

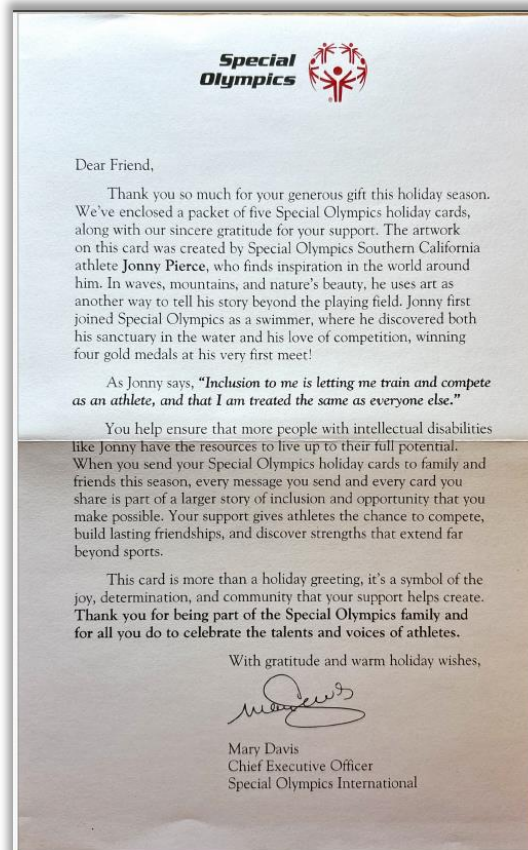
# Monthly Testing Options

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January 2026



# Special Olympics



# Special Olympics



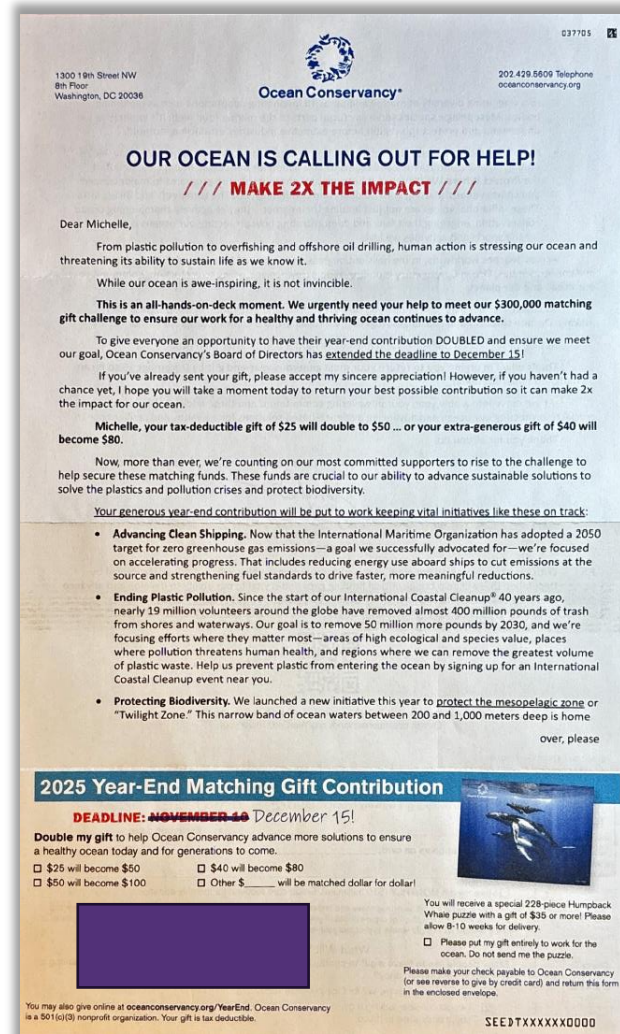
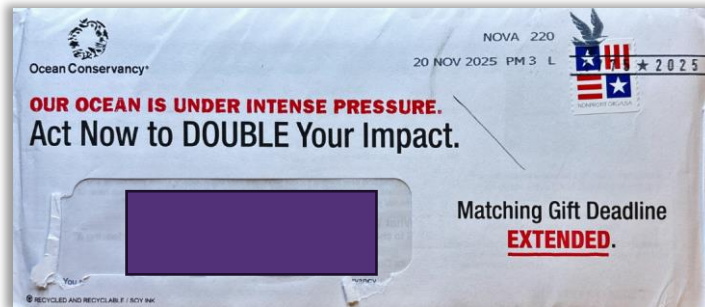
Sports Association

