



# Engaging Creative

CAMPAIGNS THAT  
GOT RESULTS!

# HERE TODAY

## **Caitlin Toynbee**

*Deputy Director, Membership  
Human Rights Campaign*



## **Robin Perry**

*Vice President Design & Corporate Marketing  
Lautman Maska Neill & Co.*





American Cancer Society  
P.O. Box 1303  
Brunswick, ME 04011-1303

2024 Campaign to Save Lives

Dedicated Supporter

Nonprofit Org. U.S. Postage PAID American Cancer Society

1-33066

Good Shepherd  
1100 BANK OF AMERICA  
1101 HOTEL ROAD  
AUBURN, ME 04210-8388

\$1 can help provide two meals

Help local families

Nonprofit Org. U.S. Postage PAID Permit #100 Brunswick, ME

3 Gifts Enclosed,  
Especially for Robin

APRIL 2024

MAILER'S POSTMARK PERMIT 1989 NONPROFIT

Sierra Club  
17218 163

OFFICIAL 2024 FIELD GUIDE ENCLOSED FOR:

PRIORITY CONTENTS

MEMBER BENEFITS STATEMENT ENCLOSED

DATE OF ISSUANCE 04/12/24

SEAL OF THE SIERRA CLUB  
S C  
ALTIORA PETRO  
INCORPORATED 1892

FIELD GUIDE

WAYS TO SUPPORT SIERRA CLUB

Sierra Club makes your voice heard! For more than 130 years, people have come together through Sierra Club to take action, build power, and make change. But our real power doesn't come from numbers alone... it comes from bringing all kinds of people together -- so that we can better protect the planet and each other. To change everything, we need everyone... [we need you!](#)

Sierra Club is an efficient and excellent steward of your contributions to protect and preserve America's environment. Over 88 cents of every dollar contributed to Sierra Club is used to implement our conservation and preservation programs across the nation.

Sierra Club has been instrumental in reducing America's reliance on dirty coal for energy generation. Coal burning is responsible for one-third of U.S. carbon emissions that threaten the health of our families and lead to massive climate disruption.

Join Sierra Club today to advance climate solutions, act for justice, get outdoors, and protect lands, water, air, and wildlife. Visit [www.SierraClub.org](http://www.SierraClub.org) for more information.



IMPORTANT — TIME-SENSITIVE MATERIAL ENCLOSED

DEADLINE: JUNE 30<sup>TH</sup>

— LAST CHANCE —  
Make your Annual Fund gift and support everything you love about the Smithsonian!

Scan here to give online

Nonprofit Org. U.S. Postage PAID Permit #100 Washington, DC

RESCUE PARTNERS

Stand with us as we help children and families displaced inside Ukraine and around the world.

Nonprofit Org. U.S. Postage PAID Permit #100 New York, NY 10168

RESCUE PARTNERS MATCHING GIFT REPLY

All Gifts Matched for the First Month!

Robin, Every Month Matters

TO: David Milband, President and CEO

FROM: Robin Riley, 100 East 42nd Street, New York, NY 10018, Rescue.org/Monthly24

YES, DAVID! I will take my commitment to refugees and displaced people to the next level by becoming a Rescue Partner with a monthly...

Save the Children

BE THE HOPE IN THEIR EYES

YOUR GIFT CAN HAVE 10x MORE IMPACT TO CHANGE LIVES.

Nonprofit Org. U.S. Postage PAID Permit #100 New York, NY 10168

Can we count on you again?

The background features a dark blue color scheme with several overlapping, semi-transparent circular patterns. Each circle contains a textured, light blue ring. In the center of the composition is a dark blue circle containing a white, stylized logo that resembles a four-pointed star or a cross with rounded ends.

# Acquisition



**Increased Response Rate 30% plus \$18 Higher Average Gift Seasonality!**



**MATCHING GIFT CONTRIBUTION FORM**

Yes, I want to take advantage of this matching gift opportunity. Please multiply my tax-deductible contribution of:

\$35 becomes \$140     \$100 becomes \$400  
 \$75 becomes \$300     \$\_\_\_\_\_ 4x as much

To give online, visit [doctorswithoutborders.org/4xmatch](https://doctorswithoutborders.org/4xmatch).

Chris Q. Sample  
 Company Name  
 1730 Rhode Island Ave., NW  
 Suite 301  
 Washington, DC 20036

**Gifts will be matched up to \$100,000!**

XXXXXXXXXX XXXXXXXXXXXXX

Please make your check payable to **Doctors Without Borders USA**. TO CHARGE YOUR GIFT, SEE OTHER SIDE. Detach and return this reply slip with your gift. Thank you for your support.

**YOUR SUPPORT SAVES LIVES.**  
 Below are examples of what your MATCHED gift can provide:

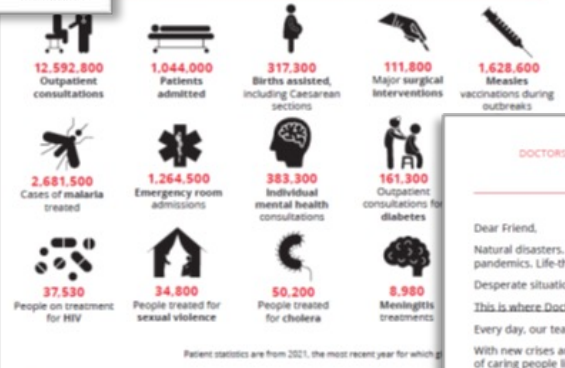
- \$35 X 4 = \$140**  
Lifesaving treatment for 128 children suffering from malaria.
- \$75 X 4 = \$300**  
Medication to prevent and treat life-threatening hemorrhages in 568 new mothers.
- \$100 X 4 = \$400**  
Lifesaving therapeutic food to treat 12 children suffering from severe malnutrition.

**YOUR SUPPORT + OUR TEAMS = SERIOUS IMPACT**

doctorswithoutborders.org  
 Awarded the 1999 Nobel Peace Prize  
 PO Box 5023, Hagerstown, MD 21741-5023

**SUPPORT HELPS SAVE LIVES.**

**Without Borders Worldwide Medical Activities**



**We're proud of how we spend your money.**

At Doctors Without Borders, we know you expect us to use your funds wisely. That's why we are committed to fulfilling that trust by maximizing the funds dedicated to emergency and medical programs, program support, and communications. Your donations give us the independence to save lives where few others will go.



DOCTORS WITHOUT BORDERS/MEDECINS SANS FRONTIERES  
**AVRIL BENOIT**  
 Executive Director

Dear Friend,

Natural disasters. Violent armed conflict. Disease outbreaks and pandemics. Life-threatening malnutrition. Desperate situations like these leave people with nowhere else to turn. **This is where Doctors Without Borders—and you—come in.** Every day, our teams deliver emergency medical care around the world. With new crises and challenges arising constantly, we need the support of caring people like you more than ever.

**That's why I'm thrilled to share that right now, your impact will be instantly doubled** thanks to a matching grant funded by a group of our passionate supporters.

They understand the critical role that friends like you play in our lifesaving work, and are urging you to join Doctors Without Borders today. Any contribution you send will be matched dollar for dollar up to \$100,000.

Please, don't miss this special opportunity.

**Action to save lives** by sending your generous gift in the enclosed envelope or give online at [doctorswithoutborders.org/2xmatch](https://doctorswithoutborders.org/2xmatch) to have it matched immediately. Thank you!

Sincerely,  
  
 Avril Benoit  
 Executive Director  
 Doctors Without Borders USA

40 Rocker Street, 16th Floor, New York, NY 10036 - [doctorswithoutborders.org](https://doctorswithoutborders.org)



- Invitation-style mailing
- Engaging photo cards
- \$50 starting ask
- Special benefits
- Heartfelt tone

**RESULTS:**  
 Higher average gift *plus*  
 74% higher response rate  
*Personal connection!*



**Christy Moore**  
 SENIOR VICE PRESIDENT OF MARKETING

The United Nations has sounded the alarm — we are facing a global food crisis. International wars, the effects of the pandemic and economic insecurity mean millions more will go hungry. **You can help feed hungry families today!**

Dear Friend,

Here's what I know after a long career at Heifer International:

When struggling people can earn a living income — enough to cover the roof over their heads, put food on the table, and provide health care and education **their potential to thrive is unleashed.**

Your kindness and generosity tell me that you believe everyone deserves

You understand that families living in severe poverty can only be helped handout — a gift of a meal ... a few dollars. But, families who are given the tools themselves do more than survive day to day and meal to meal ... they flourish. To free themselves from the shackles of hunger and poverty forever — giving the futures and igniting generations of continued success.

Your support to Heifer provides people in the most impoverished corners hand up, not a handout. With the help of caring and thoughtful friends like you, an animal and training in its care. This gift not only provides nutritious foods like eggs for their children, but it's also a reliable source of income. With the money earned from their families can afford other critical expenses like school fees and medical care.

I've seen gifts from donors like you fuel our innovative projects around the world — from India to Kenya to Mexico to Nigeria.

You and I know that no matter where they live, we want for ours — reliable sources of food, education, and income. It's backbreaking hours trying to provide all that and more. But your gift helps them free themselves from the tight grip of poverty.

**That's why today, your help is more important than ever.**

I'm sorry to tell you that children will suffer the most if you don't help. It breaks your heart as much as it does mine — thinking of a little boy with an empty stomach or a girl thinking that shoes or a glass of milk are luxuries.

**Today, I'm inviting you to join a special group of people who share your compassion for hungry children around the world and to help them find a way to put food on the table.**

**Can you please give \$50, \$100, \$250 or \$1,000 to help feed a family? We'll help you help buy a goat, chicks or other animals for a family and provide training to help them turn that gift into an income that will last a lifetime.**

When you donate to Heifer, there is no question about whether you're helping someone's life. The only question is how many hundreds of lives you will touch. The impact of your gift resonates through families and villages for years.

Let me explain how your gift today helps a child in India like Nirmal.



Miler Lopez

Jeremy Muthoka, 5 (Kenya)

(over, please)



Cute animals  
(plus urgency)!

Increased  
Response  
Rate 18%  
with same  
Average Gift

**New list opportunities!**



CHESAPEAKE BAY FOUNDATION  
*Saving a National Treasure*

PHILIP MERRILL ENVIRONMENTAL CENTER  
6 HERNDON AVENUE | ANNAPOLIS, MD 21403

SAVE THE  
BAY

Non Profit Org  
U.S. Postage  
PAID  
Dulles, VA  
Permit # 234

Bay wildlife needs YOU before it's too late!



# Branded name label designs

Lifted results  
significantly &  
lowered CTA

*Keep it  
mission-focused!*





# Speaking of labels...does size matter?

Fewer labels with larger printing lifted response by 4% without reducing average gift

