



Scary Good Ideas from Michelle's Mailbox

October 30, 2025



Welcome

Your Presenter



Michelle Johnston
Senior Manager of
Strategic Development

Basic Info

- This session is recorded, recording and presentation link will be sent out shortly after the webinar.
- Ask questions in the chat and we will answer them as we go.
- Our goal = 45 min presentation leaving time for additional questions.



Sustainer and Mid-level Packages





Children's National



Children's National.

☒ **Yes, DeAnn!** I want to give kids like Wes hope for a bright future.

Enclosed is my one time gift of:

☐ \$20 ☐ \$35 ☐ \$50 ☐ \$75 ☐ _____

Your gift and all donations raised through this appeal will be used where the need is greatest.

Please charge my donation to:

☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

☐ I've enclosed a check (payable to Children's National Hospital Foundation).

CARD NUMBER _____ EXPIRY DATE _____ CVV (security code) _____

CARDHOLDER'S NAME _____ SIGNATURE _____

EMAIL ☐ I would like to receive email updates on the great work being done at Children's National.

Put your gift to work now, **donate online at: childrensnational.org/Healing**



☒ **Yes, DeAnn!** I'd like to maximize my impact and provide lifesaving care for children and their families **all year long!**

Enclosed is my monthly gift of:

☐ \$15 ☐ \$25 ☐ \$35 ☐ \$ _____

Your gift and all donations raised through this appeal will be used where the need is greatest.

Please charge my donation to:

☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

CARD NUMBER _____ EXPIRY DATE _____ CVV (security code) _____

CARDHOLDER'S NAME _____ SIGNATURE _____

By completing this step, you authorize the storing of this card account for payment of (amount of the recurring gift) per the chosen recurring schedule and future agreed upon payments until you choose to cancel.

EMAIL ☐ I would like to receive email updates on the great work being done at Children's National.

Children's National.

☐ I've included Children's National in my will.

☐ I would consider including Children's National in my will.

Put your gift to work now, **donate online at: childrensnational.org/Healing**

Text **KIDS** to **25929** to stay up to date about how your support helps our patients and their families.

Children's National Referral and Information Line
Toll-free: **1-888-884-BEAR (2327)**
Local: **202-476-BEAR (2327)**

Children's National



Children/Youth



Format:

- OE: #10, RE: #9, Letter/reply: 8.5 x 14 (drop cut reply), Stickers: 8.5 x 11, Magnet: 3 x 3.5

Received: 2025

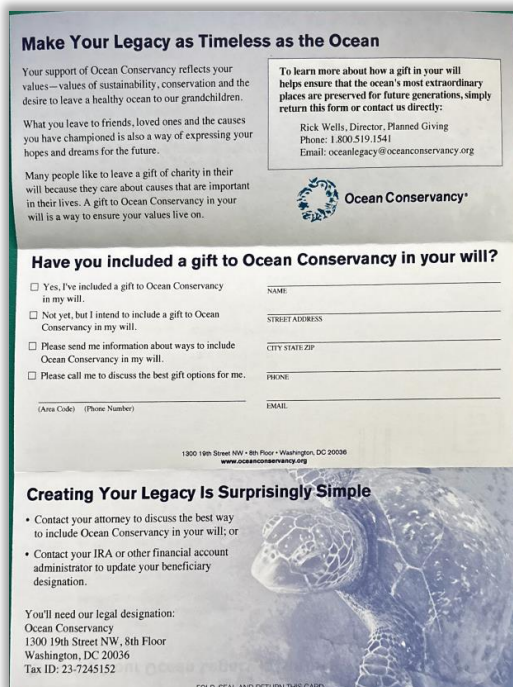
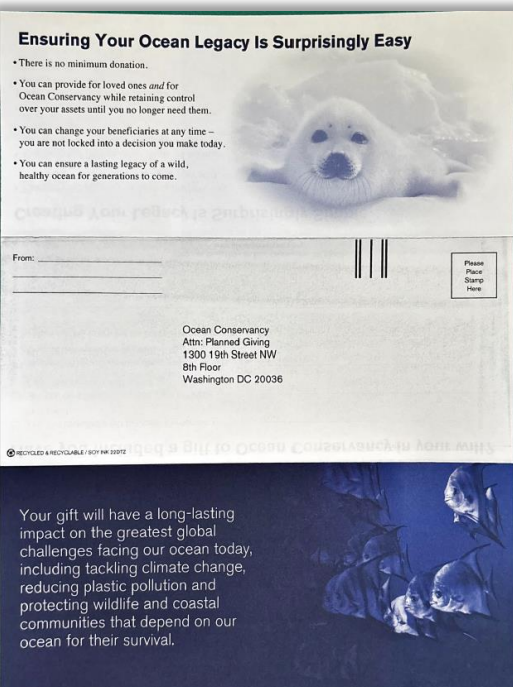
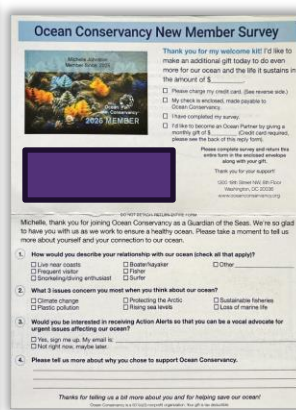
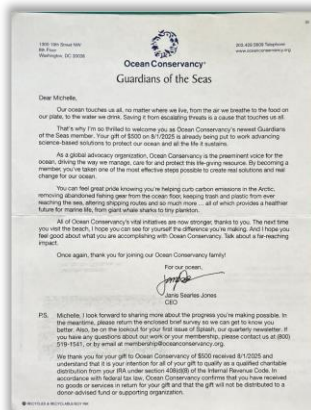
Program: Acquisition Test

What works:

- The reply includes a “Yes” statement on both sides—one version for monthly donors and another for one-time gifts. Depending on how it’s viewed, the donor may see either side first.
- The magnet features “2025 Supporter” beneath the logo, allowing it to serve as a replacement for a member card—especially for organizations where the card is more symbolic than functional.
- The open white space on the magnet invites donors to place one of the included stickers on it before displaying it on their refrigerator—a lasting reminder of the Hope messages from the package.



Ocean Conservancy



Here's how it works:

1. Just complete this form and return it to us in the envelope provided or join online at www.oceanconservancy.org/OceanPartners.
2. Your gift is automatically billed monthly to your credit card.
3. You can change your monthly giving at any time by calling 1-800-519-1541, or send an email to membership@oceanconservancy.org.
4. You'll feel great knowing each and every month you're supporting science-based conservation solutions for our ocean and all the life it sustains!

☐ **YES!** I want to become an Ocean Partner. Please charge my monthly gift of \$ _____ (\$10 minimum) to my: ☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Card #: _____
Expiration date: _____
Name on card: _____
Address: _____
City: _____ State: _____ ZIP: _____
Signature: _____

© RECYCLED & RECYCLABLE / 50% WASTE

Ocean Conservancy



Environmental



Format:

- OE: 6 x 9.5, RE: #9, Letter: 8.5 x 11, Survey/Reply: 8.5 x 11 with perf out member card, Planned giving insert: 8.5 x 11, Sustainer insert: 8.5 x 7

Received: 2025

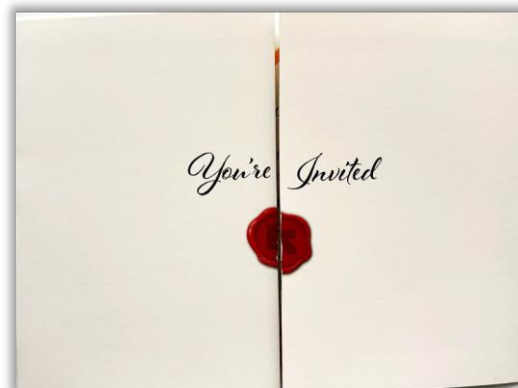
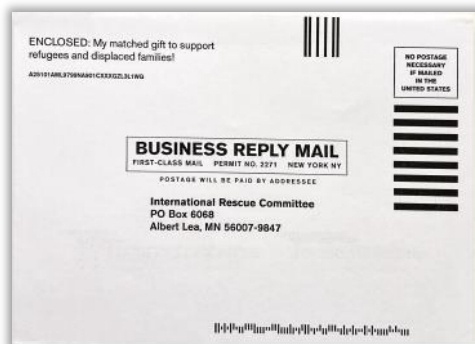
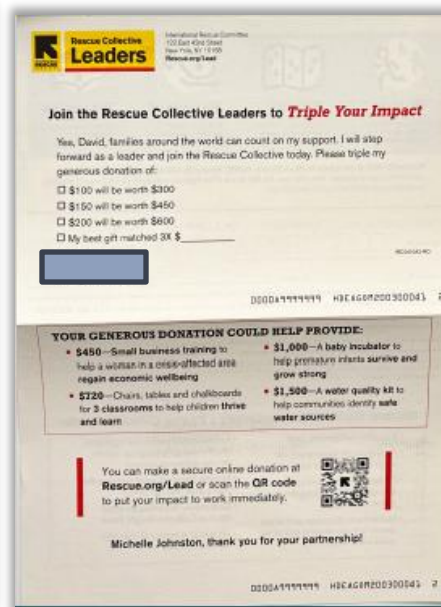
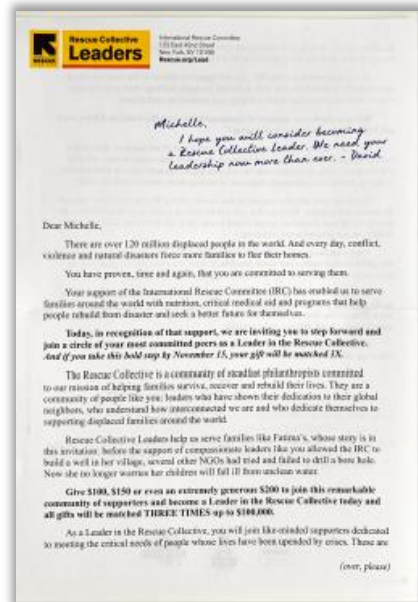
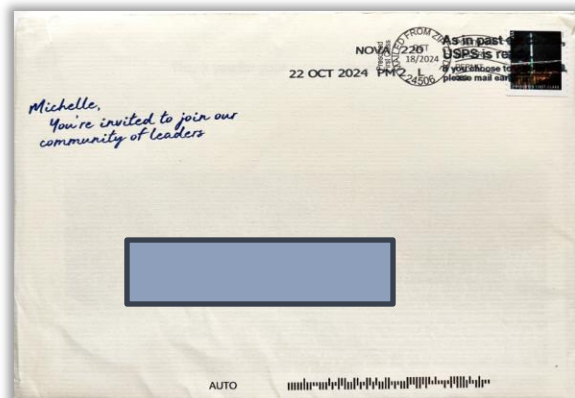
Program: New Donor Welcome

What works:

- This welcome package includes two key inserts — a Planned Giving self-mailer that allows donors to request additional information, and a Sustainer Ask insert to encourage ongoing support.
- The included 4-question survey is brief and engaging, designed to help the organization personalize future communications and appeals. It asks donors about their connection to the ocean (for example, whether they live near or participate in ocean activities) and which issues they care about most — such as climate change, fisheries, or marine life. Donors are also invited to share why they chose to join the organization.
- The survey reply features a perforated member card for the donor to keep and includes an open ask for an additional gift.



International Rescue Committee



International Rescue Committee



International Humanitarian



Format:

- OE: 5.5 x 8, RE: 5.25 x 7.25 Letter: 7 x 10, Reply: 7.5 x 10, Certificate: 7.5 x 5, Insert: 5 x 7 (folded size)

Program: Mid-level Invitation

What works:

- This mid-level invitation package includes a combination of a textured cream paper and a smooth white paper.
- The gatefold insert opens to reveal a formal invitation and colorful images that highlight the work they do.
- The OE features a faux handwritten message “Michelle, You’re invited to join our community of leaders.”
- Finally, the full-page reply includes a box with specific gift amounts and their direct impact.



MAKE MY GIFT GO 5X AS FAR!

☐ **YES!** Please match my gift *five times* to protect America's public lands and waters.
I'm enclosing my tax-deductible year-end donation of:

- ☐ \$XXX becomes \$XXXx5 ☐ \$XXX* becomes \$XXXx5 ☐ \$XXX becomes \$XXXx5
☐ \$500 becomes \$2,500 ☐ \$1,000 becomes \$5,000
☐ I want to increase my gift to: \$_____



**This amount or more entitles you to your free tote bag set!*

Household addressline
Address Line 1
Address Line 2
Address Line 3
City, State Zip

- ☐ Please do not send me the thank-you gift at this time.
☐ My check is enclosed.
☐ I prefer to use my credit card. (See reverse.)
Prefer to give online?
Visit wilderness.org/match.

Please detach one of the matching-gift coupons below to include with this reply form and your tax-deductible donation in the enclosed postage-paid envelope. Thank you!

SCANLINE

FIVE TIMES THE IMPACT!

5X

\$2HPC

Becomes **\$2HPCx5**

ID SOURCE CODE

FIVE TIMES THE SUPPORT!

5X

\$1.5HPC

Becomes **\$1.5HPCx5**

ID SOURCE CODE

FIVE TIMES THE RESOURCES!

5X

\$HPC

Becomes **\$HPCx5**

ID SOURCE CODE

MAKE MY GIFT GO 5X AS FAR!

