



DM101: CREATIVE

March 23, 2023

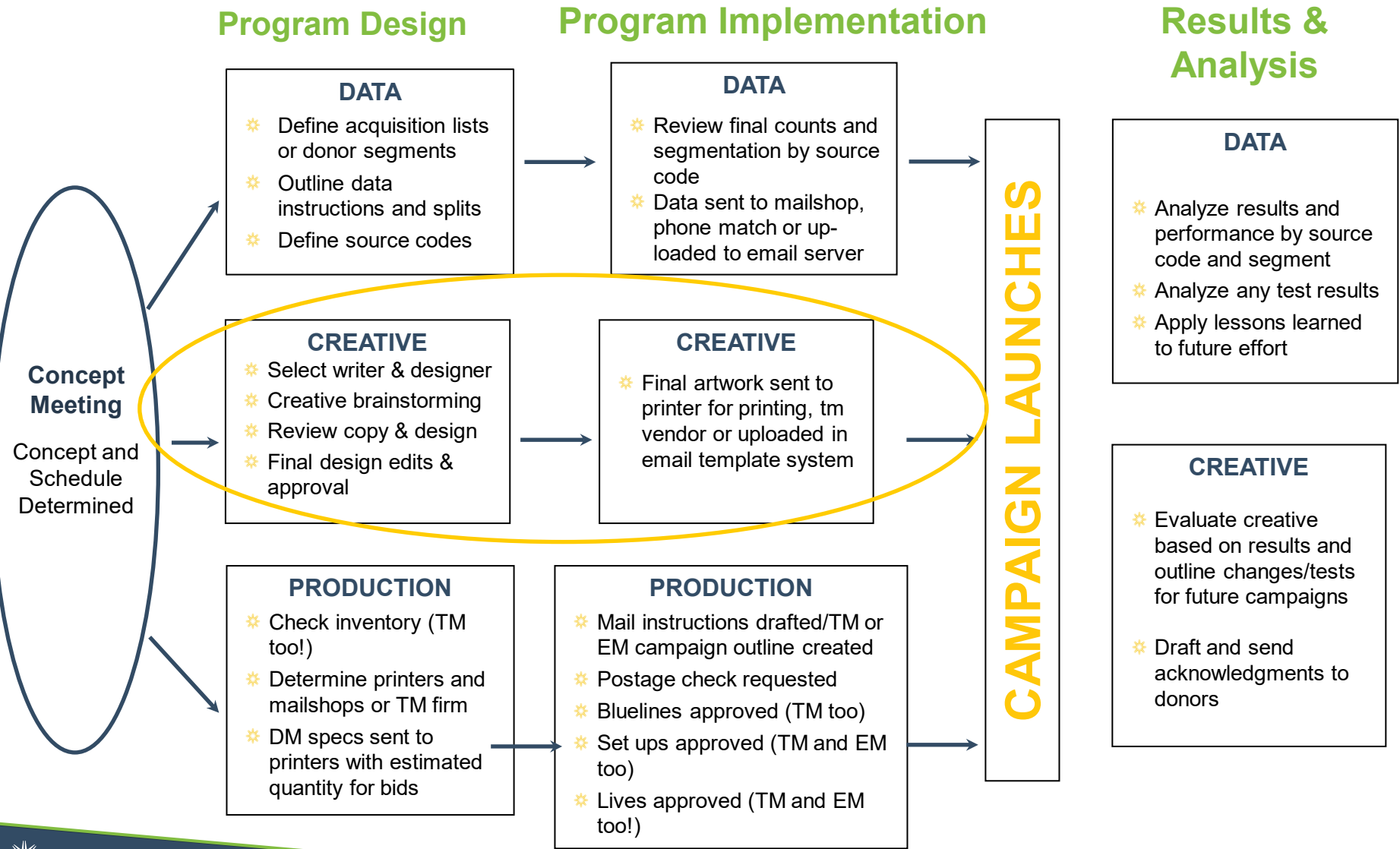
 Celebrating 25 Years
AVALON[®]

Welcome to Fundamentals of Fundraising!



Dara Igersheim
Vice President
Avalon Consulting Group

Evolution of a Campaign



Program Areas

Types of Acquisition Programs

Acquisition helps acquire new donors to an organization.

Philanthropic

- support the organization's mission and personally connects prospects 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
- will consider making additional contributions (multi-givers)

Premium-based

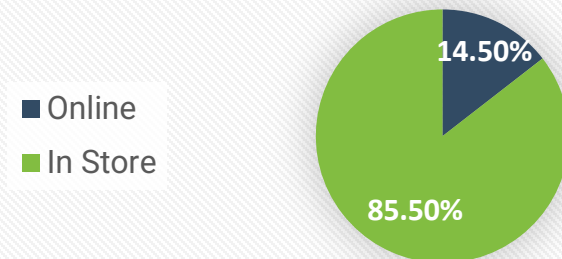
- may be motivated by the cause but are generally motivated by the premium associated with a gift
- may need additional premiums to further the relationship which can affect retention

But isn't direct mail acquisition dead?

No ... direct mail is still the predominant channel to acquire new donors: they retain well & digital is such a small percentage of leads.

Retail Sales Q2 2022

(census.gov)



Renewing Current Donors

Renewals ask donors to renew their support each year.

STRATEGY

Timing: can be annual or “rolling” (*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-month donors for annual / 0-12 month for rolling/expire-based
- \$10 to major donors (*renewals work, even for those up to \$9,999*)

Channels:

- Corresponding e-renewals should go out with each effort (*or at least every other effort*)
- Text can be an effective cross channel strategy

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 (*traditional*), matching gift

Audience: 0–24-month donors, \$15 (*test \$10 folks too!*) to major donors (*appeals can successfully include donors who give up to \$9,999*)

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
- Text – especially at year-end
- Telemarketing – for urgent outreach

Sustainer Conversion

Sustainer conversion efforts ask donors to give monthly, ongoing support with no expiration date.

STRATEGY

Timing/Frequency: within first three to six months for new joins, ongoing efforts for everyone else. **The faster the better!**

Messaging/Focus: ongoing support; funds ready when needed; less mail for the donor – more of their gift goes to the mission; less paper/green impact

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 for a "sustainer first" strategy

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 OR with corresponding renewals
- 1-2 telemarketing calls
- Longer lapsed folks should be included in acquisition efforts

Messaging/Focus (DM/TM/EM):

- Messaging should be institutional
- Stress importance of renewing, how individual support helps, and where the money goes
- In acquisition, lapsed donors 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 (less than \$10) might be best in acquisition, if at all.

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

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 (*through copy, art and treatment*) – you will use their money responsibly 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 WE (the organization)***

Avalon's Seven Elements of Fundraising Success

Identify the Problem or Opportunity

- ✓ Pinpoint a specific problem or opportunity that needs a response. Fundraising is all about problems donors can help solve. That means you need to start with a problem. It needs to be real, vivid, and understandable.

Agitate the Problem

- ✓ After you present the problem, you want to agitate it by giving it color and texture to make it real for your readers. Agitate a problem by:
 - Showing its symptoms.
 - Painting a mental image of what could happen if the problem goes unsolved.

Identify a Timeframe

- ✓ Provide context as to why a timely response is needed.

Be Emotional

- ✓ Tell a story that tugs on the heart strings, evokes anger, guilt, or hits home to the donor and their community.

Be Relevant

- ✓ Use issues or current events that donors care about and can relate to in their daily lives.

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.

Show the Outcome

- ✓ Show the payoff from the solution to the problem by allowing donors to see, feel, and believe the results they can achieve with their donation.

Testing Strategy

Testing is essential to having a healthy, productive direct marketing program

- ✓ Each organization is different and not all best practices are universal.
- ✓ Determine what works for your organization.
- ✓ Have a “reason to believe” (don’t just test to test).
- ✓ 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*), boost response rate (*offer, teasers, treatments*), or increase average gift (*ask string*)
- ✓ Ensure the statistical significance of your test panel

Package Strategy

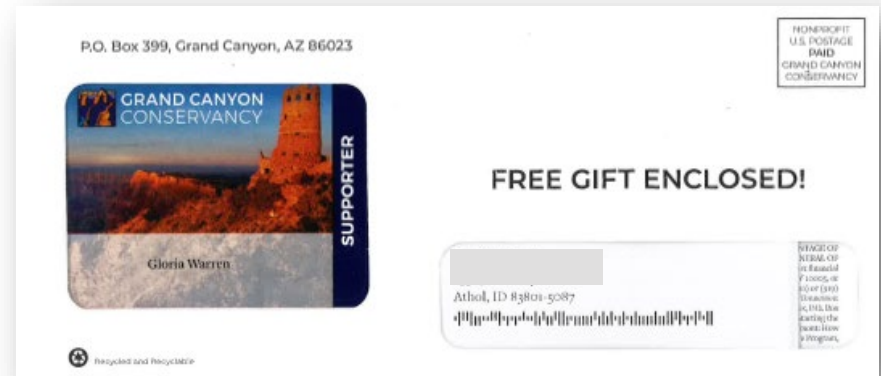
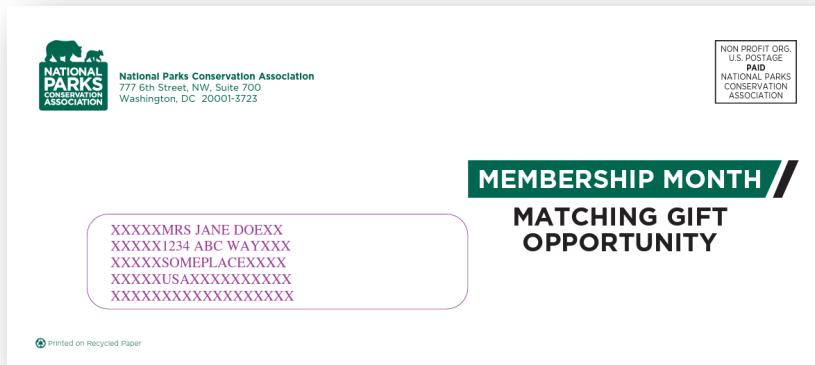
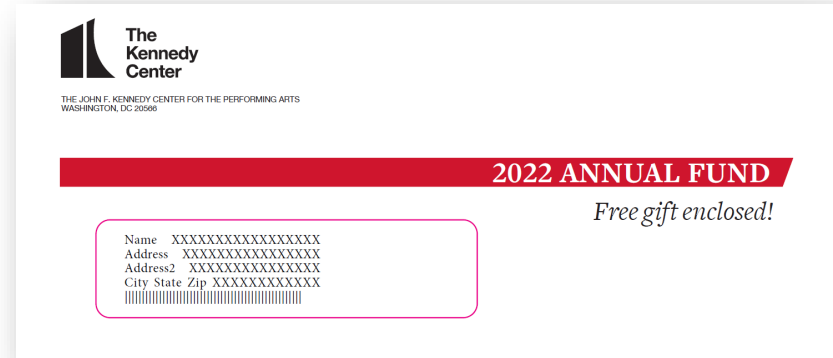
4 Critical Components of a Direct Mail Package

- 1) **Outer Envelope** (carrier, OE)
- 2) **Letter**
- 3) **Reply Form**
- 4) **Reply Envelope** (RAE, BRE)

4 Critical Components of a Direct Mail Package

1) Outer Envelope (carrier, OE)

- **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

2) Letter

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





Take action to free others from racial, social, and economic injustice by giving a gift to Bread for the City today

<XXXXXXNameXXXXX>,

The time for wishful thinking about ending injustice is long passed.

All the best intentions in the world won't stop police from killing Black men and women like George Floyd, Breonna Taylor, and Marquese Alston, Freddie Taylor and so many others. Politicians' lofty speeches about fulfilling America's promise do nothing to dismantle the institutional and structural racism that is America's legacy of slavery.

That is why I am counting on you, as a member of Bread for the City's community of supporters, to please continue taking action for justice.

From having often difficult conversations about race, to pressing our elected representatives to enact meaningful policing reforms, and helping neighbors overcome the daily challenges of living with low incomes ...

... each of us has the power to help end racial, social, and economic injustice.

You can affirm this pledge today by making a special contribution to Bread for the City.

<XXXXXXNameXXXXX>, please consider extending your record of support with a gift of <\$Ask1>, <\$Ask2>, or perhaps <\$Ask3> if you are able and willing at this time.

Whatever amount you may choose to donate will advance our efforts to address not just the symptoms of injustice — including higher rates of hunger, health problems, and poverty in communities of color — but the root causes that can only be eradicated with persistent action.

As you know, the COVID-19 pandemic has hit the people we serve especially hard.

Bread for the City staff, volunteers, and friends like you have gone above and beyond to deliver food to hungry families ... provide free COVID-19 tests to hundreds of worried neighbors ... and keep our Medical Clinic open for emergency needs and patient appointments.

Switching to crisis mode, however, has not slowed our advocacy campaigns that keep pressure on DC and federal officials to put people first in all recovery initiatives. Likewise, our Legal Clinic team remains available by phone to help tenants unable to pay their rent due to job loss during the pandemic assert their rights, and advise people on domestic violence and public benefits issues — all free of charge.

(over, please)

Bread for the City | 1525 7th Street NW | Washington, DC 20001
(202) 386-7606 | www.breadforthe.city.org

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We're continuing to empower people in Wards 7 and 8 to become their own best advocates through grassroots training sessions, community activism, forming partnerships with other local organizations, and by taking leadership in the collective demand for a just relief.

Many members of our staff, myself included, have also celebrated the joy of solidarity by marching in the streets to peacefully — but loudly — proclaim our outrage about police brutality and commitment to justice.

I am so proud of how everyone involved in Bread for the City's work has stepped up during this health crisis while doubling down on our efforts to ensure equal justice for all.


None of our efforts would be possible without your support and involvement.

Thank you for standing with us, and standing up for the people we serve, through these difficult times.

COVID-19 continues to disproportionately sicken and kill Black residents of DC, so our work to help people be safe and healthy is far from over. And while we're hopeful for reform, we won't be able to declare victory over systematic racism anytime soon.

Those are two reasons why I am so grateful for your commitment to justice ... and why I urge you to answer my request for a special contribution as promptly as you can.

Sincerely,



George A. Jones
Chief Executive Officer

P.S. Wishful thinking will not end systematic racism. Each and every one of us must take action to free others from racial, social, and economic injustice.

