

“Your donor communications, bless
their hearts: Are they any good?”

DIY Audit

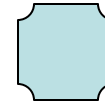
~ T o m A h e r n ~

How we read direct mail

Step #1: The open or trash decision

Who?

XYZ Organization
123 Sweeping Street
Your town, CT 01234



Me?

Ms. Jane Smith
567 Main Street
Your town, CT 01234

What?

How we read direct mail

Step #2: Do I really care?

Who?

What?

Me?

Ask!

Logo

[Optional important message]

Hook

Dear Ms. Smith,

If you're like me, the sight of kids running around on stage in silly costumes makes you giggle with delight.

Hook

Sincerely,

Ms. Sincerity Champion, ED

PS: ytuytggygkigkygkygigikgy

Ask!

Ask!

Who?

Ask!

How we read direct mail

Step #3: What do you want me to do?

What?

Yes! I want to support children's community theatre in my town. Here's my tax-deductible gift of...

Email address _____

Two distinct types of letter...

1. Acquisition (no gift yet)
2. Renewal (made a prior gift)

1. Acquisition (reader is a stranger)
2. Renewal (an acquaintance)

Acquisition letter ?s...

1. Who are you (your promise)?
2. What do you want?
3. Why should I trust you?
4. Why do you matter?
5. How do you relate to me?
6. What's the rush?

In an acquisition letter, you are making your case to strangers.

Reality check: Most people throw away most of their **non-personal** mail most of the time.

Keep your expectations low. And **personalize** as much as you can.

“Personalization” can include...

- The person’s name
- The pronouns “you” and “I”
- An audience attribute: “As a parent, you know....”
- Geography: “As a resident of...”
- Hand-written touches



Ms. Simone Joyaux and Mr. Tom Ahern
10 Johnson Road
Foster, RI 02825

May 25, 2010

Dear Simone and Tom,

"Mom, are we there yet?"

My son Jeffrey said this several times during our very first Newport to FASRI commute.

"No, not yet." I replied. But I was anxious too. Had I made the right choice enrolling him in this unique little French school close to an hour's drive from home?

Fast forward three years: *je ne regrette rien!* No regrets. Both of my children now attend this amazing school.

My name is Betty Tully Cares, and I'm proud to be a parent and a Board member at FASRI. I'd like to thank you for your support of FASRI this year, and I'm writing to ask for your help once again.

I have an exciting new challenge to share with you. A **wonderful group of FASRI donors has pledged to match your gift towards technology, dollar for dollar, up to a total of \$4,500.**

We're just \$9,000 shy of our final goal of \$45,000 for technology this year. FASRI still needs to replace twelve more computers in the library and provide technology training for teachers. **Please help us reach our goal!**

Dear Simone and Tom,
Donors are so important
to our school. I hope
you'll consider making
a gift to FASRI.
Merci beaucoup!
Susan Cashmore, Parent
Volunteer

Renewal letter ?s...

1. What did you do with my prior gift?
2. Are you grateful?
3. What do you want now?
4. Do you have proof?
5. Again: Who are you?
6. What's the rush?

“Does my stuff get
an A+ on the
‘you’ test?”

Get yourself one of these





One Moeller Place
Pawtucket, RI 02860

Non Profit
Organization
U.S. Postage
PAID
Permit #43

*Dear believer in the kids of
Pawtucket...*
Your newsletter is inside.



Dear Jane Doe,

Welcome ... I hope.

I'm writing today to request the pleasure of **your** acquaintance.

There's a place reserved for **you** on The Rhode Island Foundation's mailing list ... but *only* if **you** agree and check, "Yes, I'm interested" on the enclosed reply card.

You'll be in good company, that I can promise.

[etc.]

If you haven't yet made Sharp one of your charities, I am writing to sincerely ask that you ..

.... *Please consider making your first gift today!*

Since my treatment, I've learned just how important donors are to Sharp.

Year after year, donors have helped Sharp build new facilities, buy new equipment, fund scholarships, research, community outreach ... and more.

When you hear the worst diagnosis in your life, you quickly appreciate why all those years of donor support matter.

"Diane, your tonsils are full of cancer," I heard the doctor say. And that wasn't all of it. I had cancer in my jaw and the roof of my mouth as well.

I'd already lost a year because an earlier doctor, *not* at Sharp, had misdiagnosed my sore-throat symptoms and sent me home with a remedy from the drug store.

At Sharp, I was rushed into surgery immediately.

As you might imagine, it could have been a very, very bad scene for me.

MICHIGAN ENVIRONMENTAL COUNCIL

A Collective Voice for Our Environment

[CONTACT US](#) [ABOUT US](#) [DONATE NOW](#) [SEARCH](#)

NEWS SPOTLIGHT

Economy, environment win under House efficiency, renewable legislation
[Read more](#)

Report: Tradition of public access to UP forests threatened by ownership changes
[Read more](#)

Michigan groups: Federal fuel economy agreement protects jobs, environment
[Read more](#)

Independent analysis shows clean energy means jobs, economic boost for Michigan
[Read more](#)

Governor Granholm joins Midwest governors in taking bold action on energy security, climate stewardship
[Read more](#)

State Senate Great Lakes 'protection' plan would open spigot to



YOU CAN PROMOTE CLEAN ENERGY

MICHIGAN STANDS AT AN ENERGY CROSSROADS... WILL WE BE AN ENERGY LEADER IN THE 21st CENTURY OR RELY ON DIRTY FUELS?

[MEC Employment Opportunities](#)
[Read more](#)



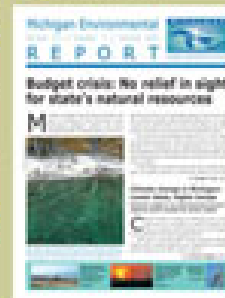
YOU CAN BECOME A LAND STEWARD

MICHIGAN IS LOSING OVER 1,000 ACRES OF OPEN SPACE AND FARMLAND EVERY HOUR TO STRIP MALLS AND SUBDIVISIONS.

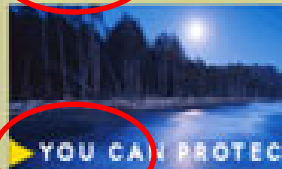
Bell Ringers!
Recent environmental successes



PUBLICATIONS



[Michigan Environmental Report](#)
Our quarterly newsletter for members and donors



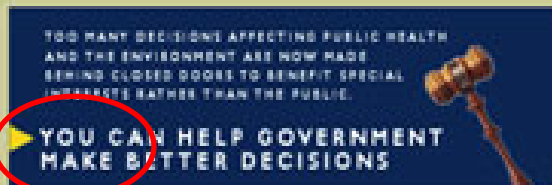
YOU CAN PROTECT OUR WATER

WATER DIVERSIONS, NEGLIGENT STATE POLICIES, UNCHECKED AIR AND WATER POLLUTION AND THE DESTRUCTION OF WETLANDS ARE THREATENING OUR STATE.



YOU CAN PROTECT OUR CHILDREN'S HEALTH

CHILDREN'S UNIQUE METABOLISM, SENSITIVITY AND BEHAVIOR PLACE THEM AT SPECIAL RISK OF PHYSICAL AND MENTAL IMPAIRMENTS FROM POLLUTION.



YOU CAN HELP GOVERNMENT MAKE BETTER DECISIONS

TOO MANY DECISIONS AFFECTING PUBLIC HEALTH AND THE ENVIRONMENT ARE NOW MADE BEHIND CLOSED DOORS TO BENEFIT SPECIAL INTERESTS RATHER THAN THE PUBLIC.

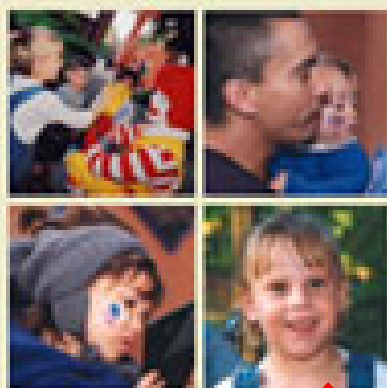
LEGISLATION

Current Bills
View current bills before the House and Senate in Acrobat format for easy



Ronald McDonald House at Stanford

Serving families of seriously ill children since 1979



VOLUNTEER APPLICATION
[PDF](#) | [Web Form](#)

around the house

→ **Mission:** Ronald McDonald House at Stanford provides a home-away-from-home and support for all families of children with life-threatening illnesses receiving treatment at local hospitals.

To find out more about the House visit some of [our families](#).

→ Our on-line store is [Now Open](#)

news & events

→ Team RMH 2007!

Team Ronald McDonald House 2007 Season Kick off in August!

[Details and sponsorship information...](#)

→ Randi Cross Invitational

23rd annual Golf and Tennis Tournament, Sunday, June 3rd and Monday, June 4th, 2007

[Details and sponsorship information...](#)

→ First Friday, July 13th!

Join us at the House for our monthly tour and lunch. Call Honey Meir-Levi, Executive Director, 650.470.6000 to RSVP or for more information.