- Format:
  - OE: A7, Letter: 6.25 x 10, Cards: 6 x 9 (flat size), Card envelopes: A6
- Received: 2025
- Program: Digital Premium
- What works:
  - This package was sent as a premium outreach to digital donors and included five identical cards, each paired with a white envelope.
  - The card artwork was created by a Special Olympics athlete, reinforcing authenticity and mission alignment.
  - For this audience, the package was designed without a direct donation ask, focusing instead on engagement and stewardship.
  - Printed on 80# linen stock to elevate the tactile experience and give the package a more premium feel.





# Ocean Conservancy



# Ocean Conservancy



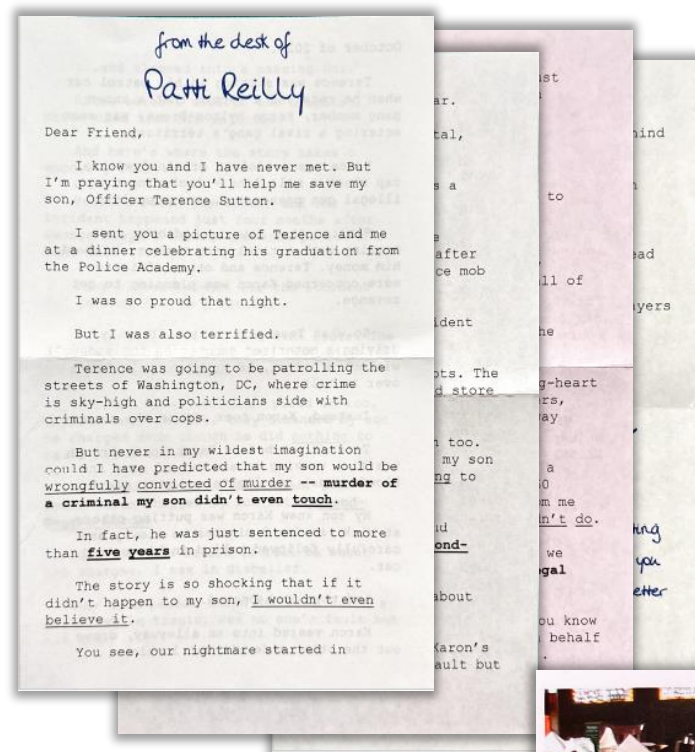
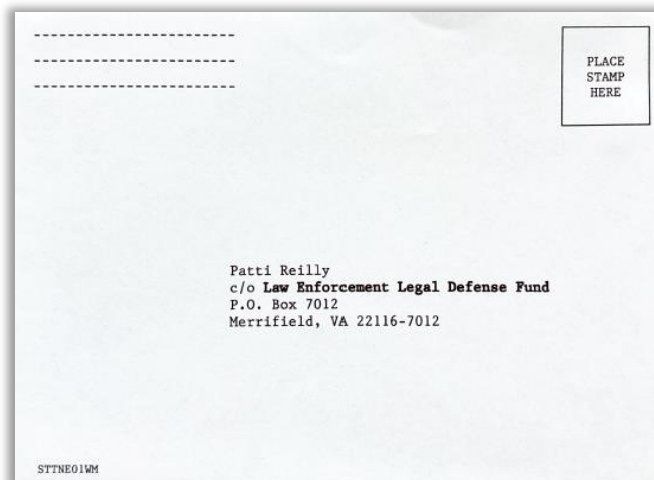
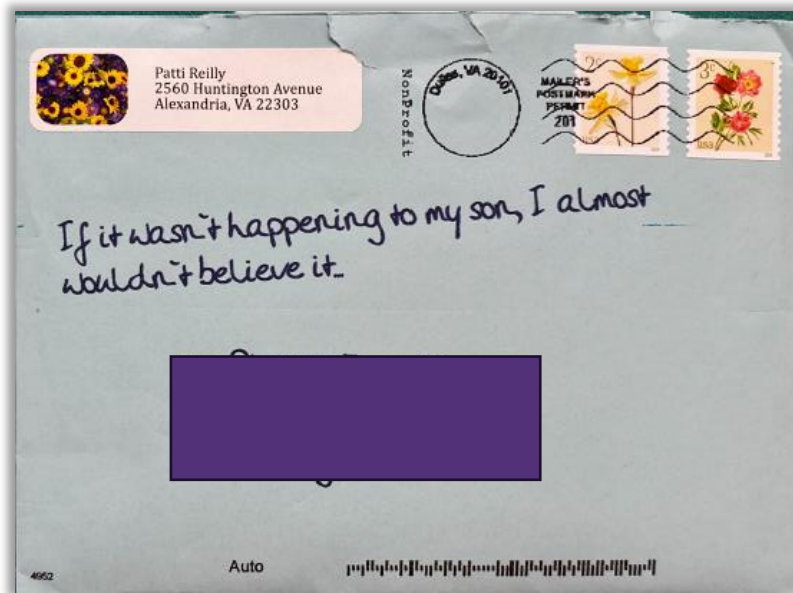
Environmental