Please continue to do your part by returning an urgently needed gift to Bread for the City today. I've enclosed a pre-addressed envelope for your convenience. Or to help even faster, you can donate online at breadforthe.city.org/justice.

Thank You!

4 Critical Components of a Direct Mail Package

3) Reply

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

Please share your contact information **Please make my contribution a** Single gift Monthly gift**
** Your gift will automatically repeat each month until you notify us otherwise.

*Indicates required fields

*Name _____ Title Ms. Mrs. Mr. Dr. Other

*Address _____ *City _____ *State _____ *ZIP _____

*Phone _____ *Email _____

Method of payment Check (Please make payable to: Dave Thomas Foundation for Adoption)
 Visa Mastercard Discover American Express

Card # _____ Exp. date _____

Name as it appears on card _____

Cardholder signature _____

2022 ANNUAL FUND & MATCHING GIFT FORM

~~\$10,000~~ **\$10,000 MATCHING GIFT GOAL!**
~~#20,000~~ **DEADLINE: 2 WEEKS**

Please make your check payable to the Dave Thomas Foundation for Adoption and return it with this form in the envelope provided. To make your gift by credit card, please see reverse. Donate online at davethomasfoundation.org/May2022

[Name XXXXXXXXXXXXXXXXXXXX]
[Address XXXXXXXXXXXXXXXXXXXX]
[Address XXXXXXXXXXXXXXXXXXXX]
[City, State Zip XXXXXXXXXXXXXXXX]
|||||

- YES!** I want to help find permanent, loving families for children in foster care and have my gift go twice as far! My **2022 Annual Fund** contribution is enclosed in the amount of:
 - \$[ask1] can become \$[2ask1] when matched!
 - \$[ask2] can become \$[2ask2] when matched!
 - \$[ask3] can become \$[2ask3] when matched!
 - \$___ your gift can double!

Act now and your gift can be matched in size and impact – until our goal of \$20,000 is met.

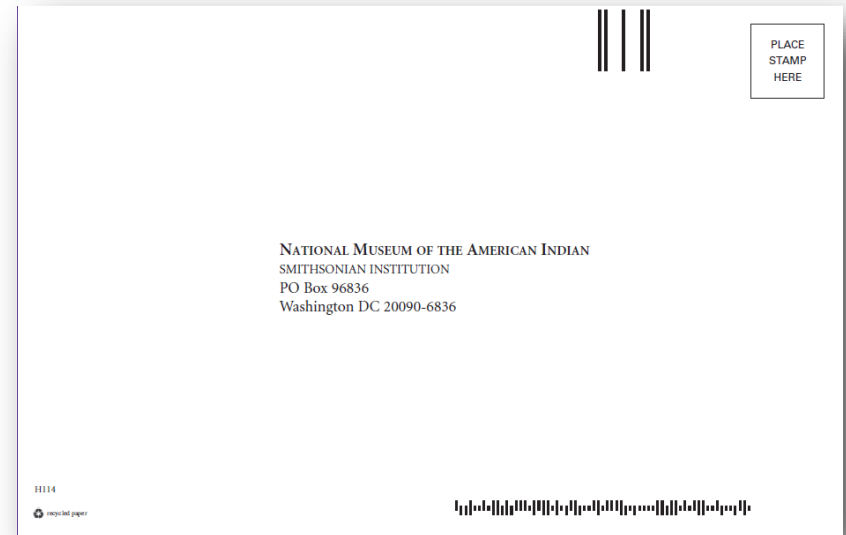
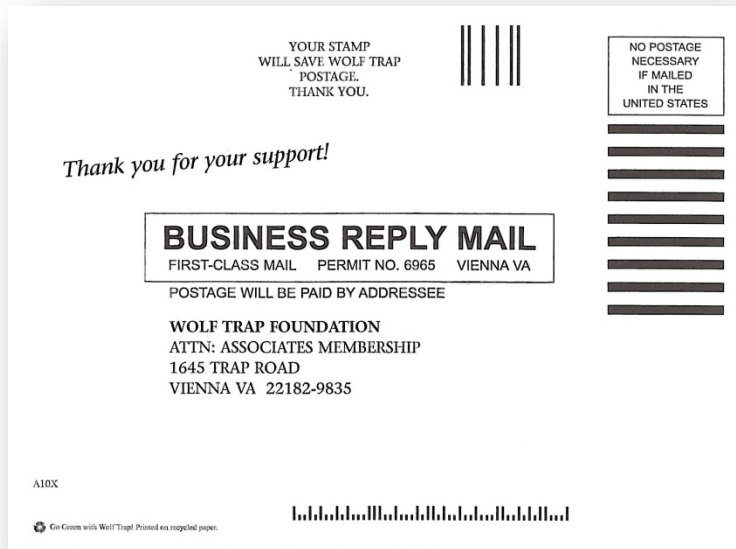
0000000 00000 000 00

Dave Thomas Foundation for Adoption – 4900 Tuttle Crossing Blvd., Dublin, OH 43016 – davethomasfoundation.org

4 Critical Components of a Direct Mail Package

4) Reply Envelope

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



Samples Acquisition

Acquisition



Enjoy All of the Benefits and Privileges of Kennedy Center Membership!

	ABSOLUTE MEMBER \$1,500	CONTRIBUTOR MEMBER \$1,000	BETWEEN MEMBER \$500	SPONSOR MEMBER \$200	PRINCIPAL MEMBER \$100	PATRON CIRCLE \$100	GOLDEN CIRCLE \$100
Members-Only Ticket Priority for ticket orders and subscription packages	+	+	+	+	+	+	+
10% Discount at the Roof Terrace Restaurant, KC Café, and Kennedy Center Gift Shops	+	+	+	+	+	+	+
Discounts on audience education and engagement programming	+	+	+	+	+	+	+
Special discounts at Washington-area restaurants	+	+	+	+	+	+	+
Access to Kennedy Center updates and discount offers	+	+	+	+	+	+	+
Exclusive subscriptions to our Members-Only Newsletter, On the AirSide, and Kennedy Center News magazine	+	+	+	+	+	+	+
Admittance to Members-Only Lounges in the Opera House, Concert Hall, and Eisenhower Theater	+	+	+	+	+	+	+
Four \$2-off Digital Parking Discount Coupons	+	+	+	+	+	+	+
Invitation(s) to an NSO Working Rehearsal for you and a guest		1	2	3	4	4	4
Invitation to a "Curtain Up" Theater Event for you and a guest							
Invita							
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Media							
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The John F. Kennedy Center for the Performing Arts

Membership Activation Ticket

Mr. Sample Person,
your ticket to all the Kennedy Center
has to offer awaits inside.

Return this ticket with your Membership contribution to activate your Membership
in time for the Members-Only Ticket Priority opportunity.

Respond within 10 days

Box 14 3

The Kennedy Center
Membership

Seeing Art Through A New Lens

John Q. Sample 123
Any Street Address
line 2 Anywhere
US 12345

*Exclusive Membership
Opportunity*



The Kennedy Center

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
WASHINGTON, DC 20566

Roof Terrace Restaurant Special Events

Additional special rates and discounts at Washington-area hotels and restaurants

	+	+
	+	+
	+	+
	+	+

and regulations pertaining to each, please consult our website at
different forums in order to accommodate social distancing measures

members, a selection of tickets is reserved for purchase exclusively by Members. The
the Kennedy Center Store and Club performances, as well as the Washington Ballet,
for evening events. Roof Terrace Restaurant and KC Café discounts available during
occasions of limited availability specifically for Club Members.

Acquisition



Become a Kennedy Center Member Today

And view the arts through a new lens.

Mail Month 2020

Dear Friend of the Arts,

During these unprecedented times, the **John F. Kennedy Center for the Performing Arts** is leading the way to keep the arts vibrant and accessible. And I invite you to join us.

Although the Kennedy Center has had to limit its operations since March 2020, our commitment to our mission has never stopped. To ensure that the arts remain accessible to all, we expanded our digital artistic and educational content which have garnered over 100 million views. We found new ways to bring the performing arts into our community through WNO's Pop-Up Opera truck, NSO *In Your Neighborhood*, and Frontline Worker Appreciation Nights at the REACH. We also found thoughtful ways to resume live, socially distanced performances through our On Stage at the Opera House series as well as provide our artists safe places in which to create through programs like the Culture Caucus and Social Impact Office Hours. All of which continues to advance President Kennedy's vision to deepen our country's engagement with the arts through innovative education initiatives and cutting-edge online programming.

Our performances may look different, but the feelings the performing arts evoke remain the same. So, I invite you to experience art through a new lens by becoming a Kennedy Center Member today.

As a Member, you will receive exclusive benefits that will give you inside access to all the excitement that the Kennedy Center has to offer—from captivating musical theater and ballet... to the artistic brilliance of the National Symphony Orchestra (NSO) and Washington National Opera (WNO)... to stellar programming featuring new formats at the REACH, our 21st-century arts campus that breaks down the walls between audiences and performers.

For a limited time, you can join the Kennedy Center for as little as \$60—a savings of \$15 off our regular annual rate.

We are thrilled to offer Members free access to our new virtual platform Digital Stages— which features never-before-seen content and brand-new on-stage concerts. And, when we resume our regular operations, our Members will be first in line to receive special privileges like **Members-Only Ticket Priority**—which will allow you to purchase the **best available seats** for Kennedy Center productions—as well as Members-only discounts and other great perks.

(over, please)

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
WASHINGTON, DC 20566 • (202) 462-0300 • Kennedy-Center.org/Membership

ble for the incredible
he funding appropriated to us
maintenance of the building as

ormances our patrons deserve,
ations in today's world, ticket
and produce the events on our

ing you the very best in the
Center experience one to

se is a powerfully moving and
ring to life galloping, charging

a House, including Tony
r Quartet, as well as nominees

egins his third season as Music
se friend and mentee, Chinese
their careers, such as Alisa
me-Sophie Mutter join the
ps Conductor.

onal Ballet of Canada brings an
Wonderland, choreographed
se" (*Toronto Sun*).

her unfaithful king plots to
ra shines with dark reflections
a Radvanovsky in her role

r African choreographers, *Voices*
dance genres, from ballet to

highlighting the culture of the
territories of Greenland, the
theater, music, visual art,

(next page, please)

I hope you will help take the performing arts in exciting new directions by becoming a Kennedy Center Member today!

It has been inspiring to see dedicated arts lovers step up to support the Kennedy Center

at times—enabling artists around the country to

our fellow patrons of the arts to help keep the
andchildren, and the generations beyond—by

edy Center family, you will help to keep the Center
al institutions—so that we can continue offering the
and online, engage and empower people from every
ebrate President Kennedy's proud legacy.

to the Kennedy Center reopens its doors will be better
fits that will enhance your visit each time you step

arts to exciting new heights—while increasing
ic, opera, and dance performances you love—
r today.

the Kennedy Center and the performing arts emerge
ok forward to welcoming you as our newest Member!

Warmly,

Deborah F. Rutter
President

ed a free set of limited-edition bookmarks, each
om past seasons as well as highlighting ways that
he Kennedy Center keep the performing arts vibrant
u to support the Center's vital mission as our
a Member today!

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with the producers of the Hip-Hop Theater
d of performances and exhibitions exploring this
original four elements of hip-hop culture—
val begins with American rapper Nas, who will
be 20th anniversary of his debut album *Illmatic*.

nic opera *The Elixir of Love*—cherished for its
intoxicating duets—handsome Memorino
s. From a "zesty and imaginative new production"
Flute to a special concert with WNO's own rising
O's rich season in the Opera House.

Moran, the Kennedy Center Jazz season takes an
tonicist Frédéric Yonnet, who produces
Washington Post), blending multiple genres
ng the underestimated instrument front and
tposer Gerald Clayton continues to push the
oritative presence" (*The New York Times*).

p this season—fantastic performances that arc
the Kennedy Center.

our support has helped bring all of these great
edy Center experience with exclusive benefits

ere the best seats available for many exciting
bers-Only Ticket Priority.

ice of events and performances available through
In the Aisle newsletter. No more worrying about
it a great concert or musical after all the best

coming events and decide which ones you
a try.

oving right to the head of the line to order
ures that you will always be able to buy tickets

stop there...

Center News, our full-color magazine that gives
pages. Also, you'll receive a 10% discount on
ve a 10% discount at the Kennedy Center's Roof
hours.

ing us keep the Kennedy Center the world-

(over, please)

Acquisition

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**BRENNAN
CENTER
FOR JUSTICE**

Dear Friend,

Voting rights under attack ...

A mob of insurrectionists desecrates the seat of American democracy ...

A biased criminal legal system disproportionately jails Black people ...

The U.S. Supreme Court lays siege to our fundamental rights ...

The values we hold dear as Americans are under escalating assault.

Tens of millions of people believe the Big Lie — Donald Trump's false claim that President Joe Biden stole the 2020 election. Mass incarceration devastates communities of color — and doesn't keep us safer. Rather than represent the people who elected them, politicians employ despicable tactics to maintain their grip on power.

Our democracy is under siege. We must make sure it lives up to its promise for every American.

For more than two decades, the nonpartisan Brennan Center for Justice has held the nation's political institutions accountable to democracy, the rule of law, and equal justice for all. With the full force of our legal, research, policy, and communications expertise, we create solutions to fix the country's broken systems.

Today, I urge you to join this fight by making a generous gift to the Brennan Center.

Together, we will protect our country's most sacred ideals.

Your gift will ...

Safeguard Our Democracy — Because Failure Is Not an Option

Imagine that Election Day is here. You've followed the news, watched the debates, and considered which candidates represent your own beliefs and the best interests of your community, state, and country. You're excited to cast your ballot.

But...

The Big Lie's proponents have erected myriad barriers to keep you from fully participating in our democracy. They are pushing bills and enacting laws that make it harder to vote — especially if you are Black, Latino, Native American, or Asian. They are

(Over, please)

Brennan Center for Justice at NYU School of Law

120 Broadway, Suite 1750 | New York, NY 10271
brennancenter.org

and who certifies elections. They are latest threat: "Election Police" — new or to hunt down alleged voter fraud.

ing heroes — are under attack. Bills penalties just for aiding voters

ect. A recent, nationally covered Brennan is knows one or more colleagues who quit increased threats, or intimidation. One in five

concerned Americans like you — are th facts, litigating anti-voting laws in court, locating for pro-democracy laws and policies,

onal mission. We cannot — and we rship. Join the fight by making

it to Vote

ugly, and racist. In 2011, after the election of enacted 19 anti-voting laws by October.

ing Rights Act in 2013 and struck another social minorities and other underrepresented in court.