☐ **YES!** Please match my gift *five times* to protect America's public lands and waters.
I'm enclosing my tax-deductible year-end donation of:

- ☐ \$XXX becomes \$XXXx5 ☐ \$XXX* becomes \$XXXx5 ☐ \$1,000 becomes \$5,000
☐ I want to increase my gift to: \$_____



**This amount or more entitles you to your free tote bag set!*

Household addressline
Address Line 1
Address Line 2
Address Line 3
City, State Zip

- ☐ Please do not send me the thank-you gift at this time.
☐ My check is enclosed.
☐ I prefer to use my credit card. (See reverse.)
Prefer to give online?
Visit wilderness.org/match.

Please detach one of the matching-gift coupons below to include with this reply form and your tax-deductible donation in the enclosed postage-paid envelope. Thank you!

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Becomes **\$1.5HPCx5**

ID SOURCE CODE

FIVE TIMES THE RESOURCES!

5X

\$HPC

Becomes **\$HPCx5**

ID SOURCE CODE

The Wilderness Society



Environmental



Format:

- Reply: 8.5 x 5.5

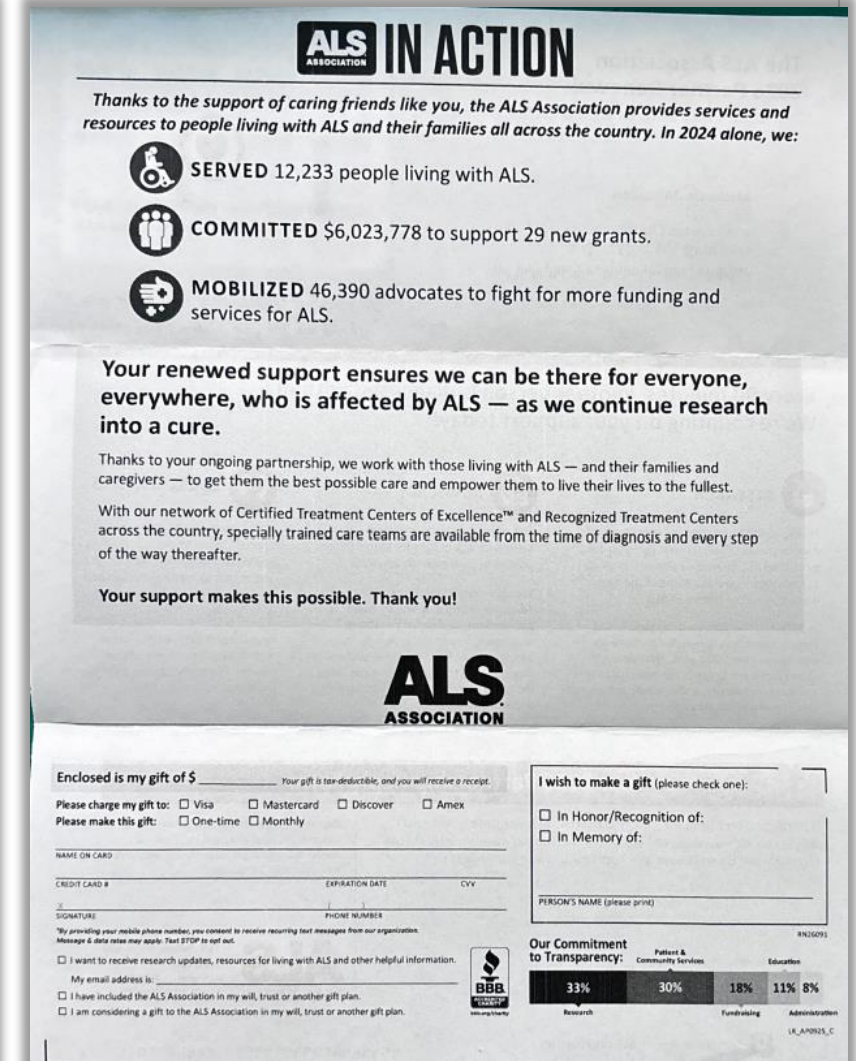
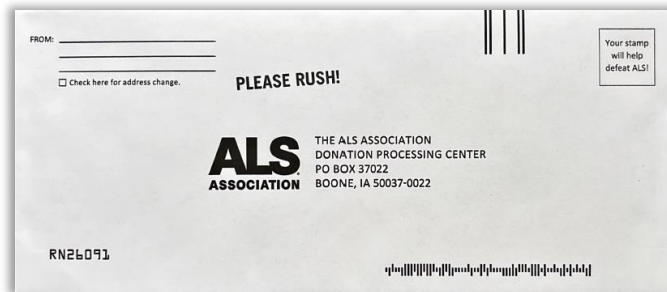
Program: Upgrade

What works:

- You never know where your next mid-level donor will come from. This reply offered every donor an ask that matched their current giving level and then additional asks taking them up to the mid-level \$1,000.

Member Card Ideas





The ALS Association



Health – Disease

Format:

- OE: #10, RE: #9, Letter/Reply: 8.5 x 11 with affixed 100# Text Card. Card has 10mil gloss film lamination on both sides.

Received: 2025

Program: Appeal

What works:

- The laminated card can be a good alternative to a plastic card and can be personalized before it is affixed. This does however create a match.
- The card uses just the name and a localized designation – in my case: Virginia Supporter.
- The back of the card (not shown) has a 2026 calendar – this can be a good way to get supporters to carry these symbolic cards with them.
- There is no real letter – the form lists 3 pillars of the organization and doesn't spend space on trying to convince donors that it is worth it to renew. Instead they have chosen to show the impact of donors and thank them for their support so far.

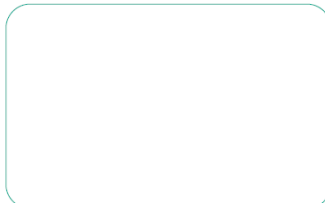
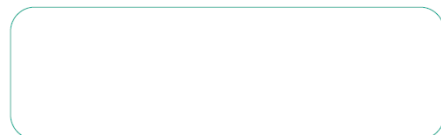


The Wilderness Society



Matching Gift Opportunity Enclosed:
Your Impact Goes **5X** as Far!

ANNUAL MEMBERSHIP RENEWAL NOTICE



Renew your annual membership today, and
every dollar you give will be tripled for 3X the funds
and 3X the impact!

Dear Valued Member,

They said it couldn't be done. They said the odds were stacked against us.

But you refused to give up. As a leading member of The Wilderness Society, you helped us square off time and again against the worst administration for conservation in history and not only defend our nation's wilderness, but achieve major victories such as passing historic public lands legislation.

You took action. You contributed generously. And you made the impossible possible.

As we head into what will be a pivotal year for the future of our wild, I want to thank you for your recent gift. Your unwavering support makes a powerful difference. Especially now, when we know that the threats we'll face in 2020 won't let up for a single second.

We'll face not only the mounting climate crisis, but also new efforts by this administration to expand fossil fuel development in our wild places and to roll back vital protections for our forests, wildlife, clean air and clean water. We must ensure we have resources at the ready to defend our American wilderness from any and all attacks.

That's why I'm enclosing you our 2020 Wilderness Society membership card today. And it's why I wanted to let you know about a very special opportunity that's only available for a limited time.

For 2020, any tax-deductible donation you give will be tripled in matching funds from a long-time supporter. Your date, but please consider making an additional gift now while it will be matched 3:1 to \$1.

Nothing attacks our wilderness, I'm not kidding, of the small off the pristine Arctic National Wildlife Refuge to the oil and

that the U.S. House of Representatives passed historic, bipartisan

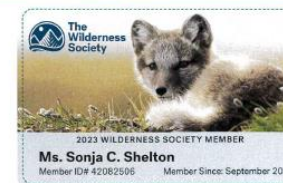
(Over, please)

Washington, DC 20006 | 1-800-THE WILD | wilderness.org



Membership Renewal Request

Sonja, here is your new 2023 Wilderness Society member card. Thank you for standing strong in defense of America's wild places this year! Please renew your annual commitment today.



DETACH HERE - RETURN LOWER PORTION

MEMBERSHIP RENEWAL REPLY FORM

☐ **YES, I will renew my annual membership with The Wilderness Society** and take advantage of this special opportunity to make my support go three times as far! Please TRIPLE my generous enclosed membership renewal gift of:

☐ \$850 ☐ \$1,300 ☐ \$1,700 ☐ \$2,150 ☐ Other \$_____

☐ My check is enclosed.

☐ I prefer to use my credit card. (See reverse.)

☐ Please send me email alerts about The Wilderness Society's efforts to protect America's wildlands, which are made possible by my support.

My email address is: _____

Visit wilderness.org/renewmatch to make your gift online, or call us at 1-800-THE WILD.

42082506 AMR23021M02MDL 2



The Wilderness Society



Environmental



Format:

- OE: #10, RE: #9, Letter/Reply: 8.5 x 11, Reply: 8.5 x 11 with perf out card and 2 perf off bookmarks

Received: 2023

Program: Renewal

What works:

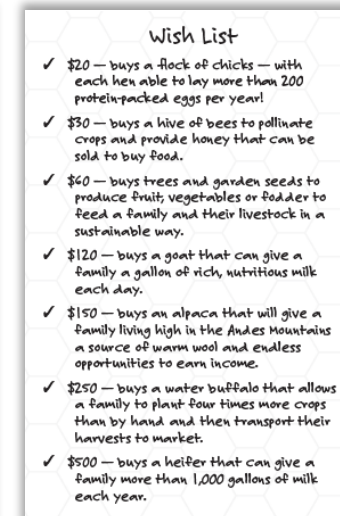
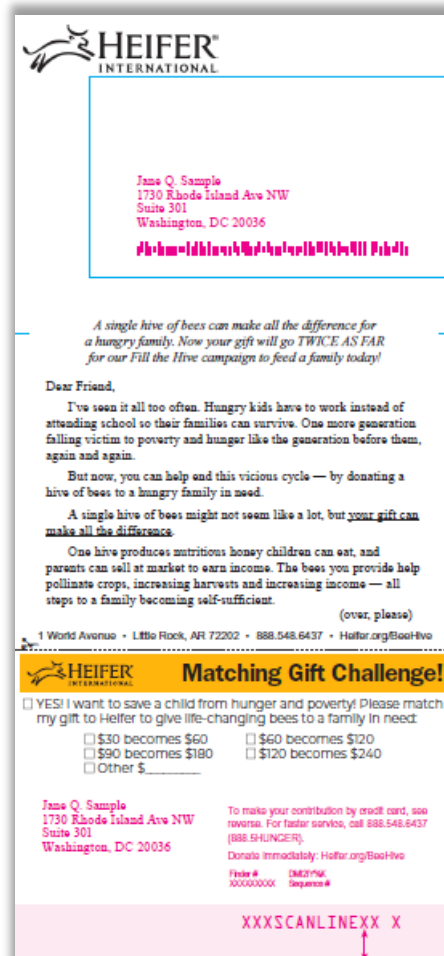
- The reply includes 2 built in upfront premiums by adding 2 perf off bookmarks to the bottom of the sheet. This is a very cost-effective way to add premiums to a package with little additional cost.
- To up the personalization, you could personalize the bookmarks. If printing traditionally, you may need to add a shaded box to the bookmark for the name to appear in.
- The package also includes the dated member sticker and an insert that ties into an existing match campaign.

Go Small: How Much Space Do You Need?





Heifer International



Alternatives - Notecard Version



THANK YOU!



Scan this QR code to view a special thank you message from our athletes.
SpecialOlympics.org/thankyou



Important: Your gift may be doubled if your employer has a matching gift program. Please see your Human Resources Department today.

You have been selected to receive these materials because we believe you have expressed an interest in helping our program and services. If you would prefer not to receive our communications, please let us know by emailing us at donorservices@specialolympics.org.

Your generous contribution supports your local chapter as well as Special Olympics' worldwide programs and initiatives. By participating in a cooperative direct mail effort with Special Olympics International and other state chapters, Special Olympics makes your dollars go further for athletes here and elsewhere.

Special Olympics protects personal information. For more details, visit [SpecialOlympics.org/Privacy-Policy](https://www.specialolympics.org/privacy-policy)

253MFRM

Special Olympics

Greetings Sample A. Sample,

I wanted to send you a very special note to say ... thank you!

As one of our most dedicated supporters, you're such an important member of the Special Olympics team. I hope you know how much we appreciate your thoughtful and compassionate commitment.

Without valued Special Olympics Partners just like you, we couldn't do what we do — day in and day out, in Illinois and around the country — to give more people with intellectual disabilities the chance to experience the joy of sports training and competition.

Your generosity is already hard at work, helping athletes get off the sidelines and into the game!

Sample A. Sample, to express our gratitude for your ongoing support, I've enclosed a personalized certificate of appreciation, along with a special magnet just for you. When you display them, I hope they serve as reminders of the many athletes who are finding purpose, confidence, and success with Special Olympics because of you!

Thank you for believing in our athletes.

Timothy Shriner
Timothy Shriner
Chairman of the Board
Special Olympics International

2025
CERTIFICATE OF APPRECIATION

presented with gratitude to
Sample A. Sample
Sustaining Partner since 2025

Timothy Shriner
Timothy Shriner, Chairman of the Board
Special Olympics International

Special Olympics

[Mrs. Sample], children in [XXXXStateXXX] are struggling with hunger and need your help.
Please read my important message inside.

Mrs. Jane D. Sample
123 Main Street
Anytown, USA 12345



URGENT GIFT REPLY REPLY BY June 29, 2020

Yes, I want to support the 2020 Annual Fund to help food kids and families facing hunger. Enclosed is:

- ☐ [BASK1] to help provide [ASK1x10] meals
- ☐ [BASK2] to help provide [ASK2x10] meals
- ☐ [BASK3] to help provide [ASK3x10] meals
- ☐ \$_____ to help provide as many meals as possible
- ☐ I'm giving by credit card (see other side)

Give online: SupportFeedingAmerica.org/Feed

Put your gift to work right away.