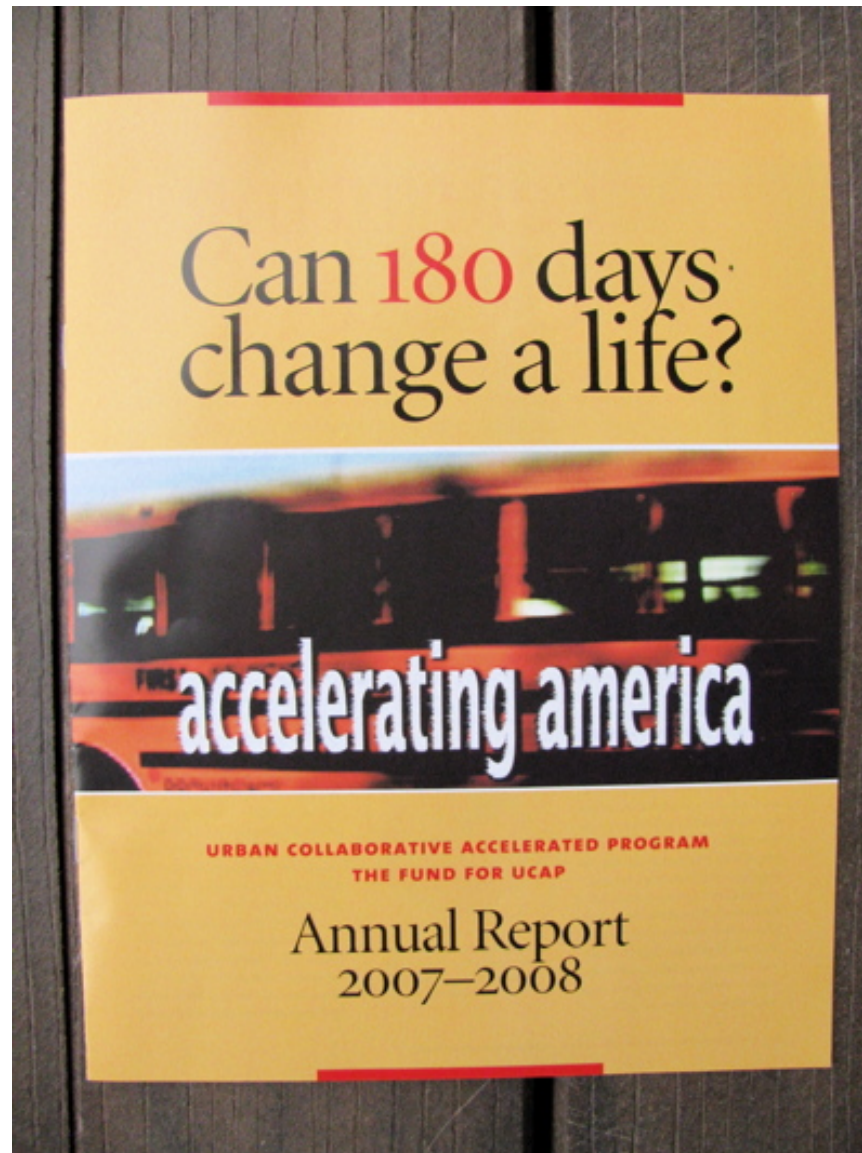
→ Read our most recent [newsletter](#).



“Am I making a
promise?”

Nothing stops a
bullet like a job.

Homeboy Industries



Promises



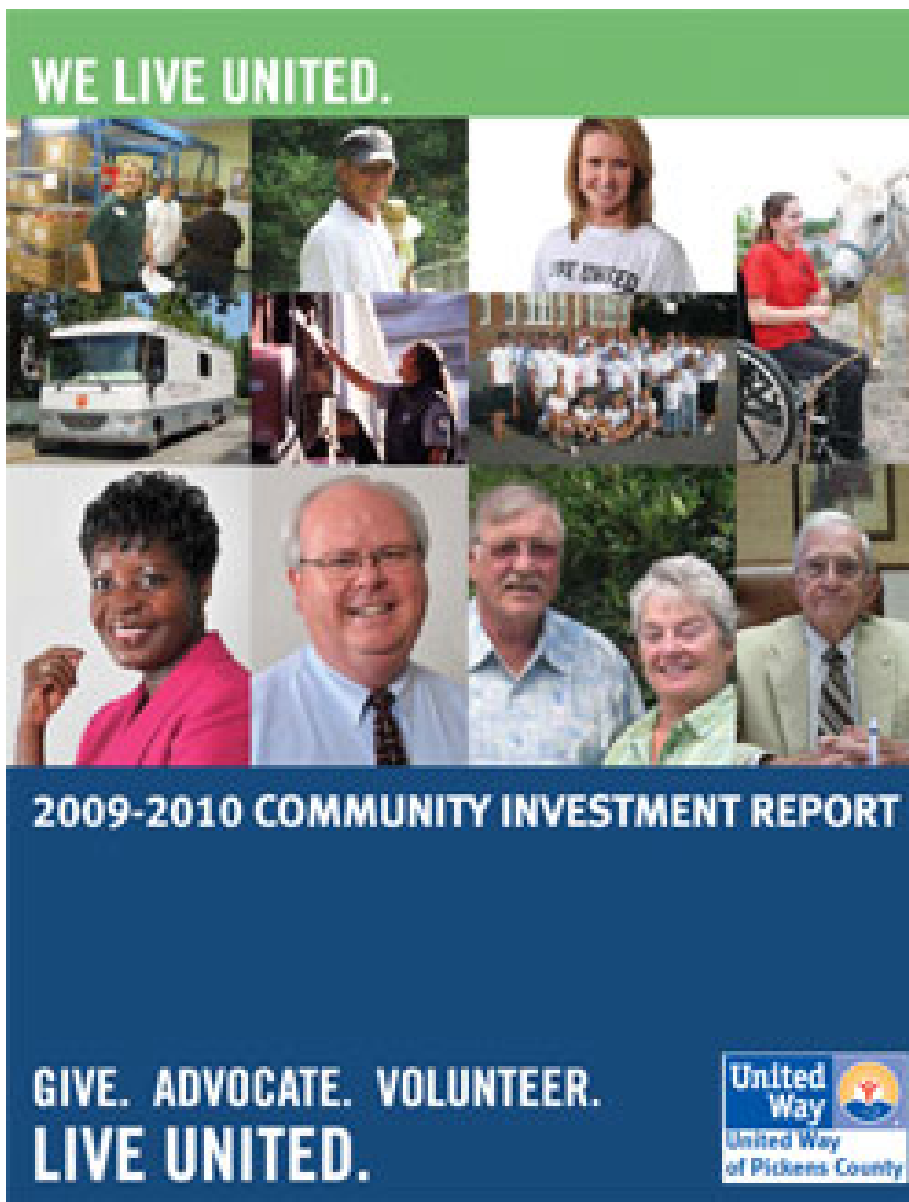
A bigger endowment means discoveries come faster.

A bigger endowment means more improvements, better treatments, faster healing, and hope where there wasn't hope before.

A bigger endowment means we will more quickly penetrate the genetic and functional mysteries inside today's incurable diseases and find relief.

“Am I treating the
donor as our org.’s
superhero?”







Meet

Tim Bostic and Tony London,
members since 2007 of the Legacy Society
for Hampton Roads

Type of charitable bequest

The bulk of Tim Bostic and Tony London's estate will go to the Hampton Roads Community Foundation to create a charitable fund. Proceeds from their fund will be divided: half for scholarships and half for grants to organizations that help families in need.

**"We had intended to create
our own foundation and have it managed.
But our attorney said it would
cost too much."**

Tim and Tony were drawn to the Foundation, they say, because of our low administrative costs, our high rank among community foundations nationally, and because they could choose how their funds would be used.

A bit of background

Tim Bostic and Tony London are big supporters of children's charities. Tim is a Ph.D. who "saw heartbreaking things" as a former high school teacher, spurring his interest in scholarships. He is now a research assistant at Old Dominion University. Tony is a Realtor who specializes in working with older homeowners. They've been a couple for more than 20 years and live in Norfolk.

hamptonroadscf.org

St. Jude's welcome package

- #10 envelope: THANKS! Your St. Jude welcome materials are enclosed.
- Personalized, one-sided letter (for \$10 gift) gushes, “I’ve just received the marvelous news – you’re the newest member of the St. Jude family.” Marlo Thomas
- P.S.: “I know there are many worthy charities that ask for your help. Please know how honored we are that you’ve chosen to support the work of St. Jude.”
- Inserts: thank you from patient, thank you from parent, small notepad, reply slip with a gentle ask for “extra gift”

You, the Legend

ENDOW A SCHOLARSHIP IN YOUR WILL (IT'S EASY).



Hampton Roads
Community Foundation

FREE HOW TO GUIDE:
leaveabequest.org

You Helped Give Grace a Voice!

Mom Hears "I Love You!" for the First Time

Imagine going through childhood unable to ask questions, whisper secrets — even tell people your name. Until this spring, life without words was Grace Wright's reality. The lively 4-year-old was born with cerebral palsy, a form of brain damage that affects her ability to speak.

"We relied on rudimentary sign language and pictures to communicate," says Grace's mom, Linda Wright. "Conversations were a guessing game."

Grace's Voice — and Personality — Emerge

Grace understands language, but she couldn't express herself before coming to Gillette. Here, she tried using an augmentative and alternative communication (AAC) device. It shows pictures that represent words and phrases. When Grace touches the screen, the device "speaks" the corresponding word for her. "I learned that Grace's favorite color is red and she loves pancakes!" exclaims Wright.

Grace Inspires Mom During Cancer Battle

Shortly after Grace received her device, her mom was diagnosed with cancer and her dad lost his job to staffing cuts. Although Grace qualifies for Medicaid, her family faces limited insurance options. Wright, who also cares for two other sons with special needs, is undergoing chemotherapy. Amidst these challenges, Wright's bright light is Grace's new voice. "I never thought I'd hear my daughter say, 'I love you,'" she says. "My dream came true."

Help Us Help Families in Need

Your gifts to Gillette support state-of-the-art technology so children, like Grace, can express themselves. They also help us bring Gillette services within easy reach of struggling families. Most of all, they make



Grace says "hello" using her new device. Children's Miracle Network sponsors help Gillette purchase communication devices for patients to test at home. Each device costs at least \$8,000.

Donor-NEGLIGENT:

“We did this. We did that. We were amazing. Oh, by the way, thanks.”

Donor-CENTRIC:

“With your help, all these amazing things happened. And without your help, they won’t.”



*Merry Christmas
from the children , elderly and staff
of Santa María!
Without you, the loving work
of our missions would not be possible.*

THIS IS YOUR VICTORY!

Thanks to EMILY's List members like you, in the 2008 cycle we unseated some of the most extreme Republicans in Congress and gained strong Democratic majorities.

11 NEW U.S. REPRESENTATIVES

Ann Kirkpatrick

AZ

D-01

Jackie Speier

CA

D-12

Dear <Salutation>,

As 2004 draws to a close, I wanted to share with you just what a difference your decision to <para1Support/continue> Amnesty International Australia as <Para1 donor type> has made to many people around the world.

I feel very fortunate because in my travels I am able to meet the people that you have helped, such as José Gallardo, who I met at our last International Council Meeting in Mexico. José was a former general in the Mexican army, who was arrested and imprisoned simply for complying with the constitution of his country.

Source: Sean Triner, Pareto

“Am I showing
impact?”

Donors don't give *to* your organization. They give *through* your organization to:

- fix a problem they worry about;
- sustain or expand a solution they believe in;
- get more of what they're interested in;
- feel like they've made a difference.

