in the postage-paid envelope.

Your gift will have DOUBLE THE POWER, up to the matching gift limit of \$500,000 when received by May 31, 2012.

Take pride in CARE's exceptional efficiency.

10% Support Services and Fundraising

90% Programs

We work hard to manage your contributions efficiently and wisely. Ninety percent of all CARE's expended resources are devoted entirely to program activities.

We hope our dedication to efficiency and careful spending reaffirms your decision to continue supporting CARE.

CARE is recognized by the following organizations:

BIA is a leader of the better Business Bureau's Best Service Award and most than 100 standards of excellence, quality, efficiency, and service.

CARE is a New York Times organization with Charity Navigator Award's largest independent, transparent of nonprofit organizations.

The American Institute of Philanthropy, a nonprofit watchdog group that researches, monitors and grades charitable institutions, has given CARE its "A+" rating.

The Charitable of Philanthropy recognized CARE as its Philanthropy 400 list for the 40th consecutive year.

CREDIT CARD GIVING INFORMATION

Amount of Gift: \$

Card Number: (/)

Cardholder's Phone Number (please print): Date:

Cardholder's Name (please print):

Signature:

care

Your gift is tax deductible to the extent allowed by law. Please return this check with your personal check or credit card information in the enclosed envelope. Your questions and comments are important to us. Call 1-800-422-7385 or visit www.care.org.

Become a fan of CARE on Facebook
 Follow CARE on Twitter

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Cardholder's Name (please print):

Signature:

care

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care

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Become a fan of CARE on Facebook
 Follow CARE on Twitter

CARE copies ALS checks

HOW TO FIND PEOPLE IN YOUR DATABASE WHO COULD DO A MATCHING GIFT

Loyal donors:

People who have given 3x in the last 3 years

People who have given gifts of \$50-\$100



DO YOU WANT MORE RESOURCES?

Books:

Words That Sell, Richard Bayan

Cashvertising, Drew Eric Whitman

The Accidental Fundraiser, Stephanie Roth

Oglivy on Advertising, David Oglivy

Websites:

<http://directmarketingiq.com> (TV)

<http://sofii.org>

<http://dearjoan.net>

THANK YOU



Thank you for all that you do for your cause and for attending today.

I would love your honest feedback on this presentation. I am always trying to improve.

Follow up questions

Mazarine Treyz

info@wildwomanfundraising.com

Phone: (512) 763-5161