Mrs. Jane D. Sample
TPO
123 Anytown
Suite 1234
Anytown, PA 12345-1234

XXXXX XXXX XXX XXXX XXXX

2020 Supporter
[Mrs. Jane D. Sample]
[Second Name]

With thanks for helping kids facing hunger

FEEDING AMERICA

FEEDING AMERICA 2020 ANNUAL FUND

Dear [Mrs. Sample],

Americans are facing unprecedented challenges that have had a staggering effect on children and families struggling with hunger. The need has never been greater, and our work has never been more important.

[Mrs. Sample], the devastating reality is that 1 in 7 children in the United States are facing hunger in the current crisis. Their families are doing their best to feed them the healthy food they need to learn and grow. It is the most unfair thing I can think of.

But you can provide help and hope. With your gift of [BASK1], [BASK2] or as much as [BASK3] to the 2020 Annual Fund, you can help bring food to children struggling with hunger.

With your generous gift, you'll partner with Feeding America in responding to this ongoing crisis. Through the nationwide network of food banks, we help provide food to more children than any other charitable organization in the country.

Because of our network's efficiency, every \$1 you give helps provide at least 10 meals to children facing hunger. Just imagine what [BASK1], [BASK2] or [BASK3] can do.

I know you don't want a single child to suffer the pain of hunger. But in these unprecedented times, even more families are going without. Please give today to help get food to children in need. Thank you, in advance, for your compassionate support.

Gratefully,
Elizabeth Nielsen
Elizabeth Nielsen
Senior Vice President, Feeding America

P.S. To thank you for your support, I've enclosed a handy kitchen conversion chart for you. Remember, every \$1 you give helps provide 10 meals. Please be as generous as you can to help families in this critical time.

PA-020-CULT-HNC1

I want to give using my credit card

CARD NUMBER _____ EXPIRATION DATE _____

BUSINESS OR HOME PHONE _____

☐ Charge my credit card for a one-time gift of \$ _____

My email: _____

(If I've Feeding America to contact me with information and opportunities to help and hunger in our country.)

Contributions to Feeding America may be tax-deductible to the fullest extent permitted by law. Please make your check payable to FEEDING AMERICA. Return this form with your gift in the enclosed envelope or mail it to Feeding America, P.O. Box 95769, Washington, D.C. 20095-0769. If you wish to change the frequency of future mailings from us, or if you have any questions, please contact us at 1-800-870-8224.

Kitchen Conversions

SPOONS AND CUPS								MILLILITERS				
tblsp	tblsp	fl oz	cup	pt	qt	gal		ml	oz	ml	cup	ml
1	1	1/2	1/8	1/2	1/2	-	1/2	2 1/2	2	80	1/4	60
2	2	1	1/4	1/2	1/2	-	1	5	4	160	1/2	120
4	4	2	1/2	1	1	-	2	10	8	320	1	240
8	8	4	1	2	2	-	4	20	16	640	2	480
16	16	8	2	4	4	-	8	40	32	1280	4	960
32	32	16	4	8	8	-	16	80	64	2560	8	1920
64	64	32	8	16	16	-	32	160	128	5120	16	3840
128	128	64	16	32	32	-	64	320	256	10240	32	7680

Heifer International



International Humanitarian



Format:

- OE: 4 x 6, RE: 5.25 x 3.75, Letter/Reply: 5 x 10.625, Insert Vouchers: 3.5 x 12.5, Notepad: 3.5 x 5.5 (8 sheets + backer)

Received: 2023

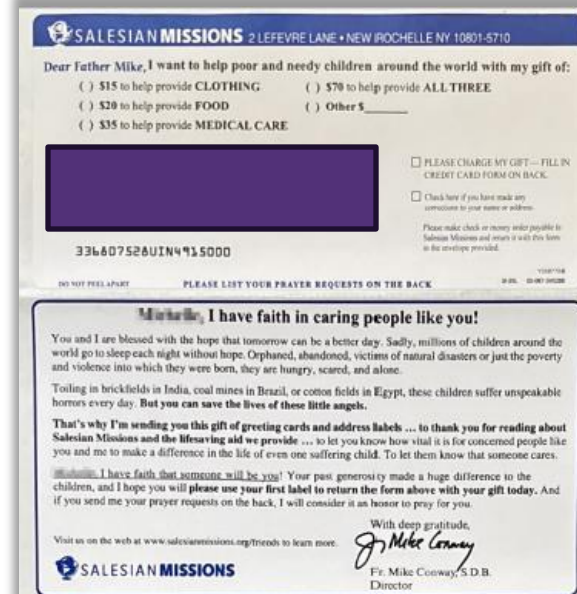
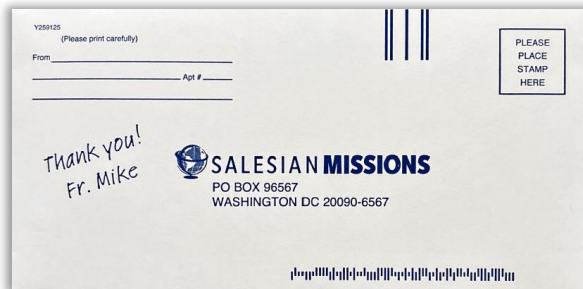
Program: Acquisition

What works:

- This format has become very popular for programs looking to move away from the typical #10 package. Especially in Acquisition.
- This version includes a back window on the OE where the notepad premium can peek out, as well as the vouchers showing the various matching gift options in the offer.



Salesian Mission



Salesian Missions



Faith-Based



Format:

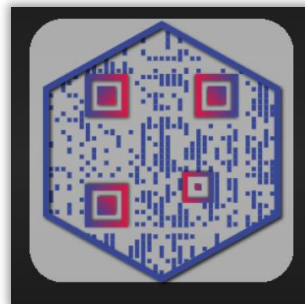
- OE: 4 x 7.625, RE: 3.625 x 7.125, Label/Letter/Reply: 7 x 14, Buckslip: 7.375 x 3.5, Greeting Cards (3): 3.25 x 4.5 (folded), Greeting Card Envelopes (3): 3.625 x 5.25 (embossed with a texture), Sweepstakes Ticket Book: 5.75 x 3.625

Program: Lapsed

What works:

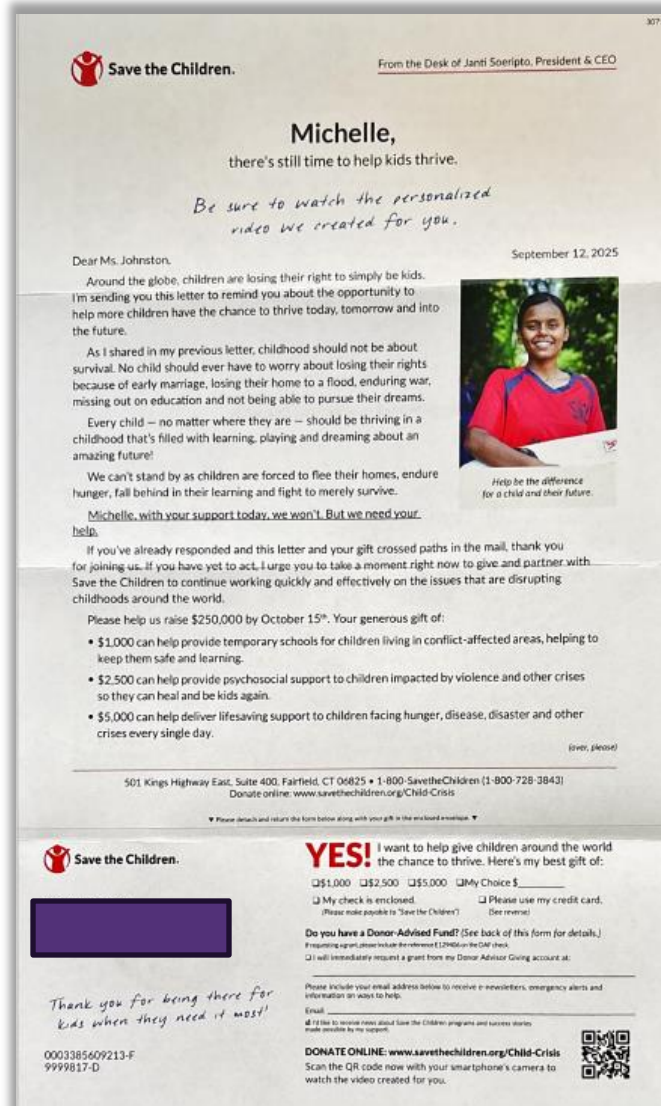
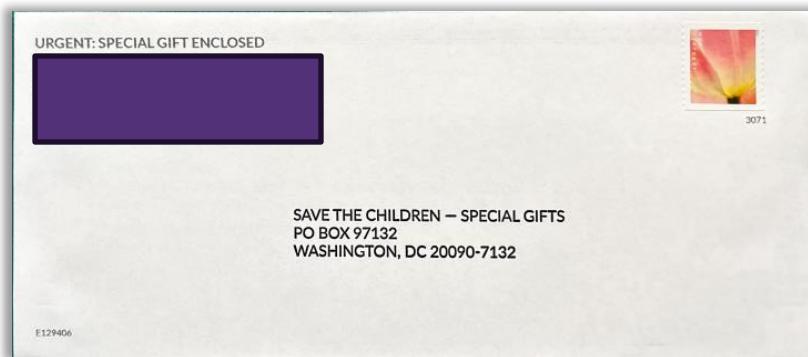
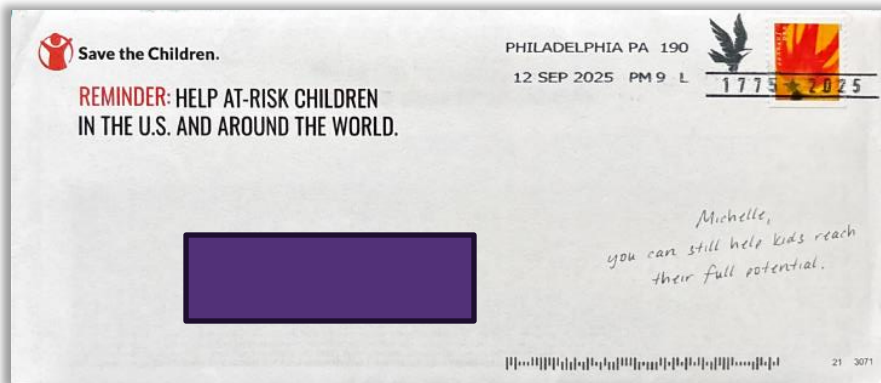
- Greeting cards can be small and still count as a viable upfront premium. These 3 small cards have an added “value” of the embossed/textured envelopes.
- Combining the letter, labels and reply into 1 form allowed this to be a “no match” mailing – keeping costs lower.
- Watch the thickness of the package – if it goes over 0.25”, the USPS will charge this as flat rate postage.

QR Codes





Save the Children



Save the Children



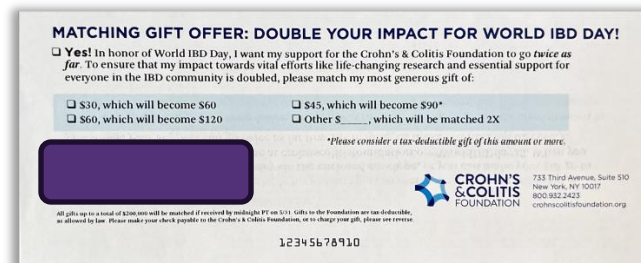
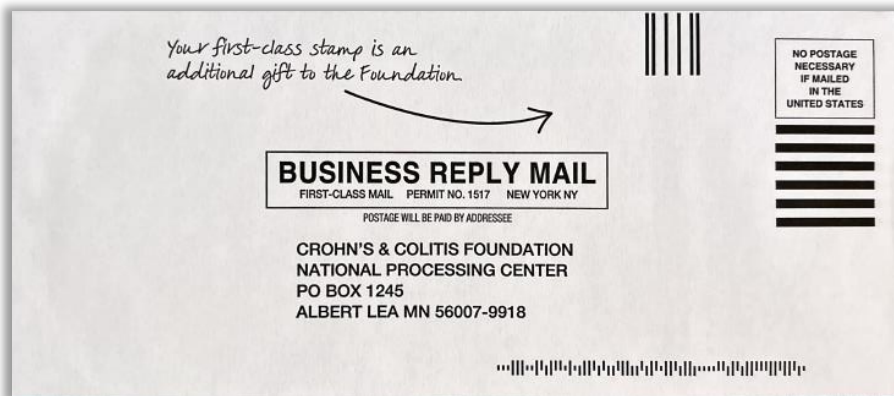
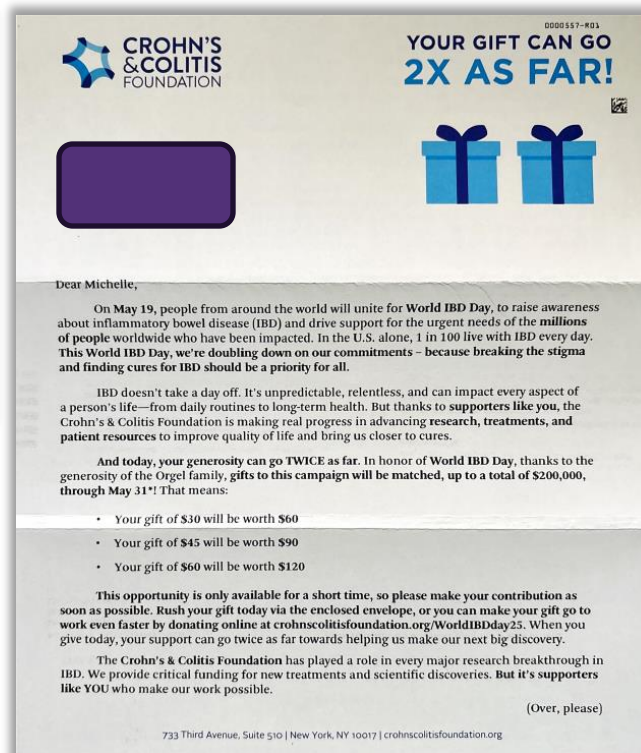
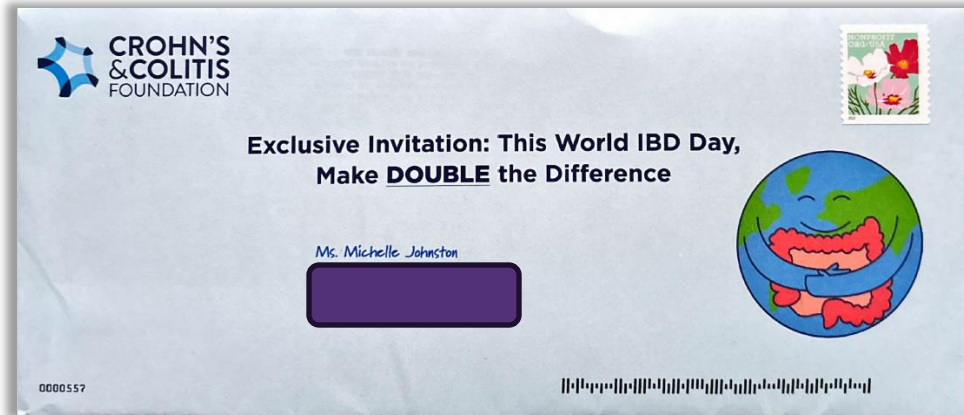
Children/Youth