Voting Laws Roundup, which media outlets ry of continued partisan and racist efforts to es have passed 34 new laws that curtail the

Big Lie is serving its intended, destructive lti-racial democracy by silencing the voices ans.

urge of voting restrictions in 2022, along ence" legislation. So far this year, six states interloping in counting ballots and certifying

(Next page, please)

the system survived, albeit barely, Trump exposed several cracks that we — you and I, the Brennan Center, and our partners — can help repair.

Trump's 2019 declaration of an "emergency" after Congress refused to fund his border wall with Mexico is the type of presidential abuse of emergency powers that the Brennan Center

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the Brennan Center will continue to fight onslaught of voter suppression and election very citizen deserves to be heard.

riminal Justice System Truly Just

r nation's greatest moral failures.

th less than 5% of the world's population, the United States prisoners — 2.3 million people.

ing consequences — racial, economic, social, and health

h shows that people who have spent time in prison lose an s over their lifetimes. Even a misdemeanor wrecks havoc income plummets by 16%.

gs is that a Black person without a conviction will earn less when they come from the same class background.

he criminal legal system, these effects amplify and deepen

id support for the Reverse Mass Incarceration Act (RMIA). would redirect federal funds that states have used to build treatment, education, and job training. Research proves that eration and crime.

how they treat the most vulnerable. Right now, legal system fails that test miserably. Join the his egregious wrong.

Abuse of Executive Power

lifetime tenure for a president and included a mechanism they recognized the office's vast powers — and feared an

ress test for our system of checks and balances. Although the system survived, albeit barely, Trump exposed several cracks that we — you and I, the Brennan Center, and our partners — can help repair.

(Over, please)

- 4 -

S., to shutting down websites, to taking ting, widely cited findings shined a light icient could use — and abuse — after

DDA), which draws from Brennan Center policy our system needs.

larations unless Congress votes to extend them. ations on crimes committed by a president or r terms to run out the clock. It would protect ncy to the controversial clemency process.

PODA on December 9, 2021. With your gift today, Senate passage, as President Biden is ready to signal power into law.

et Your Voice Be heard!

, the success, and the scholarly depth to catalyze a d revitalize our democracy.

on tackles the greatest challenges we face.

se access to the ballot is thwarted by partisan s that treat incarceration as the default answer.

and solve our problems.

ital than ever — and so are you! Be part k to restore our democracy.

the best in American ideals. Together, we are a r best gift today.

With strength for the battles ahead,



Michael Waldman
President

ing in the fight of our lives — and the Brennan ase make your gift today. Thank you!

Acquisition

The Native story reminds us that cultural diversity has been one of America's greatest strengths—and challenges—since its earliest days. A museum like the National Museum of the American Indian, through its conversations, celebrates the richness of our diverse people and their contributions to the life of our nation.



Dear Friend,

You often hear that America is a nation of immigrants. Even our founding fathers had roots in distant lands.

But doesn't that leave out all of the people who were here long before the first Europeans arrived?

What about people like Pocahontas, Geronimo, Sitting Bull, and the other important American figures, some of whom are featured on the set of free bookmarks I've enclosed for you today? Aren't they part of our shared American story?

Of course they are. But most people—maybe even you—have heard little about them.

It's not because you're uninterested or don't value diversity. Quite the contrary!

Unfortunately, for centuries, history books and popular culture have separated Native American history from "American history." Even today, Native peoples are recognized as little more than car model names and team mascots. There continue to be fights over Native lands. And Native peoples are often overlooked in our ongoing American story.

By taking two actions right now, you can help go beyond the narrative you've been told about Native peoples, and ensure future generations benefit from the history and people that continue to 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 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, celebrate diversity—and build new and stronger common ground within our country—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 understanding our bigger story makes our country stronger.

(over, please)

wrongdoings, tackles stereotypes, and brings the world a more comprehensive and true story of America.

I urge you to become a part of all of this and more by joining NMAI today.

enjoy a number of special benefits reserved for support for our mission.

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

to learn about all of the people who make live, then you will love receiving *American Indian*.

to enjoy members-only discounts at all the Smithsonian Catalogue, online at www.si.edu, visit Mitsitam Native Foods Cafe. You will also visit, Smithsonian Design Museum, in New York

provide your answers on the enclosed survey ... gift to the museum. Remember, if you respond join the museum for just \$25. #22

support. I look forward to welcoming you as the of the American Indian. Your membership history and culture with the world, and remind fully diverse nation of immigrants—but also those ancestors were here long before our

Sincerely,

Kevin Gover (Pawnee) Director

please accept the enclosed bookmarks and special gift to you. Each bookmark features a story that helped shape America into the nation it is today and will support the National Museum of the

today and enjoy your FREE gifts membership benefits!

do that, we need to correct myths from the past and tell people about individuals and events that have largely been omitted from history.

instance, King Philip's War was proportionally one of the bloodiest and in the history of North America. It seared the memory of English settlers and lasted for centuries—but it is all but forgotten today.

our help, the National Museum of the American Indian will tell this story more. Here, people will learn ...

as some of the worst pandemics in human history killed perhaps 90% of America's indigenous population;

as Native societies developed a complex system of hand signals that predated modern sign language;

as Native gold, silver, land, and labor made Europe rich and changed world ...

as many individuals today have Indian ancestry; and

as Native people have not gone away. They are a large presence in our world and continue to influence and shape our shared story.

Most of all, we show visitors that no matter what your personal background or heritage, Native history and culture have affected your life.

We are all Americans!

help. It's support from private individuals like you that funds the educational programs that make the National Museum of the American Indian a safe place for civil discourse.

people like you that help us preserve and protect more than 825,000 priceless facts in the museum's world-renowned collection, create new exhibitions, and use Collections Search—which puts the museum's holdings right at your fingertips.

right now, the museum is creating an educational curriculum that can be shared across the country. For far too long, teachers and school districts have been limited to the prevalence of false and offensive stereotypes of Native people

in educational texts and material by omitting Native American history from their curriculum.

But omitting the contributions and struggles of Native peoples gives our children an incomplete understanding of who Americans are.

The National Museum of the American Indian celebrates diversity, discusses (over, please)

roudly as an active and museum complex. Our story from the White House and constructed with

ty in suburban Maryland. anywhere with engaging misconceptions of

that while fiction may be easy, the truth is far more interesting and knowing it makes us more thoughtful, nameless, faceless, Pilgrims.

with a sophisticated ears. They had their own ways, their own knowledge for whom giving thanks

erry sauce, and mashed not for the knowledge and of the Americas.

endly gathering of two is, the assembly of these diplomacy.

ed in countless texts as we understand the fourth Thursday of season of the American

lures and viewpoints, the backgrounds to learn more and how diversity is part of (next page, please)

Just #22 if you respond with your survey within 10 days.

Our American story has been lived by people from every

continent including those who were already here.

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

...digging the soil in autumn...

...planting roots and plans for next year's garden.



American Horticultural Society headquarters at River Farm

You'll get free admission and other perks at our arboreta in 47 states, Canada, the Cayman Islands, and the United Kingdom. You can discover what's going on in gardens around the world.

Each year, you can order seeds from the American Horticultural Society's own plant nursery. We offer the finest seeds in the fall get first choice – and you can grow new plant varieties. The American Horticultural Society is more than half a century old. It upholds a tradition of sharing the bounty of our gardens with the world.

Anyone can visit our website, but only members can access our online resources at www.ahs.org, where you'll have access to all the information you need.

Identify yourself as an AHS gardener and as a member of a community of people who share a passion to make the world a more beautiful place.

Show off your love of gardening with the American Horticultural Society. It's a gift to you now in hopeful expectation of your future. Thank you for your way to show your love of gardening.

(next page, please)

As a gardener, you know that you don't plant for today. You plant for tomorrow. You make the choices now that will create a better world in the future. It's not just true for your garden...

...it's true for our society, as well.

...the Gardener's Tote bag for your membership!

...in that, American Horticultural Society is proud to be successful in gardening the world.



...giving a gift and gladly something light eyes light up today!

...life's earliest lessons in patience. We can't wait, but it will definitely pay off.

...of gardening with more children. I suspect your membership donation will help us provide. We have many gardens in lots of ways – like...

...symposium (to help teachers and educators share their classwork as science labs, art studios, and the **Good Kids Book Awards** program... the American Horticultural Society's headquarters at River Farm, the American Horticultural Society's headquarters at River Farm.

...that go well beyond childhood. Gardeners are constantly weighing the choices about how to affect the natural world. Is that plant a little prettier blossoms are no excuse!) Are you a gardener? (Smart gardeners know there are!) your world? (Have you considered the...

...members and those who inspire innovation to support our **National Awards Program**. We are looking for more beautiful, who reach new heights in gardening, and more.

(over, please)

...world around us – and when we stand together, we can overcome within us to share the simple and spectacular beauty of the world. ...ing and creating a greener world, I hope we can count on the benefits... and you'll love the wonderful things we...

Please let us hear from you very soon,

Tom Underwood
Executive Director

...address labels are our gift to you, without obligation. We'll ship. Wouldn't the first address label you use look like a gift when you return your special introductory membership? ...and happy gardening!



American Horticultural Society headquarters at River Farm

Acquisition



We Are Racing Against the Clock.

Today, more than **120,000 children** across the United States are waiting to be adopted from foster care.

Tomorrow, more than 50 of them will age out of the foster care system without the love and support of a permanent family.

The Dave Thomas Foundation for Adoption is the only public nonprofit charity in the United States focused exclusively on foster care adoption. Through our signature program, Wendy's Wonderful Kids, the Foundation funds adoption professionals, who implement an evidence-based, child-focused recruitment model. This model is proven to be up to **3x more effective** at finding forever homes for children in foster care who are most often overlooked.

They're counting on the Dave Thomas Foundation for Adoption.

And we're counting on you.

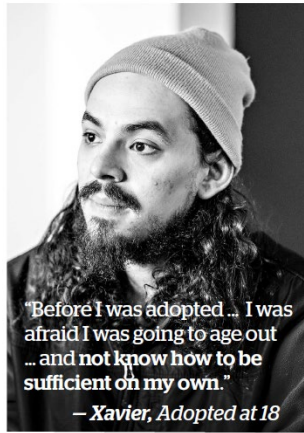


Finding Forever Families for Children in Foster Care

Thanks to the Dave Thomas Foundation for Adoption's generous supporters like you, Ellie and Xavier now have loving, permanent families.



"Before I was adopted ... I felt like **nobody wanted me**. I felt like my life was over."
— *Ellie, Adopted at 19*



"Before I was adopted ... I was afraid I was going to age out ... and **not know how to be sufficient on my own.**"
— *Xavier, Adopted at 18*



Finding Forever Families for Children in Foster Care

Dave Thomas Foundation for Adoption

4900 Tuttle Crossing Blvd. - Dublin, OH 43016
davethomasfoundation.org

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

Open today...



TOMORROW COULD

BE TOO LATE.

Help today, because tomorrow could be too late.

- Yes! I want to help the Dave Thomas Foundation for Adoption find forever families for even more children in foster care. I have enclosed a contribution of:
 - \$25 \$35* \$50 \$75 Other \$_____

*** A gift of this amount would make a lifetime of impact!**

[Name XXXXXXXXXXXXXXXXXXXX]
[Address XXXXXXXXXXXXXXXXXXXX]
[Address XXXXXXXXXXXXXXXXXXXX]
[City, State Zip XXXXXXXXXXXXXXXX]
|||||



4900 Tuttle Crossing Blvd.
Dublin, OH 43016
davethomasfoundation.org/
(URL)

Please make your check payable to the Dave Thomas Foundation for Adoption and return it with this form in the envelope provided. To make your gift by credit card, please see reverse.

Thank you for helping change the journey for children who have been waiting in foster care the longest.

000000 00000 000 00

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**

♻️ RECYCLED PAPER, SOYBASED INKS

Acquisition



farmsanctuary
rescue • education • advocacy

GENE BAUR
President and Co-Founder

...forget the terror in Julia's eyes as she slowly stepped up the ramp to our transport trailer.
...cruelty at human hands. So why should she trust us?



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.

SMRC SMRCx1.5 SMRCx2 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 XXXXXXXXX
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

...save Hilda and ...
...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

...the warehouse where she was
...Farm Sanctuary was able to save her.

(next page, please)

-3-

...cts" are living, feeling
...they leave them to die,
...on in America's



...animals are often dragged
...ing any means necessary.

...factory pig farm and opened Julia's crate, she warily rose to
...be expected to be hit or kicked at any moment.
...ding pig had been brutally kicked, beaten, and burned with an
...of her body. When she finally collapsed, the factory farm
...ped farrowing pen.

...o idea how urgent her situation really was.

...New York Shelter, this terrified,
...cts. We saved Julia and her



To the factory farm industry,
Julia was seen as worthless
beyond her ability to breed.

...en we did, these baby pigs would
...three weeks old. They would
...warehouses ... and been
...six months old.

...pigs are nothing but a "product" to
...g machine, worthless beyond her

...nd her babies aren't worthless. They are living, feeling individuals
...nd happy life.

...when I met Hilda, the gentle sheep who inspired me to found Farm

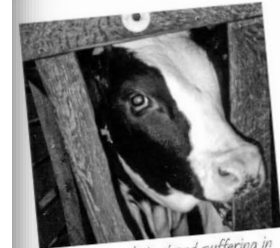
...like Julia. She had been dumped on a pile of dead animals at a
...Flies and maggots were crawling all over her — and in her horrible
...oked at me with pleading eyes.

...at kind of suffering and do nothing. So on that fateful day, I decided to
...and give them the spacious pastures and loving care all farm animals
...and for a quarter century, we have done just that — and

...kliffs or shocked
...for the human

...s. After Farm
...a announced a
...ome downed at
...s and other
...lves and other

...downed"
...or factory farm
...owned
...p its animals



Calves are chained and suffering in
crates right now.

...they cannot
...y can barely

...llion other
...alone
...forced to
...are so

(next page, please)



...ymphony was finally rescued from cruel
...conditions after the battery cage she
...was confined in was decimated
...by a tornado.

...sanctuary has made great strides
...ives of 20 million farm animals in
...to the historic passage of
...in the largest agricultural state in
...ado, Florida, Maine, Michigan,

...re living, feeling
...leave them to die.
...America's



...are often dragged
...means necessary.