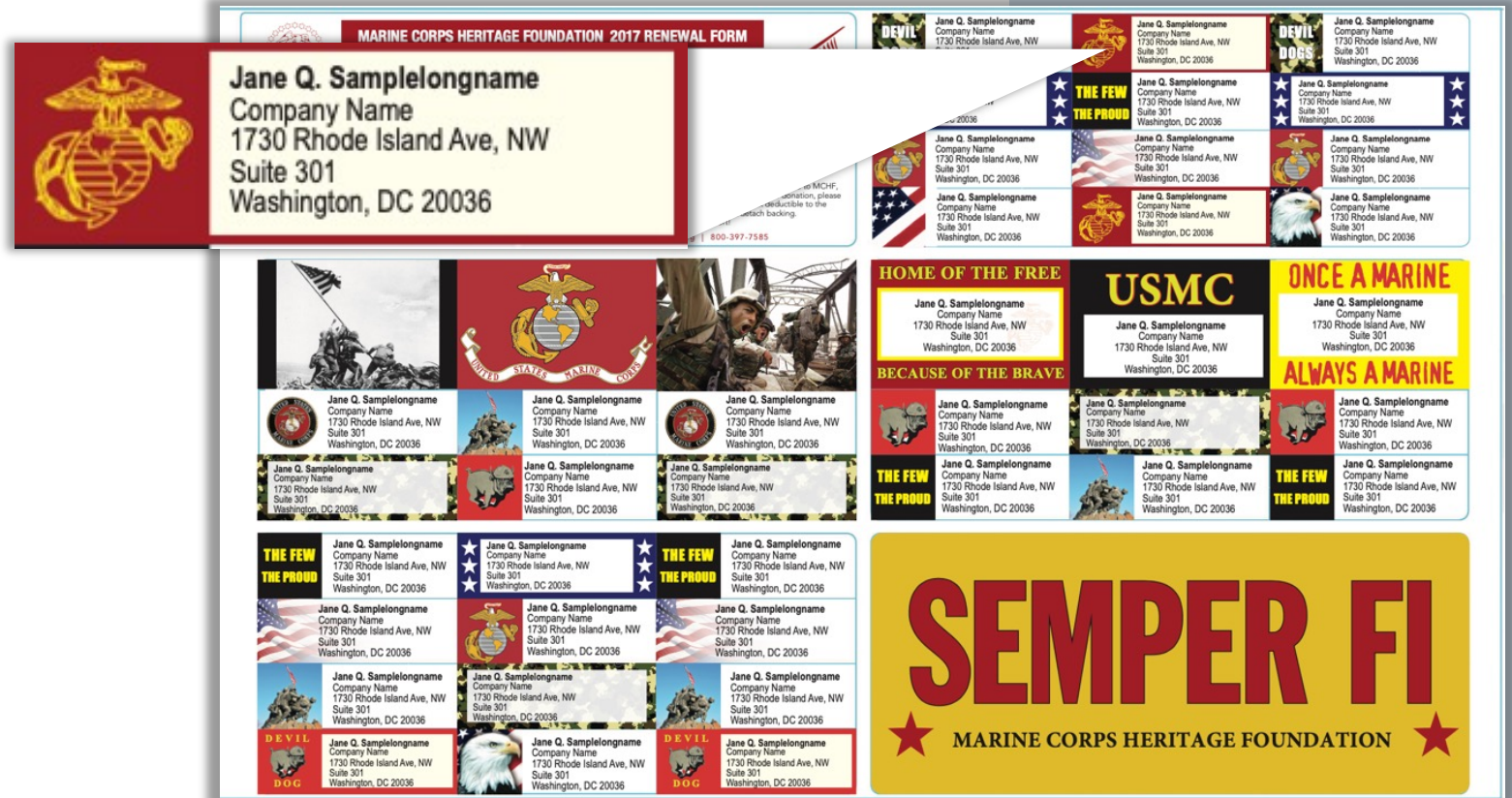
***When less is more!***

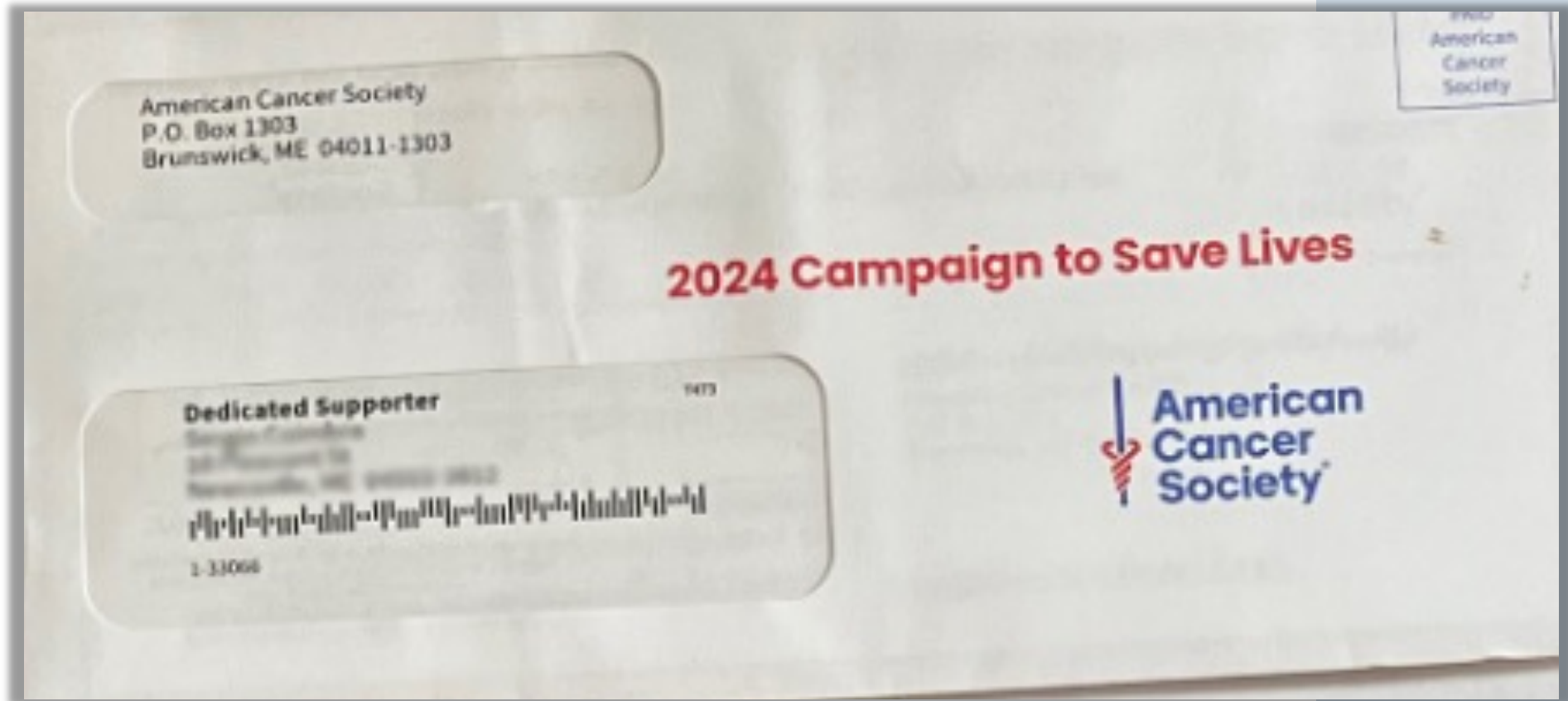
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Simply **bolding**  
the donor's name  
on the labels  
increased number  
of new donors  
acquired by 9%!





**“Fake it ‘til you make it!”**  
**– Simon & Garfunkle**

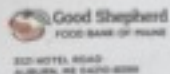
**Your Gift Supports Programs That Build Stability**



The road to recovery with a good meal. Your gift helps people trying to get on their feet.

Parents do their best, but sometimes that just isn't enough. Your generosity provides food and support for programs that help stretch family budgets a little further.

Living on a fixed income can be challenging. Your support can mean comfort and good health to older Mainers.



and tax deductible for federal income tax purposes in accordance with applicable law. Financial and Good Bank of Maine may be obtained by contacting Good Shepherd Food Bank of Maine, 3121 Hotel Road, Auburn, ME 04210-3554. REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY REGISTRATION OF GOOD SHEPHERD FOOD BANK OF MAINE BY THE STATE.

BY:  VISA  M/C  DISC  PRECISE

Exp. Date:

Sec. Code:

Phone:

**COMPANY MATCHING GIFTS**

Many companies match gifts from their employees — please check with your employer for more information.

**THOUGHTFUL GIVING**

My gift is:

In memory of:

To honor:

If you would like us to send an honorarium acknowledgment, please include name and address here.

**GIFT:**

Monthly Gift of \$ \_\_\_\_\_

Quarterly Gift of \$ \_\_\_\_\_

or

to the extent allowed by law.

[goodshepherdmaine.org/donation](http://goodshepherdmaine.org/donation)

**OTHER WAYS WE HELP**

When you give to **Good Shepherd Food Bank**, you support programs that not only offer nourishing meals but also pathways out of hunger. You help build stronger, more resilient communities.

GENEROSITY IS LIKE YOU, REACH MAINE THROUGH:

- Neighborhood Distributions
- Mobile Markets
- Senior Meal Programs
- School Pantries
- Summer Meals
- SNAP Advocacy

Dear Friend,  
Right here in Maine, 1 in 10 people don't have reliable access to nutritious food. When hunger exists in our communities, everyone in Maine pays the price.

When you support Good Shepherd Food Bank, you help make our communities more resilient and ensure there is enough nourishing, culturally relevant food for everyone.

That's even more important as food costs remain high and household budgets just aren't growing to cover those expenses. It's so much harder for households in Maine to afford everything they need, including food.

We urgently need your support! Every \$1 you give can help provide two nourishing, culturally relevant meals for families and support for programs that help build a future where all Mainers are food secure. You can make such a difference. Please give today.

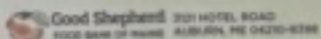
Thank you,

*Heather T. Paquette*  
Heather Paquette, President

*Help Maine families. Donate!*

**Donation Form**

VOUCHER No. 161

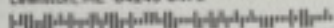


Put your gift to work better. Donate now at [feedingsmaine.org/donation](http://feedingsmaine.org/donation)

- \$15 to help provide 30 meals
- \$25 to help provide 50 meals
- \$50 to help provide 100 meals
- \$100 to help provide 200 meals
- \$250 to help provide 500 meals
- \$\_\_\_\_\_ to help provide as many meals as possible

- My check payable to Good Shepherd Food Bank is enclosed.
- Please charge my credit card. (See reverse.)

Heather Paquette  
Good Shepherd Food Bank of Maine  
PO Box 479  
Lewiston, ME 04243-0479



Fx309932457636000000000000

**HOW WE WORK**

Have you ever wondered how your donations help provide nourishing meals for Maine neighbors?

**SOURCING**



We source healthy food through our partnerships with local retailers, farms, government agencies, food rescue programs, and donations from friends like you.

**DISTRIBUTION**



Food is delivered to food pantries, meal programs, and other community partners.

**WHO WE SERVE**



We are here for anyone who needs food. We serve individuals, families, children, and older Mainers.

**Inspiring use of slit-nest format to make A buckslip!**

Good Shepherd Food Bank of Maine, 3121 Hotel Road, Auburn, ME 04210-3554

Robin C. Perry, 18 Pleasant St, Newcastle, ME 04553-3812

*Do Not Discard*

# Renewals

The background features a dark teal color with several overlapping, semi-transparent circular patterns. The most prominent is a large circle in the center containing a stylized globe with latitude and longitude lines. Other similar circles are scattered around, some partially cut off by the edges of the frame.



Urgent renewal message in mail followed by email.

Raised the most money EVER of any campaign in RIF's history!

1-2 Punch (with urgency)!



### Your 2023 Supporter Card Enclosed

Your 2023 Supporter Card is a reminder of the difference you are making in the lives of children across the country! →

Chris Q. Sample  
Address Line  
Washington, DC 20036  
[Barcode]



CHRIS Q. SAMPLE  
Supporter Since: YYYY

2023 SUPPORTER

Detach and carry your supporter card with pride.

Student scores in reading have seen the biggest drop in 30 years. Your renewed support is urgently needed!

January 2023

Dear [Salutation],

Your steadfast support of Reading Is Fundamental (RIF) has never been more important than it is today.

You see, a few months ago, the results of the National Assessment of Educational Progress (NAEP), commonly known as "The Nation's Report Card," confirmed our worst fears: **the literacy crisis in America has gotten much worse since the start of the pandemic.**

The drop in student reading scores is the worst it's ever been. And what's even more troubling is that the drop is higher for students in under-resourced communities. These are the children RIF serves ... the children who want to read but lack the skills or resources.

It's on behalf of all the children who are struggling to read, that I'm reaching out to you and fellow RIF supporters today. Your continued support is urgently needed. RIF requires more resources so we can do everything possible — and more than ever before — to provide books

From: Laura Rahman <development@rif.org>  
Date: Wed, Jan 25, 2023 at 9:25 AM  
Subject: Your RIF card delivers soon!

your RIF 2023 supporter card is on the way!



It's time to renew for 2023



Renew Now

Renew Monthly

Look out for your supporter card in the mail soon!

Name: [Redacted]  
Last Donation: \$36.00  
Suggested Gift: \$36.00

Renew Now

Renew Monthly

Hi [Redacted],

As a supporter of Reading Is Fundamental (RIF), you help put free books into the hands of thousands of children each year.

Because of your amazing support last year, I took the liberty of mailing you your 2023 supporter card early! It is personalized with your name, and I hope it serves as a powerful reminder of the difference you are making to RIF kids every day.

That is why I am turning to you today — to ask you to reaffirm your commitment to our mission by renewing your support of Reading Is Fundamental.

So many children are counting on us -- and so are teachers, families, and schools. To reach them all, we're relying on your generosity.

Your renewal gift will help expand our outreach now, so more children can build the vital reading skills they'll rely on for the rest of their lives. What an amazing impact you'll have!

When children succeed, we all succeed. So please help make that possible by renewing your support of Reading Is Fundamental today.

And don't forget to detach your supporter card when it arrives in the mail—and carry

Thank you!



Don't just renew...  
Auto-renew!

If that doesn't  
work, ask for a  
1-time gift!

922 Annual Donors



Strengthen the fight, today!



2023 Membership Status: **ACTIVE (Thank you!)**

Name:

Member Since: Not on File

Eligible to be an Automatic Annual Member? YES!

Switch to Annual Renewal

Hi, our rights are under attack.

2023 continues to be one of the HARDEST years for the lesbian, gay, bisexual, transgender and queer (LGBTQ+) community with a record number of 80+ discriminatory laws enacted across the states. And the radical Supreme Court just gave businesses a license to discriminate against LGBTQ+ people, too.

The Human Rights Campaign (HRC) is working 24/7 to safeguard the rights of EVERYONE in the LGBTQ+ community — but we can't do it without you! **We are looking for 247 members in your area to switch to an Automatic Annual Renewal membership — as our thanks you'll receive our brand-new members only bag for**

SPECIAL MEMBERSHIP OFFER — TODAY ONLY!



Donate Now

Hi there,

Our brand-new members-only tote bag was so popular last week that we're making them

+ \$11,165  
in 1X revenue



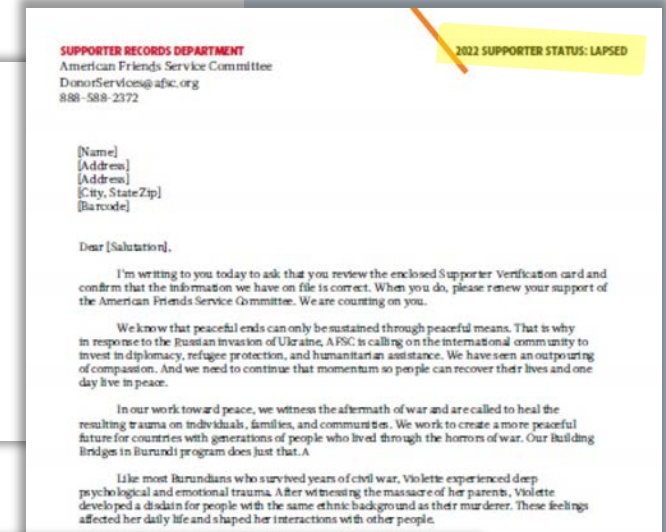




Invoice style packages are all the rage... because they work!