- Format:
 - OE: #10, RE: #9, Letter/Reply: 8.5 x 14
- Received: 2025
- Program: Mid-Level
- What works:
 - This simple package includes small faux handwritten call outs that are personalized (on the front of the OE and the back of the letter).
 - The QR code leads to a landing page that includes a donation button, a video speaking to this specific Leadership Circle audience, and a downloadable briefing – a one-page document outlining the work Save the Children is doing. The URL however leads to the typical donation page.
 - While this landing page most likely would not qualify for the USPS Integrated Technology discount as the QR code does not go directly to the donation page, you could include the video on your donation page instead in order to receive the discount.



Crohn's & Colitis Foundation



Crohn's & Colitis Foundation



Health – Disease



Format:

- OE: #10, RE: #9, Letter/reply: 8.5 x 11 (drop cut), Buckslip: 8.5 x 3.5, Magnet: 3.5 x 3.5

Received: 2025

Program: Appeals/Renewals – Test (Lo\$/\$100+)

What works:

- The magnet has a QR code that leads donors to an online cookbook. Donors can add the magnet to their refrigerator and pull up recipes when they need them. And the organization can update the recipes as they need/want without needing to provide new magnets or QR codes.
- The landing page of the website has a donation button as well as registration information for people who want to stay connected to the organization. This can help increase both the digital footprint for digital first donors as well as help capture emails and phone numbers for donors to receive additional omnichannel touchpoints.

Storytelling & Impact



Help us teach the undeniable truth of Holocaust history to more people around the world.
Your support is urgently needed in 2025.

PLEASE GIVE TODAY: ushmm.org/donate

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
Tel: 202/388-2300
Fax: 202/388-2300
www.ushmm.org

DEFENDING THE TRUTH
of the Holocaust begins with all of us.



JAMES GILBERT
Director, Survivor Ethics

"As we are seeing an unprecedented wave of antisemitism, Holocaust survivors need to be **pro-actively kept safe** from harm. They are our last teachers about the consequences of unchecked hatred, and we are working to bring them to share their Holocaust experiences and timeless wisdom with people all over the world."



JONATHAN LUBIN
Acting Executive Director of the Holocaust and Genocide Department

"I work with diverse groups of high school students who learn directly from Holocaust survivors and Museum staff, exploring the complexities and lessons of the Holocaust. The 30-year-old **Bringing the Lessons Home** program has established a global network of alumni who return to their schools to continue the learning in college and the workforce. As ambassadors for the Museum, they actively share insights on antisemitism and the lessons of Holocaust history with their friends, families, and in more."



DOROT KIMMELBA
Chief Counselor, The David M. Rubenstein Holocaust Research Center, Holocaust Education

"It was so very **hard** to **allow** it to be presented the **entire** of the Holocaust and still to share with the public the personal losses that inevitably and still the victims' stories – connect our visitors to the lives they lost and not just the tragic circumstances surrounding it, many of their lives. The **experience** of collective loss, the active to bear and preserve, also represents a **challenge** upon against the conditions and antisemitism that still permeate today."



LEAH WOLSON, PhD
Director, Campus Outreach Program

"As this **prejudiced** crisis, by providing **help** college instructors **create meaningful connections** to Holocaust **lessons** in their studies, who are grappling with complex questions about their world. The Holocaust has so much to teach us about the dangers of antisemitism and antisemitism has also apply to students to respect their personal backgrounds."

YOUR SUPPORT IS NEEDED RIGHT NOW to further the Museum's urgent mission and continue educating in these challenging times about how and why the Holocaust happened. Together, we can inspire more people to stand against antisemitism and hate when they see it today.

MAKE A GIFT TODAY.

(over, please)

Thank You Messages

United States Holocaust Memorial Museum



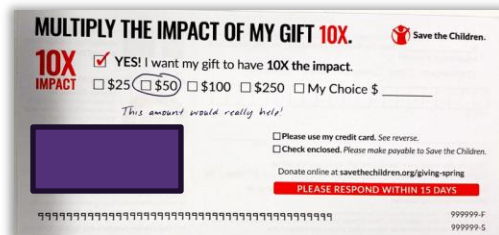
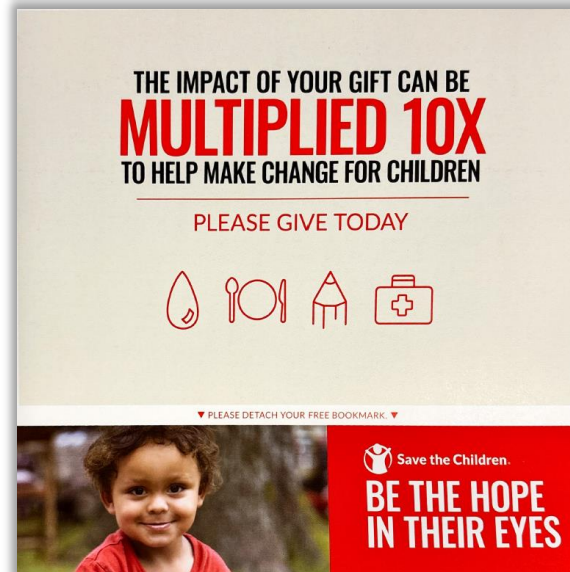
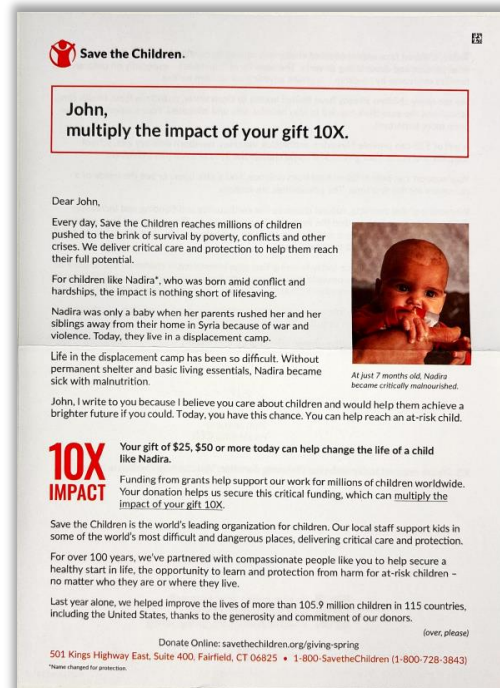
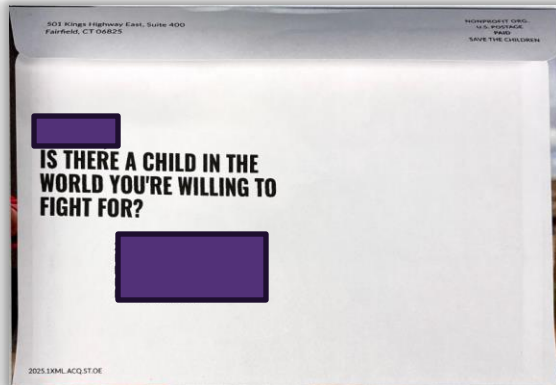
Art & Culture



- Format:
 - OE: #10, RE: #9, Letter/reply: 8.5 x 14, Insert: 21 x 3.5 (flat size), 7 x 3.5 (folded size)
- Received: 2025
- Program: Appeal
- What works:
 - The smaller size stands out in the mail – larger than a #10 but smaller than a 6 x 9.
 - The story cards include a perf off bookmark which gives an inexpensive upfront premium without the need for announcing a premium.
 - The back of the story cards were used for type of information typical on the back of the letter – without sacrificing space for the letter.



Save the Children



Save the Children



Children/Youth

- Format:
 - OE: 5.5 x 8, RE: 3.875 x 7.5, Letter/reply: 7.25 x 14, Story card with bookmark (2): 5.5 x 8
- Received: 2025
- Program: Acquisition Test
- What works:
 - The smaller size stands out in the mail – larger than a #10 but smaller than a 6 x 9.
 - The story cards include a perf off bookmark which gives an inexpensive upfront premium without the need for announcing a premium.
 - The back of the story cards were used for type of information typical on the back of the letter – without sacrificing space for the letter.



Digital Print





Heifer International



1 World Avenue
Little Rock, AR 72202
Heifer.org

INDICIA

<NAME>,
THE CHICKS YOU DONATED ARE EMPOWERING HUNDREDS OF WOMEN FARMERS IN GUATEMALA. BY RAISING HENS, THE WOMEN ARE LEARNING THE BENEFITS OF COLLABORATION, GAINING SKILLS AND CREATING WEALTH FOR THEIR COMMUNITY.




Dear <Salutation>,
Thank you so much for your gift of chicks. Here's the latest update on the progress you (and they!) are making possible for women farmers in rural Guatemala.

Small but mighty, chicks grow up to become prolific laying hens whose eggs can transform individuals and communities — both nutritionally and economically. Yours are being tended by members of Heifer's Women's Empowerment and Entrepreneurship project in Guatemala, where Heifer is helping once-struggling farmers become successful entrepreneurs.

Look inside to learn more about the impact of your generosity. And thank you again for helping Heifer make our world better with chicks!

Sincerely,
Pierre U. Ferrari
Pierre U. Ferrari
President & CEO

1 World Avenue
Little Rock, AR 72202
Heifer.org

INDICIA

<NAME>,
THE GOATS YOU DONATED ARE EMPOWERING WOMEN FARMERS IN NEPAL. THANKS TO YOU, THEY ARE LEARNING THE BENEFITS OF COLLABORATION, GAINING BREEDING AND BUSINESS SKILLS AND CREATING WEALTH FOR THEIR COMMUNITY.




Dear <Salutation>,
Thank you so much for your gift of goats! Here's the latest update on the progress your gift is making possible for women farmers in Nepal.

For farmers, goats are truly the MVPs of the livestock world. They're easy to care for, require only minimal space, get along with other animals and — because they can go without water longer than most other livestock — do well in drought-prone areas. Goats also produce abundant quantities of nutritious milk to drink and sell.

Look inside to learn more about the impact of your generosity. And thank you again for helping Heifer make our world better with goats.

Sincerely,
Pierre U. Ferrari
Pierre U. Ferrari
President & CEO

1 World Avenue
Little Rock, AR 72202
Heifer.org

INDICIA

<NAME>,
THE BEES YOU DONATED ARE FORMING THE BACKBONE OF A DYNAMIC BEEKEEPING COOPERATIVE IN MEXICO. PARTICIPATING FARMERS ARE LEARNING THE BENEFITS OF COLLABORATION, GAINING SKILLS AND CREATING WEALTH FOR THEIR COMMUNITY.




Dear <Salutation>,
Thank you so much for your gift of bees! Here's the latest update on the progress your gift is making possible for a beekeeping cooperative in Chiapas, Mexico.

Bees are small but mighty. Their remarkable honey-making productivity creates multiple products that beekeepers can sell for steady and substantial income — enabling once-struggling farmers to become successful entrepreneurs.

Look inside to learn more about the impact of your generosity. And thank you again for helping Heifer make our world better with bees!