...or shocked
...human

...er Farm
...ounced a
...downed at
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...ned"
...ory farm
...d
...animals

...cannot
...barely

...other
...to

(next page, please)

Samples

Renewals


DM Renewal Series Overview

Renewal #1

[NAME], our vital work to protect and enhance Grand Canyon National Park would not be possible without your generosity. Please detach your temporary Grand Canyon Conservancy Member Card—a signal of your commitment and generosity—and provide your most generous renewal gift below.

NAME XXXXXXXXXXXXXXXXXXXX
 ADDRESS XXXXXXXXXXXXXXXXXXXX
 ADDRESS 2 XXXXXXXXXXXXXXXXXXXX
 CITY, STATE ZIP/PCODE XXXXXXXXXXXX
 ||.||.BARCODEBARCODE

We'll rush your personalized Member Card when you send your renewal gift today!



PLEASE TEAR AT PERFORATION AND RETURN THE BOTTOM OF THIS FORM WITH YOUR RENEWAL GIFT IN THE ENCLOSED ENVELOPE.

MEMBER RENEWAL CONFIRMATION

YES! I want to continue helping Grand Canyon Conservancy fund essential conservation, education, and trail maintenance projects in Grand Canyon National Park. To reaffirm my commitment to the Conservancy's mission to inspire, educate, and protect, I have enclosed my Member renewal gift of:

ASK \$ASKS Other \$ _____

*[NAME], your renewal gift of this amount or more will provide a critical boost to help keep Grand Canyon Conservancy's important work moving forward.

To charge your contribution, please see reverse. Grand Canyon Conservancy is a 501(c)(3) nonprofit organization. www.grandcanyon.org/renew to donate online.

Grand Canyon Conservancy • P.O. Box 399 • Grand Canyon, AZ 86023 • grandcanyon.org

YOUR ANNUAL RENEWAL ENCLOSED

Simple Name
 Address Line 1
 123 Street Name
 Address, US 12345-6789

FINAL RENEWAL REMINDER

Simple A. Sample
 123 4th Street
 Apartment 66
 Newtown, USA 12345-6789

Renewal #2

MEMBER RENEWAL CONFIRMATION

You can count on me, Thomas! I want to do my part to help Grand Canyon National Park healthy and vibrant, and for generations to come. So, I am reaffirming my commitment to the Grand Canyon Conservancy's mission to inspire, educate, and protect (in my own special way).

MEMBERSHIP RENEWAL AMOUNT:
 HRC \$ASKS \$ASKS Other \$ _____

MEMBER ID NUMBER: []

Grand Canyon Conservancy • P.O. Box 399 • Grand Canyon, AZ 86023 • grandcanyon.org

ANNUAL RENEWAL NOTICE

Mr. [Name], I am writing to let you know that your annual renewal of Grand Canyon Conservancy membership is due. We are grateful for your support and the benefits that help you preserve Grand Canyon.

Dear Sir/Ms/Ms/Ms/Ms/Ms:

Grand Canyon Conservancy • P.O. Box 399 • Grand Canyon, AZ 86023 • grandcanyon.org

RENEWAL STATEMENT ENCLOSED

Mr. and Mrs. John D. Sample
 1234 Main Street
 Address Line 2
 Newtown, US 12345-6789

FINAL MEMBERSHIP RENEWAL REMINDER

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

[R]E[Z] [PACKAGE ID] 00000000000000000000000000000000

MEMBER ID NUMBER: XXXXX

SUGGESTED RENEWAL AMOUNT: ASK

RENEWAL DONATION ENCLOSED: ASK Other \$ _____

See Reverse Side to Charge Your Tax-Deductible Renewal Gift

Dear SALUTATION,

Your past support as a Member of Grand Canyon Conservancy—the official nonprofit partner of Grand Canyon National Park—has helped to protect everything you love about this natural wonder, from its breathtaking vistas and geological splendor to its rich biodiversity and unique history.

But now your membership has expired, just as the park faces some of the most daunting challenges of its 100-year history. So, I am reaching out one last time in hopes that you simply forget to renew, or that your Membership gift is already in the mail.

NAME, if you haven't yet renewed your annual Conservancy Membership, please rush your tax-deductible gift of ASK or more in the enclosed envelope right now.

Renewing your support today will fund our essential work to preserve Grand Canyon's wide variety of wildlife and plants... honor its American Indian cultural heritage... provide unforgettable experiences to visitors... and recharge your exclusive Member benefits.

Grand Canyon National Park needs your help more than ever. **Enclose money in your Grand Canyon Conservancy Membership with your most generous gift possible today.** Thank you.

Danielle Segura, Chief Philanthropy Officer

Grand Canyon Conservancy • P.O. Box 399 • Grand Canyon, AZ 86023 • grandcanyon.org • (800) 858-2808

Renewal #3



P.O. Box 399 • Grand Canyon, AZ 86023 • grandcanyon.org • (800) 858-2808

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

Dear SALUTATION,

I'm writing with a sense of urgency because your Grand Canyon Conservancy Membership is about to expire.

Your continued support as a Member is critical to protecting Grand Canyon's spectacular vistas, rich biodiversity, and unique cultural heritage—for your family today and for generations to come.

NAME, if your Membership contribution is already in the mail, please accept my heartfelt gratitude and affirm your commitment to preserving Grand Canyon.

However, if you haven't support, please send your tax-deductible gift with the attached Membership Renewal Statement.

Your generosity will help fund the official nonprofit partner of Grand Canyon National Park.

MAKE YOUR MEMBERSHIP RENEWAL GIFT TODAY!

Grand Canyon Conservancy

YES! I am renewing my Grand Canyon Conservancy Membership with a tax-deductible gift of:

ASK \$ASKS \$ASKS Other \$ _____

*Renewing with this amount will provide a vital boost to help keep Grand Canyon Conservancy's important work moving forward.

Your grand Canyon agreement to donate online to charge your contribution, please see reverse. Grand Canyon Conservancy is a 501(c)(3) nonprofit organization.

Grand Canyon Conservancy • P.O. Box 399 • Grand Canyon, AZ 86023 • grandcanyon.org • (800) 858-2808

Renewal #4



Renewal Series Overview

farmsanctuary P.O. Box 150 • Watkins Glen, NY 14881-0150 • www.farmsanctuary.org

2022 Renewal Notice

YES, I will renew my support of all of Farm Sanctuary's lifesaving work today to protect farm animals like Bitzy from cruelty and neglect well into the future. I am renewing my support for 2022 with a tax-deductible contribution of:

\$5DC \$15DC* \$25DC Other \$ _____

**We encourage gifts of \$15 and above to help animals in need!*

Contributions are tax-deductible and greatly appreciated. Please make your check payable to Farm Sanctuary and use the back to pay to Farm Sanctuary.

Please provide your e-mail address so that we can keep you up to date on the progress of the campaign and other important issues.

Mr. Elizabeth Q. Samperson
Samperson Company Name
1234 Longstanding Road
Apt. 101-B
Anytown, US 12345-6789

Member ID Campaign Code

123 456 789 0123

farmsanctuary **2022 RENEWAL**

Mr. Elizabeth Q. Samperson
Samperson Company Name
1234 Longstanding Road
Apt. 101-B
Anytown, US 12345-6789

Dear [Name],

Compassionate people like you can be the difference between life and death for many vulnerable farm animals—just ask Bitzy pig! She survived slaughter twice because of one family's decision to value love and compassion over profit.

When Bitzy was just a small piglet, she was part of a group purchased by a family who planned to raise pigs for meat. Instead, one of the siblings—Bitzy's guardian—decided to keep her as a companion.

For three years, Bitzy was treated with love and compassion. But when her beloved guardian passed away, Bitzy's life was at risk all over again.

Bitzy's new caretakers, her former guardian's siblings, wanted to honor their brother's wishes and assure Bitzy had a loving home to live out the rest of her natural life. But they couldn't keep her, and if they sent her to a farm, she would be slaughtered.

They reached out to Farm Sanctuary, and within a few hours, our New York team was there to help.

Your kindhearted support allows us to rescue vulnerable farm animals like Bitzy in their time of need, while advocating for billions more still suffering in animal agriculture. Will you renew your support today with a gift of \$5ack!, \$15ack!, or even \$25ack! to help Farm Sanctuary give hope to more farm animals like Bitzy who depend on us for survival? If you have already renewed your support and our letters simply crossed in the mail, please accept my deepest thanks.

Farm Sanctuary is depending on your generosity to provide Bitzy, and over 800 other shelter residents, with the individualized care they need to live long, healthy lives. Your support today will also make it possible for us to advocate for suffering animals at the local, state, and federal levels, while inspiring the next generation of farm animal advocates to speak up for farm animals.

And thanks to loving advocates like you, Bitzy is thriving in our care!


(over, please)

P.O. Box 150 • Watkins Glen, NY 14881-0150 • (607) 583-2225 • www.farmsanctuary.org

billions of farm animals every year.

This is not a future problem for others to solve. This affects us now, and compassionate people like you know that better than anyone. So please, don't wait any longer—renew your support today and help us continue speaking up for farm animals like Bitzy.

Thank you for continuing to share your love and compassion with farm animals who need you.


Sincerely,

 Megan Watkins
 Chief Executive Officer

P.S. Bitzy, and all farm animals still suffering in the farming industry, depend on your compassionate support to survive abuse, neglect, and isolation. Please show farm animals they still have us in their corner—and renew your membership today!

© FARM SANCTUARY 2022

farmsanctuary P.O. Box 100
Watkins Glen, NY 14881-0100

**PLEASE RENEW!
YOUR MEMBERSHIP IS CRUCIAL**



© FARM SANCTUARY 2022

RUSH: Renewal Enclosed

FARM SANCTUARY
P.O. Box 97215
Washington, DC 20090-7215

PLACE
STAMP
HERE

© FARM SANCTUARY 2022

Lift Note

farmsanctuary

Hi there!

I hope Bitzy's story touched you as much as her time at Farm Sanctuary has touched me.

As Bitzy's caregiver, I've had the privilege of watching this remarkable pig's journey to Sanctuary from the very beginning—when Bitzy's guardians chose compassion over profit and called Farm Sanctuary to help with her care.

After we received the urgent call for help from Bitzy's family, our team immediately set out to assess the situation. Taking in a new pig usually takes a lot of prior planning because they can be very territorial when placed in a herd.

Looks like you have helped us prepare for urgent moments just like these. Because of your kindhearted generosity and your commitment to helping farm animals in need, we were able to give Bitzy the loving home that she deserves.

Bitzy now lives with a docile group of pigs at our Watkins Glen Sanctuary. You see, Bitzy is incredibly sweet and gentle, and we know this mid-summer group would help her fit right in.

While seeing Bitzy build her straw nest every night, I often think about how different her life would have been if someone like you hadn't opened their heart to her as an individual, not as an object. Pigs in animal agriculture are subjected to horrifying abuse. Many spend their lives contained in metal crates barely larger than their own bodies. They're kicked, beaten, and shocked with electric prods as they're prepared for slaughter. Those pigs will never feel the comfort of a freshly built straw bed after a long day of playing in the sun.

Like you, I know Bitzy is a courageous, unique individual worthy of love. But I also know that every pig in the animal agriculture industry deserves the same chance at a life free of suffering that Bitzy received.

Please, if you're able, renew your membership today in honor of Bitzy and every other farm animal who deserves a second chance at a long, fulfilling life. Thank you for believing that Bitzy's life, and every farm animal's life, is worth fighting for.

With gratitude,
Farm Sanctuary Staff

farmsanctuary

YOUR 2022 MEMBERSHIP

YES, I WILL RENEW MY SUPPORT FOR FARM ANIMALS LIKE BITZY PIG. RENEW TODAY

Dear Alyson,

Bitzy pig has compassionate people like you to thank for her life in Sanctuary. Like many farm animals, Bitzy was destined for a short and painful life—but that all changed when someone decided to **value love and compassion.**

At first, Bitzy's former guardian planned to raise her for meat. Then, he took a liking to the young pig and decided to keep her as a companion. For the next three years, Bitzy was treated with all the love she deserved. But when her owner passed away, no one knew what to do with her.

She might have been sent back to meat production. Instead, the guardian's siblings chose to honor their brother's wishes: They searched for a loving home where Bitzy could live out the rest of her natural life. And they found Farm Sanctuary.

Allyson, you make meaning vulnerable farm animals like Bitzy possible. [Will you renew your support today in this Farm Sanctuary show how you care for animals who depend on us?](#)

RENEW TODAY

Pigs in animal agriculture are seen as objects, and treated as such. For most of their short lives, they are confined to small metal crates, suffering horrifying abuse while they await slaughter. Those pigs will never know the joy of playing in fresh straw or the feeling of the sun on their backs.

Instead, Bitzy sleeps in her own straw nest every night—safe at our New York Sanctuary. And together, we can work to provide better lives for other pigs still in need.


RENEW TODAY

Our aggressive food system harms us all—and although we're grateful for the progress we've made and the individuals we've helped, we know that **rescuing farm animals is not enough.**

We need to change an entire food system that harms billions of farm animals, displaces workers and communities, and destroys our shared environment. But we can do it without the help of compassionate people like you.

[So please, don't wait any longer—renew your support today and help us continue speaking up for farm animals like Bitzy.](#)

Thank you for acting today so that one day, all farm animals will be seen as the unique individuals they are.

Yours for farm animals,

 Megan Watkins
 Chief Executive Officer

P.S. Farm animals like Bitzy can only survive abuse, neglect, and exploitation if they have the continued support of kindhearted people like you. [Please show farm animals they still have you in their corner—and renew your membership today!](#)

RENEW TODAY

P.P.S. If you've already renewed your gift, thank you for your support!

Farm Sanctuary | P.O. Box 150, Watkins Glen, NY 14881 | 607-583-2225
 Our Sanctuary's financial records are publicly accessible.

Renewal Series Overview



FINAL RENEWAL REMINDER

[Name]
[Address]
[City, State Zip]
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E

[ID# SOURCE CODE]

Member Number:	
Member Since:	
Expiration Date:	
Suggested Renewal Amount:	
RENEWAL AMOUNT ENCLOSED:	

Turn over to charge your tax-deductible renewal donation to your credit card.
Or to give online, visit Yellowstone.org/renew.

Dear [Salutation],

When you first joined *Yellowstone Forever*, you forged a meaningful connection with Yellowstone National Park. A connection that deepened as you helped protect and enhance this incredible ecosystem, providing a home for the people who come to the world.