They are not giving to this, at least not initially



Memphis Child Advocacy Center

Helping Victims Become Children Again

They are giving to *this*

- A brick and a flag ... OR (2)
- “With that \$1,000, we can train a person to treat 80% of the illnesses in an entire village for a year.” (123)

Source: Nick Fellers, The Suddes Group

Association in Greater San Antonio offered parenting tips.

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It costs \$1,000 to hospitalize
a child in crisis for two days...

How can my \$25 gift make a difference?

Mental health services aren't cheap.
And even when health plan benefits
cover inpatient treatment, those reimbursement
dollars pay only for psychiatric and clinical
services. There are so many things insurance just
won't pay for...



- ▶ **haircuts and hairbrushes** for children
who need help learning to groom
themselves
- ▶ **books and inexpensive outings** for
children who need help learning to
use their leisure time constructively
- ▶ **sometimes extra clothing** for a court-
committed child who may spend 90
days in our care without a parent to
bring a smile or a change of
underwear.

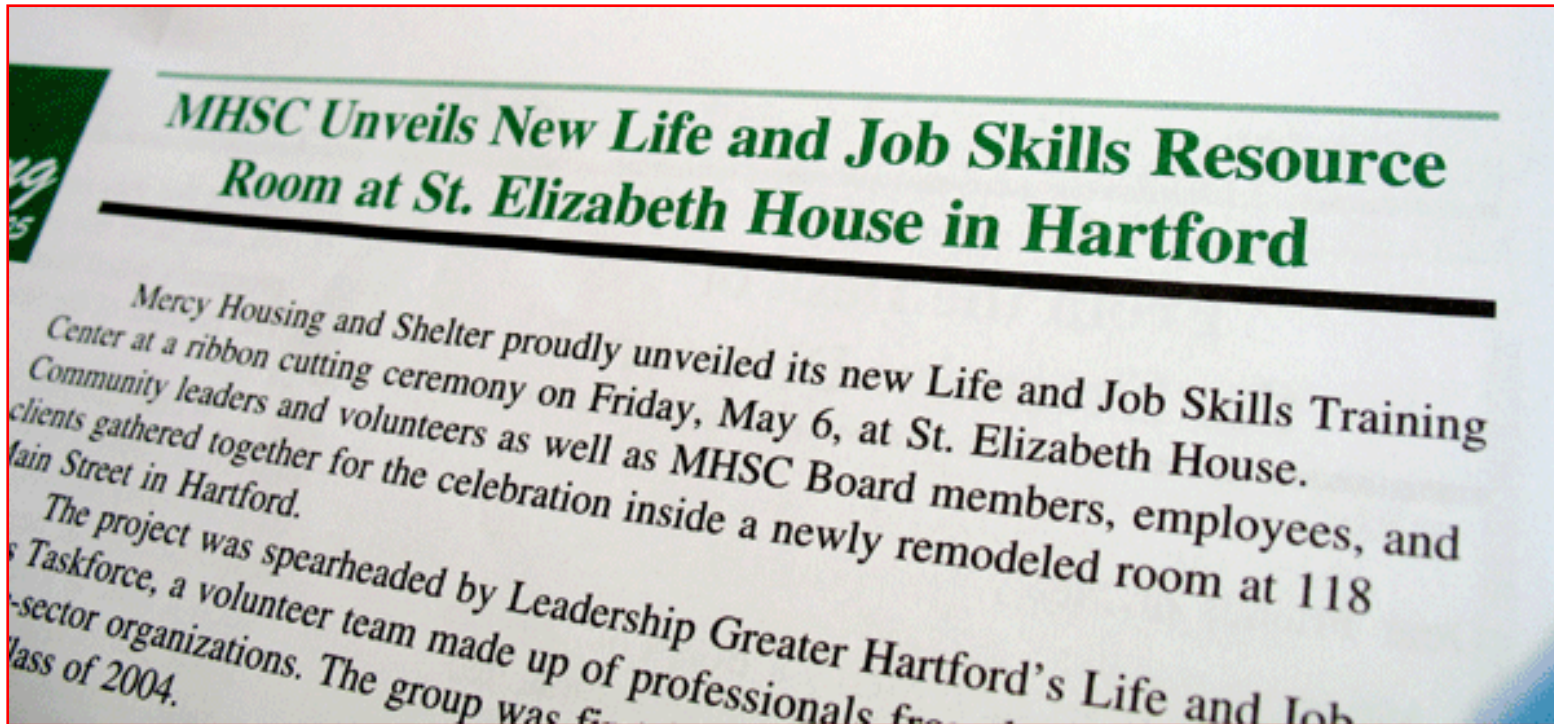
*...That's how your \$25 gift will make a difference.
You don't have to be wealthy to have a practical,
everyday impact in the life of a child.*

“This worked.”

- Steve Herlich

“Am I talking about
accomplishments or
mere activities?”

This is NOT an accomplishment.



This is *merely* an untranslated activity.

Why would donors care about any of these? What is your *donor* angle?

- > 25th anniversary
- > Average length of stay: 28 days
- > 5 new hires in last year
- > Served 118 adults, 136 children

Thank you, donors! You funded this health promotion...and we're seeing great results.

Number of Latinas coming to PPRI for reproductive health care jumps 40%



Salud Entre Amigas (Health Among Friends) campaign makes major headway in hard-to-convince Latina market. New ads working.

SOME OF THE STATISTICS REGARDING reproductive health care for Rhode Island's rapidly growing Latina population have been less than rosy.

But PPRI's bilingual public health campaign, Salud Entre Amigas, paid for with gifts from the Partnership Foundation

Accomplishment stories



UCAP NEWS
URBAN COLLABORATIVE ACCELERATED PROGRAM

Datebook

June 28-August 3
SPIRIT Program

July 2010
Summer Reading for 7th and 8th Graders
Tues, Wed & Thurs
8:00 - 11:30 am
Lunch from 11:30 - Noon

Mural Painting on Tues, Wed, Thurs
Noon - 1:30 pm

Street Hockey
Tuesdays
Noon - 2 pm

Exercise Class
Thursdays
Noon - 2 pm

BEACH DAY!
Friday July 30

September 1
FIRST DAY OF SCHOOL

Our Mission:

UCAP seeks to intervene in the lives of adolescents at risk of dropping out.

We strive to create a supportive community that motivates students with a

Dear Tom,

UCAP has met all Rhode Island state targets!

Overwhelmingly, UCAP's students are from low-income urban neighborhoods. More than half are from families where English is not the primary language spoken at home. On top of this, we only accept students who have been retained at least one grade. One of every three would drop out without our intervention.

In other words, we only take kids who have multiple obstacles to overcome and a history of school failure, and then, we require them to work harder than they ever have to accelerate their studies and catch up...

And we succeed!

Rhode Island measures a school's progress using a complex formula based on annual English and math standardized test scores, and on how well the school serves particular groups of students, such as low-income, special-education students, Caucasian students, or students of color. School attendance is included in the review. The "targets" we must meet are based on these and other factors.

Not only are we reducing the dropout rate among at-risk students, we have met all the demanding state requirements.

Everyone's a winner in this achievement.

“Am I telling stories
of adversity, triumph,
and reversed fortunes
(i.e., taking my donor
on a journey)?”



Now playing in the
Theatre of My Forehead

The Anecdote

We have a 24-hour hot line.

Why do we have a 24-hour
hot line?

Because violence against
women never sleeps.



When she entered our 3rd grade,
she couldn't spell “cat.”

At the end of the year, she could
spell “Tchaikovsky.”

No more chair-sleeping for Starship parents

Supporters provide much-needed parent beds

Auckland toddler Richie Brandford faces an almighty battle with cancer.

Eighteen-month-old Richie was diagnosed in June and has spent almost three months in Starship receiving treatment for tumours in his brain and spine that have left him partially paralysed on his left side.

"When your child is sick, the only place you want to be is in hospital with them."

To be with Richie, there have been

"When your child is sick, the only place you want to be is in hospital with them."

And parents who stay overnight to comfort their children in our cancer ward will now be able to have some proper sleep.

The new beds fold up into the wall when not in use, and create a proper bed when flipped down – a dramatic improvement on previous 'camping' conditions.

"The situation is not so overwhelming when you've had a decent amount of sleep."

Richie is now back home after his



Dad Pete will no longer have to 'camp out' on the floor to stay by his son Richie's side as he battles cancer.

daunting as before.