- Format:
  - OE: #10, RE: #9, Letter/Reply: 8.5 x 14, Poster: 11 x 17
- Received: 2025
- Program: Appeal – all levels
- What works:
  - The “poster” insert serves as a year end impact statement.
  - The balance of the package is kept simple so that the large poster brings the most impact.





# Law Enforcement Legal Defense Fund



**Urgent Reply To:**  
**Mrs. Patti Reilly**  
c/o Law Enforcement Legal Defense Fund  
P.O. Box 7012, Merrifield, VA 22116

Dear Patti,

I'm shocked at what's happened to your son Terence. And I'm outraged the anti-police mob and DC politicians are punishing him for the death of a career criminal he didn't even touch.

Your son does not deserve to spend the next **5 years** in prison. To help Terence and the other innocent cops get the legal defense they deserve, I'm sending back my tax-deductible check in the amount of:

( ) \$35 ( ) \$50 ( ) \$100 ( ) \$250  
( ) \$500 ( ) \$1,000 ( ) \$ Other

( ) I'd like to contribute with my credit card using the form below.

( ) I've written a few words of support for Terence on the back of the photo you sent me.

Sincerely, \_\_\_\_\_

\*\* To contribute using a credit card please use this secure form.

Type of Card: ( ) VISA ( ) Mastercard  
( ) American Express ( ) Discover

Amount of contribution: \$ \_\_\_\_\_ Expiration Date: \_\_\_\_ / \_\_\_\_  
Card Number: \_\_\_\_\_ (MO/YR)