Unfortunately, your membership has expired. You've lost your special connection to the park.

As the 150th anniversary counting on your renewed memories and landscapes, and provide a gift to this unparalleled gem.

That's why I am making this reminder to reaffirm your commitment with valuable benefits, including a membership to our online Park Store, Yellowstone National Park, located in Yellowstone, and special access to our seminars.

[Salutation], please come—renew your *Yellowstone Forever* membership today.



PO Box 1857 Bozeman, MT 59771

FINAL RENEWAL REMINDER

Sample A. Sample
123 Any Street Apartment
00
Anytown, USA 12345-6789
|||||||

Lisa Diekmann
President and CEO
Yellowstone Forever

P.S. If this note and your renewal contribution have crossed in the mail, please disregard this request and accept my deepest thanks for your renewed commitment to *Yellowstone Forever*.

YELLOWSTONE FOREVER | PO BOX 1857 | Bozeman, MT 59771 | YELLOWSTONE.ORG



Your membership has expired. Please renew today.

Dear Caroline,

Thank you for your support as a member of *Yellowstone Forever* over the past year. When you first joined *Yellowstone Forever*, you became an integral part of preserving, protecting, and sharing the wonder of Yellowstone National Park—the world's first national park.

But the work to support the park's projects that protect wildlife, enhance treasured experiences in the park, and preserve the park for generations to come, is only possible thanks to generous members like you. [Please renew your membership today.](#)

Name:	Caroline Crow
Email Address:	carolinec@avalonconsulting.net
Membership Status:	LAPSED

Each year, people from all over the world journey to Yellowstone to see Old Faithful, catch a glimpse of a grizzly, or simply marvel at the wonder of nature.

Member support keeps critical programs moving forward like the historic Yellowstone Wolf Project and ongoing identification and repair of deteriorating trails and boardwalks. To ensure the strong future of programs like these, *Yellowstone Forever* counts on the annual support of dedicated members like you.

Please don't wait. [Reaffirm your commitment to *Yellowstone Forever* and help share the wonder of Yellowstone with generations to come by renewing your membership today.](#)

Sincerely,



Lisa Diekmann

Lisa Diekmann
President & CEO
Yellowstone Forever

P.S. Please renew your membership today and help us ensure a thriving future for Yellowstone's wildlife, wonders, and wilderness. [Thank you for your continued support by renewing now.](#)

RENEW NOW

Samples

Appeals

Appeal



Your Free Gift Inside!



Mail date

Dear SALUTATION,

As summer comes to a close, I want to thank you for helping millions of visitors enjoy the majesty of Yellowstone National Park.

Your generosity as a *Yellowstone Forever* supporter had an enormous impact across the park this summer—fueling our important work to protect beloved wildlife like bison, grizzly bears, and wolves ... preserve natural wonders, such as Old Faithful Geyser and Yellowstone's renowned petrified forests ... keep Yellowstone's growing number of visitors safe and enhance their recreational experiences ... conserve the park's historical and cultural treasures ... and inspire the next generation of Yellowstone stewards to care for this special place.

Now Yellowstone's busy season is winding down, and the crowds are thinning out.

But as the park quiets down in the colder months, *Yellowstone Forever's* mission as the official nonprofit partner of Yellowstone National Park doesn't take a break.

During this fall and winter, crucial maintenance, repair, and upgrade projects must move forward to prepare for next year's busy season—improvements that will enhance your next visit and keep the park vibrant and healthy for generations to come. And *Yellowstone Forever* needs your help now to fund these important initiatives.

NAME, please help preserve the beauty of Yellowstone National Park by rushing your most generous tax-deductible gift of ASK1, ASK2, or even more to *Yellowstone Forever* today in the enclosed envelope.

Your special gift today will help provide every park visitor with the best possible Yellowstone experiences all year long. Here are just a few of the important *Yellowstone Forever* initiatives that your contribution will support.

Replacing the Deteriorating Old Faithful Geyser View Deck

Old Faithful Geyser is the most highly visited area in Yellowstone National Park, drawing an estimated 90% of the park's 4 million annual visitors. And its view deck is critical to protecting visitor safety and enjoyment and keeping this sensitive area from being harmed.

But the view deck's surface is over 20 years old—well past its expected design life—and it is seriously deteriorating.

(over, please)




Appeal

UNFPA
FRIENDS OF UNFPA


LIFESAVING CARE—NO MATTER WHAT


Yes! I want to help women and girls receive the essential sexual and reproductive health care that is their right. I'm proud to enclose my next, best gift:


\$GIFT1 \$GIFT2 \$GIFT3 My best gift: \$ _____



3 WAYS TO MAKE YOUR GIFT

 to Friends of UNFPA

 Please see reverse

 friendsofunfpa.org/summer22

[Preferred Addressee]
[Preferred Address Line 1]
[Preferred Address Line 2]
[Preferred Address Line 3]
[Preferred City], [Preferred State] [Preferred Zip Code]

XXXXXXXXX XXXXSOURCXXXX

605 Third Avenue, 4th Floor • New York, NY 10158 • 646-649-9100 • friendsofunfpa.org

Mail Date 2022

Dear Preferred Salutation,

Since February, women and girls from Ukraine have endured the trauma of war. In Guatemala, girls are forced into abusive unions with older men. And around the world, millions of women are unable to freely choose whether or not to become pregnant.

It is for these reasons and more that UNFPA, the UN sexual and reproductive health agency, works day and night—ensuring access to lifesaving care, *no matter what*.

It's also why I'm so grateful for your generosity—and why I'm asking you to make your next gift of \$GIFT1, \$GIFT2, or even more to Friends of UNFPA. You'll continue to fuel the lifesaving work detailed in the enclosed edition of *The World Voice*:

- Supporting women caught in the crossfire of war
- Protecting girls from forced marriage, which can lead to poor health, and violence.
- Ensuring that women and girls have the tools to make their own choices.

Thank you, in advance, for your ongoing partnership.

P.S. Ukrainian refugee Natasha Kuznetsova told us she wants to have healthy children. Help more women like her receive the care they need. Please make your next gift today. Thank you!

ENCLOSED: YOUR OPPORTUNITY TO SAVE WOMEN'S LIVES

[Preferred Addressee]
[Preferred Address Line 1]
[Preferred Address Line 2]
[Preferred Address Line 3]
[Preferred City], [Preferred State] [Preferred Zip Code]

UNFPA
FRIENDS OF UNFPA
For the health and dignity of women and girls everywhere

THE WORLD VOICE

SUMMER 2022

A 12-HOUR WALK AT SEVEN MONTHS PREGNANT: ESCAPING THE HORRORS OF WAR IN UKRAINE



Ukrainian refugee Natasha Kuznetsova was seven months pregnant when she walked 12 hours to reach safety in Moldova.

When Russia launched its military offensive against Ukraine in February, an estimated 265,000 women were pregnant. Thanks to you and every generous Friends of UNFPA donor, UNFPA, the UN sexual and reproductive health agency, leapt into action to ensure that they could give birth safely.

UNFPA, which has been in Ukraine for decades, is also providing other lifesaving care and supplies—including contraception, menstruation

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health
Thar

YOUR IMPACT: GIRLS IN SUDAN CODE THEIR WAY TO A BRIGHTER FUTURE



Learning to code gives girls and young women resources to pursue a career and achieve financial independence.

"The training increased my understanding of computer programs, helped me develop problem-solving skills, and enhanced my analytical thinking," said Hajer, 18.

Hajer is enrolled in Girls Who Code, a UNFPA training program in Sudan. Over three months,

participants between the ages of 15 and 25 build, develop, and strengthen their technology skills.

UNFPA launched Girls Who Code as a step toward achieving its goal to ensure that every girl and young woman has the resources she needs to live up to her potential.

One of the projects that students are developing is an app to support survivors of sexual and gender-based violence (SGBV). SGBV is prevalent in Sudan, which has been plagued by armed conflict, violence, and displacement for nearly two decades.

"We will not miss a chance to support girls and innovation," said Mohamed Lemine, UNFPA Representative in Sudan. With your continued support, you can help more students like Hajer harness their own power to lead rich and fulfilling lives!

YOUR LEGACY: THEIR FUTURE

In this era of tumult and uncertainty, you play a critical role in providing sexual and reproductive health care to women and girls in greatest need. By including Friends of UNFPA in your estate planning, you'll ensure that future generations have resources to live their lives with good health, opportunity, and dignity.

By taking this step, you will become a member of the Friends of UNFPA Legacy Society. Membership entitles you to special benefits—including a welcome package, personalized updates from our CEO on the lifesaving work you make possible, and invites to exclusive events.

For more information, contact Sarah Weatherley, Major and Planned Giving Officer, at (646) 481-0834 or sweatherley@friendsofunfpa.org.


And if you already have included Friends of UNFPA in your estate planning, please let us know so that we can welcome you into the Legacy Society. Thank you!



FREEWILL

Through our partnership with FreeWill, you can visit freewill.com/friendsofunfpa to create or update your will in 20 minutes, free of charge, and support the causes you care about. Thank you!

Appeal



Smithsonian

John A. Perell
Director, Friends of the Smithsonian

-<February XX, 2022>

Dear [PREF MAIL NAME],

Tax season is coming up, so I have enclosed a summary of your contributions to the Smithsonian last year as a treasured *Friend of the Smithsonian*. This tells the story of your incredible generosity and commitment to the Smithsonian's mission to discover, educate, unite and inspire, and I cannot thank you enough!

Your partnership and support have been critical over the past year, allowing the Smithsonian to safely reopen all of our museums, galleries and the National Zoo to our visitors, while also continuing to expand our vast online collections, programs and resources that are bringing the world's most wondrous Smithsonian treasures to a record number of people across the country and around the world.

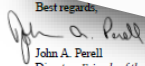
This year, the Smithsonian is committed to providing you with treasures of our nation's art, science, history and culture—whether to find our world-class exhibits, groundbreaking research and critical from loyal *Friends* like you, and I hope we can count on your continued support.

Please add to your record of giving today by making a contribution of \$HPC1.5 or more, above and beyond your membership. Your future in which the Smithsonian achieves greater research, education and inspiration.

With your support, the Smithsonian is engaging our visitors with *Critical Distance*, an immersive, augmented-reality experience and the ocean at the National Museum of Natural History. Your including distance learning programs for pre-K-12 students.

Your philanthropic support enriches the lives of every American. And if you have any questions about your 2021 giving, please contact us with specific questions regarding the tax deductibility of your gift.

Thank you again for your vital support and for being a source of innovation, inspiration and national pride—through your generosity.

Best regards,

John A. Perell
Director, Friends of the Smithsonian


YOUR 2021 FRIENDS OF THE SMITHSONIAN CONTRIBUTIONS

DATE	PURPOSE	AMOUNT
XX/XX/2021	XXXXXX	\$XX.XX
XX/XX/2021	XXXXXX	\$XX.XX
XX/XX/2021	XXXXXX	\$XX.XX
XX/XX/2021	XXXXXX	\$XX.XX
XX/XX/2021	XXXXXX	\$XX.XX

Total gifts made in 2021: \$XXXX.XX

MRC 712 PO Box 37012 • Washington, DC 20013-7012 • E-mail: membership@si.edu • (800) 931-3226

2022 CONTRIBUTION FORM



YES, I want to help the Smithsonian preserve the past and leap into the future with another remarkable year of innovative exhibits, groundbreaking research, critical educational programs and world-class digital resources. As a *Friend of the Smithsonian*, I am proudly making a generous, tax-deductible gift of:

\$HPC \$HPC1.5 \$HPC2 \$HPC2.5 Other \$ _____

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

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/XXXX to make your gift online.

G# MRC 712 PO Box 37012 • Washington, DC 20013-7012
E-mail: membership@si.edu • (800) 931-3226

1234567890 1234567890123456789 0

Giving Summary Enclosed

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

GIVING SUMMARY
2021

Follow Up Appeal

Smithsonian
John A. Perell
Director, Friends of the Smithsonian

REMINDER

<February XX, 2022>

Dear [PREF MAIL NAME],

Tax season is coming up, so I have enclosed a summary of your contributions to the Smithsonian last year as a treasured *Friend of the Smithsonian*. This tells the story of your generosity and commitment to the Smithsonian's mission to discover, educate, unite and inspire.

Your partnership and support have been critical to our reopening all of our museums, galleries and the National Zoo, as well as our vast online collections, programs and resources that are available to a record number of people across the country and around the world.

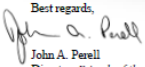
This year, the Smithsonian is committed to providing more treasures of our nation's art, science, history and culture to find our world-class exhibits, groundbreaking research, and programs from loyal *Friends* like you, and I hope we can count on you to help us do that.

Please add to your record of giving today by contributing to SHPC, SHPC1.5 or more. You'll help us preserve our Smithsonian achieves greater research, relevance and impact.

With your support, the Smithsonian is engaged in *Critical Distances*, an immersive, augmented-reality experience and the ocean at the National Museum of Natural History, including distance learning programs for pre-K-12 students.

Your philanthropic support enriches the lives of everyone who visits our museums and online resources. And if you have any questions about your 2021 giving, please call our membership department or visit our website. For specific questions regarding the tax deductibility of your donations, please consult with your tax advisor.

Thank you again for your vital support and for all you are doing to ensure that the Smithsonian remains a source of innovation, inspiration and national pride—this year and beyond!

Best regards,

John A. Perell
Director, Friends of the Smithsonian

YOUR 2021 FRIENDS OF THE SMITHSONIAN CONTRIBUTIONS		
DATE:	PURPOSE:	AMOUNT:
XX/XX/2021	XXXXXX	XXX.XX
XX/XX/2021	XXXXXX	XXX.XX
XX/XX/2021	XXXXXX	XXX.XX
XX/XX/2021	XXXXXX	XXX.XX
XX/XX/2021	XXXXXX	XXX.XX

Total gifts made in 2021: \$XXXX.XX

MRC 712 PO Box 37012 • Washington, DC 20013-7012 • E-mail: membership@si.edu • (800) 931-3226

2022 RENEWAL FORM

Smithsonian

YES, I want to help the Smithsonian preserve the past and leap into the future with another remarkable year of innovative exhibits, groundbreaking research, critical educational programs and world-class digital resources. As a *Friend of the Smithsonian*, I am proudly renewing my annual support with a tax-deductible gift of:

SHPC SHPC1.5 SHPC2 SHPC2.5 Other \$ _____

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/XXXXX to make your gift online.