“Lapsed” version had higher response rate and average gift.

Use your words carefully.



Comments:

2022 AFSC Supporter Status Pending—Please initial below and return with your renewal contribution and reply form. Thank you.

Please Verify and Return by 6/30/2022

Name: [Name] Your donor ID #: [ID]

Address: [Address 1] Supporter Status: Pending

Address: [Address 2]

City, State, Zip: [City, State ZIP]

Phone #: [Phone number]

Cell Phone #: [Cell Phone number]

I'd like to receive occasional texts from AFSC to my cell number.

Email: [email address]

Comments:

2022 AFSC Supporter Status Lapsed—Please initial below and return with your renewal contribution and reply form. Thank you.

Please Verify and Return by 6/30/2022

Name: [Name] Your donor ID #: [ID]

Address: [Address 1] Supporter Status: Lapsed

Address: [Address 2]

City, State, Zip: [City, State ZIP]

Phone #: [Phone number]

Cell Phone #: [Cell Phone number]

I'd like to receive occasional texts from AFSC to my cell number.

Email: [email address]

Please return by: 6/30/2022

American Friends Service Committee

Email address: NAMEHERE@EMAIL.COM

Please return by: 6/30/2022

My check is enclosed, payable to AFSC.

I'm donating by credit card. (Please see reverse)

“Pending”

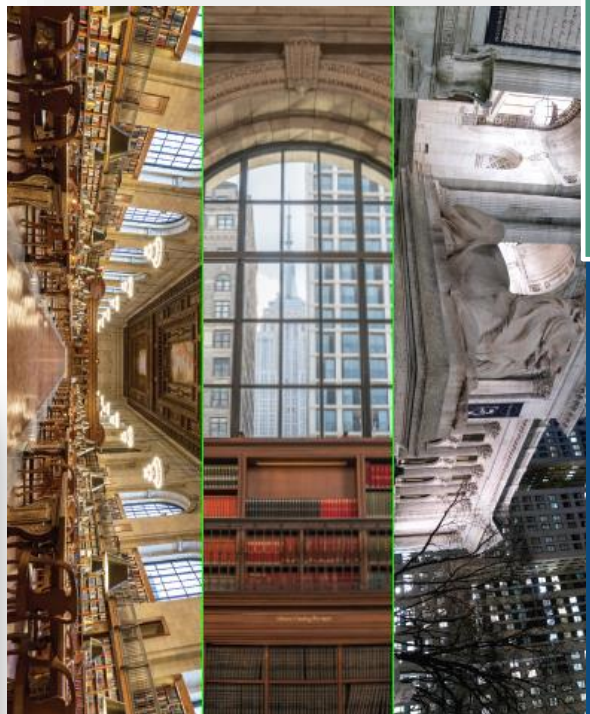
“Lapsed”

# Appeals

The background features a dark blue gradient with several sets of concentric, semi-transparent circles. In the center, there is a circular area containing a stylized globe with latitude and longitude lines. The overall aesthetic is modern and professional.

# In a head-to head test of labels vs. bookmarks in appeals...

New York Public Library	New York Public Library	New York Public Library
	<p>Friends Program The New York Public Library 445 Fifth Avenue New York, New York 10016 212.990.0653 nypl.org/2023donorfund</p> <p><b>NYPL meets the need with your help:</b></p> <p> <b>60,000</b> Summer Reading Kits Distributed</p> <p><b>5M</b> of books, materials, arch collection items</p> <p><b>ESOL</b> speakers of Other Languages seats in ESOL courses</p> <p><b>MORE THAN 2.4 MILLION</b> Library CARDHOLDERS</p> <p>ALL DATA FROM LIBRARY'S FISCAL YEAR 2021</p>	
New York Public Library	<p>New York Public Library 445 Fifth Avenue New York, NY 10016 212.990.0653 nypl.org • friends@nypl.org</p>	



*Slightly Higher Average Gift*

Books offer the joy of exploration, the thrill of escape, and the wonder of brand new ideas.

New York Public Library  
445 Fifth Avenue  
New York, NY 10016  
212.990.0653  
nypl.org • friends@nypl.org





**PETA**  
PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

**Special Gift Opportunity**

[Name]  
[Address]  
[City ST Zip]  
XXXXXXXX



Send a winter care package to a dog in need this holiday season.

1800-421-6277



*Carmen*

*Season's Greetings*

**PETA BUILD YOUR EMERGENCY WINTER CARE PACKAGE**  
Order securely online 24/7 at [PETA.org/WinterCarePackage](http://PETA.org/WinterCarePackage).

Ms. Nancy Koehler 15025185  
136 Stage Rd  
Newport News, VA 23606-2041

**IMPORTANT:** Please see the reverse side for additional instructions and information.

**PAYMENT INFORMATION**

MY CHECK IS ENCLOSED, MADE PAYABLE TO PETA.  
 PLEASE CHARGE MY PAYMENT OF \$\_\_\_\_\_ TO MY:  
 VISA  MASTERCARD  AMERICAN EXPRESS  DISCOVER

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_  
NAME AS IT APPEARS ON CARD \_\_\_\_\_  
SIGNATURE \_\_\_\_\_ TEL. (DAYTIME) \_\_\_\_\_  
E-MAIL \_\_\_\_\_

Contributions to PETA are tax-deductible to the fullest extent of the law. Thank you for your support.

Your first card is enclosed. Please indicate the number of any additional acknowledgment cards you'd like to receive to notify recipients that you've made gifts on their behalf.

We promise not to share your telephone number or e-mail address with any organization not affiliated with PETA. You can read our full privacy policy at [PETA.org](http://PETA.org).


Please let us know which items you would like to add to your care package:

GIFT	QTY.	PRICE	TOTAL
Food for a Week		\$5	
Provide a Cold Dog With Insulating Straw		\$7	
A Tangle-Free Tie-Out		\$10	
A Toy for Joy		\$12	
Two Doses of Flea and Tick Prevention		\$30	
A Visit From a PETA Fieldworker		\$39	
Give Medicine		\$45	
A Sturdy Doghouse		\$265	
Add a few dollars so your care package can help even more		\$_____	
Care Package Total			\$_____
How many care packages would you like to order?	_____		
<b>TOTAL AMOUNT ENCLOSED</b>			\$_____


907923016 H21KDAS4JYG 8

**PETA Presents**

**Help a Neglected Dog Survive the Winter**



**A Care Package Can Make a Difference for a Dog This Winter**



For dogs kept outside, the bone-chilling temperatures and bitter winds this winter could be deadly. They need your help right now!

Will you improve a dog's life by sending an emergency care package today? PETA provides lonely, neglected dogs with shelter to protect them from the elements, lightweight tie-outs to replace heavy chains, and even medicine and veterinary care to benefit their health.

Your support will go straight to helping dogs suffering in winter conditions without adequate care and shelter. You can build your package from the items listed here—and even make your gift a donation in honor of a friend or loved one. It's the perfect way to give!

Place your care package through this catalog and place your order online, by mailing in the order form, or by calling our office. Every dollar you spend on this special gift will support PETA's programs for animals. Thank you!

**Give Fido a sweater.** Short-haired dogs are particularly susceptible to cold weather and will benefit from cozy sweaters or coats on walks.

**PETA** 505 Front St.  
Norfolk, VA 23510

**Seasonality to the rescue (again)**  
**Higher average gift AND higher response rate**

# Vibrant full-color envelopes

# We all love them but are they worth it?

## Test!



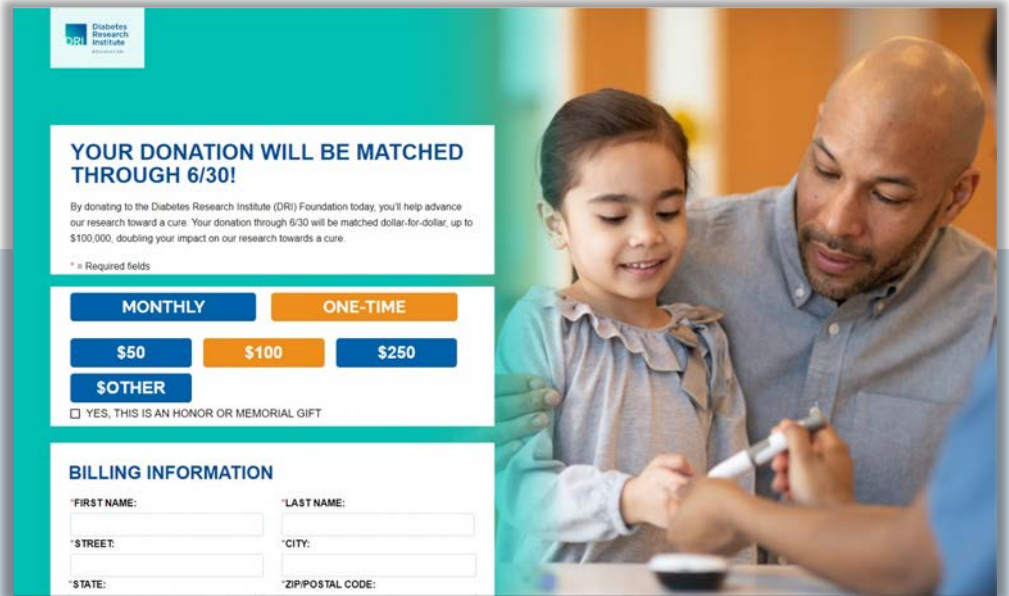
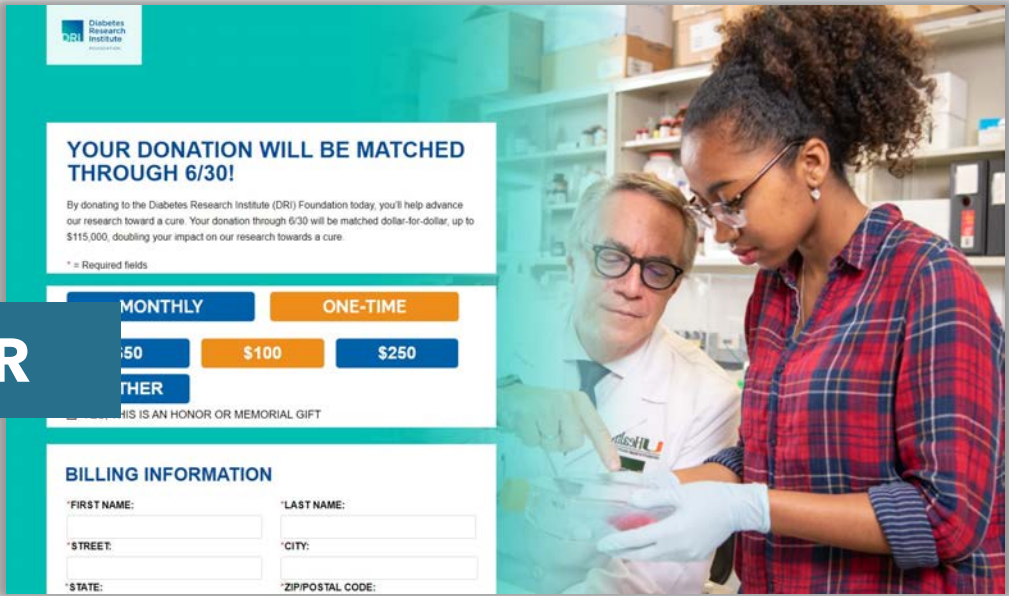
No difference  
in Response

Lower cost

Speaking of photos...  
digital is a great place  
to test photo choice

The **research-focused**  
**image** brought in more  
gifts and revenue.

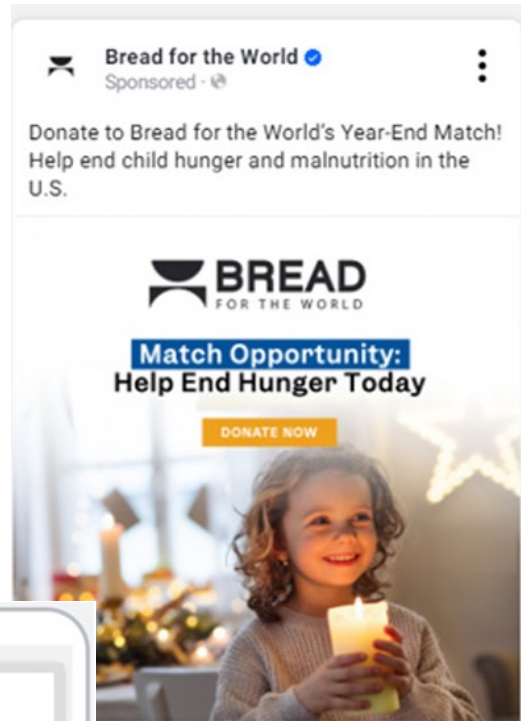
WINNER



Match + Premium  
+ Deadline in  
Email + Ads

Campaign raised  
124% more than  
last year

*Pull out  
all the  
stops!*



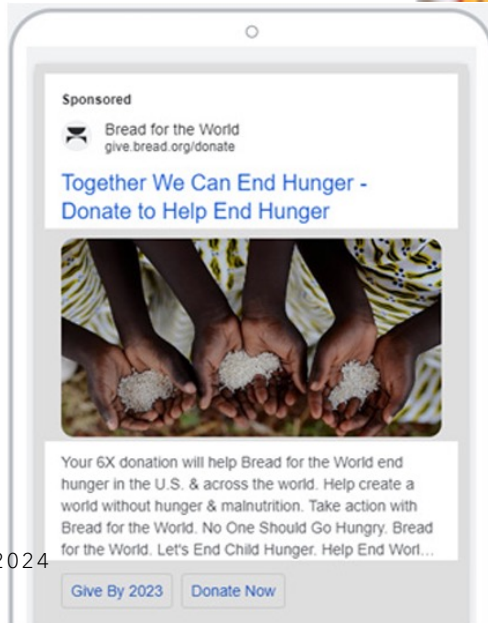
Bread for the World  
Sponsored · 🌐

Donate to Bread for the World's Year-End Match!  
Help end child hunger and malnutrition in the U.S.