Name on Card: \_\_\_\_\_

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

STTNE004  
01354056245STTNE0040



# Law Enforcement Legal Defense Fund

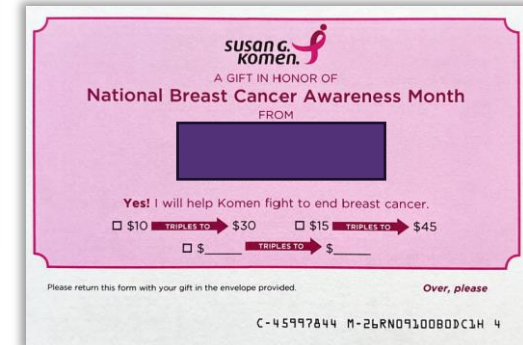
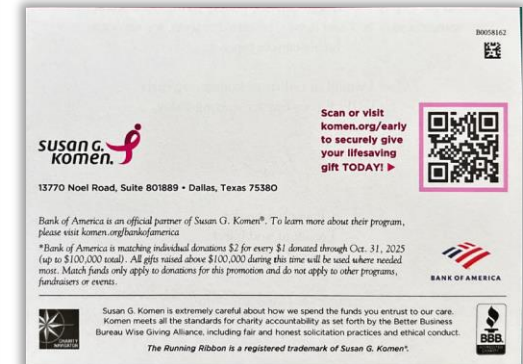
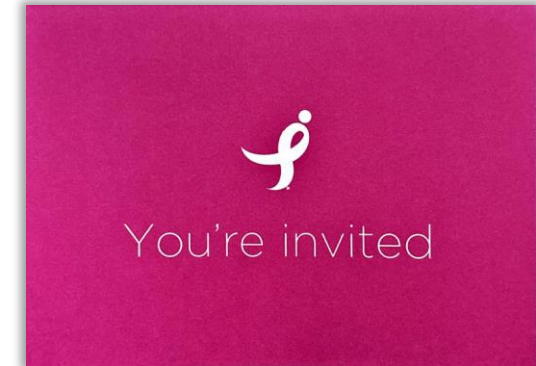
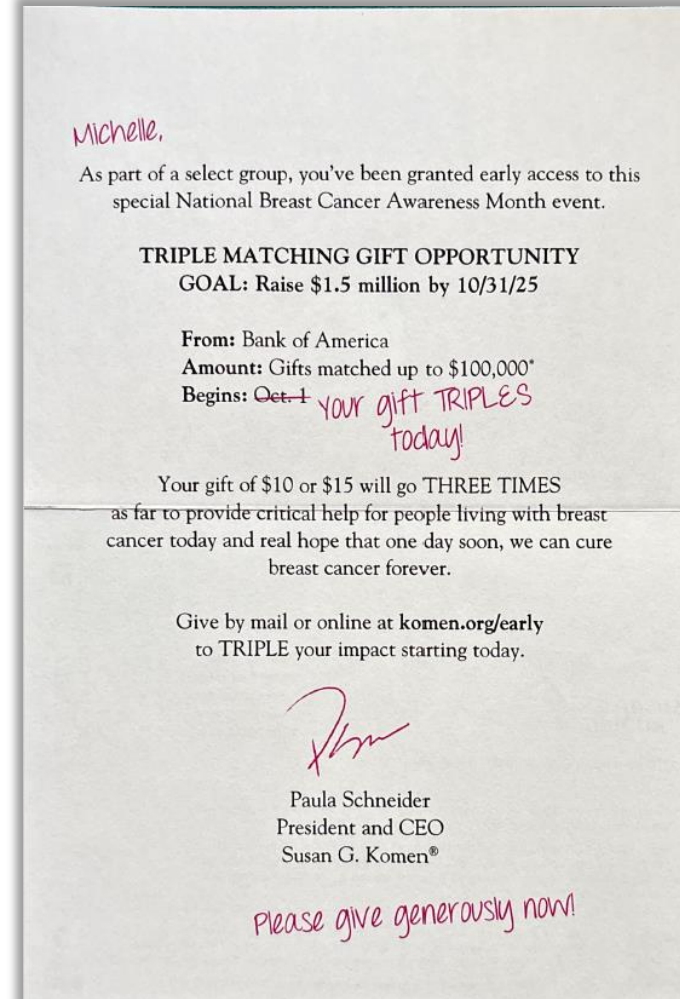
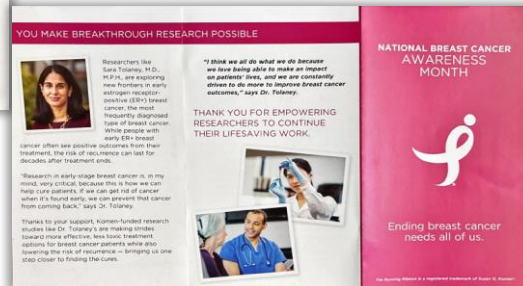
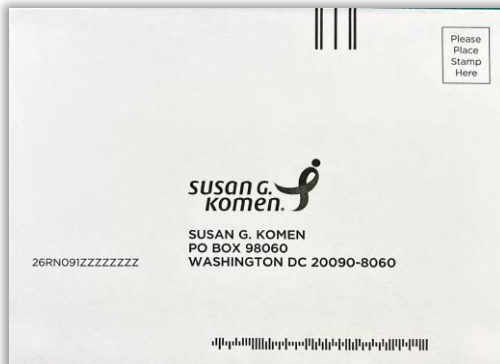


