

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



CORUS INTERNATIONAL

IMA WORLD HEALTH

LUTHERAN WORLD RELIEF

CGA TECHNOLOGIES

GROUND UP INVESTING

FARMER'S MARKET COFFEE



CORUS



Lutheran World Relief
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.



LUTHERAN WORLD RELIEF

PROBLEM:

IN A WORLD OF PLENTY,

THOSE WITH THE

VERY LEAST ARE THE

MOST FORSAKEN.

NEW AMBITION:

UNTIL YOUR LOVE

REACHES EVERY

NEIGHBOR



All of our appeal campaigns are omnichannel and include:

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



February 15 - March 15

HUNGER CHALLENGE

Until your **love** reaches
every neighbor

*So what does Valentine's
Day have to do with it?*





Nonprofit Org.
U.S. Postage
PAID
Lutheran
World Relief



2022 Hunger Challenge to Save Lives

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

R2208LW-OE

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



Point your smartphone camera here.

Photo © Jake Lyeil for LWR



LUTHERAN WORLD RELIEF

2022 Hunger Challenge to Save Lives

[XXXXXXXXXXXXXXXXXXXX Salutation XXXXXXXXXXXXXXXXXXXXXXX],
Your gift of \$[Ask1] by March 15
can save a child
who's dying of hunger.

Dear [XXXXXXXXXXXXXXXXXXXX Salutation XXXXXXXXXXXXXXXXXXXXXXX],

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

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

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

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

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

My gift to save a child from dying of hunger

- YES, I believe families like Elizabeth's deserve good health and long lives.
- I want to feed and help God's children today. Enclosed is my lifesaving 2022 Hunger Challenge donation of:
 - \$[Ask1] \$[Ask2] \$[Ask3]
 - My best gift of \$ _____
 - I'd like to become a *Faithful Neighbor* monthly donor to ensure my love reaches my most vulnerable neighbors. *(Please complete other side.)*

Your gift will help a child like Zoade survive and thrive!



Paul Jeffrey for LWR

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

Give securely online at lwr.org/hunger22

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



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

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



LUTHERAN
WORLD RELIEF
700 LIGHT STREET
BALTIMORE, MD 21230
800 597 5972 LWR.ORG

DONOR ID FBD22 TIER CODE

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

Email and Social Ad Performance

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

LUTHERAN WORLD RELIEF

Your Name: LWR Supporter
2022 Hunger Challenge Goal: \$250,000
Suggested Action: GIVE NOW

RUSH LIFESAVING FOOD

Dear Friend,

Our Hunger Challenge to Save Lives is in full swing and better time. Our most vulnerable neighbors are in desperate need of food and income. We must get lifesaving emergency food to them now.

THE NEED: Violence, civil unrest, and historic drought have pushed millions of people to the brink of starvation. What were once bountiful families are now struggling. Their animals have been stolen or are dead, leaving them with no food or income. Children are suffering from malnutrition, and worse. The littlest ones lay listless in their mother's arms, unable to even cry.

Children are dying because they don't have anything to eat.

THE SOLUTION: Together, your love can save starving children. Our [2022 Hunger Challenge to Save Lives](#) will reach children with a nutrient-rich, lifesaving supplement that will bring them back to life. You'll also help prevent and treat malnutrition with supplements and more.

Until your love reaches every neighbor

LUTHERAN WORLD RELIEF **GIVE TO SAVE LIVES**

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

Lutheran World Relief Sponsored

Your gift to our Hunger Challenge can prevent starvation. With your lifesaving gift, together, we'll save children's lives.

2022 Hunger Challenge
Deadline: March 15

HELP END HUNGER

LWR.ORG
Let's end child hunger **Donate now**
Not affiliated with Facebook