Essence of storytelling:
Something happens

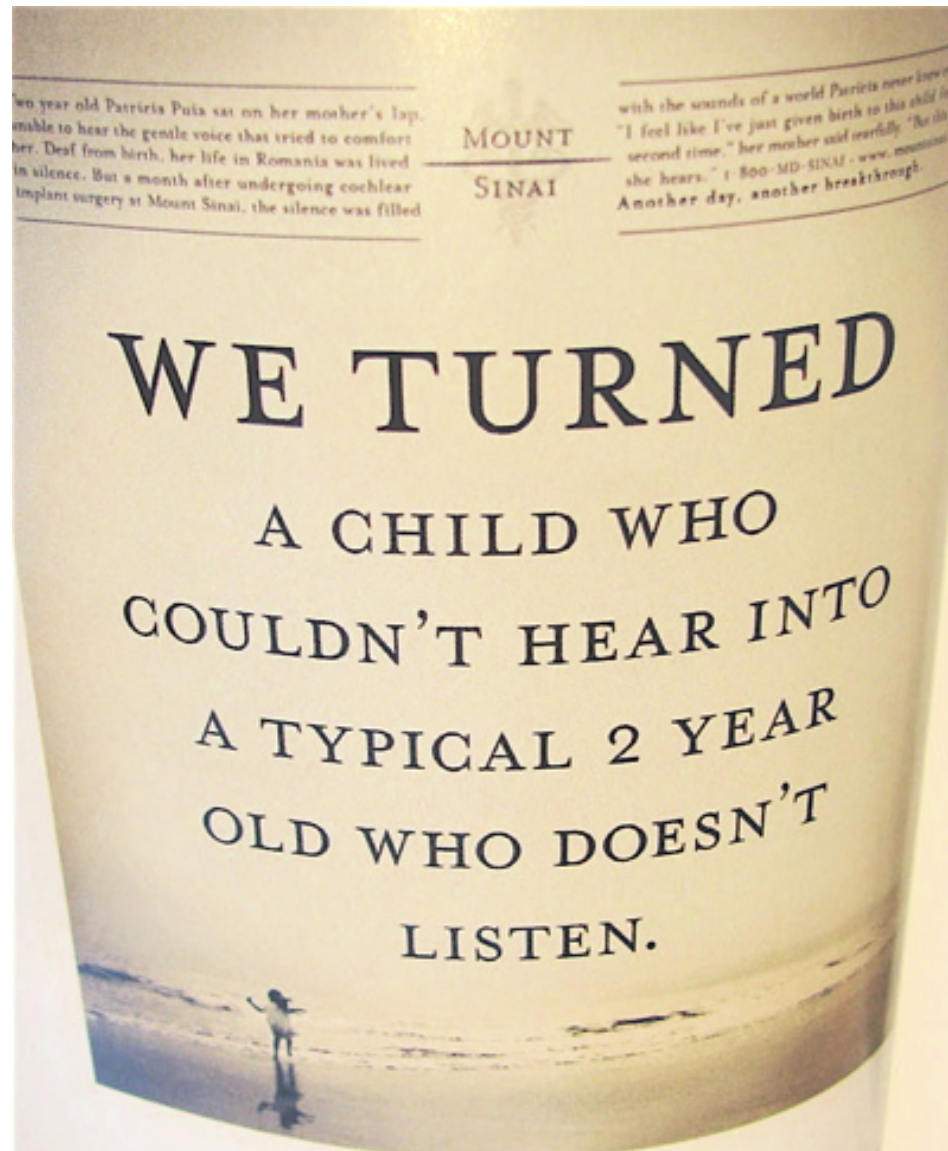
A > B =

today > tomorrow


before > after

problem > solution

evil > good



missing people
SEARCHING AND SUPPORTING IN IRELAND




15:48:08

He's been gone seven years.

But this is the hour he'll decide to call us.

And ask us to help him go home.

missing people
SEARCHING AND SUPPORTING IN IRELAND



15:48:14

Help Missing People make every hour count

Sponsor an hour now >

Great brands are “stories that are never completely told.”

– Scott Bedbury

“Do I tell people how
we are **unique?**”

What makes you different?

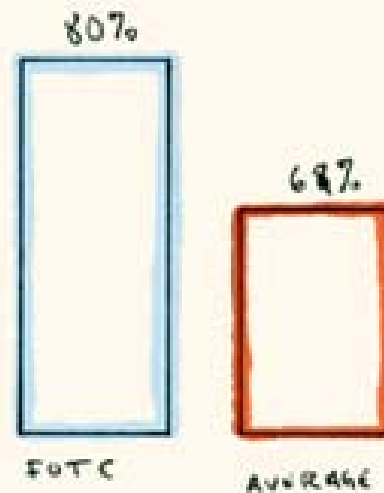
“We take citizens most likely not to succeed, and we help them to succeed.”

Director, Community College of RI



Problem/solution

GRADUATION
OR
GED EQUIVALENCY
RATE



Education is one of the cornerstones of Friends of the Children's program. Studies have shown that students who complete high school are dramatically less likely to become parents early or be involved in the criminal justice system.

Source: Friends of the Children

“Can readers easily
skim my stuff?”

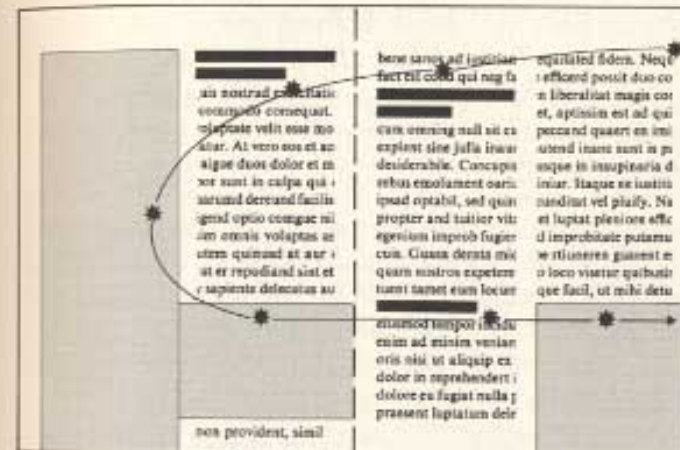
Vögele's eye motion study

Figure 40



With minimal display, the reader's eyes scan only a short distance into the page.

Figure 41



More display points give the eyes more fixes and increase the likelihood of the reader's going back to digest the message.

Corollary: info transfers best at the “browser level,” *not* in the body of an article

How you assume people see your newsletter

LEGISLATIVE UPDATE



2003 Legislative Session: Lean and Mean **The Wrap Up**

By John Durny

Five months ago the 2003 legislative session started with a new Governor, a daunting budget shortfall and significantly more Republicans in both the House and Senate. MCEA's legislative agenda reflected lean times, fiscal conservatism and achievable environmental objectives. We accomplished some, lost on others and stopped numerous ill-conceived attacks on laws that protect Minnesota's air, water and natural resources.

Unable to agree on controversial budget decisions, the legislature went into special session where many of MCEA's worst fears

The new law calls for a ten-year plan from the Minnesota Pollution Control Agency (MPCA) to locate and upgrade direct discharge systems and establishes a pilot program in three counties to begin cleaning up these systems.

Phosphorus

Legislation to ban dishwashing detergent containing phosphorus failed this year despite strong support from MER. The debate it stirred, however, created several important new phosphorus laws. One calls for the MPCA to categorize sources of phosphorus discharges in all the major water basins in Minnesota. A second establishes a state phosphorus reduction goal of 50 percent for waste entering a treatment facility.



Lottery

In April 2003, MCEA released a report showing that administrative costs at the Minnesota State Lottery were well beyond any comparable state (see full report at www.mncenter.org), reducing payments to the Environmental Trust Fund by potentially \$10 million per year or more. The legislature responded by reducing the Lottery's administrative allowance by \$12 million for the biennium and calling for a full performance audit by the Legislative Auditor. The



How people **actually** see your newsletter



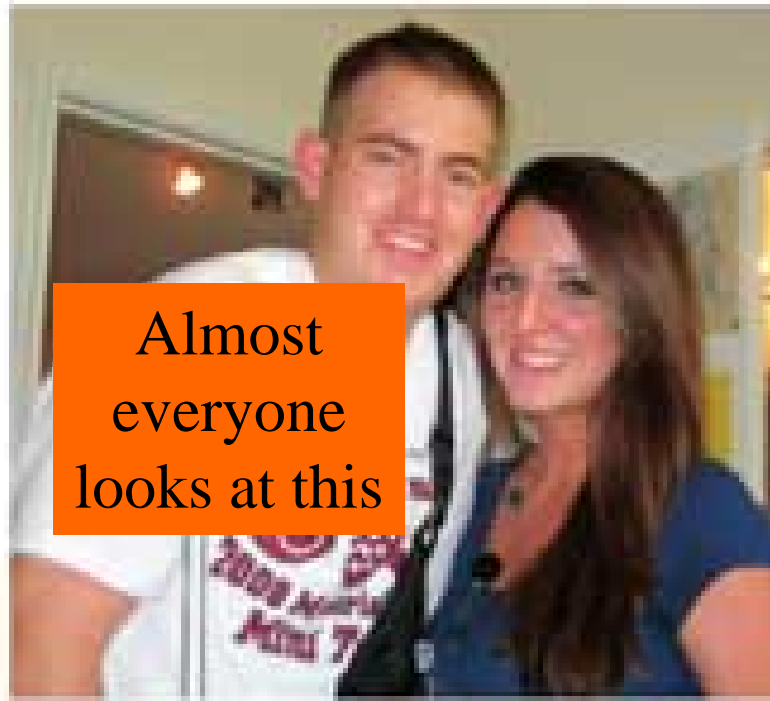
What do “readers” really see

- Artwork: 80 percent
- Photos: 75 percent
- Headlines: 56 percent
- Briefs: 31 percent
- Captions: 29 percent
- Text: 25 percent*

*This number is abnormally high, according to Poynter Institute researchers. They tested prototypes rather than actual publications. Prototypes invariably produce higher, more positive numbers than real publications. *Source: Ann Wylie*

Almost no
one reads
much of
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Almost
everyone
looks at this



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Alan Garner, president of Volunteers of America of Pennsylvania, accepts a check from Rosemary Browne, director of programs and community investment for The Foundation for Enhancing Communities.

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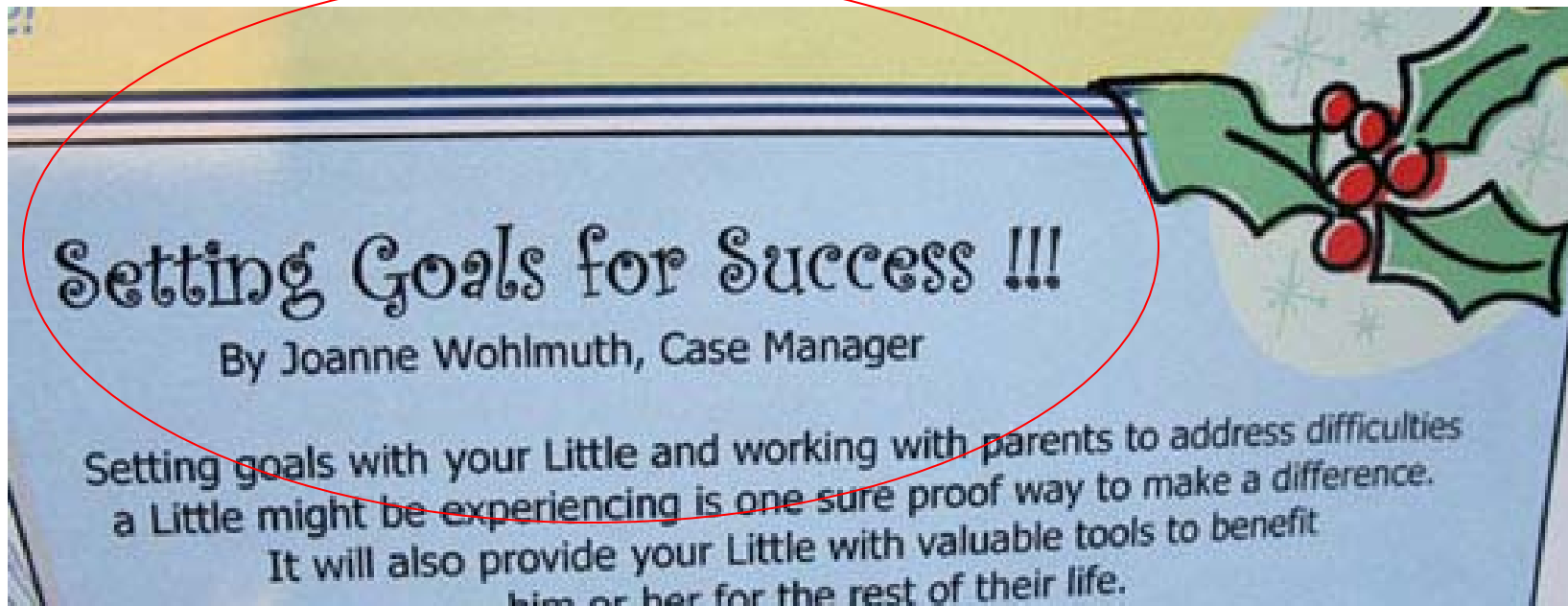
Readers read at 100 mph. The big check says, “Problem solved!”