Law Enforcement

- Format:
  - OE:
- Received: 2024/2025
- Program: Acquisition
- What works:
  - Designed to resemble a personal greeting card, using blue paper, a real return address featuring only the signer's name (sent blind), live stamps, and a marker-style font to personalize the recipient's address.
  - Includes an 8-page, organization-focused letter with ample space for storytelling, complemented by a personal photo of the signer and her son to reinforce authenticity and emotional connection.



# Susan G Komen





# Susan G. Komen

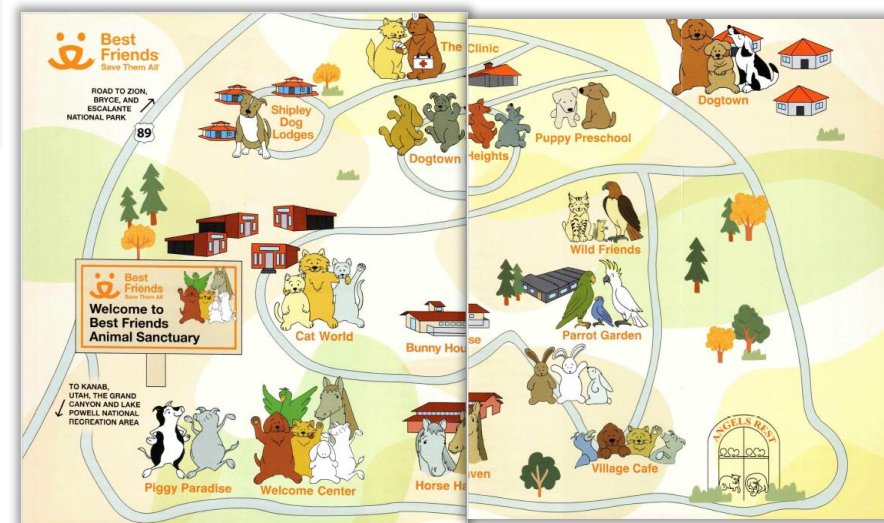
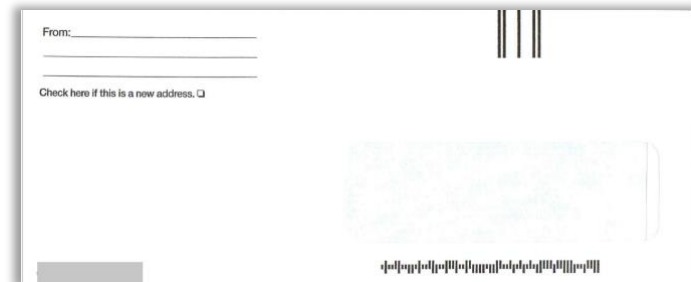


Health – Disease

- Format:
  - OE:
- Received: 2025
- Program: Appeal
- What works:
  - The match package is designed to resemble an invitation, positioning the donor as being invited to participate in something special and meaningful.
  - Features a drop-cut reply that nests neatly inside the card, creating a clean, cohesive presentation.
  - The card uses minimal copy, keeping the focus squarely on the matching-gift message rather than extended storytelling. Additional information about breast cancer is provided in a small insert.
  - At first glance, the reply resembles a certificate. The pink box and centered typography reinforce this effect, with the donor's name and address placed prominently in the center of the piece.