Sincerely,
Pierre U. Ferrari
Pierre U. Ferrari
President & CEO

Heifer International



International Humanitarian



Format:

- 8.5 x 11 self-mailer (flat size)

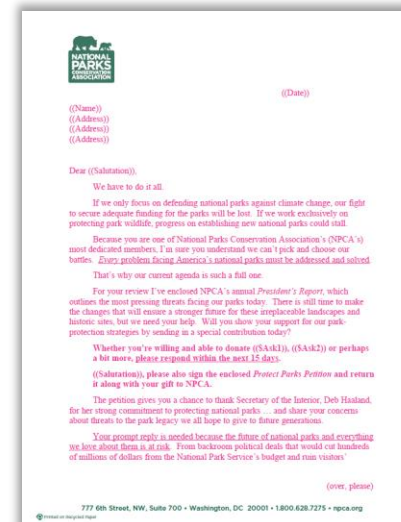
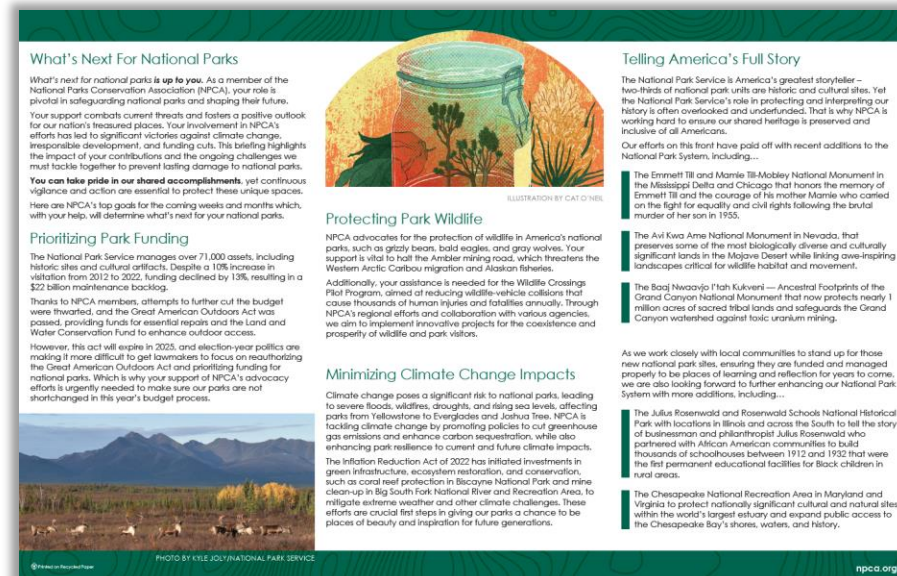
Program: New Donor

What works:

- Heifer International invites donors to make symbolic gifts—“giving” farm animals to families in need. Each new donor received a self-mailer focused on their specific gift. For example, those who donated a goat received stories and photos featuring goats, along with a personalized message from the signer referencing their gift.



**MICHELLE'S
MAILBOX**



Poster-sized Self-Mailer

National Parks Conservation Association



Environmental



Format:

- OE: 6 x 11.25 (folded size), 17.5 x 11.25 (flat size), RE: #9, Letter: 8.5 x 11, Reply/Petition: 8.5 x 11

Received: 2024

Program: Appeal (Low\$ and Hi\$)

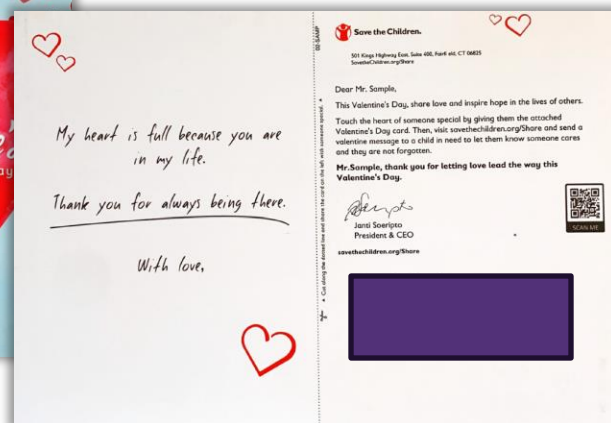
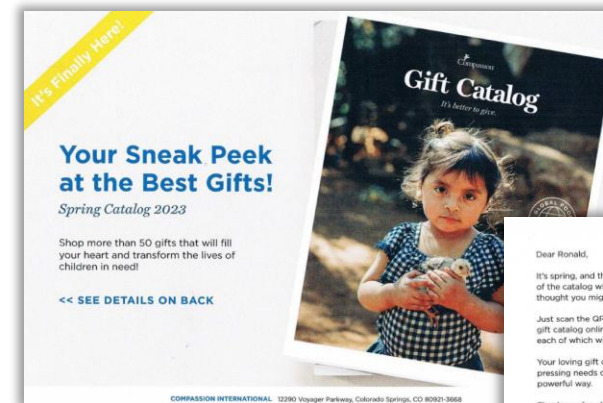
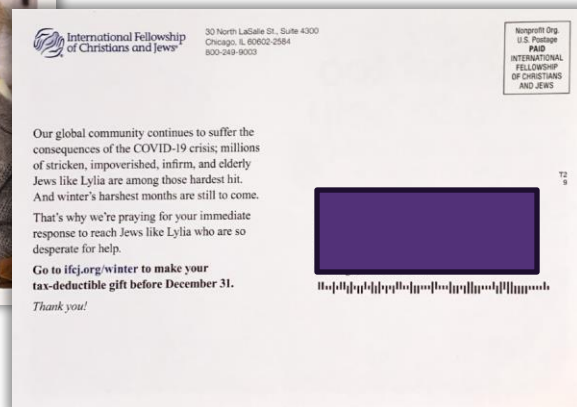
What works:

- This self-mailer replaced a 6-page President's Report. The original mailed as a flat and this change saved money on postage as well as on the actual printing and mailshop costs.
- Through digital printing, the oversized carrier can be personalized for each donor.
- The letter, reply and RE are inserted into the self-mailer. The self-mailer is then tabbed shut – holding the 3 inserts in place.

Self-Mailers and Postcards



Versatile Communication Method



Postcards

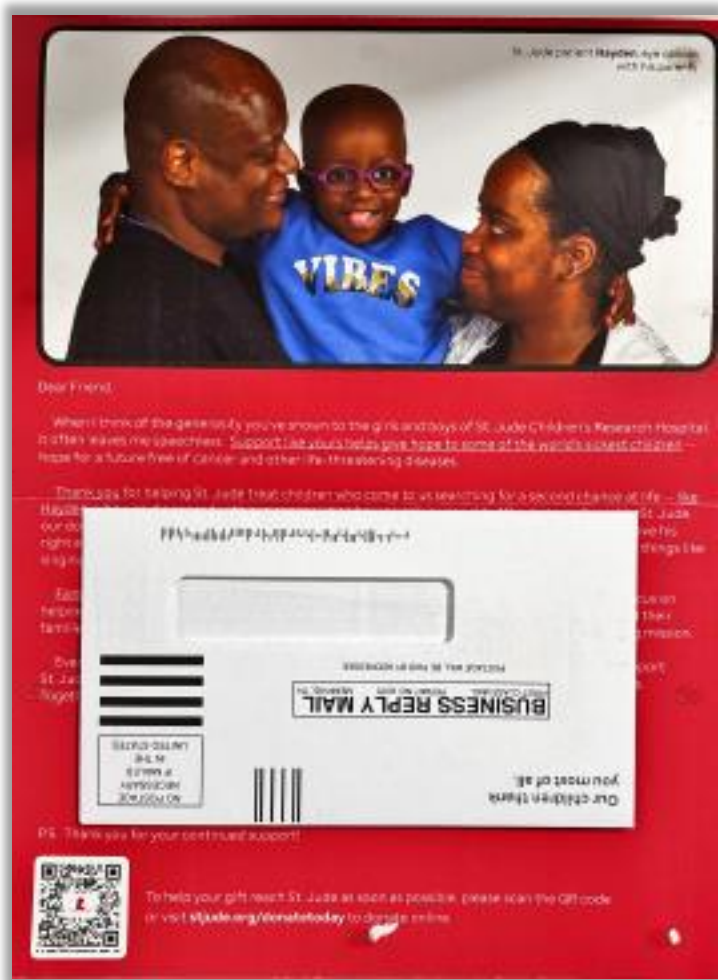


Postcards provide a very versatile way to communicate with donors. The examples shown here include:

- Top left: International Fellowship of Christians and Jews. This was an end of year postcard, sent in December, showing donors that it was not too late to send in a gift by using the URL provided.
- Bottom left: Save the Children. This Valentines Day postcard served as both a cultivation piece for the donor AND a usable Valentine they could give to someone else. The postcard has a perf line down the middle – the donor would separate the 2 halves, keep one and give the other away.
- Top Right: Compassion International. This was sent to announce that the annual Gift Catalog would be sent soon.
- Bottom Right: Hands of Peace. Finally, this postcard shows that there are multiple ways to give to the organization – Check, DAF, IRA, Crypto, Planned Giving, Matching Gifts and Stocks.



St Jude Children's Research Hospital



St. Jude Children's Research Hospital



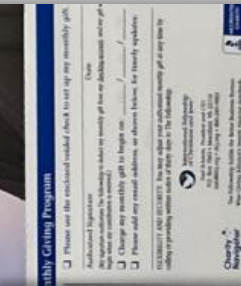
Health – Hospitals



- Format:
 - Outer/Poster: 8.5 x 11 (flat size), RE: #7 Bangtail with Reply
- Received: 2025
- What works:
 - This self-mailer allows for a smaller footprint and a shorter message. This could work great for lapsed donors or even in acquisition.
 - The bangtail RE is personalized and was affixed to the self-mailer with glue dots.



**MICHELLE'S
MAILBOX**



International Fellowship of Christians and Jews



International Humanitarian



Format:

- Self-mailer: 9.875 x 5 (folded size), 18.375 x 5 (flat size), RE: #9

Received: 2025

Program: Acquisition

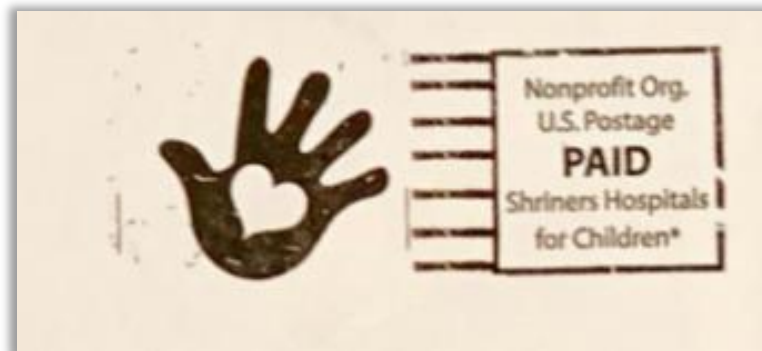
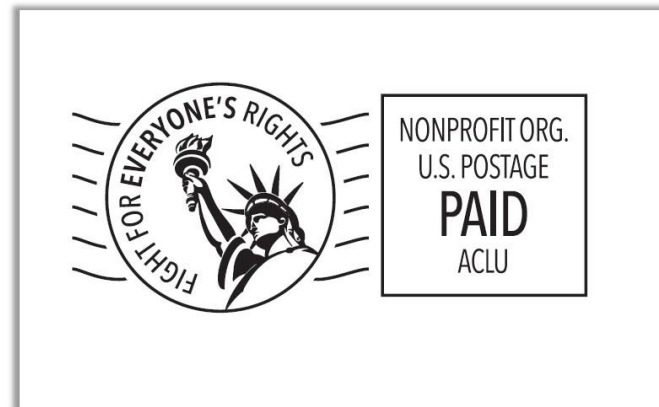
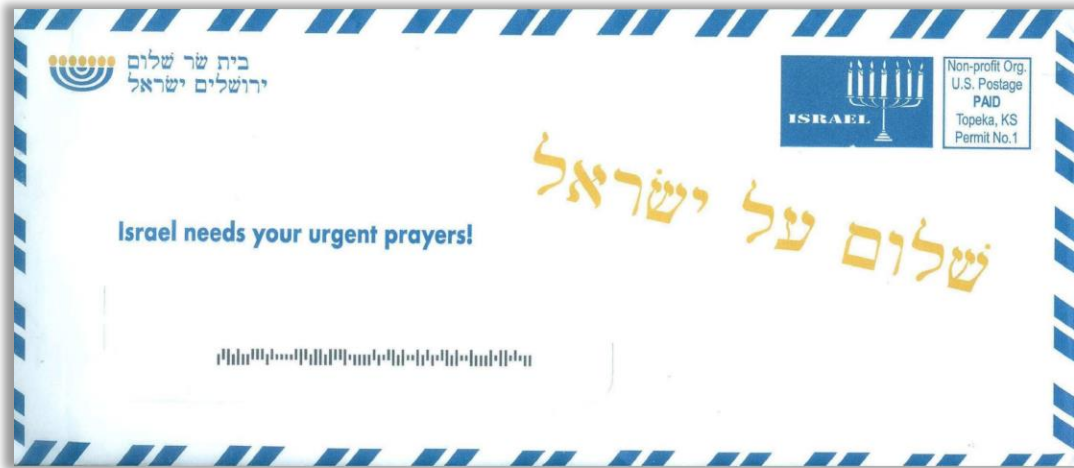
What works:

- The all-in-one self-mailer can provide cost savings against traditional envelope packages.
- Printed digitally, this entire self-mailer can be personalized – additional functionality to move the format into other segments.
- This format used a live stamp (pictured is a non-stamped sample).
- For organizations that need more space to tell their story in words, turn one or more panels on the inside into a letter to the potential donor.
- RE is affixed to the inside of the self-mailer with 2 glue dots.