**BREAD FOR THE WORLD**

**Match Opportunity: Help End Hunger Today**


[DONATE NOW](#)



Sponsored

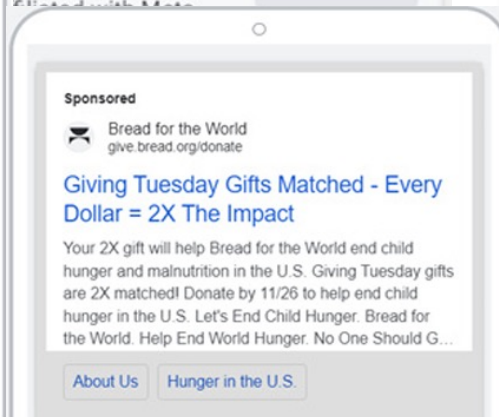
Bread for the World  
give.bread.org/donate

**Together We Can End Hunger - Donate to Help End Hunger**



Your 6X donation will help Bread for the World end hunger in the U.S. & across the world. Help create a world without hunger & malnutrition. Take action with Bread for the World. No One Should Go Hungry. Bread for the World. Let's End Child Hunger. Help End Worl...

[Give By 2023](#) [Donate Now](#)



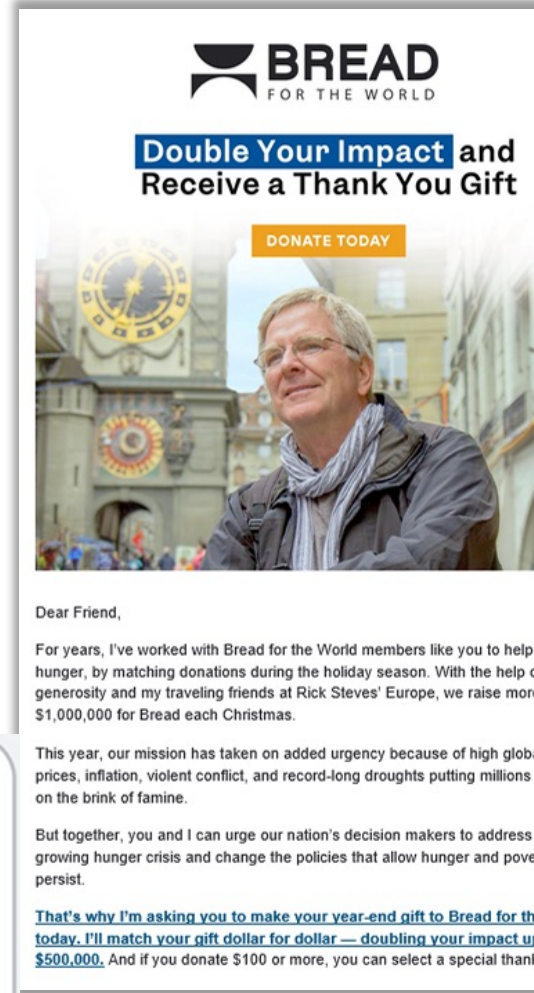
Sponsored

Bread for the World  
give.bread.org/donate

**Giving Tuesday Gifts Matched - Every Dollar = 2X The Impact**

Your 2X gift will help Bread for the World end child hunger and malnutrition in the U.S. Giving Tuesday gifts are 2X matched! Donate by 11/26 to help end child hunger in the U.S. Let's End Child Hunger. Bread for the World. Help End World Hunger. No One Should G...

[About Us](#) [Hunger in the U.S.](#)



**BREAD FOR THE WORLD**

**Double Your Impact and Receive a Thank You Gift**

[DONATE TODAY](#)

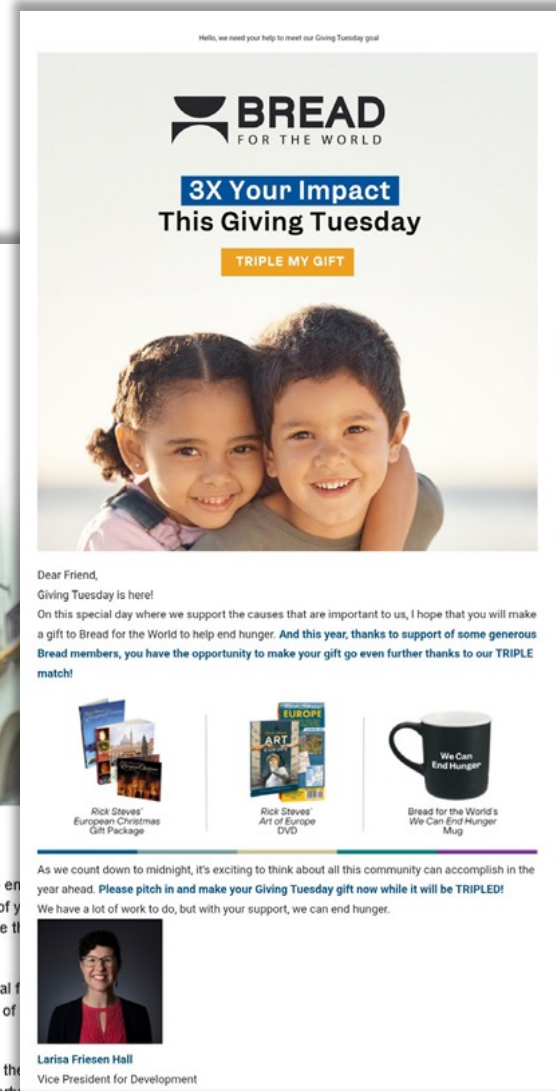
Dear Friend,

For years, I've worked with Bread for the World members like you to help end hunger, by matching donations during the holiday season. With the help of your generosity and my traveling friends at Rick Steves' Europe, we raise more than \$1,000,000 for Bread each Christmas.

This year, our mission has taken on added urgency because of high global food prices, inflation, violent conflict, and record-long droughts putting millions of people on the brink of famine.

But together, you and I can urge our nation's decision makers to address the growing hunger crisis and change the policies that allow hunger and poverty to persist.

**That's why I'm asking you to make your year-end gift to Bread for the World today. I'll match your gift dollar for dollar — doubling your impact up to \$500,000.** And if you donate \$100 or more, you can select a special thank you gift.




Hi! We need your help to meet our Giving Tuesday goal


**BREAD FOR THE WORLD**

**3X Your Impact This Giving Tuesday**


[TRIPLE MY GIFT](#)



Dear Friend,  
Giving Tuesday is here!  
On this special day where we support the causes that are important to us, I hope that you will make a gift to Bread for the World to help end hunger. **And this year, thanks to support of some generous Bread members, you have the opportunity to make your gift go even further thanks to our TRIPLE match!**



As we count down to midnight, it's exciting to think about all this community can accomplish in the year ahead. **Please pitch in and make your Giving Tuesday gift now while it will be TRIPLED!** We have a lot of work to do, but with your support, we can end hunger.



**Larisa Friesen Hall**  
Vice President for Development



# A few other Giving Tuesday Faves... personal in so many ways

From: "Match @ Heifer International" <info@support.heifer.org>  
Date: November 27, 2023 at 2:10:00 PM EST  
To: rperrylx@gmail.com  
Subject: 4X your impact today and provide hope for a brighter tomorrow  
Reply-To: "Match @ Heifer International" <reply-fec6167276610175-102\_HTML-3700169-514007981-3011@support.heifer.org>



**NAME:**  
ROBYN

**SUGGESTED GIFT AMOUNT:**  
50.00

**ELIGIBLE FOR 4X MATCH**  
YES!

**SUGGESTED ACTION:**  
GIVE NOW

4X My Impact

Robyn,

[Giving Tuesday is tomorrow, but your gift can have FOUR TIMES the impact today!](#) Plus, when you make a gift of \$35 or more, we'll send you a mystery gift to thank you for your generosity.

Here's how your gift can change a family's life TODAY:

1. Every gift you give will go straight to a family in need — jumpstarting a cycle of transformation that impacts generations to come.
2. Thanks to our innovative and successful approach of Passing on the Gift®, the family you help will share what they received and learned with another family in their community — furthering your gift to help entire communities!
3. Your generosity will go FOUR times as far — helping 4X as many families break the cycle of hunger and poverty once and for all.

Quite simply, your gift today won't just feed a child for a day or a week — but for a lifetime. [Will you step up and send 4X the life-changing animals that will provide income and food for decades to come?](#)





# Giving Tuesday Countdown with graphics and urgency

**GIVING TUESDAY  
DEADLINE**


**00**  
HOURS

**00**  
MINUTES


**00**  
SECONDS

**2X MY GIFT**


Earthquakes  
won't stop us.



COVID-19  
won't stop us.



In more than 70  
countries, MSF staff  
are delivering  
lifesaving aid to  
communities where  
help is needed.



Your gift is **doubled**  
to help. But the clock  
is ticking.

**SUPPORT MSF NOW**

# Invent your own "Giving Day"

Handwritten elements  
in the call out box  
really pop!

**ACLU**

**EARLY ACCESS:**  
**ACLU GIVING DAY 2X MATCH**  
DEADLINE: MAY 20



**DONATE**

Robin –

We wanted to give you this news first – the ACLU is announcing our first ever [ACLU Giving Day](#) next week on Monday, May 20!

Every day, the ACLU shows up in states and courtrooms across the country, ready to defend our civil rights and liberties. Whether it's growing attacks on trans youth, extreme groups pushing for a national abortion ban, or the government violating our First Amendment right to free speech – the ACLU is always ready to take up these fights, and more.

Dear [Salutation],

We recently sent you our 2024 Marine Corps Heritage Foundation calendar, *Faces of the Corps: Celebrating Every Marine*, to thank you for your steadfast commitment to our mission.

**We want to make sure you got your calendar.** So please, take a moment to return this form and let us know you received it.

And while it's our gift to you without obligation, we do hope we can count on your continued support today. As long as there are Marines protecting this great Nation, we will do our part to tell their story at our National Museum. Please, continue your support today to help us fulfill this crucial mission. Thank you for helping us honor, preserve and share USMC history in its entirety.

Semper Fidelis,  
Marine Corps Heritage Foundation

Calendar sent on: 07/31/2023

**Delivered from:**  
Marine Corps Heritage Foundation  
1775 Semper Fidelis Way  
Triangle, VA 22172

**Delivered to:**  
Chris Q. Sample  
Company Name  
1730 Rhode Island Ave, NW  
Suite 301  
Washington, DC 20036

**CALENDAR RECEIPT AND CONTRIBUTION FORM**

- Yes, I received my limited-edition Marine Corps Heritage Foundation 2024 Calendar featuring photos of Marines.
- Yes, I will support the Foundation to help our National Museum tell the story of today's brave Marines as movingly as those from earlier years. Enclosed is:

\$Ask1

10\_23 Cal FU C  
Company Name  
1730 Rhode Isla  
Suite 301  
Washington, DC  
SOURCE CODE I



Marine Corps Heritage F

**Marine Corps Heritage Foundation**  
1775 Semper Fidelis Way  
Triangle, VA 22172

FPO  
place holder for  
postage stamp

**Response Requested**

10 2023 Cal FU Appeal Lo\$  
Chris Q. Sample  
Company name  
1730 Rhode Island Ave, NW Suite 301  
Washington, DC 20036



OE\_LC

# Invoice-style in a calendar follow-up

## 21% increase in response and 19% in gross revenue!



# ***Microsoft Word's Subtle Typeface Change Affected Millions. Did You Notice?***

A change in Microsoft Word's default typeface, from Calibri to Aptos, didn't register for everyone, but fans of typography got excited.

---

The background features a dark blue color scheme with several overlapping, semi-transparent circular patterns. Each circle is composed of multiple concentric rings, creating a ripple effect. In the center of the image, there is a faint, light-colored logo consisting of three curved lines that meet at a central point, resembling a stylized 'S' or a similar symbol. The overall aesthetic is modern and abstract.