# Best Friends Animal Society



# Best Friends Animal Society



Animal/Wildlife

- Format:
  - OE: #10 with Trailing Edge, RE: #9, Letter: 8.5 x 11 (4-pages), Reply: 8.5 x 3.5, Poster/Map: 11 x 17
- Received: 2025
- Program: Acquisition
- What works:
  - Features a trailing-edge die cut outer envelope designed to stand out in the mailbox and draw attention to the envelope artwork, increasing visual impact at first touch.
  - Includes a 4-page, organization-focused letter that highlights the mission and work of the organization.
  - Showcases a stylized map of the Best Friends Animal Sanctuary. (*Note: The image shown was scanned while folded; the mailed piece featured the artwork as a single, full-size image.*)

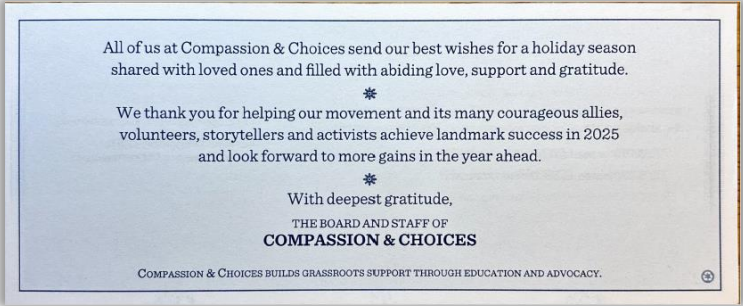
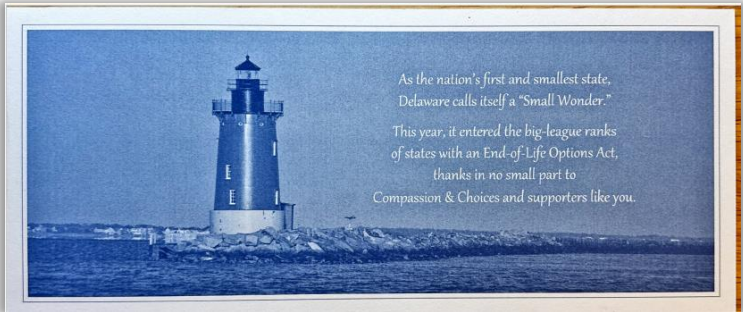
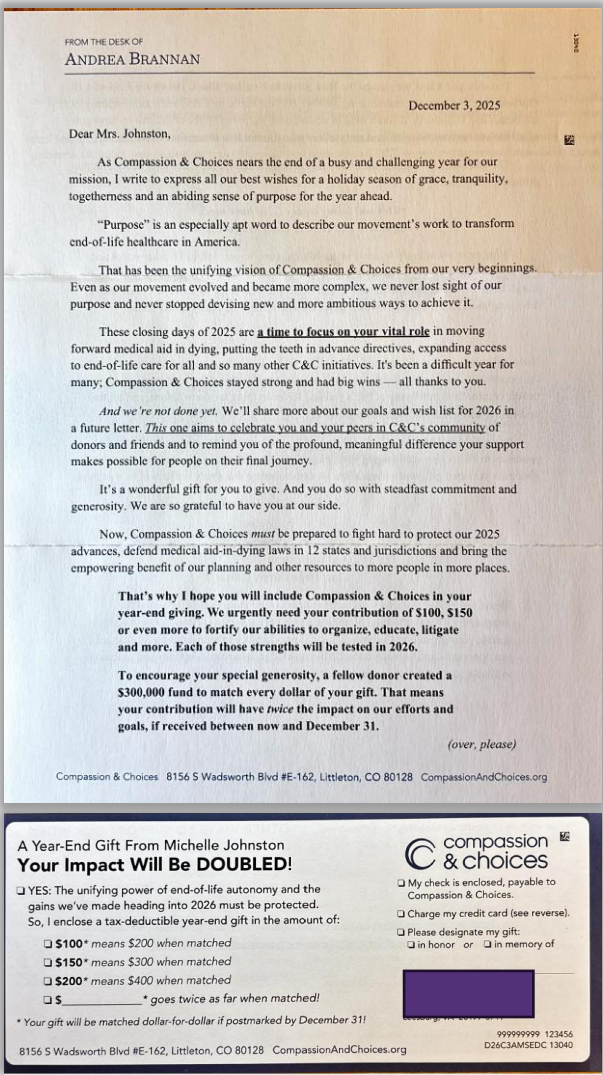
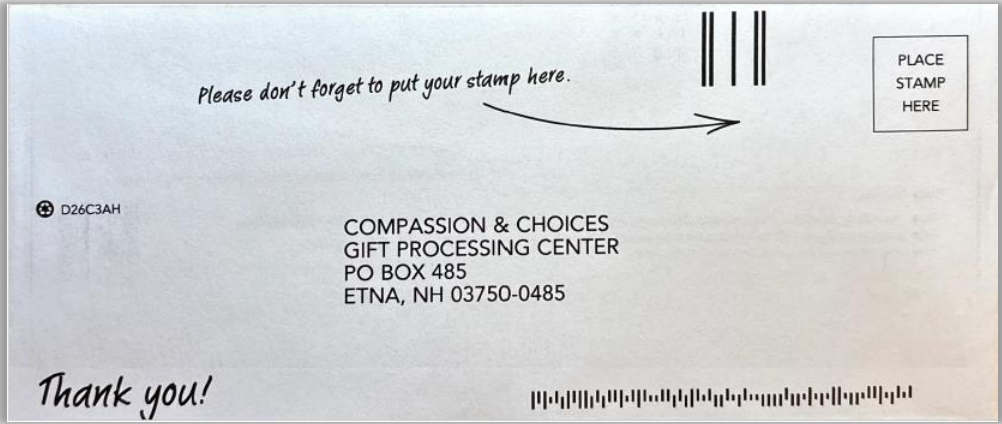
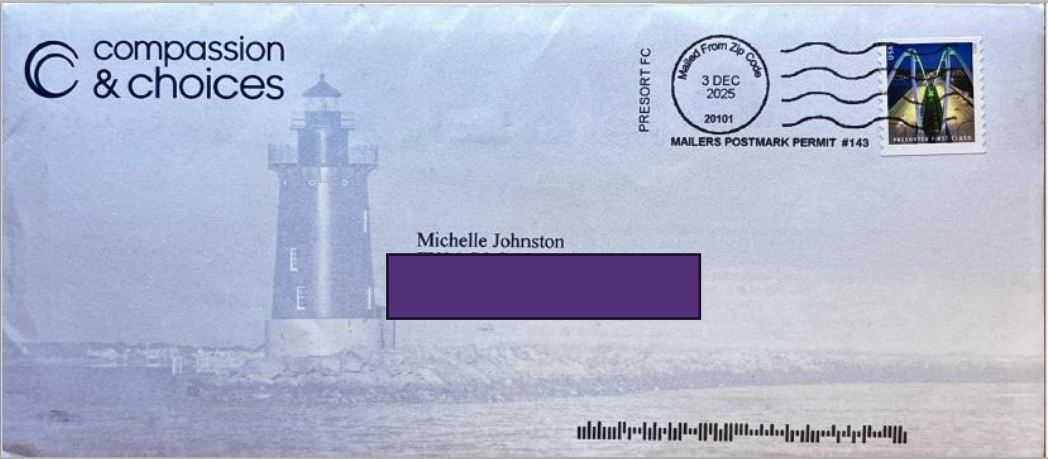