Postage Treatments – Real and Faux



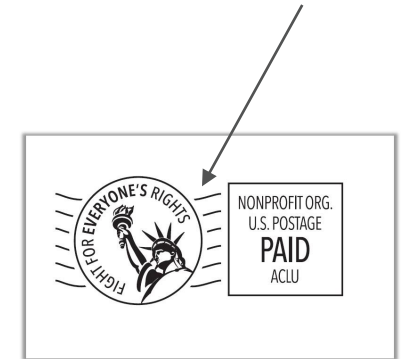
Custom Indicias



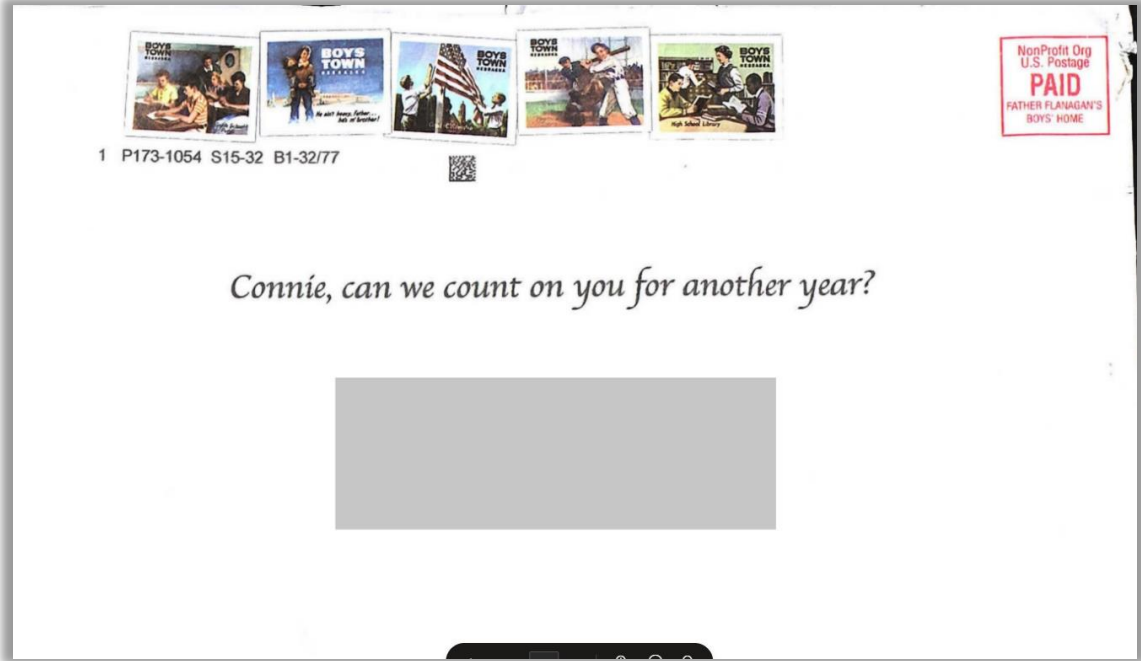
Custom Indicias

A few things to keep in mind if you are considering using this technique:

- There has to be a space between the image and the indicia. We have had success with adding the lines in between the image and the indicia.
- You do have to get this approved by the post office prior to mailing.



Faux Stamps

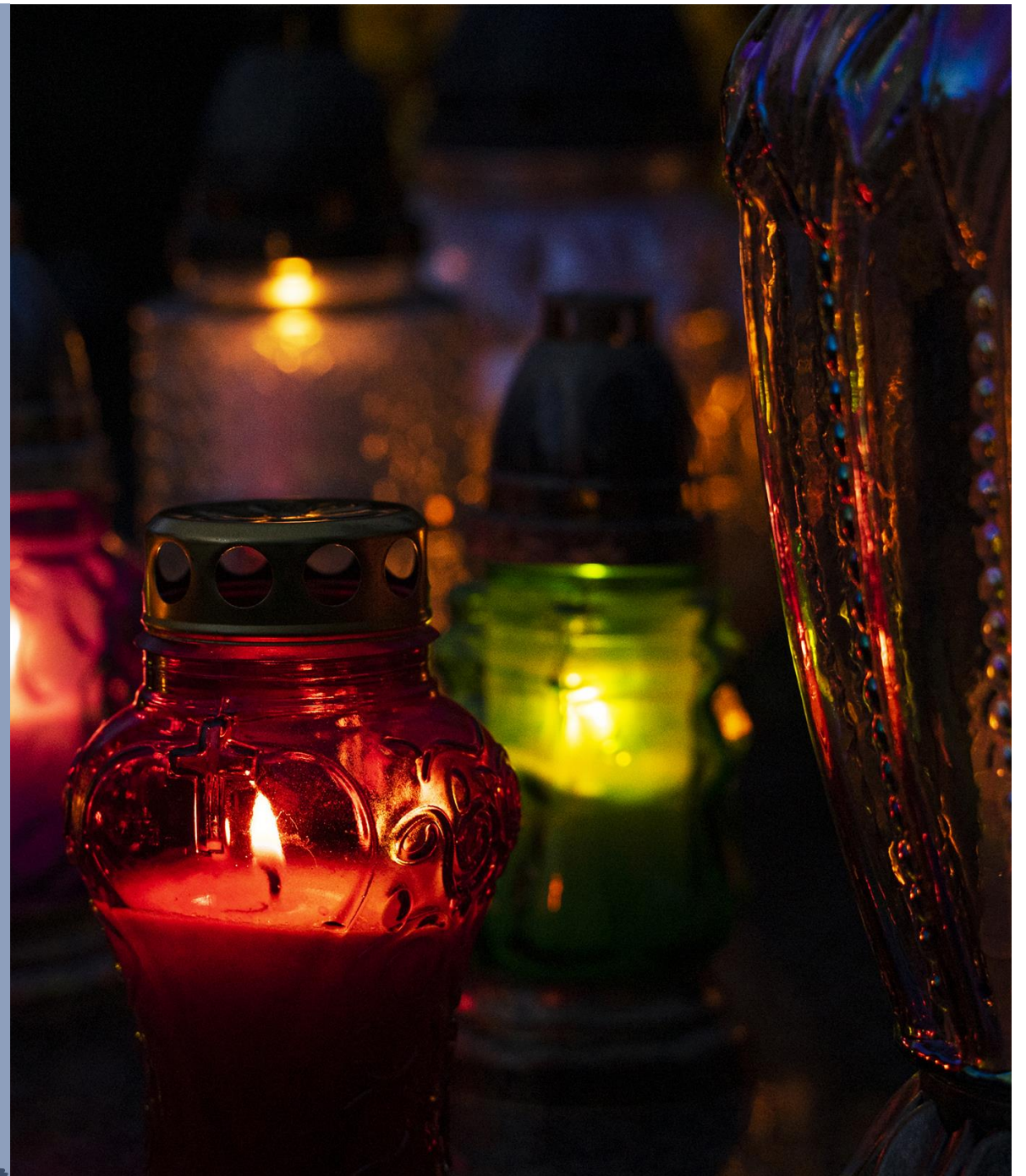


Faux Postage

A few things to keep in mind if you are considering using this technique:

- You must get it approved by the USPS before you mail. There is a chance that the post office will not allow you to mail if they deem that the image is too close to real postage.
- The image can not be too close to the postage area. This can be a problem with small envelopes.
- Stay away from images that include numbers or the word postage. This will look too much like real postage in the eyes of the USPS.

USPS Promotions





USPS PROMOTIONS CALENDAR



2026

	REGISTRATION PERIOD					PROMO PERIOD							SOLUTIONS A MOORE COMPANY PRODUCTIONSOLUTIONS.COM		2026	
PROMO NAME	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MAXIMUM SAVINGS*			
INTEGRATED TECHNOLOGY	Any Consecutive 6-Month Period, Starting with the First Maildate and Continuing for 6 Months or Until the End of the Year. Registration begins NOV 15, 2025.												UP TO 5% DISCOUNT			
TACTILE, SENSORY AND INTERACTIVE	Registration: OCT 15, 2025 - JUN 30												UP TO 5% DISCOUNT			
	Promo Period: JAN 1 - JUN 30															
CONTINUOUS CONTACT	Registration: FEB 15 - DEC 31												UP TO 5% DISCOUNT			
	Promo Period: APR 1 - DEC 31															
FIRST CLASS MAIL ADVERTISING							Registration: JUL 15 - DEC 31						UP TO 5% DISCOUNT			
							Promo Period: SEP 1 - DEC 31									
CATALOG INSIGHTS** (NEW)	Registration: AUG 15, 2025 - JUN 30, 2026												UP TO 10% DISCOUNT			
	Promo Period: OCT 1, 2025 - JUN 30, 2026															

ADD-ON DISCOUNTS AVAILABLE ALL YEAR TO STACK WITH A BASE PROMOTION: INFORMED DELIVERY: 1% | SUSTAINABILITY: 1% 2026 Add-On registration begins Nov 15, 2025

2026 MAIL GROWTH INCENTIVE: ENROLL BEFORE JUNE 2026 FOR A 30% POSTAGE CREDIT ON ANYTHING OVER 2025 ANNUAL VOLUME! ***

©2025 Production Solutions. All rights reserved. *Approval and acceptance needs to be confirmed by the USPS prior to mailing. Savings percentages are estimates that will be confirmed at the time of mailing and are not guaranteed. **Must meet definition/characteristics of a catalog. ***Mail volume must exceed 1 million pieces to qualify.

Tactile, Sensory & Interactive

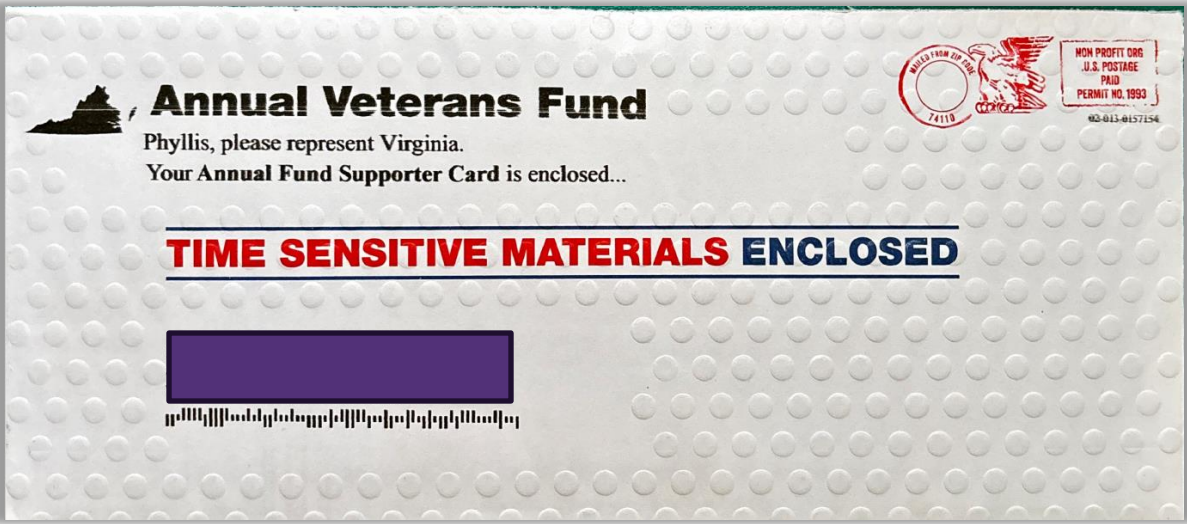
Qualifies:

- ✓ Embossed paper stock (recommended)
- ✓ Zipper Pull on Carrier (recommended)
- ✓ Clean Release Cards/affixed cards
- ✓ Inks that react to temperature
- ✓ UV light exposure or water/liquids
- ✓ Scented paper
- ✓ Paper that includes sound chips or speakers
- ✓ Holographics
- ✓ Textured paper stocks
- ✓ 3-D elements (pop-ups, infinite folding)
- ✓ Trailing Edge Die-cut (TED-C) Envelopes

Does Not Qualify:

- X **GLOSS/COATED STOCK**
- X **Stickers/Labels** (unless they use metallic or holographic printing)
- X Linen Embossed stocks
- X Laminated Postcards
- X Simple folds (half, tri-fold, gate-fold, Iron Cross, Accordion fold, etc.)
- X **Reply Envelopes/Reply Devices**
- X **Order Forms**
- X Snap Packs, tear stubs and perforated stubs

TSI Promotion Technique: Embossed Envelopes





Mercy Ships



A child should only have to worry about one thing: being a child.

YOUR GIFT DOUBLES

S201 *****AUTO**SCH 5-DIGIT 20175
Michelle Johnston
511 Constellation Sq SE Unit C
Leesburg, VA 20175-3112

F3490631731
212/5321/7541

Ulrich, before receiving life-changing surgery

Nonprofit Org
US Postage
PAID
Mercy Ships

Children are waiting for the surgery that will transform their lives. **You can be the one who makes it happen.**

Michelle, your gift of \$15 or \$25 will **DOUBLE** to provide lifesaving surgeries to people in great need.

February 2025

Dear Michelle,

To an experienced nurse, I had never seen a case quite like 12-year-old Ulrich's. He was born in Cameroon with muscles in his legs that didn't develop at the same rate as his bones, leaving his legs bent drastically backward.

His mother was desperate to find Ulrich the surgery he needed, but the cost of surgery and the severity of his condition meant her hopes were soon crushed.

Despite constant stares and ridicule, Ulrich learned to adapt to his condition. He learned to walk with sticks made from sturdy branches, but experienced pain in his hands and joints from supporting his body weight all the time. "I was scared to grow up like that. I didn't want this to be all my life was ever going to be."