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

MRC 712 PO Box 37012 • Washington, DC 20013-7012
E-mail: membership@si.edu • (800) 931-3226

1234567890 1234567890123456789 0

Smithsonian
MRC 712 PO Box 37012
Washington, DC 20013-7012

Giving Summary Enclosed

REMINDER

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

GIVING SUMMARY
2021

We are making
2022 another year of
discovery and wonder
at the Smithsonian.
And everything
we do depends on
Friends like you!
- John

Smithsonian
MRC 712 PO Box 37012
Washington, DC 20013-7012


REMINDER

Giving Summary Enclosed

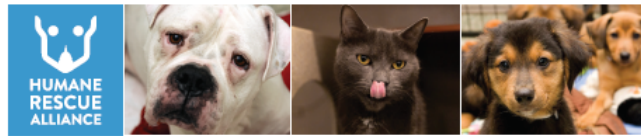
FOR: Mr. [REDACTED] we do
Friend

GIVING SUMMARY
2021

Appeal



After surviving catastrophic flooding from Hurricane Dorian at the Humane Society of the Grand Bahamas, Barbie and 80 other cats were taken to our St. Hubert's Animal Welfare Center in September. Several cats, including Barbie, were transferred to our



[Date - Month D, YYYY]

Dear [Salutation],

In the spirit of the holidays, please allow me to tell you what I am thankful for this year.

I am thankful for every dog and cat in our community who is no longer starving or suffering in cruel living conditions. I am thankful for every animal who is no longer enduring abuse or neglect at the hands of uncaring owners. And I am thankful for every precious animal whose days of loneliness are gone and whose every day is now filled with the friendship and love they deserve.

Above all, I am thankful for you, [Salutation]! It is your kindness that made 2019 such an extraordinary year for animals and the people of our community.

This year, with your steadfast support, the Humane Rescue Alliance (HRA) rescued more than [X,XXX] animals from a wide range of heartbreaking circumstances, including appalling cruelty and life-threatening natural disasters. With your help, we brought together thousands of new families by placing these animals in loving homes. And, with you by our side, we expanded our vital programs that will improve the welfare of animals in the nation's capital and beyond for years to come.

Every time HRA said "yes, we can help" to an animal in need this year, it was because of all the times you

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MAKE WISHES COME TRUE!

Yes, I want my gift to go twice as far to help HRA with your wish list of critical needs, so you can rescue, care for, shelter, and find new homes for more vulnerable animals in our community next year. That's why I am enclosing my generous, tax-deductible year-end gift of:

\$ASK1 to be matched for a total of \$2ASK1

\$ASK2 to be matched for a total of \$2ASK2

My best gift of \$_____ to be matched dollar for dollar!

To make a donation online, please visit www.humanerescuealliance.org/yearend

To pay with a credit card, see reverse side of this form.

Humane Rescue Alliance is a 501(c) 3 nonprofit and your gift is tax deductible to the fullest extent allowable by law. United Way #8222 / Combined Federal Campaign #58899

on, DC 20011

<ID#> - <Appeal Code>



Make Wishes Come True!

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

|||||



Appeal



WINTER EMERGENCY RESPONSE FUND

YES! I will help Pine Street Inn respond to the urgent needs of Boston's most vulnerable individuals this winter. Enclosed is my gift to the Winter Emergency Response Fund:
 \$HPC24 \$1.5HPC24 \$2HPC24 Other \$_____

Mr. and Mrs. John A. Sample XXXXXXXXXXXX
 Business XXXXXXXXXXXXXXXXXXXXXXXX
 123 Main Street XXXXXXXXXXXXXXXXXXXX
 Boston, MA 02134-5678 XXXXXXXXXXXX
 HEROICK XXXXXXX

Please make your check payable to Pine Street Inn and return it with this form in the enclosed envelope. To help right away, donate online at PineStreetInn.org(URL).

Thank you!

⑆MKT0881N082991700881M0020000010000000500000025007

or money order made payable to Pine Street Inn.
 Card: Visa Mastercard AMEX Discover
 Exp. Date _____
 Signature _____

Grant through my Charitable Giving Account (Donor-Advised Fund).

As above as Pine Street Inn.

For more information, visit www.pinestreetinn.org/mg to find out if your company has a matching

WINTER EMERGENCY RESPONSE FUND



Address
 Address line 1
 Address line 2
 City, State Zip

MAIL DATE

Dear [Name],

Winter weather and frigid temperatures create enormous challenges for our most vulnerable neighbors. Pine Street Inn's outreach teams canvass the streets each night, bringing people in from the cold. Our ultimate goal is to help them find permanent housing, but resources are stretched and our 450 shelter beds are almost always full.

On the coldest nights, when our beds are filled, people warm up in our lobbies and dining rooms, while still being mindful of preventing the spread of COVID. We are navigating the situation as best we can to keep our neighbors warm and healthy.

To ensure Pine Street Inn can continue to provide critical services to all those who need our help, I'm asking you to support our Winter Emergency Response Fund today. Please send a gift of \$[ask1], \$[ask2], or even \$[ask3] or more. Winter is the most challenging time for those experiencing homelessness in Boston, and your support will make a big difference.

During the winter months, Pine Street outreach teams visit up to 80 people on the streets each night. They meet veterans with PTSD, individuals battling mental health disorders and addiction, and others who do not have a safe home.

Guided by a belief that everyone should have access to safety and warmth, our teams go out despite the weather to let those experiencing homelessness know that we are here for them. Sometimes it takes a long time to gain someone's trust, but we never stop trying to connect with people, offering the promise of a warm, safe place to sleep.

Your support of our Winter Emergency Response Fund will make possible efforts to provide critical outreach to those on the street, and ultimately put more vulnerable people on a path toward stable, permanent housing.

(Over, please)

Pine Street Inn 444 Harrison Avenue Boston, MA 02118 617.982.9170 www.pinestreetinn.org

When they arrive at Pine Street Inn, our goal is to help people like Betty stabilize and succeed. Betty never imagined she would be homeless. She worked as a nurse in several hospitals for 35 years and had an apartment in her job and had a hard time finding another. Soon, depression and her money ran out. She lost her apartment and lived in her car for

months. Her car broke down, she had very few options. She did not want to go to a shelter. Pine Street's outreach team checked in on her regularly and eventually helped her get into the Women's Inn.

With encouragement and support from Pine Street's staff and guests, Betty has found stability. With a safe place to stay, she has been able to get back to work and is planning for the future. Pine Street's staff has helped her apply for jobs and find housing. Her waiting lists are long, but Betty is hopeful that something will come

to help. Pine Street will be there for her.

Right now, we are facing a lot of challenges and urgently need your support to help a homeless individual in Boston has a safe, warm place to come in

and help them get to the Winter Emergency Response Fund so that we are able to provide the necessary support to keep our guests and tenants safe and healthy. Your support is necessary for us to continue the critical work of bringing vulnerable people home, with the goal of moving them from the streets and shelter into the safety of a home.

Thank you so much you are able to give, please help today. Pine Street is in urgent

With gratitude,

Lyndia Downie

Lyndia Downie
 President & Executive Director

P.S. I have enclosed an email I received from Mike Andrick who leads Pine Street's outreach team. As you can see, Mike is working hard to keep his team safe while they do everything possible to bring people in from the cold this winter. They are visiting up to 80 people every night and appreciate your support. Your gift to our Winter Emergency Response Fund will make a difference.

Letter/Reply



WINTER EMERGENCY RESPONSE FUND

Address
 Address line 1
 Address line 2
 City, State Zip

Your vulnerable neighbors need you!

Lyndia Downie

From: Michael Andrick (m.andrick@pinestreetinn.org)
 Sent: February 2, 2022 10:23 AM
 To: PSI Outreach Team
 Cc: PSI Leadership Team
 Subject: Winter weather reminders

Hi Team,

Cold weather, snow, ice, wind—we are seeing it all and it's been brutal. I'm reaching out quickly to thank you for your dedication. No one in the country does cold weather work better than Pine Street Outreach!

We're good at it because we're strong-willed, and because we work as a team.

In the spirit of team work and getting us all through the difficult weeks ahead while helping as many people as possible, here are a few updates/reminders:

- Our "most vulnerable list" is being updated daily. Please refer to it frequently and edit it as you learn of people's locations and conditions. We have about 80 individuals on the list right now and we can help them best when we all know where they are and what they need.
- Vans are equipped—but please do a check. We've supplied each van with cold weather gear and extra blankets. Before you go out, please take another look to make sure you have all of the supplies you need. Restock when you return as well. We cannot be too careful!
- Stay in contact. Time goes quickly when you're doing your routes and helping others, but please remember those of us back in the office who are concerned about you. Checking in each hour will let us know that you are okay, and give you the chance to ask for additional assistance or provide updates about individuals in need, weather conditions or other emergencies.
- Keep your eye on the clock and temperatures. We all want to maximize the difference we make and we are asking teams to stay late and come in early to expand our footprint (thank you!). But please be careful of how long you are out. You cannot help others if you are not safe.
- Help is on the way! A Winter Emergency Response fundraising effort is underway to make sure we have what we need to keep up our work. Pine Street supporters care as much as we do, so I'm hopeful they will come through with the urgent funds we need. The leadership team is working on that effort, so we can keep doing what we're doing—they've got our backs.

If anyone has questions, please call me directly or speak with your supervisor. We are going to see very low temperatures and they will be cause for concern—but we NEVER EVER GIVE UP!!! I look forward to seeing you on the streets as we face some of the toughest days and nights of winter.

We can (WILL) do this!


Mike

Michael Andrick M. Ed., LPC
 Director of Pine Street Outreach
www.pinestreetinn.org

Insert

Appeal

GIFT #1



NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE

Smithsonian

I want to help the National Museum of African American History and Culture raise \$300,000 to present more inspiring exhibits, exciting special events, inclusive educational programs, accessible online resources, and engaging community outreach programs. I am sending my first tax-deductible ((ASK1)) contribution in the white reply envelope dated June 23.

I want my support to have a more immediate impact, so I'm enclosing all three pledges at once, for a total of ((3ASK1)).

Other: \$ _____

GIFT 0000000 00000 000 00


DUE DATE: JUNE 23, 2020

Jane Q. Sampleperson
123 Any Street
Address Line II Anytown,
US 12345-6789

Please make check payable to: **Smithsonian NMAAHC**
To make a contribution by credit card,
please see reverse side of this form.
To give online, please go to: [go.si.edu/\(\(URL\)\)](http://go.si.edu/((URL)))

PO Box 98097 Washington, DC 20090-8097 • NMAAHC si.edu Website • NMAAHCmember@si.edu Email • (800) 209-9178 Phone

GIFT #2



NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE

Smithsonian

I want to help the National Museum of African American History and Culture raise \$300,000 to present more inspiring exhibits, exciting special events, inclusive educational programs, accessible online resources, and engaging community outreach programs. I am sending my second tax-deductible ((ASK1)) contribution in the blue reply envelope dated July 21.

Other: \$ _____

GIFT 0000000 00000 000 00


DUE DATE: JULY 21, 2020

Jane Q. Sampleperson
123 Any Street
Address Line II Anytown,
US 12345-6789

Please make check payable to: **Smithsonian NMAAHC**
To make a contribution by credit card,
please see reverse side of this form.
To give online, please go to: [go.si.edu/\(\(URL\)\)](http://go.si.edu/((URL)))

PO Box 98097 Washington, DC 20090-8097 • NMAAHC si.edu Website • NMAAHCmember@si.edu Email • (800) 209-9178 Phone

GIFT #3



NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE

Smithsonian

I want to help the National Museum of African American History and Culture raise \$300,000 to present more inspiring exhibits, exciting special events, inclusive educational programs, accessible online resources, and engaging community outreach programs. I am sending my third tax-deductible ((ASK1)) contribution in the yellow reply envelope dated August 18.

Other: \$ _____

GIFT 0000000 00000 000 00

DUE DATE: AUGUST 18, 2020

Jane Q. Sampleperson
123 Any Street
Address Line II Anytown,
US 12345-6789

Please make check payable to: **Smithsonian NMAAHC**
To make a contribution by credit card,
please see reverse side of this form.
To give online, please go to: [go.si.edu/\(\(URL\)\)](http://go.si.edu/((URL)))

PO Box 98097 Washington, DC 20090-8097 • NMAAHC si.edu Website • NMAAHCmember@si.edu Email • (800) 209-9178 Phone

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE
100 DAY FUND

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE
100 DAY FUND

You make it possible!

NAME _____
ADDRESS _____
CITY, STATE ZIP _____
BARCODEBARCODEBARCODE _____

[(DATE)]

Dear ((SALUTATION)),

As a ((Charter/Member)) of the National Museum of African American History and Culture, you are playing a pivotal role in transforming our country's understanding of our shared heritage. And I cannot thank you enough.

During uncertain times like these, it's uplifting to reflect on our shared achievements as a reminder of all we can accomplish together. The importance of the Museum continues to inspire the public.

From the endurance and resiliency of our ancestors to the determination that drove our first African American president, we are proud to be connecting those less visible stories.

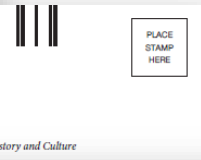
During this difficult period, we understand our nation's history and the Museum is temporarily closed. You make it possible for the Museum to continue to bring the complex African American story to the world. And your support helps us bring the complex African American story to the world in a wide variety of inclusive public events.

Over the next few months, we have several critical priorities for reaching our goals... increasing our online presence.

Given the importance of the 100 Day Fund, we are asking you to help us raise \$300,000 over the next three months using the ((Charter/Members)) to help our 100 Day Fund raise \$300,000 on September 24, 2020.

((NAME)), won't you please help us reach that goal by sending gifts of ((ASK1)) over the next three months using the donation forms?

Please send your first gift in the WHITE envelope by July 21... and your third gift in the BLUE envelope by August 18 — or send ((3ASK1)) all at once to



Smithsonian PO Box 37012 MRC 509 Washington, DC 20013-7012 • NMAAHCmember@si.edu • N

Appeal

JOHN F. KENNEDY
LIBRARY FOUNDATION

Dear [SALUTATION],

John F. Kennedy's call to service remains one of the most consequential acts of presidential leadership in American history. His simple challenge to "Ask what you can do for your country" forged a new understanding of public service and redefined what it means to be an engaged citizen. Now, nearly 60 years after he was elected president, his message has taken on striking new importance.