**Sustainers**

**Dual buttons for sustainer conversion doubled the number of sustainer sign ups without decreasing response!**

***Double the pleasure.  
Double the fun!***



**Support Ocean Conservation in 2023**

**Help us reach our goal of 250 SUPPORTERS**



**RENEW AS A MONTHLY DONOR**

**SUPPORT WITH A ONE-TIME GIFT**

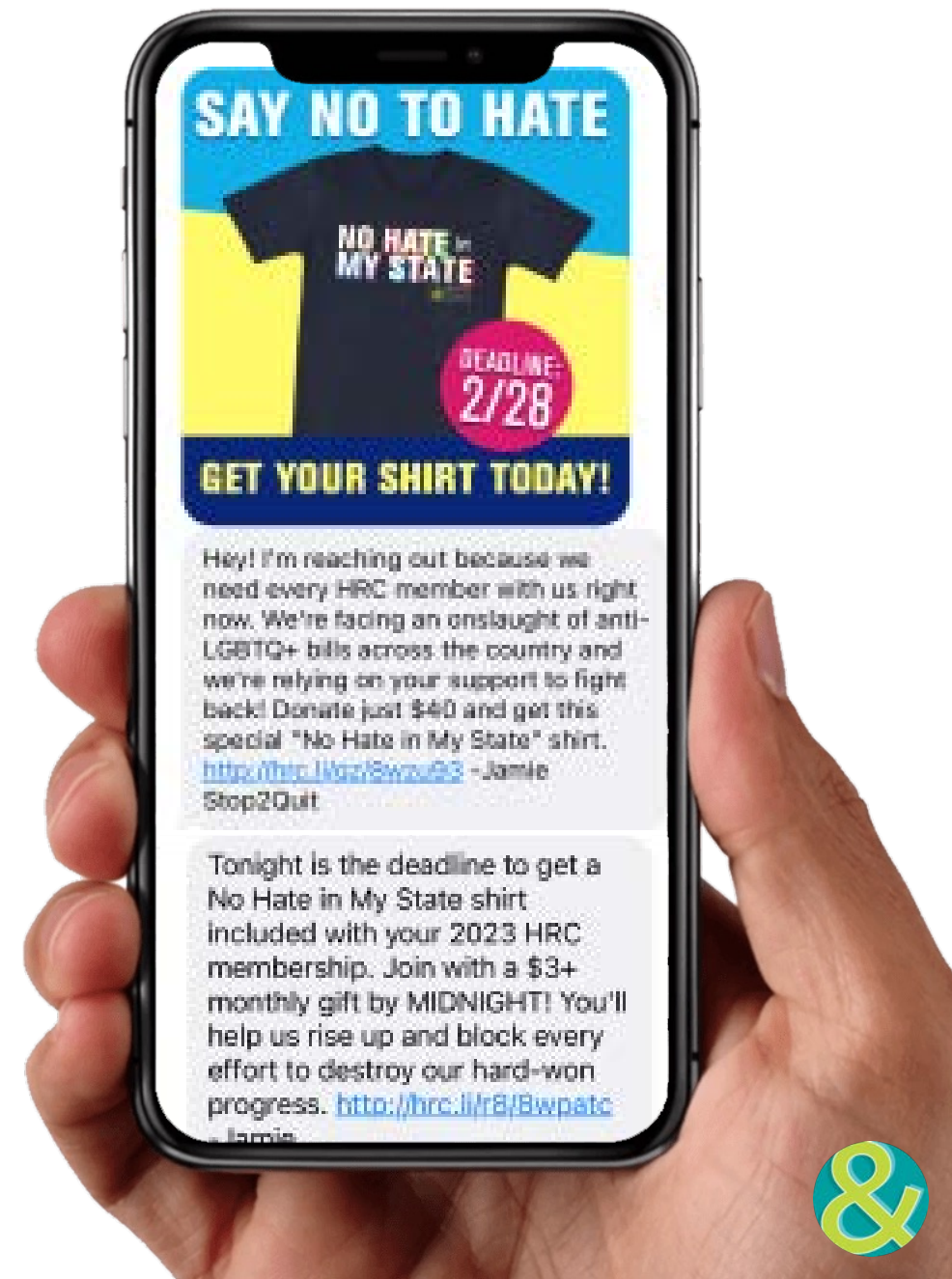
Rachel,

Your generous support helped Ocean Conservancy make major progress for ocean health, protection and productivity last year— together we changed laws to keep plastics out of the sea, we organized the largest coastal cleanup in the world, and we were there at COP27 in Egypt when the world recommitted to addressing global warming and climate change.



**Longer text boosted response and click-through rates.**

***Shorter isn't always sweeter!***







# Use Acknowledgements as a way to make sustainers feel like they are part of something bigger.

**Welcome to the Field Partner Program!**  
*Together, we're saving lives every day.*

As a Field Partner, you've joined a community of Doctors Without Borders/Médecins Sans Frontières (MSF) supporters who are committed to providing lifesaving medical care to those who need it most.

**Stay connected. Help save lives. #MSFFieldPartner**

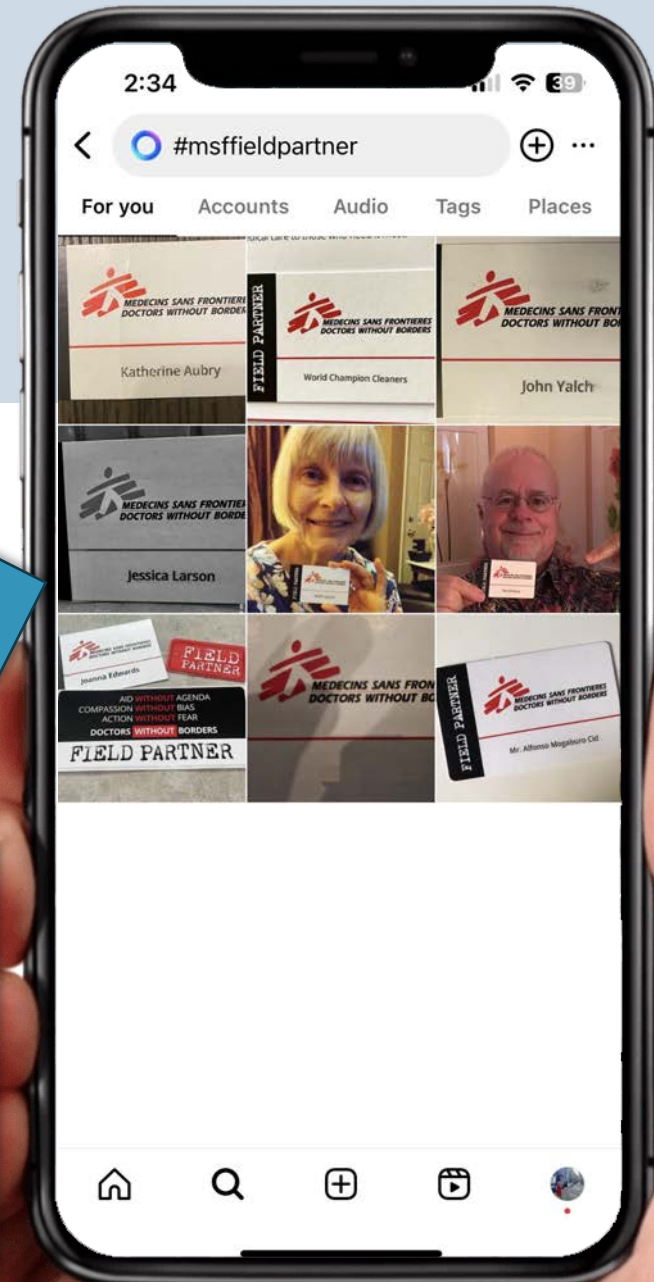
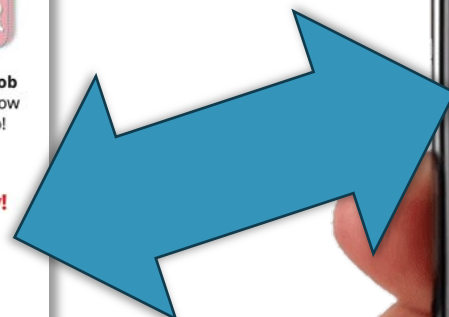
Attach this **Field Partner key fob** to your key chain so you can show your support—even on the go!

**Thank you for joining our community!**

Help us spread the word by posting a photo online with your supporter card using the hashtag **#MSFFieldPartner** and connect with members around the world!

Carry your Field Partner supporter card with pride!

✕ f i n d



For questions about your gift or our w  
 Support Line at (212) 763-5797 or email us at fie

**MEDECINS SANS FRONTIERES**  
 DOCTORS WITHOUT BORDERS

40 Dector Street, 16th Floor  
 New York, NY 10006

**FPO**

Chris Q. Sample  
 Company Name  
 1730 Rhode Island Ave., NW  
 Suite 301  
 Washington, DC 20036

**FIELD PARTNER**

*What inspires a fellow #MSFFieldPartner...*

/// I read the news and see things like war. I know Doctors Without Borders is always there helping. I've donated here and there in the past, but now as a monthly donor, I feel like I'm doing something. //

—a fellow Field Partner!

Your recurring gift enables us to respond to any emergency at a moment's notice. **Thank you!**

**Benefits of being a Field Partner**

**Connection.**  
 As a Field Partner, you will have access to exclusive events, live calls, and important program updates.

**Communication.**  
 You'll receive our *Alert* magazine, featuring powerful stories and photographs that capture what we're accomplishing together.

**Convenience.**  
 Your gift will be automatically transferred from your credit card or bank account to Doctors Without Borders. There is no need to mail in each donation, and you'll receive a gift summary for tax purposes every year.

IN\_1123ACK7PWK

*Welcome!*

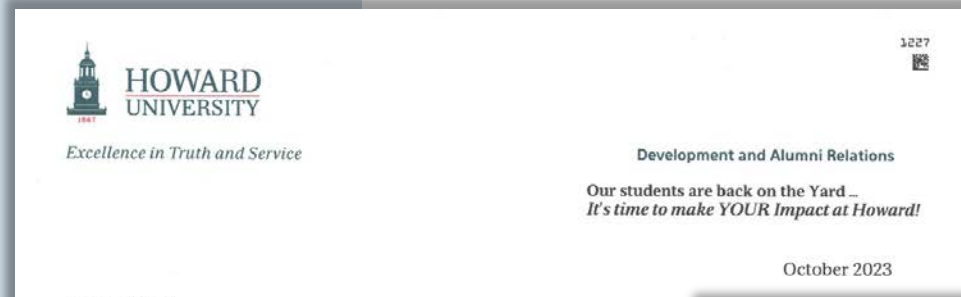


The background features a dark blue gradient that transitions from a deep navy blue on the left to a lighter, almost white-blue on the right. Overlaid on this gradient are numerous semi-transparent blue circles of varying diameters. These circles are scattered across the frame, with a higher density and larger size on the right side, creating a sense of depth and movement. The circles overlap each other, with some appearing more prominent than others due to their position and opacity.

**Mid-Level**

A straight-forward mid-level appeal that puts the donor in charge!

40% higher response rate than previous year with \$372 average gift



Kathy Swayze  
735 Eighth Street, SE  
Floor 2  
Washington, DC 20003-2802

Dear Ms. Swayze,

As fall begins here in our nation's capital, thousands of excited students have arrived back home at the Mecca. Walking across campus, I can feel the buzz students gather on the Yard, creating lifelong friendships and unforgettable memories found at Howard.

This August, we welcomed 2,268 new Bison to Howard—the Class of 2023 classes in our university's history. Following in the footsteps of many generations, these students represent our future. At Howard, they will grow into extraordinary leaders in education, the arts, human rights, sustainability and environmental justice, influencing public policy and many other fields.

Howard's future is bright. As you likely have heard, this fall Howard welcomed President, Ben Vinson III, PhD. As we start this new chapter under his leadership, we are at maximum strength, attracting world-renowned experts to our faculty and staff, and young minds, and emerging as a top-tier research institution.

As we embark on a new school year, we are excited to announce new developments that can make a direct impact on Howard! This fall we are launching the Impact Howard, which will serve as a collection of unrestricted giving opportunities. The Impact Howard offers you greater choice in where you direct your generosity and allow you to have a greater impact. Whether you choose to support scholarships, research, infrastructure, international student aid or staff and faculty, you will have a big impact on Howard. We invite you to invest in Howard's future with a generous gift to our Impact Howard.

**HOWARD UNIVERSITY**  
1851 9th Street NW | 2nd Floor | Washington, DC 20001 | 202.238.2340

**MAKE YOUR IMPACT AT HOWARD**

1. Choose your **GIFT**    One-time gift:  \$100    \$200    \$300    Other \$\_\_\_\_\_    Monthly gift:  \$\_\_\_\_\_ per month

2. Choose your **AREA TO IMPACT**    Please allocate my gift for the following use:

<input type="checkbox"/> Impact Howard Fund	<input type="checkbox"/> Impact Business	<input type="checkbox"/> Impact Law
<input type="checkbox"/> Impact Howard Scholarships	<input type="checkbox"/> Impact Communications	<input type="checkbox"/> Impact Medicine
<input type="checkbox"/> Impact Howard Student Experience	<input type="checkbox"/> Impact Dentistry	<input type="checkbox"/> Impact Pharmacy
<input type="checkbox"/> Impact Howard International Student Aid	<input type="checkbox"/> Impact Divinity	<input type="checkbox"/> Impact Nursing & Allied Health Sciences
<input type="checkbox"/> Impact Howard Infrastructure	<input type="checkbox"/> Impact Education	<input type="checkbox"/> Impact Social Work
<input type="checkbox"/> Impact Howard Research	<input type="checkbox"/> Impact Engineering & Architecture	<input type="checkbox"/> Impact Bison Athletics
<input type="checkbox"/> Impact Howard Faculty & Staff	<input type="checkbox"/> Impact Fine Arts	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Impact Arts & Sciences	<input type="checkbox"/> Impact Graduate School	

3. Choose your **PAYMENT METHOD**     Check (Payable to Howard University)     Online: <https://giving.howard.edu/FALL23>

Credit card:  American Express    Visa    MasterCard    Discover     Please make my gift monthly. I understand that I may cancel at any time by contacting giving@howard.edu.