Today there are thousands more children and adults in Africa who are hoping for a way to heal devastating conditions like Ulrich's. Twisted limbs. Deadly tumors. Severe burns. Blindness, and more. **Without surgery, many will continue to suffer.**

"Thankfully with your help today, our hospital ships — the *Africa Mercy* and *Global Mercy* — can reach them. Our volunteer medical staff can provide the safe surgery they are urgently waiting for.

Even better! Thanks to an offer from a special donor, your gift today will be matched to **DOUBLE**. Please send a gift of \$15, \$25 or any amount to provide twice as many life-changing surgeries.

(over, please)

YOUR GIFT WILL BE MATCHED TO DOUBLE

Two ships on a single mission

Together we can provide free, lifesaving surgeries to children and adults who have little to no access to the medical care they desperately need.

Repair more bowed legs and orthopedic conditions

Offer more urgently needed dental treatments

Restore more sight to the blind

Remove more deadly facial tumors

Repair more cleft lips and cleft palates

Provide more surgical repairs for women injured during childbirth

Your gift will be matched to transform more lives at MercyShips.org

YOUR GIFT DOUBLES TO SAVE TWICE AS MANY LIVES

Yes, I'll provide lifesaving surgery and medical care for suffering children and adults.

RESPOND BY APRIL 11* TO DOUBLE YOUR GIFT

☐ \$15, which doubles to \$30.
☐ \$25, which doubles to \$50.
☐ \$40, which doubles to \$80.
☐ I prefer to help as much as possible.
☐ I'd like to become a monthly giver. (see over)

Thank you! Your gift is as valuable as allowed by the law. To give by bank, credit card, or to pledge a monthly gift, please see MercyShips.org.

My email address: _____

Please make check payable to: Africa Mercy, Global Mercy, PO Box 1930, Leesburg, VA 20175-3112

Michelle Johnston
511 Constellation Sq SE Unit C
Leesburg, VA 20175-3112

0022500175507 005CN62502 00000825A311 END 00000000EN 7

Stickers for a child receiving surgery:

Have fun with these stickers!
I'm sending them to you along with an ocean full of good wishes!

Amuse-toi bien avec ces autocollants !
Je te les envoie accompagnés d'un océan de bons vœux !

Your friend, Ton ami,

Sign your first name here

My gift to bring hope and healing

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 202 LINDALE TX
POSTAGE WILL BE PAID BY ADDRESSEE

MERCY SHIPS
PO BOX 1930
GARDEN VALLEY TX 75771-9968

One Life at a Time.
Transform the World.

5 BILLION PEOPLE LACK ACCESS TO SAFE SURGERY

Together we can bring free surgeries to people in need, and leave a sea of change in our wake.

YOUR GIFT DOUBLES

Give today at MercyShips.org

Transcending Borders & Changing Lives

Around the world in places with little to no access to medical care, there are children suffering and dying from treatable conditions. Without help, one child in eight will die before age 5.

Our hospital ships are filled with state-of-the-art medical equipment and a volunteer crew of doctors, nurses, and other caring people driven to help make the world a better, healthier place for all. Together, we can reach these vulnerable children and families and provide the hope and healing they have been waiting for. **Join us by giving today.**

Free Medical Care
Our volunteer medical teams help heal tumors, clefts, blindness, and more.

Wider Reach
Over 50% of the world's population lives within 100 miles of a coast. We reach them.

Leaving Change
We train local doctors to build medical capacity in the places we serve.

YOUR GIFT DOUBLES TO PROVIDE FREE SURGERIES

Give today at MercyShips.org

Mercy Ships



International Humanitarian

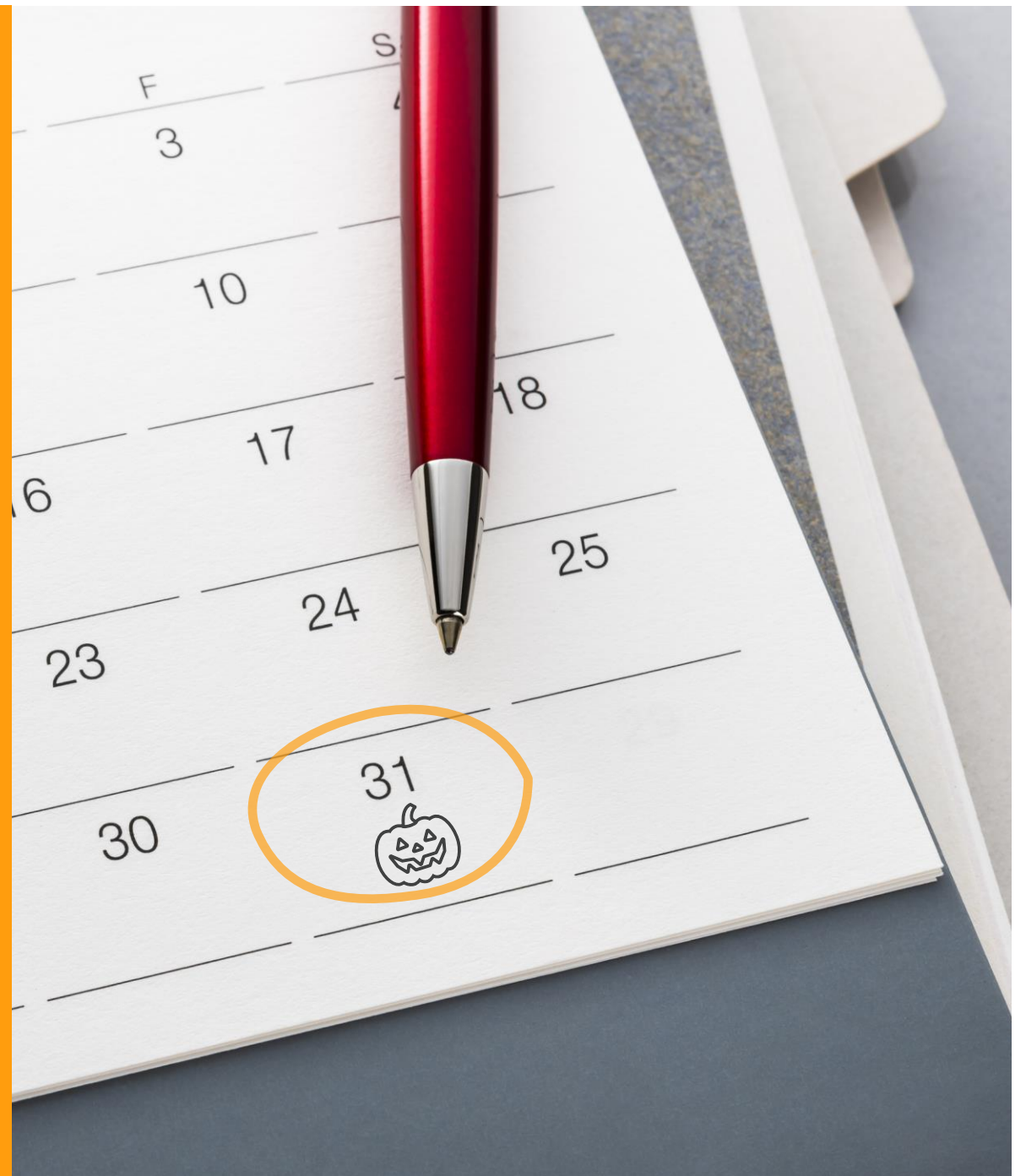


Format: 4.75 x 10.5 trailing edge OE, #9 RE, 8.375 x 11.375 Letter, 8.375 x 11.375 reply, 8.375 x 7 brochure

Received: 2025

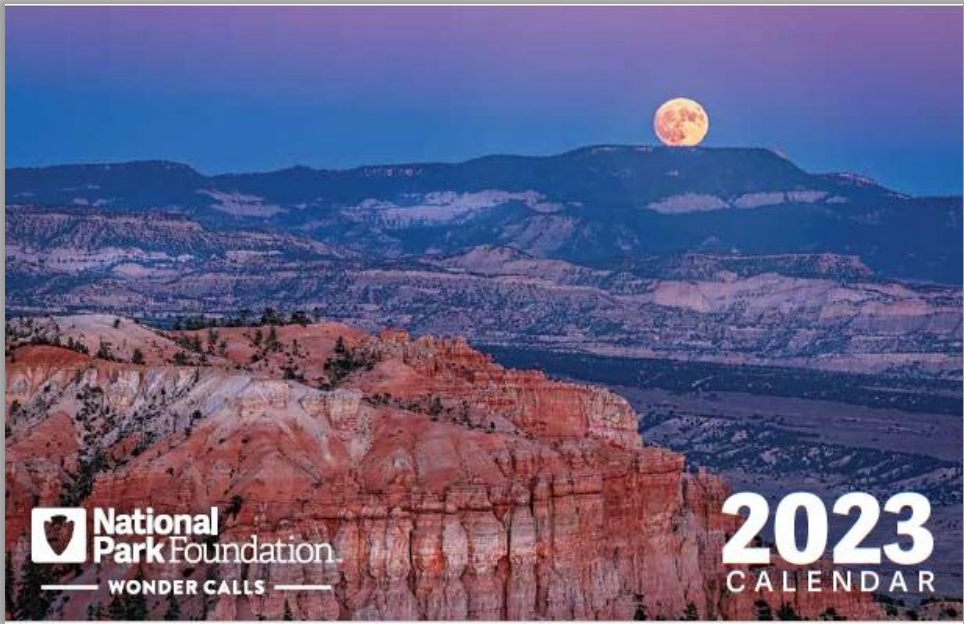
- This package is typically sent as a self-mailer.
- The trailing edge envelope adds interest in the mailbox.
- The RE was nested into the double slip brochure to reduce the number of inserts.
- The stickers are a bounceback meant to be shared with young patients.

Calendars



Calendar Sizes

Wall Calendar



Slimline Calendar



Booklet Calendar

Checkbook Sized/Pocket Calendar



Calendar Sizes



Wall Calendar

OE: 9 x 12

Calendar:

- 8-3/8" x 10-1/2"
- 24 + Cover (28 total Pages)
- Saddle-stitch (10-1/2" side)

Slimline Calendar

OE: 5.5 x 9.875

Calendar:

- 5-1/2" x 9-7/8"
- 32-page Self Cover
- Saddle-stitch (9-7/8" side)

Booklet Calendar

OE: 6 x 9.5

Calendar:

- 5-3/8" x 8-3/8"
- 28-page Self-Cover
- Saddle-stitch (8-3/8" side)

Pocket Calendar

OE: #10

Calendar:

- 3-7/8" x 7-1/4"
- 32-page Plus 4-page cover
- Saddle-stitch (7-1/4" side)



Calendar Alternatives

I Stand with ISRAEL

Add my name to the list of Righteous Gentiles such as Oskar Schindler, Corrie ten Boom, Raoul Wallenberg, and Jan and Antonia Zabinski.

Free USA-ISRAEL Flag Pin

Details Inside

International Fellowship of Christians and Jews®

Yael Eckstein

PLEASE RETURN your enclosed today! Raise your courageous voice now to show Israel, America, and the entire world that you support the Jewish people!

Helping this calendar poster on your wall to support Israel, America, and liberty for all.

I Stand with ISRAEL

For Jerusalem's sake I will not remain quiet. Isaiah 62:1

May 2022	June 2022	July 2022	August 2022
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2	1 2 3 4 5 6
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23	21 22 23 24 25 26 27
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30	28 29 30 31

September 2022	October 2022	November 2022	December 2022
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1	1 2 3 4 5	1 2 3
4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31

International Fellowship of Christians and Jews®

Yael Eckstein • President and CEO

303 East Wacker Drive • Suite 2300 • Chicago, IL 60601

800-249-9003 • 312-641-7201 (Fax) • info@ifcj.org • ifcj.org



2024											
JANUARY				FEBRUARY				MARCH			
S	M	T	W	T	F	S	S	M	T	W	T
1	2	3	4	5	6	7	1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10
15	16	17	18	19	20	21	13	14	15	16	17
22	23	24	25	26	27	28	20	21	22	23	24
29	30	31					27	28	29	30	31
APRIL				MAY				JUNE			
S	M	T	W	T	F	S	S	M	T	W	T
1	2	3	4	5	6	7	1	2	3	4	5
8	9	10	11	12	13	14	8	9	10	11	12
15	16	17	18	19	20	21	15	16	17	18	19
22	23	24	25	26	27	28	22	23	24	25	26
29	30	31					29	30	31		
JULY				AUGUST				SEPTEMBER			
S	M	T	W	T	F	S	S	M	T	W	T
1	2	3	4	5	6	7	1	2	3	4	5
8	9	10	11	12	13	14	8	9	10	11	12
15	16	17	18	19	20	21	15	16	17	18	19
22	23	24	25	26	27	28	22	23	24	25	26
29	30	31					29	30	31		
OCTOBER				NOVEMBER				DECEMBER			
S	M	T	W	T	F	S	S	M	T	W	T
1	2	3	4	5	6	7	1	2	3	4	5
8	9	10	11	12	13	14	8	9	10	11	12
15	16	17	18	19	20	21	15	16	17	18	19
22	23	24	25	26	27	28	22	23	24	25	26
29	30	31					29	30	31		

2019 CALENDAR

JANUARY FEBRUARY MARCH

APRIL MAY JUNE

JULY AUGUST SEPTEMBER

OCTOBER NOVEMBER DECEMBER

The Seeing Eye 2019

80 Washington Valley Road | Morristown, NJ 07960-3402 | (973) 535-4442 | Fax (973) 535-4022 | theseeingeye.org

LIVES YOU'VE TOUCHED

A look back at some of the stories you've made possible.