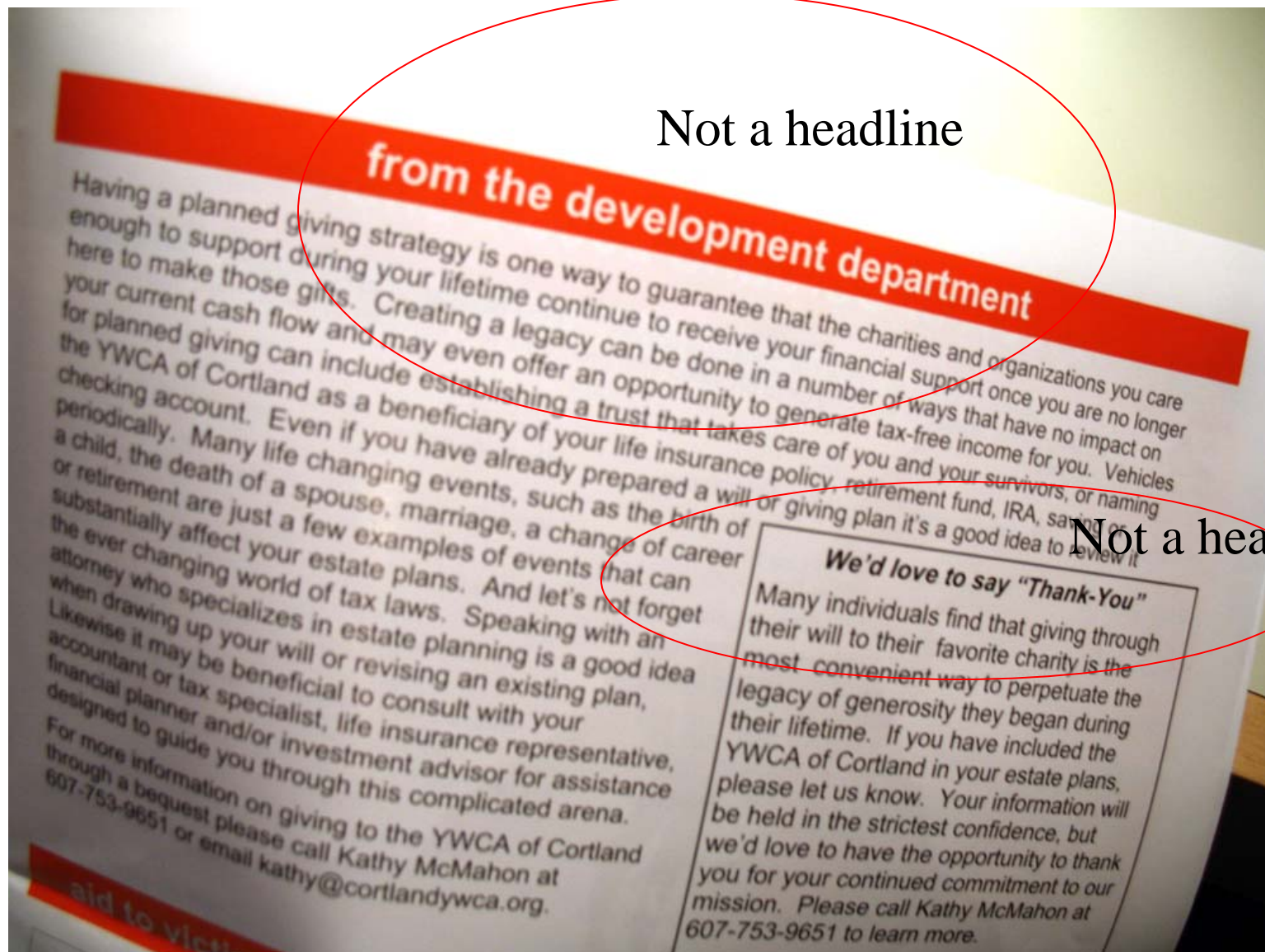
“Are my headlines
really headlines?”

This is *not* a headline. It's simply big type.



This is not a headline. It doesn't tell me what the story is about.





Great photo...
great recognition...
but what's the story?

By land, by air, and by sea, they have traveled the world. David and Sylvia Iren have visited big cities, like London, Paris, and Hong Kong, and journeyed through vast countrysides, as in China, Australia, and New Zealand. They love the adventures, yet there is no place like home.

Massachusetts is their home. It is where they raised their two daughters, Joan and Carol, and where, in 1966, David Iren took over a bankrupt carpet wholesale business. He created a family atmosphere and emphasized quality products and professional service. With hard work and perseverance, he transformed the company into a successful enterprise.

The Irens appreciate a similar focus on quality and service at Lahey Clinic. They are both long-time Lahey patients, having been cared for by Lahey physicians and clinical staff in their respective fields. David and Sylvia Iren each have successfully battled cancer and other serious health concerns. They are grateful for the high-quality, compassionate care that enables them to stay healthy enough to travel the world.

The Irens have found many ways to express their gratitude on, as David Iren says, "give back some of the generosity that has been given to us." In one instance, they honored their beloved Lahey physician, Bart Mandel, M.D., when they established a charitable remainder unitrust.

This trust offers many benefits. When it was created, it generated a sizable charitable deduction that reduced the Irens' income taxes. It also helped to diversify their portfolio. Today, this professionally managed trust provides Mr. and Mrs. Iren with quarterly payments—income that they use to travel and to spoil their grandson, Ethan. Someday, the trust will advance patient care in General Internal Medicine and Radiation Oncology.

David and Sylvia Iren journey around the globe, but they come home to receive world-class health care. Their generosity will help to ensure that this high-quality, compassionate care is available for generations to come.

If you would like information about establishing a charitable remainder unitrust, contact the Office of Gift Planning at 781-744-3333.

World Travelers Come Home to Receive World-Class Care



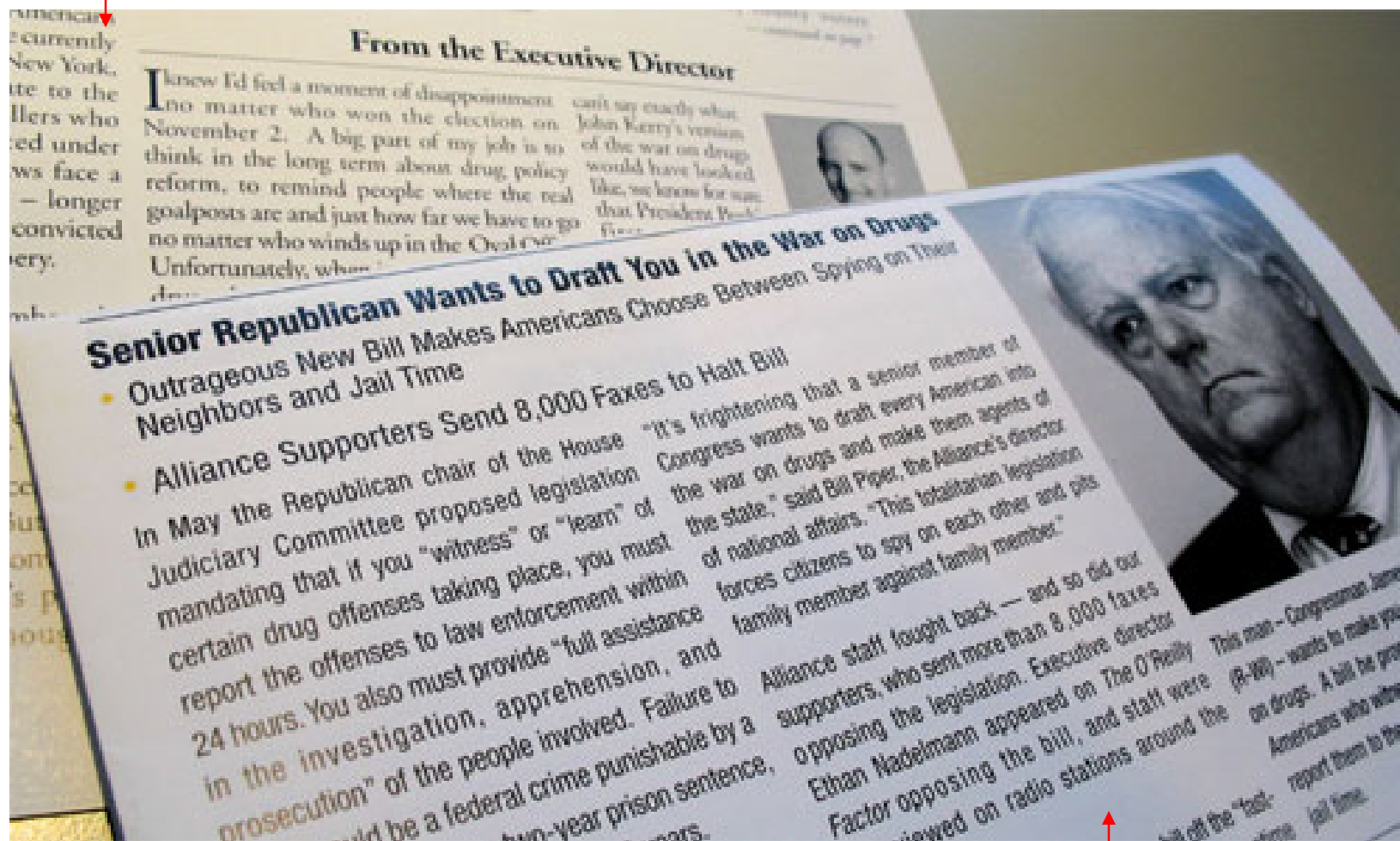
Deck (sub-headline)

Would Marijuana Be OK by
Prescription If You Didn't Get High?
Painkillers Without Pleasure

Headline

[in this case, the Wall Street Journal used 14 words to tell the tale -- short-winded for the Journal, which averages more like 25-30 words for its headline/deck combos]

Before



After

“...after seeing your presentation, we put into place many of the fundamentals you advocate for a good donor newsletter. It’s working! ...we’ve more than doubled our gifts, and they keep coming. The average gift size [from the newsletter] is almost twice as much as our **appeal’s** average gift.”