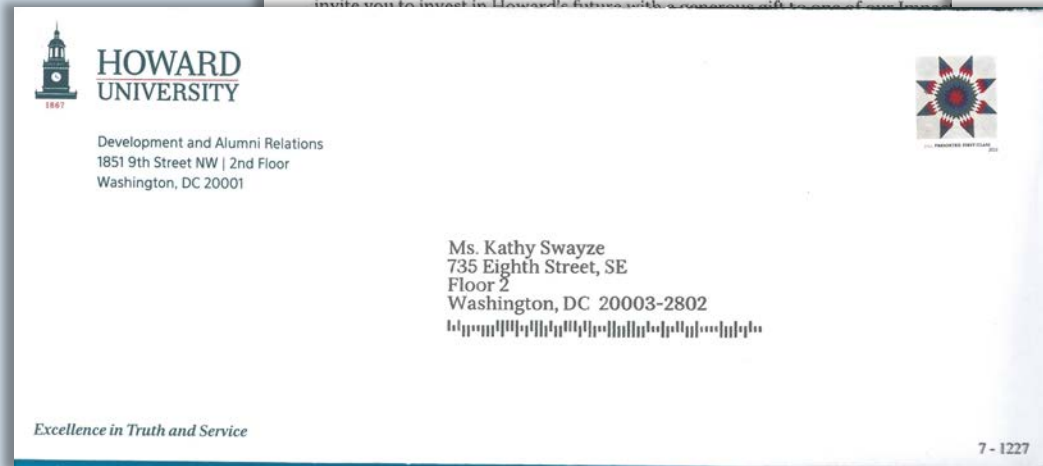
Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Billing zip code: \_\_\_\_\_ CVV: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

Donor Advised Fund: I will be giving through a Donor Advised Fund (DAF).  
The name of the fund is: \_\_\_\_\_

Kathy Swayze  
735 Eighth Street, SE  
Floor 2  
Washington, DC 20003-2802  
SEPIHF1



# Donor-focused messaging and a high-value insert

Response rate up 4% with Higher average gift

**Early bird catches the worm!**



2024 RENEWAL INFORMATION ENCLOSED FOR:

**2024 CALENDAR**

**2024 IMPORTANT DATES**  
*(highlighted in red on reverse)*

- February 4 ..... World Cancer Day
- March 24 ..... World TB Day
- April 25 ..... World Malaria Day
- May 12 ..... International Nurses Day
- June 20 ..... World Refugee Day
- August 19 ..... World Humanitarian Day
- September 17 ..... World Patient Safety Day
- December 3 ..... Giving Tuesday
- December 22 ..... Anniversary of MSF's founding
- December 31 ..... End of fiscal year

*Thank you for your support!*

CONNECT WITH US  
Your dedicated Partner team is here to answer all your questions.  
Please reach out to us at:  
[partners@newyork.msf.org](mailto:partners@newyork.msf.org)  
or (646) 253-4540.

MEDECINS SANS FRONTIERES  
**PARTNER**  
DOCTORS WITHOUT BORDERS  
[doctorswithoutborders.org/give](http://doctorswithoutborders.org/give)

Front photo: MEDITERRANEAN SEA 2023 © Auro Filalas/MSF CD\_1023PPC

**There are no medical supplies or lifesaving care without you.**

I know how dedicated you are to helping care for the world's most vulnerable people. You've shown your support every year by standing with us when we're needed most. Thank you.

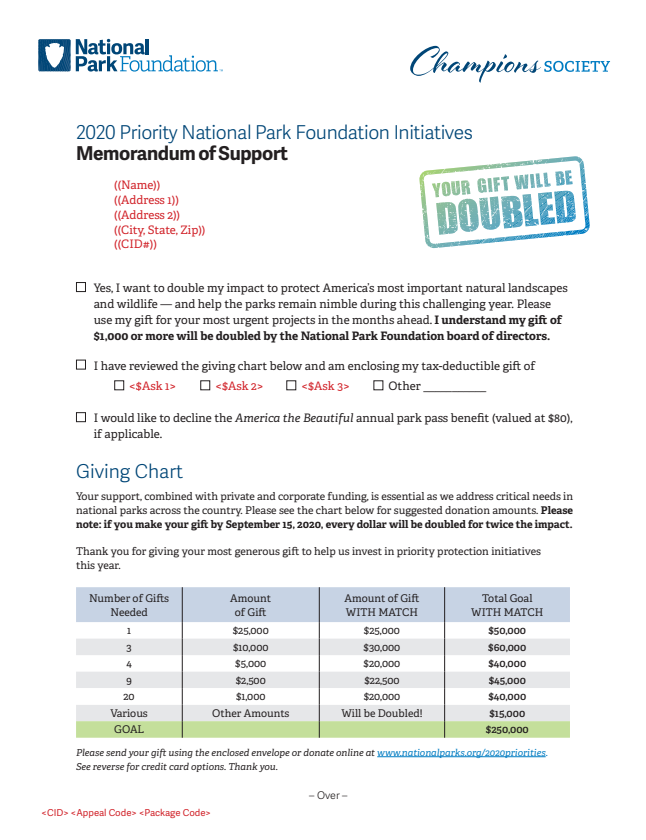
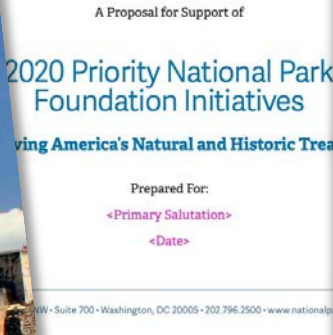
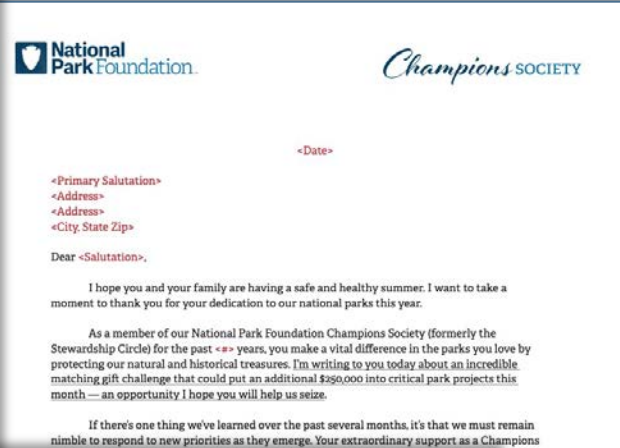
Every time our teams administer vaccines amid a deadly outbreak, open a new box of surgical gloves, or treat malnourished children with therapeutic food, we are grateful for you.

I've enclosed a special 2024 Doctors Without Borders/Médecins Sans Frontières (MSF) calendar. As you plan for the year ahead, I hope you'll use it as a reminder to renew your connection to our lifesaving work and the values we share.

**As much as our patients are relying on us, that's how much we are relying on renewed support from Partners like you.**



Mini-proposal made even stronger with addition of a folder and increased asks for donors with upgrade potential



Number of Gifts Needed	Amount of Gift	Amount of Gift WITH MATCH	Total Goal WITH MATCH
1	\$25,000	\$25,000	\$50,000
3	\$10,000	\$30,000	\$60,000
4	\$5,000	\$20,000	\$40,000
9	\$2,500	\$22,500	\$45,000
20	\$1,000	\$20,000	\$40,000
Various	Other Amounts	Will be Doubled!	\$15,000
<b>GOAL</b>			<b>\$250,000</b>



Mini-proposal format with increased personalization and giving table

Increased response by 55% and raised 2X more revenue than last year



**ACLU**

**CIVIL RIGHTS DEFENSE MATCHING FUND PROPOSAL**

SPECIALLY PREPARED FOR: **AccountName** JUNE 2023

**CIVIL RIGHTS UNDER ASSAULT**

For more than a century, the American Civil Liberties Union (ACLU) has advocated for our core rights in courtrooms across the country. Our nationwide 54-affiliate structure allows us to respond quickly and strategically when our fundamental freedoms are threatened — and secure win after win.

Today, bolstered by your support, we are better equipped than ever to defend and help build a stronger, more equitable democracy.

But enemies of democracy do not rest, and many of the civil liberties we hold dear are under assault. Together with committed ACLU supporters like you, we can realize the promise of the Constitution for all of us.

We've prepared this proposal for you to share the details of the ACLU's efforts to safeguard reproductive freedom, voting rights, and free speech. We hope that when you read of the successes you've made possible — as well as the vital work ahead — you'll commit yourself to our shared future by making a leadership gift to our Civil Rights Defense Matching Fund.

**By seeding the fund with a generous, tax-deductible investment today, you'll inspire countless others to join the fight and give — building an even bigger nationwide movement.**

Working together, we can create a country where "We the People" means all of us. Won't you help advance this vision with a generous gift today?

American Civil Liberties Union Foundation | [aclu.org/leadershipmatch](http://aclu.org/leadershipmatch)

**ACLU LEADERSHIP CONTRIBUTION FORM**  
Civil Rights Defense Matching Fund

To: Anthony D. Romero  
Executive Director, ACLU

From: Ms. Jane Q. Sample  
125 Broad St, 18th Floor  
New York, NY 10004

MEMBERID Source Code

YES, I want to help the ACLU defend democracy during this critical time and work to achieve true justice and equality in America. I have reviewed the gift opportunities, and enclosed is my donation to support the **Civil Rights Defense Matching Fund** and all of the ACLU's critical work. Please accept my generous gift in the amount of \$ \_\_\_\_\_.

*\*See ways to give on the back of this form. Contributions to the ACLU are not tax deductible.*

With a goal of raising \$500,000, we need donors at all levels. Please review the table below and make the most generous gift you can today.

DONORS NEEDED	GIFT AMOUNT	TOTAL SUPPORT
1	\$100,000	\$100,000
2	\$50,000	\$100,000
	\$25,000	\$100,000
	\$10,000	\$100,000
	\$5,000	\$100,000
	<b>TOTAL</b>	<b>\$500,000</b>

Contact information. Please provide your email address and/or phone number.

Phone \_\_\_\_\_

OFFICE OF MAJOR GIFTS  
NEW YORK, NY 10004-2400 • 212-549-2550 • [WWW.ACLU.ORG/MATCHLEADERSHIP](http://WWW.ACLU.ORG/MATCHLEADERSHIP)

- HOW FUNDING THE MATCH WORKS**
- 1 You send your generous gift.
  - 2 We combine your gift with gifts from other loyal supporters to create a challenge grant fund.
  - 3 This fund you help create is used to offer matching gift opportunities to encourage other donors to give.
  - 4 Inspired by the match you made possible, these donors give generously to support the ACLU.
  - 5 All donations — including yours and the gifts you helped inspire — will supercharge our ability to defend our rights whenever and wherever they're threatened.



This was a winning combo of over-sized mailing plus email and telemarketing

Generated 33% more new Federal Club members than projected

It pays to go big!

**HUMAN RIGHTS CAMPAIGN** | Kelley Robinson | HRC President

SPECIAL INVITATION FOR:

Chris Q. Sample  
Company Name  
123 Main Street Apt.

**Fighting Hate With Facts**  
There's no other way to say it — our opponents are lying to LGBTQ+ people. **And their lies are endangering our community.**  
Your Federal Club donation will help refute these lies and defend our community.

**Truth:** The overwhelming mental health issues for transgender youth. Gender-affirming care is focused on social transitions for transgender adolescents and hormones that have been safely used for decades, which have been proven safe.

**Truth:** Transgender athletes have been playing sports for decades with no issues. All athletes — transgender or cisgender — have strengths and weaknesses. Transgender athletes from playing.

**Truth:** All students in schools contain LGBTQ+ characters. They contain LGBTQ+ characters, and further support parents or guardians, who should be to school or checking out books.

**FROM THE DESK OF HRC PRESIDENT KELLEY ROBINSON**

September 2023

Dear <HOUSEHOLD\_SALUTATION>:

Our fight for lesbian, gay, bisexual, transgender and queer (LGBTQ+) equality has been both challenging and rewarding — and you have been there through it all. Thank you!

You've worked with us: taking action, speaking truth to power, remaining visible and celebrating our incredible community.

Together, we faced more than 570 anti-LGBTQ+ bills in states across the country this year. Far too many of those dangerous bills became laws. For the first time ever in our history, HRC declared a national state of emergency for LGBTQ+ people — and we issued a guidebook with resources for the community as well as research for the media, policymakers and advocates detailing the impact of these new laws.

The threats continued with the recent U.S. Supreme Court rulings on affirmative action and student loans — critical support for LGBTQ+ students of color — and then their 303 Creative decision, which legalized discrimination against LGBTQ+ customers.

It's clear that our enemies are out to get us — even erase us — and wear us down. But they underestimate our resolve. Our movement is stronger than ever thanks to you and your HRC membership. We won't let them destroy our progress!

This is a moment in which all of our community and our allies must act, which is why I am reaching out to you today. The Human Rights Campaign has launched *Defend Equality: Without Exception*, an urgent campaign to advance equality further and faster.

<HOUSEHOLD\_SALUTATION>, you can be part of this urgent effort by pledging \$100 each month or \$1,200 annually. That level of investment will add you to the ranks of HRC's **Federal Club**, champions of equality who recognize the collective power of LGBTQ+ advocates and allies working together to protect the rights of our entire community.

With the 2024 election barely a year away, we need 100 new Federal Club members before November 1 — and <HOUSEHOLD\_SALUTATION>, I really hope that you'll be one of them.