The COVID-19 pandemic has dramatically altered how we learn, work, socialize, and relax. Amidst the disruption, though, are opportunities for innovation and inspiration. At the John F. Kennedy Library Foundation, we draw inspiration from Kennedy's words:

"We are not here to curse the darkness, but to light the candle that can guide us through that darkness to a safe and sane future."

All around us we see the impact of public servants at every level of government: the



CERTIFICATE OF APPRECIATION ENCLOSED

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

2020 Annual Fund

A new Teaching and Learning Tuesdays e-guide, distributed to nearly 30,000 teachers

(over, please)

JOHN F. KENNEDY LIBRARY FOUNDATION | COLUMBIA POINT | BOSTON, MA 02125 | (617) 514-1659

Certificate Receipt Confirmation

- Yes! I have received my John F. Kennedy Library Foundation *Certificate of Appreciation* in good condition.
- Yes, I want to give a critical boost to the Kennedy Library Foundation's work to inspire the next generation of leaders with President Kennedy's remarkable life and legacy. Enclosed is my special tax-deductible gift of:
 - [ASK1] [ASK2] [ASK3] Other \$ _____

NAME XXXXXXXXXXXXXXXXXXXX
ADDRESS
XXXXXXXXXXXXXXXXXXXXXX
ADDRESSXXXXXXXXXXXXXXXXXX
CITY, STATE, ZIPXXXXXXXXXX
[sourcecode] [ID numberXXXXXXXXXXXXXX]

Please see reverse to charge your donation.
You can also give online at jfklibrary.org/certificate.
Please make check payable to
John F. Kennedy Library Foundation.

JOHN F. KENNEDY LIBRARY FOUNDATION | COLUMBIA POINT | BOSTON, MA 02125 | (617) 514-1659



CERTIFICATE OF APPRECIATION

The John F. Kennedy Library Foundation is pleased to recognize
[DONOR NAME XXXXXXXXXXXXX]

for playing a critical role in inspiring tomorrow's leaders to answer the call to action that John F. Kennedy issued in his Democratic presidential nomination acceptance speech:

"The New Frontier of which I speak is not a set of promises, it is a set of challenges. It sums up not what I intend to offer the American people, but what I intend to ask of them."

Your generosity helps to keep President Kennedy's legacy burning brightly for the 80% of people with no living memory of our 35th president, empowering future generations to build a better world through public service. Your support is deeply appreciated.

JOHN F. KENNEDY
LIBRARY FOUNDATION

Rachel Flor
Rachel Flor, Executive Director

Appeal



Because Wishing for
JUSTICE
Doesn't Get It

Ways to Take Action Against Racism

Volunteer: Find more information at www.breadforthe-city.org/volunteer or connect with your local Black Lives Matter chapter or other anti-racism organization.

Provide Resources: Bread for the City is accepting food donations of fresh produce, whole grain pantry products, low-sodium canned meats, seafood, low-sodium canned meats and seafood, and shelf-stable dairy products. and shelf-stable dairy products. Contact Constance Lee at clee@breadforthe-city.org for more information.

Donate to Bread for the City at www.breadforthe-city.org/justice



Take action to free others from racial, social, and economic injustice by giving a gift to Bread for the City today

<XXXXXXNameXXXXX>,

The time for wishful thinking about ending injustice is long passed.

All the best intentions in the world won't stop police from killing Black men and women like George Floyd, Breonna Taylor, and Marquese Alston, Freddie Taylor and so many others. Politicians' lofty speeches about fulfilling America's promise do nothing to dismantle the institutional and structural racism that is America's legacy of slavery.

That is why I am counting on you, as a member of Bread for the City's community of supporters, to please continue taking action for justice.

From having often difficult conversations about race, to pressing our elected representatives to enact meaningful policing reforms, and helping neighbors overcome the daily challenges of living with low incomes ...

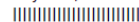
... each of us has the power to help end racial, social, and economic injustice.

PERSONAL REPLY TO DR. RANDI

Please Return By: <Maildate+15>

- YES! I'm taking action to help end the racial, social, and economic injustice so many of our DC neighbors face every day.** To provide food, medical care, and other essentials in addition to advocacy and empowerment programs, I'm enclosing a tax-deductible gift to Bread for the City:
- <\$Ask1> <\$Ask2> <\$Ask3> Other \$ _____

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



To help even faster, donate online:
breadforthe-city.org/justice

Please make your check payable to *Bread for the City* and return it along with this form to P.O. Box 92505, Washington, DC 20090-2505. To charge your gift, please see the other side. Thank you.

<XXRecordIDXX> <XXSourceCodeXX>

I'm Taking Action For
JUSTICE!



P.O. Box 92505
Washington, DC 20090-2505

C211DWMZZ



PLACE
STAMP
HERE

Samples

Other Programs

Upgrades

Protecting Our Parks — *The Next 100 Years*

REPLY MEMORANDUM

TO: Theresa Pierno, NPCA President and CEO

FROM: Xx. Xxxxx Xxxxxxxxxx
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

RETURN REQUESTED BY: XXXMaildate+30XXX

xxxxsourc

YES! As one of NPCA's most committed supporters, you will seize the once-in-a-lifetime opportunities presented by the Centennial. To help NPCA fully implement the action plan in my copy of *The Next 100 Years*, I am pleased to offer you a leadership gift to NPCA in the amount of:

\$1,000* My best gift

* Your gift of this amount

Please make your check payable to NPCA and return it in the enclosed envelope. If you prefer to donate online, you can do so at my.npca.org/0316.

I prefer to make my leadership gift by credit card.

Amount \$ _____

VISA MasterCard American Express

Account No.: _____

Expiration Date: _____

Signature: _____

Your gift to NPCA is tax-deductible to the fullest extent of the law. **Take Action!** To join our online community, take action on our behalf, and receive our free e-newsletter, *Park Notes*, please print your name and address on the back of this card.



777 6th Street, NW, Suite 700 • Washington, DC 20001



The Next 100 Years

An Action Plan to Protect and Strengthen Our National Park System

Prepared for NPCA Member:

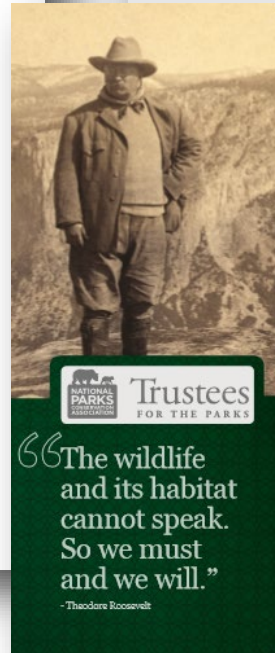
Xx. XXXXXX XXXXXX

MonthXXX YearXXXX

777 Sixth Street, N.W.
Suite 700 Washington,
DC 20001

npca.org

UPS Mail Innovations®



Upgrades



RESCUE UPDATE

More than 120 Animals Saved from Backyard Butcher Hudson Valley, NY

In 2016, Farm Sanctuary was called to a scene of neglect in New York's Hudson Valley. When our rescue team arrived, the site looked more like a combination of a garbage dump and a graveyard than a farm. No living being should have been there, yet more than 120 animals were waiting away amidst the filth, debris and rotting herd mates. We had to step past the body parts of the dead to get to the living. With the help of our most dedicated members, Farm Sanctuary took in two adult cattle, five calves, four pigs, 30 goats, and seven sheep from that rescue—including the very sickest of the animals there. [Here see two stories to capture your heart.](#)



This is Bruce. He was just a baby when we arrived at the hideous scene in Hudson Valley. He was emaciated, anemic and filled with parasites. Not only that, Bruce had pneumonia and labored for every breath. Today, Bruce is growing strong and feeling great! He is still thinner than he should be, but he has gained 15 pounds and continues to grow. He had to wear a coat this winter to stay warm, but we were happy to provide him with this extra layer of comfort. Of course, when Bruce really wants to fool every, all he has to do is curl up next to his mom, Cynthia, who was rescued along with him.



Meet our incredible friend Mouse. When our rescue team got to Mouse, he was terrified and alone, trapped in a filthy stall with no water or access to the outdoors. Making matters worse, Mouse had an untreated injury that had left his right rear leg withered and unusable. This is an especially difficult problem for a pig given how much they eventually weigh as adults. As Mouse grew, the strain of weight would cause his other legs to break down. We took Mouse to doctors at the Cornell University Hospital for Animals and they got right to work. He needed leg surgery, had a hoof removed, went through a procedure to lengthen the bones of his leg, and more. During the long treatment, Mouse went through an amazing transformation from a scared little pig to a happy, charming boy who loves attention and belly rubs!

Unimaginable Cruelty at "Humane" Farm Cattaraugus County, NY

As more people grow aware of the suffering farm animals endure in the factory farm industry, they are looking for labels like "cage-free" and "certified organic" to feel better about the meat they are eating. But too many Farm Sanctuary rescues have shown that these so-called "humane" farming operations can be just as cruel as the worst factory farms. We were called to a "farm" in Cattaraugus County, New York last spring that deemed itself a "farm to table" operation and supplied meat to local restaurants and farmers markets. The place was disgusting. We've never seen fates piled so high—even costing the animals themselves. The smell was unbearable. There were pregnant sheep, chickens with liquid coming out of their eyes, and more. Every animal was sick, many were close to death. But, today, they are doing much better!

(over please)



outside. Daniella was pregnant and terrified. Her hooves needed trimming, she had painful abscesses, and suffered from pneumonia—but Daniella got better. And weeks later, she gave birth to two handsome rams, Bob Barker and Jack. Both were treated for a congenital health issue at the Noma Farm Animal Hospital at Cornell University and are doing great. They love each other, their herd mates, their human friends—and life!

Thank you for making our animal rescues—and all of Farm Sanctuary's work—possible. We couldn't do it without you!



farmsanctuary
rescue • education • advocacy
(607) 583-2225 • farmsanctuary.org

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



farmsanctuary
rescue • education • advocacy
P.O. Box 150
Watkins Glen, NY 14891-0150

[Name]
[Address]
[Address]
[City, State, Zip]
[Barcode]

© SOCIETY FOR HUMAN RIGHTS

Donor ID Campaign Code



323 456 787 3234

EMERGENCY ANIMAL RESCUE FUND GIFT FORM

HELP RAISE \$50,000 IN THE NEXT 30 DAYS!

To: Gene Baur
c/o Farm Sanctuary
PO Box 150
Watkins Glen, NY 14891

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

- Yes. When farm animals' lives are on the line, every moment matters. To help Farm Sanctuary raise the \$50,000, needed in the next 30 days to remain ready to save farm animals in crisis, I've enclosed a generous contribution to support Farm Sanctuary's *Emergency Animal Rescue Fund* and all of its work for farm animals.

- My 2017 Hilda Club gift is an annual single gift in the amount of:
 \$1,000 \$1,500 \$2,000 Other \$ _____

Please see reverse side to make a sustaining gift.

- Enclosed is my check.
 Please charge my:
 MasterCard Visa AmEx Discover
Card No. _____ Exp. Date ____/____/____
Signature _____
Phone _____
Email _____

CORPORATE MATCHING GIFT PROGRAM

- My personal gift will be matched by my employer's corporate matching gift program. I am enclosing my company's matching gift form.

Thank you for being a leadership part of Farm Sanctuary. With your gift of \$1,000 or more, you will continue to stand as a leader in the farm animal protection movement through Farm Sanctuary's Friends of Hilda Club.

We hope you are proud of the important role you play in all of Farm Sanctuary's work for farm animals. If you have any questions about our efforts, or about how your Emergency Rescue Fund gift will be put to work, please contact us at hildoclub@farmsanctuary.org



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

Planned Giving

From the desk of
GENE BAUR

Dear SALUTATION,

After 30 years with Farm Sanctuary, I still wake up every morning excited. Helping farm working to create a kinder world is so much more than a job to me. It's my passion and

Caring people like you tell me very much the same, no matter how you earn your livelihood. Sanctuary and its work are more than just another charity to you. Helping animals is your calling. Too. Showing compassion and aiding innocent creatures count among your values.

Like you, I am a longtime and loyal supporter of the right of farm animals to live free from abuse, and emotional distress. And like you, I've seen the difference that love and support makes in the lives of animals.

We help animals because it's the right thing to do. Through this we can find great meaning

When you decide to continue your love and support through making a gift in your will, trust or other estate planning, you create your legacy of love to the world's farm animals.

I hope you will read Kathy's letter about what happens when like-minded people join in a cause. Farm Sanctuary was created to give people like you the opportunity to unite, share kindness, and come together to change the world for farm animals.

You are among Farm Sanctuary's today to continue the life-changing

Please, consider becoming part of

With gratitude,
Gene
Gene

P.S. A very generous donor has pre-arranged to donate \$1,000! And she will do the including farm animals in your plan better time to make a legacy gift. This match opportunity by December 31st.

P.O. Box 150 • Watkins Gl

Anniversary
Create a Legacy of Love
FROM THE AVALON SOCIETY FOUND

MAKE A REAL IMPACT. PROTECT FARM ANIMALS.

1986
The first year Farm Sanctuary was founded. We have protected over 100,000 farm animals from slaughter.

REVOLUTION
The first year Farm Sanctuary was founded. We have protected over 100,000 farm animals from slaughter.

965
The first year Farm Sanctuary was founded. We have protected over 100,000 farm animals from slaughter.

LEGACY GIFTS
A gift that lasts forever. Legacy gifts can be made in many ways, including through your will, IRA, or trust.

SIMPLE
It's easy to make a legacy gift. We'll help you every step of the way.

FUTURE
Your gift will help protect farm animals for generations to come.

BE THE CHANGE



HONORING PEOPLE CONTINUING THEIR HELP FOR FARM ANIMALS
A BULLETIN FOR SPECIAL FRIENDS OF FARM SANCTUARY, ISSUE 14

Meeting Paula: To Protect the Animals I Love

You visited Farm Sanctuary for the first time this year. What was it like?
The best way to describe my visit to Farm Sanctuary is to say it was magical. Spending time with the animals was a source of overwhelming joy and fun. It is with much anticipation that I look forward to a return trip for a longer visit with the animals!



There was an immediate connection that I had with any cow I met, and from that point on, my love and concern for those magnificent animals grew into more than just a hobby.

IRA Charitable Rollovers are "a great way to put my hard earned money to work to protect the farm animals I love.

You are committed to helping all animals, but you have a special soft spot for cows...