-- Clovis Thorn, Director of Development, Drug Policy Alliance; September 22, 2005

“A good headline [has] enticing words, good action verbs, the best possible summary of what the content is about, and, if possible, a surprise or ‘hook’ that pulls us in.”

Dr. Mario R. Garcia, *Redesigning Print for the Web*

“Do I promote trust?”



If you have credibility-builders, display them.



“Fundraising and efficiency facts...”

From the United Negro College Fund website

- UNCF maintains a low cost ratio of only 17.6 percent of total revenues – 7.8 percent for administrative costs and 9.8 percent for fundraising.
- Both The Non-Profit Times and The Chronicle of Philanthropy rank UNCF among the top 10 charitable educational organizations in the country.
- Approximately 92 percent of students attending UNCF member institutions require financial assistance.
- 59 percent of students attending UNCF member institutions are from families with a gross income of less than \$35,000 and roughly half of UNCF students are from single parent households.

Got testimonial?

“Is my website ready
for donors?”

58% of donors say they
research a nonprofit online
before making a contribution.

Source: The Agitator's 2008 DonorTrends Survey

What's in the middle of *your* home page?

- **A Great Story, Ideally with a Photo.** What's the best example you have that, in an instant, explains the importance of what you do? What story and/or photograph immediately conveys "This is why we do what we do" or "This is why it matters so much"?
- **A Solution to a Supporter's Problem.** Your supporters look up to you as an expert on your issues. If they are giving you money or other support, that usually means they agree with your approach to solving problems in your issue area. Bring your issue down to the individual, family, office, or neighborhood level and position yourself as a helpful, supportive neighbor by publishing an empowering how-to guide to solve a problem related to your mission.
- **An Urgent Call to Action.** What single thing do you want your supporters to do right now? Sign up for an event? Volunteer? Donate \$25? Ask your website visitors to do it right there on your home page, emphasizing the results that will come about when they do.

Source: Kivi Leroux Miller, 2010

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Save the Children.

Creating lasting change for children in need in the United States and around the world

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Creating Lasting Change for Children

FACES of POVERTY EYES of HOPE

Watch Video 



Actress Joely Fisher's personal journey



Donate Now

Matching Gift Opportunity

Become a Sponsor

Make a Difference

Stay Informed

Get eNews and Alerts

Take Action

Ways You Can Help



Microloans from CARE International UK

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Endeavouring dignity
Fighting poverty

How it works

You invest

Business grows

Your loan is repaid back to you

Featured Entrepreneur

Justice Nwaja, Togo

Loan requested: **£1339.29**

Justice M. NWAJIA is a 20 year old married man who trades in spare parts for motorbikes. Since starting this activity in 2004, he regularly goes to the capital city Lomé and to Nigeria where he stocks up on... [Read more about Justice](#)

Raised: £60.00

Needed: £1279.29

Justice's loan is **4 % funded**

Select loan amount: [Lend](#)

Activity type:

Vehicle Spares

More Featured Entrepreneurs



Justice Nwaja
Vehicle Spares
Amount: £1339.29
Remaining: £1279.29
Atakpame, Togo

[More info](#)

4% funded



Lucie Nangbedji
Market (Clothing)
Amount: £857.14
Remaining: £797.14
Cotonou, Benin

[More info](#)

18% funded



Karamatta
Market Stall
Amount: £571.43
Remaining: £498.43
Calavi, Benin

[More info](#)

18% funded



Kessal
Mobile Phones
Amount: £895.71
Remaining: £845.71
Atakpame, Togo

[More info](#)

5% funded



Kessal
Market (Clothing)
Amount: £1473.86
Remaining: £1412.86
Lomé, Togo

[More info](#)

4% funded

Welcome back!

[Sign in](#) to check on your loans

New to lendwithcare?

It's fast, free and easy to use. [click here to register](#)

Featured Lender



Carol Le'Vaut
Switzerland

I lend because... I'm a huge fan of CARE and its approach to ending poverty. [Read Carol's profile](#)

Gift Vouchers

A lendwithcare.org gift voucher makes the ideal gift! [Get one](#) or [select a recipient](#)

Invite a friend

Know someone that might like to join lendwithcare.org? [Click here](#)

Latest Activity




loaned to [Lucie Nangbedji](#) in Benin

[About Us](#)
[Contact Us](#)
[Terms & Conditions](#)
[Privacy Policy](#)
[Accessibility](#)
[Press](#)

“Am I jargon-free?”

Write like you're writing to
your mum.

-- Richard Radcliffe, one of the world's leading researchers
into donor motivation

The endowment goal: \$5 million minimum

A symphony is a tough business. Every time you perform, you lose money ... if you depend on ticket sales alone. Consider the National Symphony Orchestra, resident at the Kennedy Center in Washington, DC. The National Symphony earns just 60% of its income from ticket sales. And that's pretty typical. In Rhode Island we do a bit better. Here, subscriptions and single-ticket sales earn back 65% of our cost. **Still, it's clearly not enough.**

THE HIGH COST OF CONTINUED EXCELLENCE

NOWHERE AMONG AMERICA'S QUALITY SYMPHONY ORCHESTRAS do ticket prices alone cover the costs of a renowned conductor, top professional musicians, world-class guest artists ... not to mention the technical staff, overhead and the Annual charitable gifts, corporate donations, and the occasional make-up.

Permanent endowment is a remedy hotly pursued by top classical orchestras across the country. The Boston Symphony Orchestra has a \$100 million endowment.

We work with you to:

Create partnerships and initiatives that focus attention on and mobilize giving for key challenges facing our city... Collaborate with community leaders to make change happen whether as a donor or non-profit executive, visionary or organizer. We support philanthropic leaders in carrying out their work, reinforcing their efforts by carrying out ours.

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Create partnerships and initiatives that focus attention on and mobilize giving for key challenges facing our city... Collaborate with community leaders to make change happen whether as a donor or non-profit executive, visionary or organizer. We support philanthropic leaders in carrying out their work, reinforcing their efforts by carrying out ours.

The Loreto College Development [jargon] Office plays an integral role [jargon] in linking all facets [jargon] of the Loreto community by working with its key networking [jargon] groups; Parents & Friends, Class Representatives and Old Scholars. This liaison [jargon] is vital as it ultimately strengthens our community, enhances public relations [jargon] and effectively markets our College both internally [jargon] and externally [jargon].

“Do I make lots of
unburied offers?”

Don't BURY your offers.

Leave Your Legacy

For nearly eighty years, thousands of thoughtful and generous people like Richard Thalheimer have expressed their enduring commitment to this region by making a gift to their favorite charity through The Community Foundation for Greater New Haven.


In 1970 Richard established the Edna May and Richard M. Thalheimer Fund at The Foundation by bequest. The Fund represents a wonderful vote of confidence by a former member of the Distribution Committee who believed so strongly in the important role The Foundation plays as the community's permanent charitable endowment.

It provides a perpetual revenue stream for two organizations near and dear during Richard's lifetime - Yale-New Haven Hospital and the New Haven Boys & Girls Club.



It also provides flexible, unrestricted support for programs that best serve the current needs of the Greater New Haven community - like the adult education classes and after-school activities held at the Casa Latina Family Learning Center.

We invite you to join Richard and the many other caring visionaries who have had the charitable forethought to leave a legacy to the community through a gift in their wills.

For more information, call Dotty Weston-Murphy at (203) 777-7081

 The Community Foundation
for Greater New Haven
Taking philanthropy to the next generation
www.cfnh.org

R.I.P.

Prince Alfred College

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[Cocurriculum](#)
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[Home](#) > [Foundation](#) > [Support the Foundation](#)

Support the Foundation

The Prince Alfred College Foundation at Work

Since its inception in 1973 the Prince Alfred College Foundation has supported many exciting projects at the school, commencing with the Scotts Creek Outdoor Centre. Recent projects have included:

- John Angus Dunning Building
- Frederic Chapple Library
- Renovation of Colton Wing of the Main Building
- Arrowcrest Science Laboratories

The Foundation also supports Prince Alfred College through the Scholarship Fund, which assists students to have the opportunity of a Princes education.

The Prince Alfred College community is invited to support the Foundation in its work to support the ongoing development of the school.

Please Join Us

A warm invitation is extended to you to join like-minded members of the Princes community who are committed to providing for the future of the school through membership of the Foundation.

Membership of the Foundation is comprised of five levels:

Member	\$ 5,000
--------	----------

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[Cocurriculum](#)
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[Membership](#)
[T. G. Waterhouse Society](#)
[Foundation Events](#)
[News](#)

of solving homelessness," says Nadine Puryear, executive director of The Planning Council. "Foundation investments in bricks and mortar, people, services, planning and outcome measures" are all part of the solution.

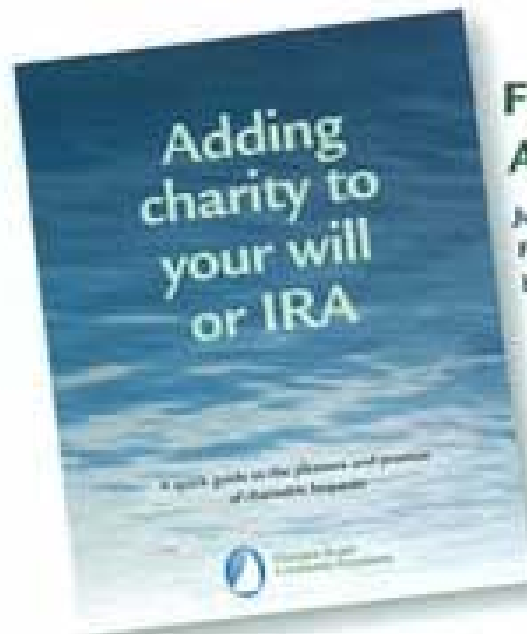
The January merger of the Norfolk and Virginia Beach foundations "helps us in our work," says Andrea Friedman, director of housing and neighborhood preservation for the City of Virginia Beach. "Tackling these issues can't be done by any one city." ■

Foundation grants since 2005 were
supportive housing, providing operating

Seton Youth Shelters
 St. Columba's Ecclesiological Shelter
 United Way of South Hampton Roads
 Union Mission Ministries
 Virginia Beach Community Development Corp.
 Virginia Supportive Housing
 YWCA of South Hampton Roads

Total: \$2,397,166

Unburied offer



Free. New. And yours for the asking...