(over, please)

Human Rights Campaign • 1640 Rhode Island Ave, NW • Washington, DC 20036 • www.hrc.org

**FEDERAL CLUB**  
PERSONAL LEADERSHIP | POLITICAL CHANGE

**DEFEND EQUALITY: WITHOUT EXCEPTION**

Needed: 14 more Federal Club members from [State].

To: Kelley Robinson  
Human Rights Campaign

From: [HOUSEHOLD\_ADDRESSEE]  
GENERAL MEMBER INVITE  
VERSION [STREET] [ADDRESS\_  
ALTLINE]  
[CITY] [STATE] [ZIPCODE]  
[ROI\_ID] [SOURCECODE]

Harder to protect — and advance —  
You can count on me to deepen my  
LL without exception!

I am joining HRC's Federal  
per month or \$ \_\_\_\_\_

Level of Support	Total
\$5,000 annually	\$5,000
\$3,600 annually	\$10,800
\$2,400 annually	\$14,400
\$1,800 annually	\$18,000
\$1,500 annually	\$45,000
\$1,200 annually	\$60,000
	<b>\$153,200</b>

but I want to help! Please accept my gift of:  
□ \$ \_\_\_\_\_ annually

an Rights Campaign and return it with  
out your credit card information on the  
nline at [hrc.im/FC](http://hrc.im/FC).

NW, Washington, DC 20036  
202-216-1565 | TTY: 202-216-1572

**HUMAN RIGHTS CAMPAIGN**

**FEDERAL CLUB**  
PERSONAL LEADERSHIP | POLITICAL CHANGE

**DEFEND EQUALITY: WITHOUT EXCEPTION**

Jordanna, we're almost to our goal!

**GIVE NOW**

Hi \_\_\_\_\_,

The lesbian, gay, bisexual, transgender and queer (LGBTQ+) community is facing targeted attacks that threaten our rights, dignity and safety — HRC is fighting back with everything we have thanks to your support, but we've got to do more, and I hope you can help.

**The most effective way to contribute is to join HRC's Federal Club now. We're looking for just 10 more members to demonstrate their leadership with a gift of \$100/month to help us defend equality without exception.**

Over the past few years, we've seen an alarming and drastic increase in anti-LGBTQ+ bills across state houses, but 2023 was the worst state legislative session on record for our community. We have a responsibility to fight for everyone in our movement ... now is the time to do more if you can, because the attacks will intensify, and we must be prepared.

**This will be our most hard-fought battle yet — and we need you! Please make your most generous commitment today by becoming our newest Federal Club member.**

Federal Club members are leading the charge to ensure we win the fight for equality for ALL. And the only way to win is if we remain united and do as much as we personally can to fight for LGBTQ+ people. The stakes are higher than ever so I hope you will join this special group of leaders today.

With gratitude,

  
Wendy Reed  
Deputy Director, Federal Club Operations  
Pronouns: she/her/hers

Wendy has been with the Federal Club team since she started at HRC in 2006. Wendy lives in Anchorage, Alaska and enjoys exploring the state with her spouse and 4 dogs, The Dude, Zoe, Mimmy and Bamm-Bamm.



**Personalized reply  
form call out with  
"supporter since"  
and subtle way to  
upgrade:**

**Increasing the goal  
from \$100,000 to  
\$150,000 increased  
the number of gifts  
over \$500**

***Set your goals  
higher!***

*<NAME>, thank you for your  
generous support since <YYYY>!  
I hope you will step up once again  
and help us reach our \$150,000  
Year-End Challenge goal.*







## Protecting America's National Parks with Over \$1 Million in Grants

When you think of our national parks, do you also think of national rivers and trails? Our grants are more resilient than ever before. Like national parks, these rivers and trails are the backbone of our country's most iconic rivers and trails, and the National Park Foundation is on a mission to make them more resilient.

NPF and the National Park Service collaborate to support priority conservation efforts across 425+ national parks, monuments, and historic sites. From acquiring a conservation easement to addressing mounting threats, growing numbers of inconsistent governance, and the impacts of climate change, we're working to preserve breathtaking landscapes, complex ecosystems, and popular recreational spaces.

### HIDDEN GEMS

For every Yosemite, there's a lesser-known park where the scenery shines and surprises. Discover many of the hidden gems in the national park system and plan your next adventure!

**Little Bighorn Battlefield National Monument**  
Step back in time at Little Bighorn Battlefield National Monument in southeastern Montana.

The 765-acre site is set among the grasslands and shrub-steppe ecosystem of the intermountain west.

The monument commemorates the 1876 Battle of the Little Bighorn and its effects on westward expansion. At the historic battle, Lakota and Cheyenne warriors defeated Lt. Col.



George Armstrong Custer and the U.S. 7th Cavalry.

At the center, visitors can explore exhibits on the battle's history, Custer, weapons, archaeology, and Plains Indian life. For more inspiration, download your copy of "The Places Nobody Knows," an NPF Owner's Guide at: [nationalparks.org/travel-guides](https://nationalparks.org/travel-guides)

### OTHER WAYS YOU CAN SUPPORT THE PARKS



**MONTHLY GIVING**  
As a Friend of NPF, your monthly support will help the National Park Foundation fund mission-critical projects and you'll be giving in an environmentally friendly manner, helping to conserve printed resources. Visit [nationalparks.org/monthly](https://nationalparks.org/monthly)

**DONOR-ADVISED FUND (DAF)**  
You can support the parks by directing gifts to the National Park Foundation through your donor-advised fund. The DAF Direct widget will link your DAF from Fidelity Charitable, Schwab Charitable, or BNY Mellon. Find out more at [nationalparks.org/donor-advised-funds](https://nationalparks.org/donor-advised-funds)

**BECOME A PARK CHAMPION**  
Champions Society members make a powerful difference in preserving and protecting the 400+ national parks, monuments, and historic sites across the United States. Your annual gift of \$1,000 or more directly supports these magnificent spaces and makes you eligible for certain benefits. Learn more at [nationalparks.org/champions-society](https://nationalparks.org/champions-society)

**EMPLOYER AND WORKPLACE GIVING**  
Maximize the impact your donation has on critical national park efforts by taking advantage of employer matching gift programs or signing up for workplace giving.

**National Park Foundation**  
1500 K Street NW, Suite 700  
Washington, DC 20005  
Phone: (202) 796-2500  
Web: [www.nationalparks.org](https://www.nationalparks.org)  
NL\_082024AF

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### OTHER WAYS TO GIVE

**GIFTS OF STOCK**  
Donating appreciated securities is a wonderful way to help support the parks you love. It is the National Park Foundation's policy to sell the stock or security and put the proceeds right to work for our parks.

**GIFTS FROM YOUR IRA**  
If you are 70½ years old or older, you can make a gift to the National Park Foundation directly from your IRA without having to pay income taxes on the distribution. To make a gift through your IRA, please use the following information to refer to our organization.

**Tax ID Information**  
Name: National Park Foundation  
Tax ID# / EIN: 52-1086761  
These gifts can count towards a required minimum distribution for those who have to take them.

**Champions Society**  
WE ARE HERE TO HELP YOU  
The Champions Society helps you in any way we can, directly to share any of your favorite park story!

Drew Elliott, Director  
(202) 519-2528  
delliott@nationalparks.org

Melissa Ah-Sue, Sr. Manager, Chat  
(202) 796-2505  
mah-sue@nationalparks.org

Ashley Haas, Manager  
(202) 796-2498  
ahaas@nationalparks.org

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1500 K Street NW, Suite 700  
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Phone: (202) 796-2500  
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NL\_082024AF

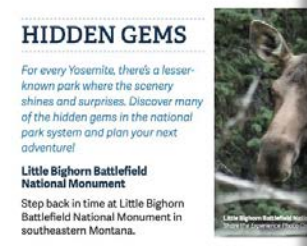
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George Armstrong Custer and the U.S. 7th Cavalry.

The National Park Foundation helped support this new visitor center, stories and perspectives about the multifaceted legacy of the Little Bighorn.

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NL\_082024AF

### WE ARE HERE TO HELP YOU

Our planned giving team is here to help you in any way we can. Please contact us directly to learn more about how a planned gift may be right for you and your family. We'd love to hear from you!  
The Office of Planned Giving  
Phone: (202) 796-2501  
Email: [PlannedGiving@nationalparks.org](mailto:PlannedGiving@nationalparks.org)

- Becca Watkins, Senior Director, Planned Giving  
(202) 796-2522  
mwatkins@nationalparks.org
- Adriana Toledo, Coordinator, Planned Giving  
(202) 796-2521  
atoledog@nationalparks.org
- Gina Wilson, Coordinator, Planned Giving  
(202) 796-2152  
gwilson@nationalparks.org

### WE ARE HERE TO HELP YOU

Our teams are here to help you in any way we can. Please contact us directly to share any needs, questions, or your favorite park story!

- Valerie Kind  
Sr VP, Individual Giving & Foundations Relations  
(202) 796-2527  
vkind@nationalparks.org
- Steve Grousrke  
Sr VP, Leadership Giving  
(202) 864-3062  
sgrousrke@nationalparks.org

**National Park Foundation**  
1500 K Street NW, Suite 700  
Washington, DC 20005  
Phone: (202) 796-2500  
Web: [www.nationalparks.org](https://www.nationalparks.org)  
NL\_082024AF

Use **versioning** to reach different audiences cost-effectively!



The background features a pattern of overlapping circles in various shades of blue and black, creating a bokeh effect. The circles vary in size and opacity, with some appearing as bright highlights and others as dark, shadowed shapes. The overall composition is abstract and modern.

# **Cultivation & Planned Giving**

# Cultivations are a great place to **try things** out!



88 Hamilton Avenue  
Stamford, CT 06902

Dear <<Salutation>>,

I'm so grateful for your support. Your generosity in 2023 has opened the door to better health and a brighter future for so many.

And thanks to friends like you, I'm honored to report that we met our year-end matching gift goal! We will use those funds in 2024 to continue providing lifesaving care to people all over the world.

On behalf of all of us at Americares, thanks again — we couldn't do it without you!

Christine Squires  
President and CEO



*Help in 2024!  
Scan to give now. ↗*



Suite 301  
Washington, DC 20036



**A Brighter Future . . .**  
**made possible by you,**  
**[Salutation]!**



# Use cultivations to promote **DAF** giving

Dear <Salutation>,

Thank you for your commitment to Northern Westchester Hospital (NWH). Your support enables our team to deliver high quality, person-centered care to everyone who enters our campus or uses one of our off-site locations. Because of your generosity, NWH can invest in innovative medical and surgical technology that benefits everyone in our community.

A simple way of supporting NWH is by **recommending a grant from your Donor-Advised Fund (DAF)**.

Your DAF is a great way to ensure NWH has the resources it needs to be there for you, your family and everyone who calls northern Westchester home.

**For more information, please reach out to me at (914) 242-8392 or [ggreenwald@northwell.edu](mailto:ggreenwald@northwell.edu).**

With deep gratitude,



Gaby Golod Greenwald  
Vice President, NWH Foundation



# Use cultivations to promote **Legacy** giving

## Leave a Gift to HRC in Your Will

As our community, and the world, continues to face extraordinary challenges and threats, many HRC supporters want to take an important step to protect their families and the causes they care about by preparing a will or other estate plan.

To help, HRC has partnered with Giving Docs to provide you free, lifetime access to online estate planning tools. You can create your will, codicil, healthcare directives, power of attorney documents and more, all of which are free and legally binding in all 50 states plus the District of Columbia. For residents of California, you can also create a Revocable Living Trust.

**To get started, visit [hrc.im/givingdocs](https://hrc.im/givingdocs) to create your profile with Giving Docs.**

If you have questions about how to use this service, please contact:

**Sylvester Owens**  
Pronouns: he/him/his  
Senior Director, Estate Planning  
(202) 572-8918 | [sylvester.owens@hrc.org](mailto:sylvester.owens@hrc.org)



Scan to get started!

**HUMAN RIGHTS CAMPAIGN**

**DID YOU KNOW?**

October is *Estate Planning Awareness Month!*

Now You Can Create **YOUR** Estate Plan for **Free!**

P.O. Box 5  
Washington, DC 20036  
[www.hrc.org](http://www.hrc.org)



**The Legacy Society:**  
OUR FUTURE, YOUR LEGACY  
A Legacy Giving Newsletter  
For Friends of MSF



SPRING 2024

**Finding Generosity in Good Fortune**

**A Lasting Investment With Global Impact**

When Joan Bridgwood emigrated from England to South Carolina in 1981, with her husband and two children, she knew her experience differed from so many others who crossed borders for a new life.

It helped that they encountered minimal language barriers, were healthy, and had a decent income. "We realized just how fortunate we were as immigrants, and how unfortunate so many [other] immigrants were," she recalls.

That's one reason Joan is passionate about supporting Médecins Sans Frontières/Doctors Without Borders (MSF). She also appreciates that "MSF is non-partisan and goes where other organizations can't or won't" to deliver vital care to refugees around the world. After the Bridgwoods retired, they wanted to broaden their

support so they established a charitable gift annuity (CGA). It's called 'the gift that gives back' because your donation pays you income for life at attractive rates. They decided it was a wonderful source of income for their sunset years.

"Once I learned about the tax deductions, the steady lifetime income for us, and how helpful the donation would be to MSF," Joan says, "the decision was easy." Since their first CGA in 2016, the Bridgwoods have established more to support MSF's work.

As members of MSF's Legacy Society, Joan and her husband take pride in a lasting investment that will support refugees and in other crises worldwide. We invite you to join Joan, her husband, and many others by joining the Legacy Society, too.