Paul
Paul led an active, independent life as a King Charles Spaniel who held back when he needed a moment to rest. At age 11, he was diagnosed with immune-mediated hemolytic anemia. Paul's owner, Yvonne, sought help from the International Fellowship of Christians and Jews. Paul's story was featured in the 2019 calendar.

Oscar
Oscar has been blind since birth, but he loves to play. He plays water professionally, going back and forth to the beach with his owner, Yvonne. Oscar's story was featured in the 2019 calendar.

Marcela
Marcela is a young, vibrant, and energetic dog who can often be found performing around town, dancing her adorable moves. Marcela's story was featured in the 2019 calendar.

Jason
Jason is a U.S. veteran who lost his vision on the battlefield in Iraq. After his family moved to the United States, Jason's story was featured in the 2019 calendar.

Yvonne
Yvonne was born with a congenital eye defect and lost her vision early in life. Yvonne's story was featured in the 2019 calendar.

Pat
Pat lost the majority of his vision for the time he needed independence. Pat's story was featured in the 2019 calendar.

Calendar Sizes



International Fellowship of Christians and Jews:
Self-Mailer: 6 x 11.25 (folded size), 17.5 x 11.25 (flat size)

Heifer International: 3.875 x 6

The Seeing Eye: 8.5 x 11



ASPCA | Guardians

ACT NOW to receive your 2024 ASPCA® Calendar!

2024 Special Edition Calendar

WE ARE THEIR VOICE®







Your first-class stamp is another contribution to save the lives of animals in need.

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 1949 WASHINGTON, DC
POSTAGE WILL BE PAID BY ADDRESSEE

ASPCA
ASPCA GIFT PROCESSING CENTER
PO BOX 96929
WASHINGTON D.C. 20077-7127

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ASPCA | Guardians

424 East 52nd Street, New York, NY 10128 • TEL: (800) 639-0030 • aspca.org

Matt Bershadker
President & CEO

September 8, 2023

As an ASPCA® Guardian, your support truly makes a difference for thousands of animals across the country. Animals live better lives thanks to you.

You are an integral part of our team and help The American Society for the Prevention of Cruelty to Animals® (ASPCA®) rescue, protect and find loving homes for innocent animals nationwide. You help further our ongoing innovative programs from coast to coast and we are incredibly grateful that you are by our side—thank you!

As a token of our appreciation, I would love to send you the 2024 ASPCA® Special Edition Calendar. If you would like to receive a calendar, please return the reply form in the enclosed envelope. Once you do, we'll send your calendar directly to you!

If you've seen our calendar before, you know the heartwarming animal photos that each month brings. I hope you are as proud as I am of these examples of your support in action, helping animals nationwide through programs like animal relocation, behavioral rehabilitation, disaster response and more.

You'll see some incredible animals who represent the hundreds of thousands of cats, dogs, horses and farm animals who we reach together each year. Cover star Monet was just two weeks old when he was found living in squalid conditions along with 23 other Huskies. With your support, the ASPCA was able to help him grow healthy and strong. He has since been adopted and enjoys the daily affection of his loving family.

As a national leader in the animal welfare community for more than 155 years, we know just how challenging the fight against animal cruelty is. But with you standing by our side as an ASPCA Guardian, we've made tremendous progress in building a safer future for animals like Monet.

You have shown a genuine commitment to our mission. Your generosity, kindness and compassion continue to fuel our efforts from coast to coast—YOU are helping us make progress in the fight against animal cruelty.



Monet

(Over, please)

Receive Your 2024 ASPCA® Special Edition Calendar Today!

☐ Yes! I would like to receive the ASPCA Calendar! (over)

☐ No thanks, please don't send me the ASPCA Calendar.

☒ I want to help more animals throughout the country find loving homes.

Enclosed is a special, one-time gift of:

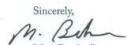
☐ \$40 ☐ \$60 ☐ \$80 ☐ Other \$ _____





To make your gift go to work faster, give online at aspca.org/calendar2

To receive our 2024 ASPCA® Special Edition Calendar, please remember to send back the reply form in the enclosed envelope. Each animal in this calendar represents just one of hundreds of thousands of animals who are living better lives thanks to you!

Sincerely,

Matt Bershadker
President & CEO

P.S. Help us spread the message to Make Pet Adoption Your First Option® and urge others to go to their local animal shelter or rescue group when looking to welcome a pet into their family.

P.P.S. Please remember to send back the reply form to receive your 2024 ASPCA® Special Edition Calendar! And when you do, please consider including an additional, generous gift to the ASPCA to help advance our lifesaving programs. Thank you for being a voice for our animal friends!



Make Pet Adoption Your First Option® and urge all those you know to do the same.

Follow the ASPCA on Facebook® at facebook.com/aspca on Twitter® at twitter.com/aspca on Instagram® at instagram.com/aspca and on TikTok® at tiktok.com/@aspca

ASPCA



Animal/Wildlife

Format: OE: #10, RE: #9, Letter/reply: 8.5 x 14

Received: 2023

- This package sent to current sustainers and asks them if they would like to receive the annual calendar.
- A gift is not required to receive the calendar but there is an ask for an additional gift should the donor be inclined.



Arbor Day Foundation




Arbor Day Foundation.

211 N. 12th St.
Lincoln, NE 68508
arborday.org

☐ **Yes!** I did receive my calendar — thank you! I want to support the Foundation's Celebrate Arbor Day program.
My check is enclosed. (For credit card contributions, see back.)
☐ \$15 ☐ \$20 ☐ \$25 ☐ More \$_____

☐ Please send my **5 free sweetshrubs.** Or,
☐ Do not send me sweetshrubs. Use all my contribution to support our Arbor Day Foundation education programs.

☐ Yes, I did receive my calendar but I'm unable to donate to receive my shrubs. However, I am enclosing \$5 to cover the cost of my calendar.

MEMBER #88-5172-7847
Michelle Johnston



☐ Please send me information on how to include the Arbor Day Foundation in my will.
☐ I have already included the Arbor Day Foundation in my will.

Dear Michelle,

When you contribute to our Arbor Day Foundation education programs and indicate your choice above, you will receive 5 sweetshrubs. Their reddish-maroon blossoms will fill your landscape with scents of strawberry, banana, and pineapple from May through July.



06816-001-2689
Detach and return with your contribution.
003-031-0127742

Arbor Day Foundation



Environmental



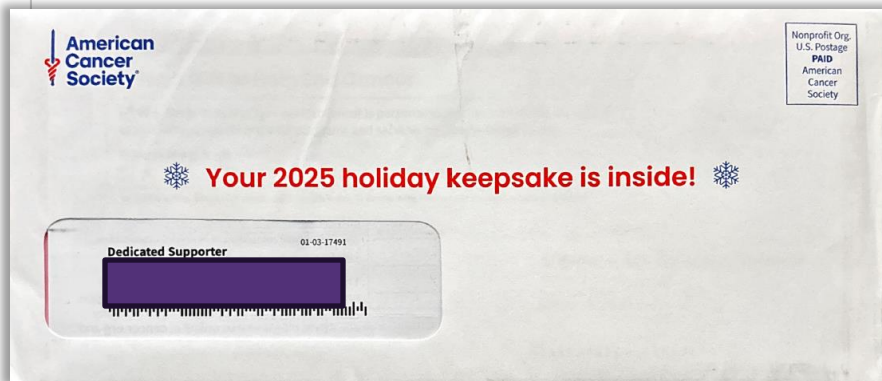
- Format: 8.5 x 5.5 reply with perfs
- What works:
 - This package included the 2025 Arbor Day calendar and a newsletter in a 6 x 9.25 envelope.
 - The reply includes a check box with this option: “Yes, I did receive my calendar but I’m unable to donate to receive my free shrubs. However, I am enclosing \$5 to cover the cost of my calendar.”
 - This package was sent to current donors – the donor ID was included in the address block above the name.
 - The perf lines created a smaller reply – and therefore the reply envelope could also be smaller – the one in this package was a #6 ¾ (6.5 x 3.625).

Upfront Premiums that are a little bit different





American Cancer Society



My Next Gift to Help End Cancer

☒ **YES, Dr. Dahut**, the fight against cancer is personal to me. I'm continuing my support of lifesaving research and vital programs and services for people facing cancer.

Here is my gift of:

☐ \$5 ☐ \$10 ☐ \$15 ☐ Other \$ _____

To donate online, please visit cancer.org/EveryLife today. To donate using your credit card, see the back of this form.

Dedicated Supporter 01-03-17491

123456789123456000 701PJ00000RB0vviAD OA

RIAAAAAAAAAAAAAAAAAAAA

American Cancer Society **Cancer touches every life. You can help change that.**
Please continue your support with a gift today.

Dear Ms. Johnston,

Thank you for making a gift to the American Cancer Society in honor of a loved one. As you know, cancer touches every life in one way or another. That's what makes this fight so deeply personal for all of us.

You'll see that I've enclosed a special holiday keepsake with this letter. Please accept it as a small token of my appreciation for your partnership. May it serve as a constant reminder of our shared mission to end cancer as we know it, for everyone.

I also hope you'll choose to continue your support with a gift to the American Cancer Society today. You will help advance research breakthroughs that lead directly to lives saved. You'll also help provide people facing cancer with free rides to treatment, free lodging when that treatment is far from home, and access to trusted information when it matters most.

As you read these words, American Cancer Society grantees are working tirelessly to improve prevention, detection, and treatment methods. Every discovery brings new hope.

We can't stop now! Despite these great strides, 1 in 3 men and women in the U.S. will be diagnosed with this disease in their lifetime. We owe it to our loved ones, ourselves, and everyone to fight cancer with all we have. **Please make your next gift today, while you're thinking of it.**

Thank you for your support this holiday season and all year long.

William L. Dahut, MD
Chief Scientific Officer
American Cancer Society

P.S. To make your next gift in honor or in memory of a loved one, please use the back of this form. Thank you!

cancer.org/EveryLife • 1.800.227.2345



American Cancer Society

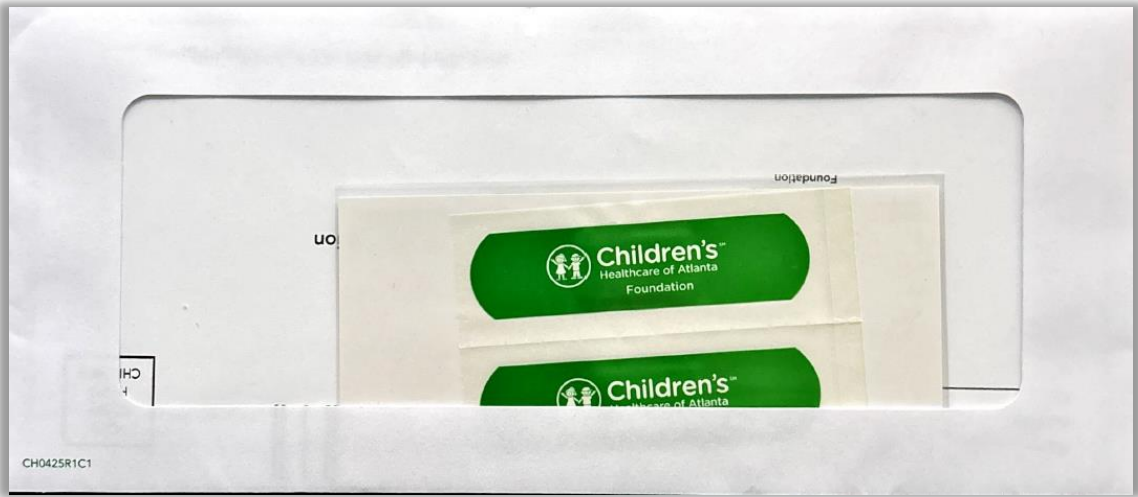


Health – Disease



- Format:
 - OE: #10, RE: #9, Letter/Reply: 8.5 x 10.375, Ornament: 3.75 x 7 (100# Cover weight with lamination on both sides – personalization was done with DOD on the lamination)
- Received: 2025
- Program: Donors who gave “In Honor of” or “In Memory of” gifts
- What works:
 - This mailing was designed to try and retain one time “in honor of” and “in memory of” donors. The ornament is personalized (mine is a seed and so it has no personalization). The personalization included “In memory of” or “In honor of” with the name of the loved one that the original gift was for.

Mission Focused



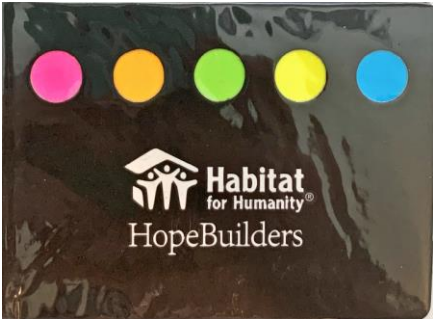
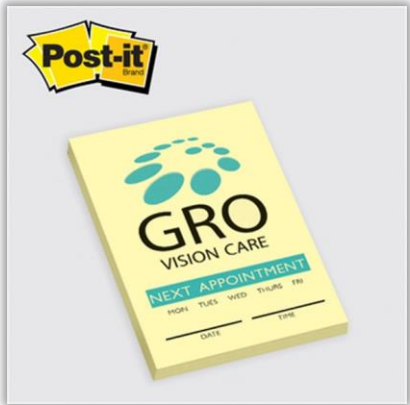
Double Your Impact for Kids!

One gift ... **TWO** times the difference

Visit choa.org/helpkids4 or scan this code with your smartphone to rush your renewal gift by May 16, 2025, and it will be **MATCHED** — making double the difference this year.



Sticky Note Pads



Coloring Placemats



Water Bottle Stickers





**THANK
YOU!**