Just published by the Hampton Roads Community Foundation: our informative — and inspiring — booklet about charitable bequests.

You'll get straightforward answers to all your questions. And you'll meet some wonderful people here in southeastern Virginia who have already added charity to their estate plans. Discover why charitable bequests are so wonderfully meaningful.

For your free copy, simply call us at (757) 622-7981 or email us at bequests@hamptonroadscf.org.

www.hamptonroadscf.org



This year, *and forever*, best friends Grace Donahue (d. 1992) and Doris Feldman (d. 1992) will help ...

To read the full, wonderful story of Hamden educators, Grace Donahue and Doris Feldman, visit www.cfgnh.org

... uninsured Hamden children suffering from eye and ear problems get early diagnosis and treatment. How can these good deeds continue year after year? Grace and Doris put charitable bequests in their wills.

A charitable gift in your will could easily be the most important — and lasting — gift you ever make. *Find out why.*

TO GET YOUR FREE, INSPIRING BOOKLET TODAY...



Mail this coupon to: The Community Foundation for Greater New Haven, 70 Audubon Street, New Haven, CT 06510 ...or call (203) 777-7068, or email endowNewHaven@cfgnh.org.

YOUR NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

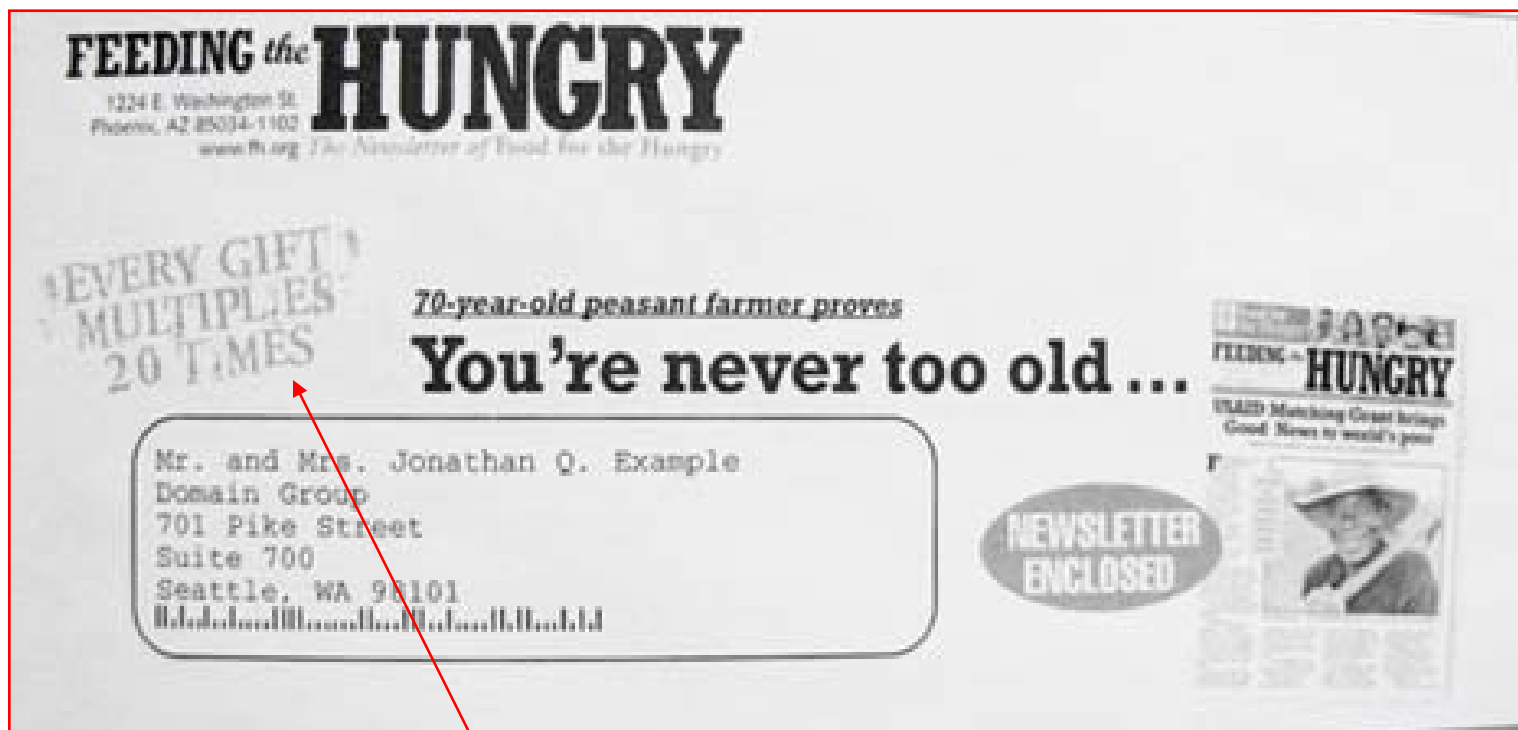
You don't have to be rich to make a huge difference to your community.



The Community Foundation for Greater New Haven

(203) 777-7068 | www.cfgnh.org
endowNewHaven@cfgnh.org

DF1



Offer-tunity

“Do I make it super-
duper easy to make a
gift?”

952-484-9007 (mobile)

www.cctwincities.org


For \$13, you can give someone in the Twin Cities a night in a shelter and a warm meal.



email footer (Tina Palmer, CFRE)


PLEASE BE SURE ADDRESS
APPEARS IN WINDOW

Give A Little Back!





AL0204021

Please Place Stamp Here.



Supporting our troops
and helping the families
they have helped


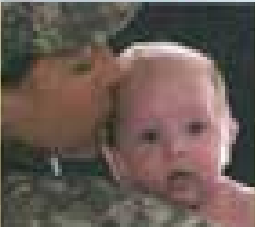






**There is no better gift than
helping those in need!**

tax-deductible contribution to Operation Homefront.

★ Contact us at (210) 659-7756 or www.operationhomefront.net

(footer on every email)

Greenpeace relies almost entirely
on the support of individuals,
remaining independent of any
government or corporate money.
Please donate now if you can.



Sarge: Found on the streets of Melbourne discarded, hungry and alone.

The Lost Dogs Home

[Home](#)

For just 27c per day you can help stop the suffering of dogs like Sarge 365 days a year.

Abandoned dogs like Sarge arrive at The Lost Dogs' Home every day. Many suffer from severe neglect, extreme hunger and horrific injuries.

Your gift of just 27 cents per day - deducted as a monthly amount of \$8 from your bank account or credit card - will help to treat and prevent the suffering of dogs like Sarge.

Yes, I want to help dogs like Sarge

I'd like to voice my concerns about animal welfare

By making a **monthly gift**, you will help to:

- Keep our 24 hour animal ambulance rescuing dogs and cats from the streets
- Provide the veterinary equipment and medical care that saves lives

By completing our **online survey**, you will:

- Add your voice to help animals in distress
- Help us better understand animal welfare, care and rescue in Australia

#1 reason people didn't give
online, research said?

They didn't know they could.

“Am I utterly explicit
about what I want
someone to do?”

HOMES WANTED

Our longer term residents are patiently waiting for a family of their own. We invite you to visit them at our No-Kill Pet Adoption Center and talk to our staff to see which animal would be the right match for you. They have been spayed/neutered and are current on all vaccines. Please, visit our website www.norfolkspca.com for other adoptable pets that still need good homes.

RUDY

FUJI

Fuji - (10 year old, female)
 "I'm a southern belle with flare and class. Just give me a window sill, beautifully decorated of course, and I will be a happy kitty - watching the world go by. I am diabetic, but I take my insulin twice a day without a whimper. I promise to be the sweetest part of your day."

VALENTINO

LILI

Lili - (3 year old, female)
 "Hey ya'll! I'm easy, breezy and beautiful. If you are looking for "Kitty Kisses", I'm the girl for you. I don't like to share, so I would prefer a home where I can have "my people" all to myself. I'm a talker too, so you can tell me your story and I will tell you mine."

MAGGIE

Maggie - (3 year old, female)
 "Since I have been here awhile, I have established myself as the "Queen Bee" of the Cat Room. I choose my feline friends and pick out a human visitor when I want some snuggle time. I am a Queen after all, but I still long for a family of my own to anoint as my royal care givers."



Saint Ignatius' College - Adelaide

Educating the whole person



SEARCH SITE:

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A Catholic, co-educational school conducted by the Jesuits

*Deo Gloria
To God, the Glory*

[latest news](#)[coming events](#)[photo gallery](#)[staff profiles](#)

[+ click to enlarge](#)

Development Office

The role of the Development Office, which includes Communications, Marketing and Fundraising is to seek support for Saint Ignatius' College through positive promotion and the cultivation and nurturing of all the members of its community.

Achieving this aim will ensure that the Ignatian community will be able to understand better the College's vision and plans for enabling its students to achieve their highest standards of academic education.

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Saint Ignatius' College - Adelaide

Educating the whole person



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© 2010 Saint Ignatius' College



- Our school's future will depend heavily on charitable bequests from you and others.
[Are you ready to learn more?](#)
- There are children we'd love to come here. But they can't afford it until we raise more for scholarships. [Are you ready to help?](#)

“Is my stuff rich with
emotional triggers?”

Emotion



Rationality

Emotion



Rationality

(Direct mail industry trade secret!)

Seven emotional triggers cause people to respond to direct mail:

- Anger
- Exclusivity
- Fear
- Flattery
- Greed
- Guilt
- Salvation





“Do I include great
big faces?”