OUR CHARITABLE GIFT ANNUITY IS A WONDERFUL SOURCE OF STEADY LIFETIME INCOME FOR US.

—JOAN



**INSIDE THIS ISSUE**

- ▶ Your Legacy Fuels Our Future... p.2
- ▶ Ask the Expert: Legacy Giving... p.3
- ▶ Your Support in Action ..... p.3



**Your Legacy Fuels Our Future**

Strengthen your commitment, while carrying on the values that guide your life.

We cannot know *where* MSF will be needed next year, five years from now, or decades to come. All we know for certain is that our teams must be ready to respond to unbearable human suffering during conflicts, natural disasters, and chronic poverty far into the future.

**Invest In The Future**

You can invest in a strong future for MSF by including a gift in your will or trust or designating MSF as the beneficiary of your retirement plans or other financial accounts. This type of gift costs you nothing now and you are never locked in. You remain in control of your assets throughout your lifetime and can revise your plans if circumstances change.

Creating your legacy with MSF is a wonderful way to extend your generosity, carry on the values that have guided your life, and give hope in times of despair. Legacy gifts are one of MSF's most important sources of unrestricted support and give us the greatest flexibility to use funds where they are most needed.

**Find Out More**

To learn more about how you can create a legacy of hope for many years to come, contact us at (212) 763-5750 or [plannedgiving@newyork.msf.org](mailto:plannedgiving@newyork.msf.org). Thank you for partnering with MSF in our ongoing mission to care for those facing natural disasters, conflict, and other humanitarian crises.

**Choose Which Legacy Gift Option\* Is Best For YOU!**

	Bequests	Stock	Donor Advised Fund	Life Insurance	Retirement Assets	Charitable Gift Annuities	Charitable Remainder Annuity Trust	Charitable Remainder Unitrust
<b>I WANT TO MAKE A GIFT...</b>								
during my lifetime		✓	✓		✓	✓	✓	
after my lifetime	✓			✓	✓	✓		✓
<b>I WANT MY GIFT TO...</b>								
help MSF now		✓	✓		✓			
help MSF in the future	✓	✓	✓	✓		✓	✓	✓
<b>I WANT TO DONATE...</b>								
Cash	✓				✓	✓	✓	✓
Appreciated securities	✓	✓				✓	✓	✓
Real estate	✓						✓	✓
<b>I WANT BENEFITS THAT...</b>								
provide me with income						✓	✓	✓
reduce my income tax		✓			✓	✓	✓	✓
lower my capital gains		✓				✓	✓	✓
reduce my estate taxes	✓		✓	✓	✓	✓	✓	✓

\*Information is not intended to serve as financial advice

**Simplify planned giving options with a chart**

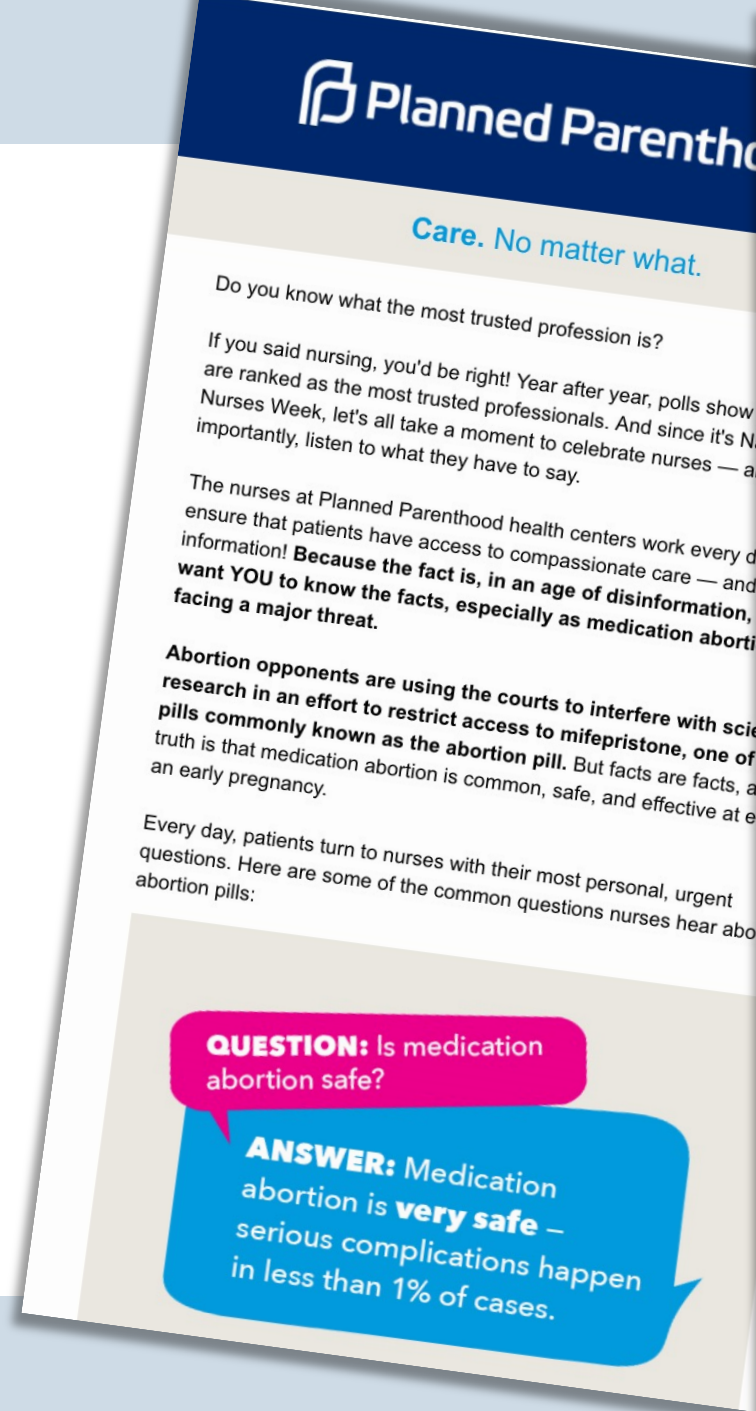


The background features a pattern of overlapping circles in various shades of green and black, creating a bokeh effect. The circles vary in size and opacity, with some appearing as bright green highlights and others as dark, semi-transparent shapes.

# Other Ideas

(FROM THE MAILBOX)

# Love this Q&A format in email!



**Question:** Do you have to go in-person to a health center to receive an abortion?

**Answer:** In some states, patients can attend telehealth appointments to be prescribed medication abortion.

That's right — you can sometimes receive abortion medication like mifepristone and misoprostol without leaving your home via a telehealth appointment. What's more: you can receive medicines discreetly in the mail, making it even more accessible.

**Question:** Is mifepristone the same as the morning-after pill?

**Answer:** Nope! Abortion pills (like mifepristone and misoprostol) end an early pregnancy, while emergency contraception (like Plan B) prevents pregnancy from beginning.

You can take a morning-after pill like Plan B up to 5 days after unprotected sex to prevent pregnancy — but if you become pregnant, medication abortion is effective to end pregnancy up to 11 weeks after the first day of your last period.

**Question:** Can providers test to see if you have used mifepristone to end a pregnancy?

**Answer:** Generally speaking, no one — including nurses or doctors — can tell if you've taken abortion pills. Any abortion pill symptoms you're having look the same as the symptoms of a miscarriage.

[There's no test to look for abortion pills in your body.](#) It's up to you to decide whether you want to tell your nurse or doctor about your abortion.

Nurses are absolutely crucial to protecting and expanding access to care — and sharing medically accurate information that helps us protect and preserve access to safe, effective care, like medication abortion.

**Thank you to nurses for providing accurate, compassionate care!**

— Planned Parenthood Federation of America

[DONATE NOW »](#)



# Giving Tuesday

## "report back" and subtle request to give

Date: December 2, 2022 at 9:28:09 AM EST  
To: rperrylx@gmail.com  
Subject: It takes a flock to make big things happen...  
Reply-To: clomembership@birds.cornell.edu

The **Cornell** Lab  of Ornithology

## Big Giving Tuesday success!



Dear Friend,

**Giving Tuesday was a huge success!**

People like you make our work to protect birds and our planet possible, and we can't thank you enough. For a daily dose of joy and a reminder of **the birds you're helping**, [check out our Bird Cams](#).

**Your support** of the Cornell Lab of Ornithology keeps the tools you love free for all —including Bird Cams, Merlin, eBird, BirdCast, and All About Birds. And it powers the important science, research, and outreach that have led to successful initiatives like Lights Out, wetlands conservation, and other efforts that are saving birds.

**Imagine what else we'll accomplish because of the generosity of friends like you.** Thank you for being part of our flock!

With deep gratitude,

Bramble Klipple  
Senior Director of Advancement  
Cornell Lab of Ornithology

**P.S. It's not too late to make a gift to help support the Lab's important work for birds in the coming year—give today!**

# Low-budget way to get teasers on a small quantity of envelopes?



# Nice presentation of **symbolic asks** in email

Your gift can help put tools in the hands of surgeons like me

**MAKE A MATCHED GIFT**



 **RAYNA,**  
supply  
MSF doctors  
worldwide

 **GAZA**  
**\$30 MATCHED**  
= 6 splints

 **SOMALIA**  
**\$50 MATCHED**  
= 42 surgical gowns

 **VENEZUELA**  
**\$100 MATCHED**  
= 4 neonatal resuscitators

Your gift could give MSF doctors and staff the supplies they need to save lives.

And right now for a limited time, a generous group of donors are matching every dollar you give from now until Doctors Day on March 30.


**2X YOUR GIFT**

*P.S. If your Doctors Day gift and our email have crossed paths, we sincerely thank you for your generosity!*

*All gifts given, up to \$500,000, will be doubled through matching by a generous group of donors.*

# Fresh take on "dual asks"

**YES! I WANT TO HELP END HUNGER**



YES, Barron, I believe that hunger is the most solvable issue of our time, and I will help feed hungry children and families on the brink of starvation. I've enclosed my signed Zero Hunger Pledge along with my emergency donation of:

One-time gift:  Monthly gift:

\$30  \$50  \$75  My best gift \$ \_\_\_\_\_  \$15  \$25  \$35  My best gift \$ \_\_\_\_\_

Please make your check payable to  
**World Food Program USA.**  
To donate by credit card, see the reverse.  
Want to receive news alerts and updates from WFP USA? Text FOOD to 97691.  
Message and data rates may apply.

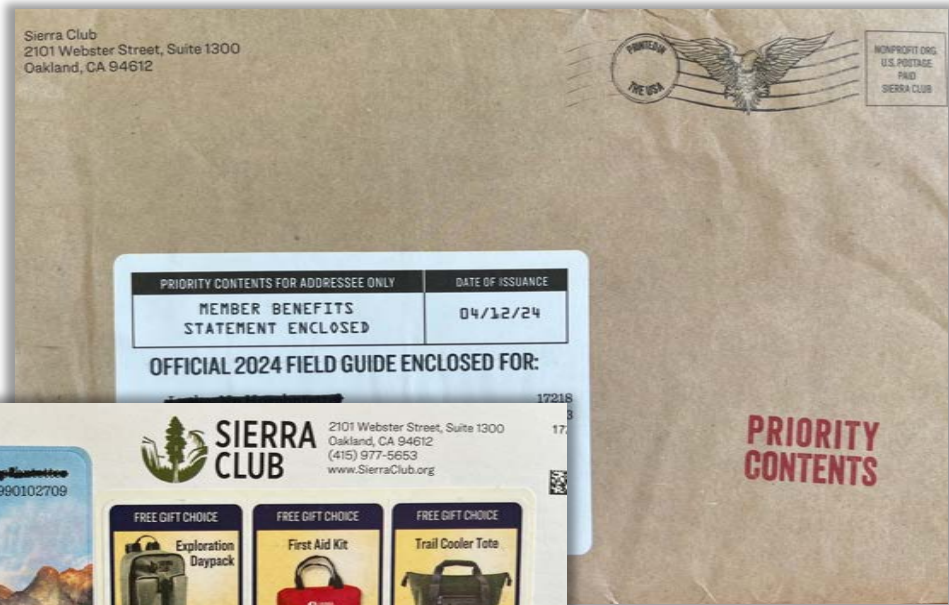
0004826929P243W40A4

PO Box 96316 • Washington, DC 20090-6316 • T 202.627.3939 • F 202.530.1698 • [wfpusa.org](http://wfpusa.org)



**If you haven't tested postage treatments, consider it!**

“There is no such thing as a new idea” – Mark Twain



Member #: FF990102709

**SIERRA CLUB**  
2101 Webster Street, Suite 1300  
Oakland, CA 94612  
(415) 977-5653  
www.SierraClub.org

FREE GIFT CHOICE

- Exploration Daypack
- First Aid Kit
- Trail Cooler Tote

choose your FREE gift!

**STATEMENT OF MEMBERSHIP BENEFITS**

 <b>SIERRA CLUB</b> www.SierraClub.org	Member Name: [REDACTED]	Member Number: FF990102709
	Membership Period: 04/2024 – 03/2025	Response Requested By: June 15, 2024

BENEFIT DESCRIPTION	AMOUNT
<input checked="" type="checkbox"/> FULL-YEAR MEMBERSHIP 12-month, reduced-rate membership in the nation's largest and most	<del>\$50</del> \$39

DMAW CREATIVE DAY 2024



Get your name on mailing lists!!



**What have  
**you** seen  
lately...**

(THAT GOT RESULTS?)