I grew up in a family of animal lovers and have always seen animals as friends who have needs and feelings as we do. From an early age, I learned that each animal has its own personality and one has to treat each as an individual. I was always fascinated by the farm animals and had a deep desire to spend time with them.



Paula and Faith - love at first sight.

I have dedicated my life to the protection of all animals.

You've included Farm Sanctuary in your legacy plans - what motivated you to do this for the animals?

I have dedicated my life to the protection of all animals. Farm animals are a passion for me, especially cows, so I want to ensure that my devotion to these dear animals and the work I have contributed to, continues on for generations to come. This is making a lifetime investment in what I believe in, and I believe in Farm Sanctuary's vision for protecting farm animals.

You have given to help farm animals through IRA charitable rollovers, a way to donate directly from your IRA without a charity of your choice, meet your required minimum distribution (RMD), and have your donation excluded from your taxable income... Can you tell us a little bit about why you give this way?

The IRA charitable rollover works for me as amounts transferred directly from my IRA to Farm Sanctuary will not be included in my taxable income and will count toward my required minimum distribution for the year. For me, this is a great way to put my hard-earned money to work to protect the farm animals I love.

Farm Sanctuary is grateful to all of our Avalon Legacy Society members who have made a commitment to the future protection of farm animals through a planned legacy gift. Thank you!

...kindness revolution start your gift today!

YES!
EASY WAY TO MAKE A LEGACY GIFT

301-750-6188



Dear [Salutation]:

In 1969, while working for a report showing that anemia.

Alongside other volunteers to solve hunger in Maryland federal school lunch program.

Ten years later, Ann went enough food to provide meals today and tomorrow.

That is Ann Miller's legacy: underemployment, cyclical compassion for Maryland serving Maryland's children.

[Name], what will your legacy do for the generations is by joining legacy gift.

When you make a legacy provide the Maryland Food Bank needs of food-insecure Marylanders.

Planned gifts help the Maryland Food Bank plan for the future, so we continue to innovate and meet the food needs of as many hungry Marylanders as possible.

Beyond all those very practical reasons, your planned gift to the Maryland Food Bank will support initiatives to help future generations break the cycle of poverty, food insecurity, inadequate nutrition, chronic health issues, and hunger. Your planned gift will go a long way toward ending hunger for more Marylanders.

Here are just a few examples of...

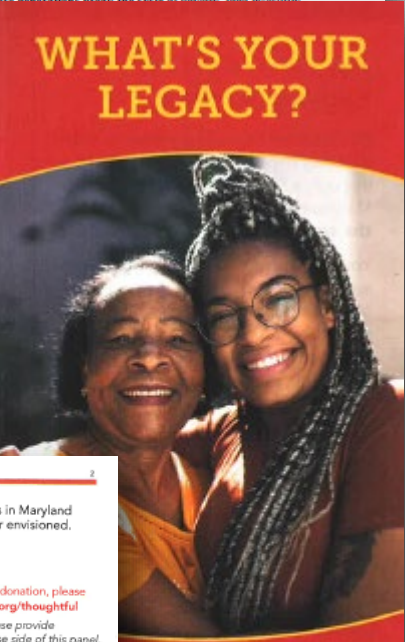
ANN MILLER LEGACY

Gift Type	Qualified Charitable Contribution (from your IRA)
Account Beneficiary	
Requests through	Wills and Trusts

I realize the multitude of options to explore your options.

If you decide you'd like to become a legacy donor, please contact us at 297-5148 or email ekrikau@mdfb.org

More than five decades ago, Ann Miller, course, how we fought hunger in Maryland today—which may, in turn, look back 30 or 35 years from now. You can



HOW WILL YOU BE REMEMBERED?

- Yes! I want to be remembered as someone committed to overcoming the hunger crisis in Maryland through solutions that break the cycles of poverty and food insecurity, just as Ann Miller envisioned.
- Please contact me about the following planned gift options:
 - IRA Distribution
 - Bequest through Will or Trust
 - Account Beneficiary
 - Other

To make a secure online donation, please visit www.mdfoodbank.org/thoughtful
To use a credit card, please provide information on the reverse side of this panel.



5000064113 451000 60122 6221D05MC 1

I am actively considering a legacy gift to the Maryland Food Bank. Please contact me to discuss planned giving options.

Phone: _____
Email: _____

I am enclosing a tax-deductible gift today of:
 \$100 \$150 \$200 Other: \$ _____

To make a secure online donation, please visit www.mdfoodbank.org/thoughtful



How to plan a legacy gift to the Maryland Food Bank and ensure a lasting legacy of impact.



MEMBER OF FEEDING AMERICA



Sustainer



Smithsonian

North Star Society RSVP Form

[Name]
[Address]
[Address]
[City, State Zip]
[BarcodeBarcodeBarcode]

SMITHSONIAN INSTITUTION
PO Box 98097
Washington, DC 20090-3012
NMAAHCmembers@si.edu
NMAAHC.si.edu
(800) 209-9178

Yes, I accept your invitation to become a Member of the National Museum of African American History and Culture's *North Star Society*.

I authorize the National Museum of African American History and Culture (NMAAHC) to charge the amount to my credit card monthly. This authorization shall remain in effect until I provide NMAAHC with 30 days' notice that I wish to end my contributions. A record of each payment will appear on my credit card statement and will serve as my monthly receipt.

I pledge a monthly, fully tax-deductible contribution of:

\$8 \$10 \$15 \$20 \$50 \$75 Other \$_____ (\$8 minimum pledge)

Unfortunately, I cannot contribute a monthly gift to the Museum at this time. Please accept my special, one-time contribution of: \$_____.

I have enclosed a check made payable to NMAAHC (one-time gifts only).

Please charge my:

American Express VISA Mastercard Discover

Card No.: _____ Exp. Date: ____/____/____

Signature (required): _____ Date Signed (required): _____

Print Full Name: _____ Phone number*: _____

Email*: _____

*Your email address and phone number will not be shared with other organizations.

To sign up online, go to: www.go.si.edu/North20

0000000 00000 000 00

SUS

Thank you for your pledge!



Smithsonian

AN INVITATION TO THE
North Star Society
YOU CAN BE A GUIDING STAR FOR THE MUSEUM



Smithsonian

North Star Society BENEFITS OF MEMBERSHIP

When you take the next step in your Member support of the National Museum of African American History and Culture by joining the North Star Society, you'll help provide a steady flow of financial support the Museum can count on today and beyond. In appreciation of your monthly support, you'll receive the following North Star Society benefits:

- * A North Star Society Member card valid for a 10% discount at the Museum store and Sweet Home Café, the Smithsonian online store, and other Smithsonian museums' stores and cafés*
- * An exclusive North Star Society Certificate of Appreciation that is suitable for framing
- * Your name listed on our electronic Member Honor Roll
- * Periodic E-News updates about our progress, public programs, and other interesting happenings at our Museum
- * An annual tax receipt letter with a renewed Member card sent in February that includes the total of all your fully tax-deductible monthly gifts

North Star Society

Terms of Agreement
Please keep for your files

I authorize the National Museum of African American History and Culture (NMAAHC) to charge my credit card monthly. This authorization shall remain in effect until I provide NMAAHC with 30 days' notice that I wish to end this agreement. A record of each payment will be included in my credit card statement and will serve as my receipt.

Monthly Pledge Amount: \$ _____ Date: _____

Credit Card No.: _____

Questions about your North Star Society Membership? Please contact the Member Services Department at (800) 209-9178.

Newsletters

3

VICTORY 75—Celebrating Ho

(Continued from Page 1)



Servicemen celebrating Victory in Europe in front of the B

their lives. While servicemen wonder they might be transferred to the Paci

The rapidly dwindling number of W who experienced the war on home fr of saluting members of the Greatest I among us, and preserving their firsth

2020 Hindsight
The year 2020 offers an opportunity to conflict and the everyday people who crucible of war.
How would today's leaders navigate th deadly battlefields of 75 years ago? H constant air raids and strict rationing? have changed if the D-Day landings? VE Day have arrived at a much later date, or happened at all, had American airmen not dominated the skies over 1945 Europe?

The answers may be unknowable, but the questions are fascinating to contemplate. With the continued support of patriotic Americans like you, the American Air Museum in Britain will continue to explore the history of these brave men and women while keeping their memories alive throughout this year and for all time. ☺



AMERICAN AIR MUSEUM NEWS

THE OFFICIAL NEWSLETTER OF THE AMERICAN AIR MUSEUM IN BRITAIN

May 2020

www.AmericanAirMuseum.com

Issue 37

VICTORY 75—Celebrating Heroes Who Won the War

May 8, 1945 could have been just another day of war, with inevitable death and destruction, if not for air superiority established months before by American airmen flying out of bases across the UK. Instead, the date stands out in history as Victory in Europe (VE) Day—the day that the Allies of World War II accepted Nazi Germany's surrender.

From the Battle of Britain in the summer of 1940 to the June 1944 D-Day landings to repelling Germany's last major offensive on the Western front during the Battle of the Bulge in the winter of 1945, American airmen played a critical role in winning World War II. Now more than ever is a good time for the American Air Museum to remember the high-flying heroes who fought against Nazi Germany, 75 years later in this milestone anniversary year.

IN THIS ISSUE

VICTORY 75	1
Letter from Phil Reed	2
Hands-On Learning Shows STEM to Fun	4
Featured Aircraft: P-47 Thunderbolt	5
Membership Corner	6



A little girl waving the Union Jack on VE Day



Winston Churchill waving to crowds after making a speech from the Ministry of Health in London, May 8, 1945

The debt of gratitude we owe to all the men and women who served so valiantly during World War II has not diminished with the passage of time. Indeed, the perspective from 75 years later comes with increased appreciation for their determination and valor in defending freedom.

Dancing in the Streets

Prime Minister Winston Churchill's announcement of the end of war with Nazi Germany touched off joyous celebrations. Soldiers and civilians danced, sang, and hugged as spontaneous street parties broke

out in Allied nations. Churchill had gained assurances from the Ministry of Food that there were enough bread supplies in London, and the Board of Trade announced people could buy red, white, and blue bunting without using ration coupons.

Nearly six years of war had cost the lives of millions and left scars across the European landscape that would take decades to heal. Revelers remained cognizant that fighting continued on a global scale and the conflict would continue to impact

(Continued on Page 3)

General Ralph E. "Ed" Eberhart, USAF (Ret.)

General Eberhart succeeds Air Chief Marshall Sir Stuart Peach GBE KCB ADC DL, who stepped down as chair in December 2019.

amazon.com Wish List

Add a holiday gift to Bread for the City the next time you shop online!

Donate food, clothing, or other items from our Amazon Wish List. See our Wish List at BreadfortheCity.org/wishlist.

Here are some of our most-needed items this holiday season:

- ✓ Diapers
- ✓ Children's books, especially in Spanish
- ✓ Cleaning supplies/laundry detergent
- ✓ Gift cards for grocery stores and pharmacies
- ✓ Plus-sized clothing for men and women
- ✓ SmartZip cards
- ✓ Toiletries and other household items



MORE THAN BREAD!

How You're Helping Survivors of Domestic Violence

Every year, Bread for the City's attorneys help hundreds of DC residents who are seeking safety from abuse.

IT'S ALMOST TIME FOR HOLIDAY HELPING

The holidays may seem far away, but they will know it—which is why Bread for the City is 2020, to make our 2019 Holiday Helpings a suc

Holiday Helpings is our annual campaign that r our neighbors in need don't go without a holid year, with the help of more than 1,460 support Helpings campaign raised \$781,023, which wa to provide holiday meal kits for 6,500 families a Thanksgiving, and another 2,500 meals by CH PLUS support our food pantries all year!

These meals mean so much to the people we h

"Without Holiday Helpings, I just wouldn able to purchase a turkey this year. And Thanksgiving without a turkey?"

"We definitely need Holiday Helpings th

"This year, I'll go to my niece's house an my granddaughter... if not for Holiday H just wouldn't be able to do this."

For more information about our Holiday H tradition and how you can make this year's success, go to www.breadfortheCity.org/hol

Stay Connected to Bread for the City

We're always sharing stories and photos on our Facebook page. Like us on Facebook!

If you'd like to make a contribution to Bread for the City, please contact us at info@breadfortheCity.org

A Note from George

Dear Bread for the City Family,

It was a busy summer here at Bread for the City.

We kicked off the 2019 season of Farmers Markets, one of the City's only free markets, in March and it's been amazing to see men, women, and children from all walks of life joining together to enjoy the literal fruits of our community, without the concern of where their next meal is coming from.

Each growing season, we offer free produce to anyone who needs it, on a monthly basis at our Northwest and Southeast centers. Hundreds of DC residents get to take home fresh vegetables and other supplies, and Bread for the City helps fulfill our mission of ensuring that none of our neighbors go without.

And for those looking for affordable housing, Bread for the City regularly offers our #Right2DC Housing Clinic at both of our locations. Not only have our neighbors learned more about the housing programs available to them, but some have been inspired to join our fight to preserve and increase the number of truly affordable housing units in DC.

We're moving into fall having helped hundreds more people in our community. But with each new season comes new needs, and until we break the cycle of poverty in this region, we must continue all of our work with the same vigor and commitment.

Thank you for making it possible. Sincerely, George A. Jones Chief Executive Officer



YOUR SUPPORT IS HELPING OUR NEIGHBORS ACCESS HEALTH CARE!

Bread for the City is bringing its primary care services to Southeast DC for the first time.

No one should have to worry about not being able to go to the doctor if they get sick. However, many of our neighbors live without insurance or are enrolled in programs that limit access to quality care. And when someone is struggling with health concerns, it is hard to fight for improvements in any other area of their life.

That is why, for 45 years, Bread for the City's medical clinic has provided quality health care for uninsured and under-insured men, women, and children in our community. In fact, last year our clinic cared for more than 3,000 individual patients.

But our Northwest Center clinic is no longer enough. There is still a critical provider shortage in Washington, DC, especially in Southeast DC. People in this area have limited access to public transportation, childcare services, and paid time off work, making it even more imperative to have a medical provider they trust in their own neighborhood.

That's why we're building. When our new Building on Good Hope opens in the coming months, it will include a medical clinic that will allow Bread for the City to provide primary care services to Southeast DC for the first time ever.

(continued on next page)

Final Thoughts

Final Thoughts

- Direct mail serves a valuable purpose by allowing a non-profit to reach out to its 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 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!

Dara Igersheim

Vice President

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 Celebrating 25 Years

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