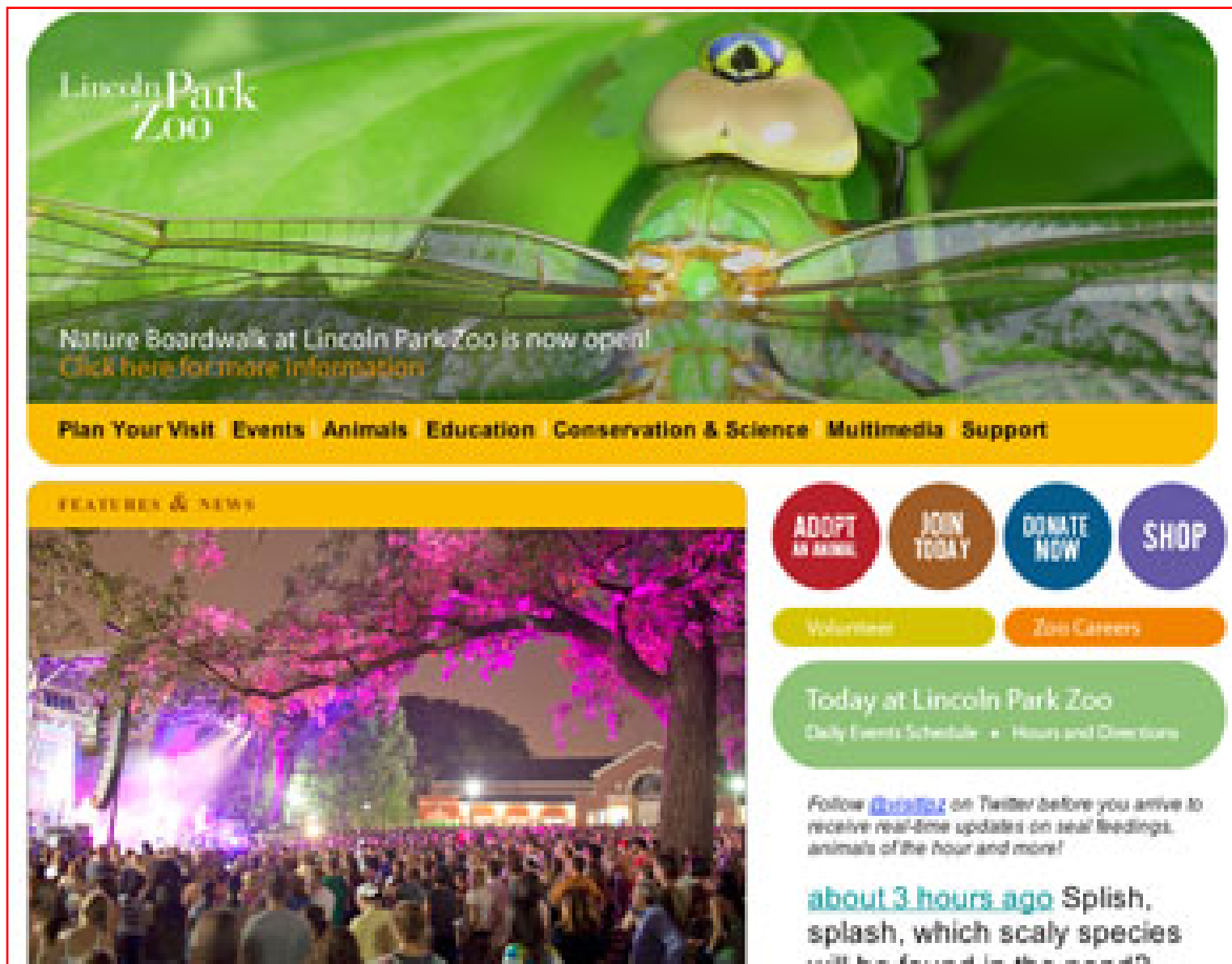
Source: Friends of the Children

Studies show eyes attract eyes



“Do I surprise my
readers ... or bore
them?”





Anything
New

Will Grab My Attention
(including the word “new”)

Planned Parenthood launches chic new condom brand

- Released for Valentine's Day under the trade name Proper Attire™
- New "fashion statement" condoms come in choice of styles
- Waiting for a man to provide the condom? That's so "last season," says PPFA

PLANNED PARENTHOOD HAS SOMETHING NEW to offer women who are sexually active, stylish, and want to protect their health: a line of attractively packaged condoms called *Proper Attire*,™ FDA-approved and rigorously

tested for quality assurance. The new condom brand has a remind-your-man subtitle: *Required for Entry.*™

"From the chic packaging to the playful brand



From the President



Alan R. Garner

When Ballington and Maud Booth founded Volunteers of America in March 1896, a reporter asked them what the organization would be doing. Ballington responded, "We will go wherever we are needed and do whatever comes to hand."

That vision still rings true today. As the changing times we live in have created challenges in all of our lives, the work of Volunteers of America continues to meet the needs of people in communities across our Commonwealth and this great nation.

Thankfully, some things don't change. Please

This is NOT new



Calls to 2-1-1 referral helpline increase as economic gloom deepens for many in Dutchess and nearby counties

Distress calls expected to increase in deep winter months

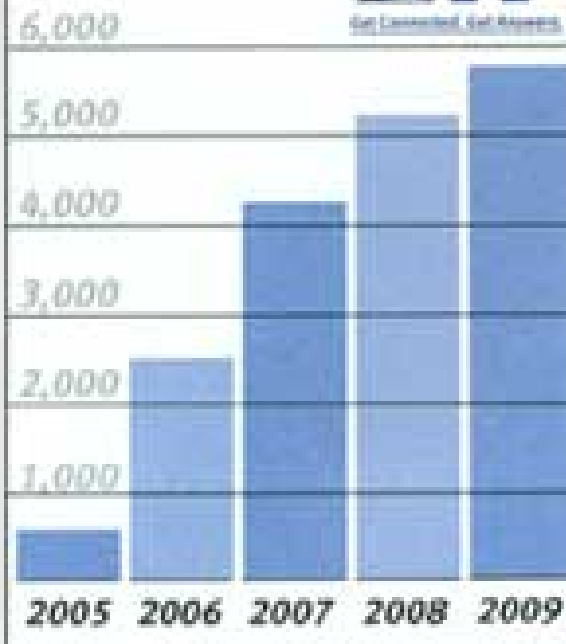
The number of 2-1-1 helpline calls continues to rise each year. In 2009 the calls rose to 5,717 in Dutchess County alone.

And the worst is yet to come. The deep winter months, January through March, usually draw the highest number of 2-1-1 calls in Dutchess County.

Donor-supported 2-1-1: What it is

The 2-1-1 helpline is a collaborative effort of the United Ways of Dutchess, Orange, Putnam, Rockland, Sullivan,

Dutchess County calls to 2-1-1 from 2005-2009



Help from 2-1-1 by knowledgeable and caring call specialists comes in more than 150 languages and is available from 8 a.m. to 8 p.m., seven days a week. Assistance for the hearing impaired is available as well via

Also “new-ish”

Words like *secret, hidden, hints, tips, update, private, confidential, mystery, discover, unveil, expose, reveal, divulge.*

Phrases like "Did you know?", "Myths and Facts," "Frequently Asked Questions," "Heard on the Blog."

Member ID#: HAMA050201001

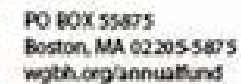
Please make any necessary corrections below:

Ms. Ivanna Bettermail
McPherson Associates, Inc.

312 East King Street
Malvern, PA 19355-2520

E-mail (see back):

Exp. Date



000

Promise: When you
stop boring your readers
with predictable stuff,
your income will go up.

“Do I invite my
donors to a fight?”

There's more.
or a handout;
e who earned
ent," said
ts. "You make

UNITED	
aim an	
me Tax	
to:	
3	
8	
7	

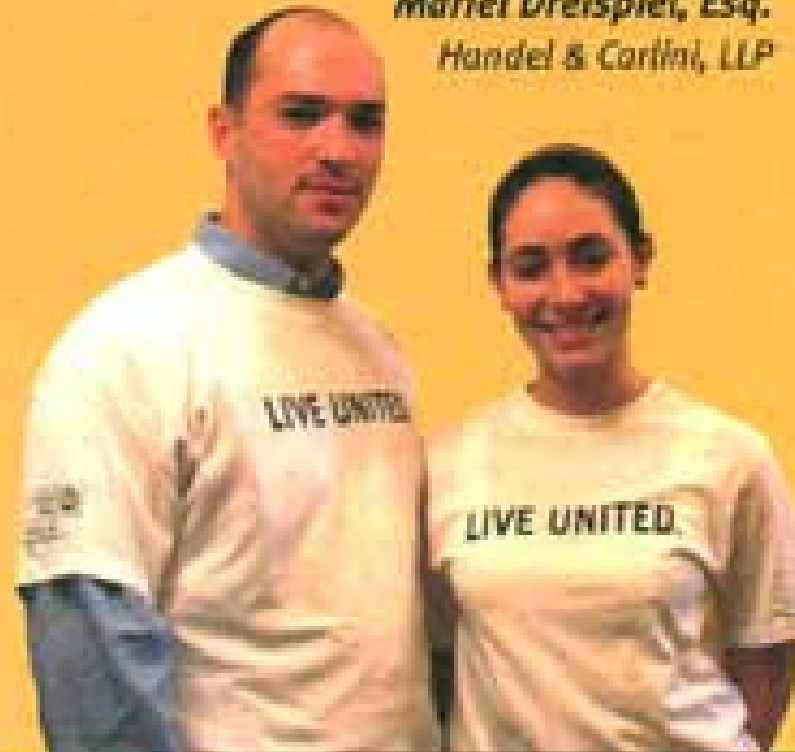
We volunteer and co-chair the Young Leaders United Committee because we believe United Way is a vital part of our community's future.

Omer Gil, Esq.

Iseman, Cunningham, Riester & Hyde, LLP

Mariel Dreispiet, Esq.

Handel & Carlini, LLP



SAVE THE BAY.

NARRAGANSETT BAY

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Protect

Restore

Explore

Connect

Donate

News & Events



GET CONNECTED!

Sign up for E-News.
Delivered direct to your
inbox twice a month.



DONATE

Make A Donation

Membership

Planned Giving

Gifts Of Stock

Sponsorships

HELP US HELP THE BAY

Your financial support of Save The Bay helps us carry out our mission to protect the health and future of Narragansett Bay and its watershed. We are working to build a stronger Bay community through advocacy, education and habitat restoration efforts. Please become part of the network of people who are working for the Bay people want. There is a multitude of ways you can

DID YOU KNOW?