# Holiday Card Packages



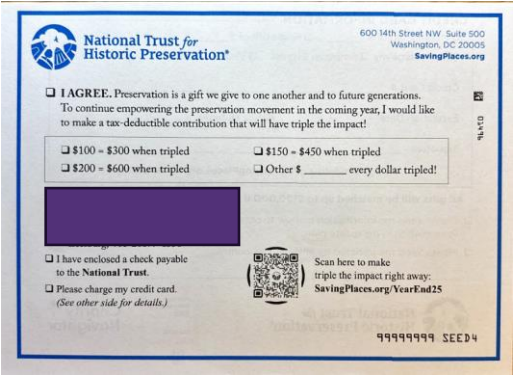
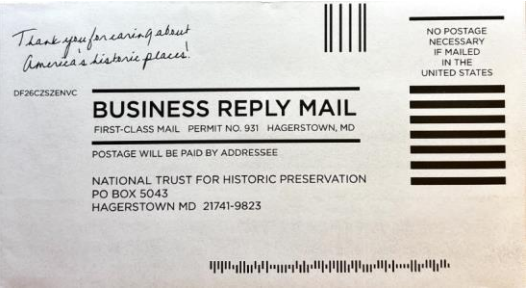
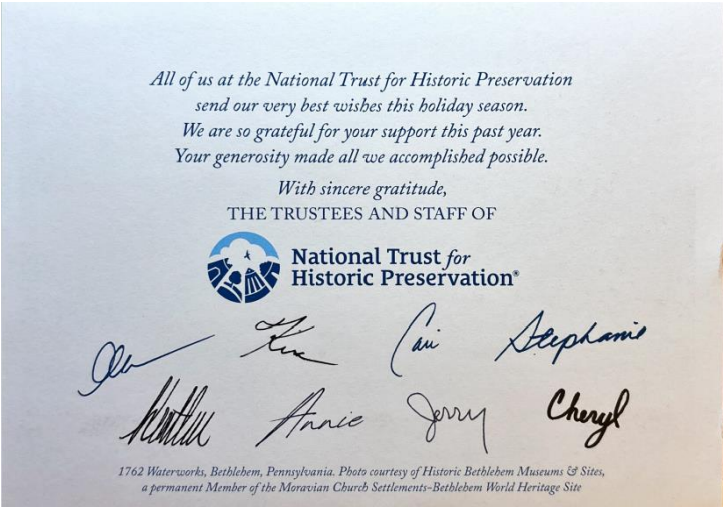
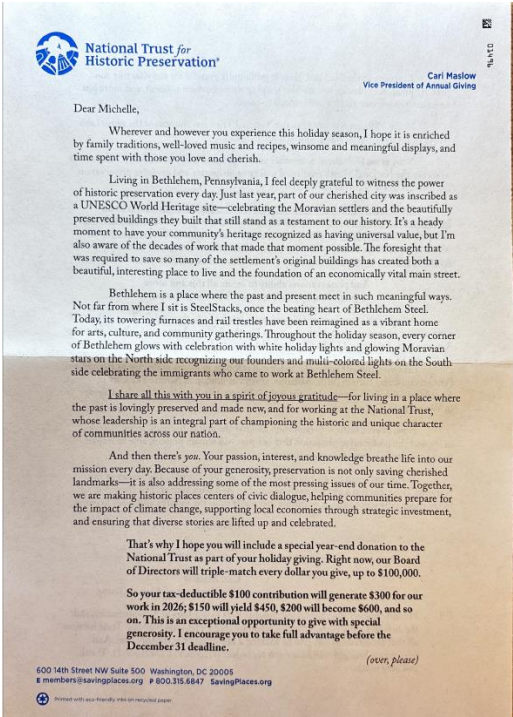
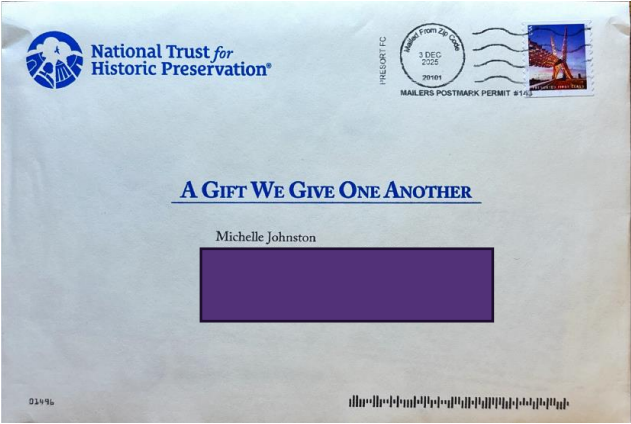


# Buckslip Card in a #10



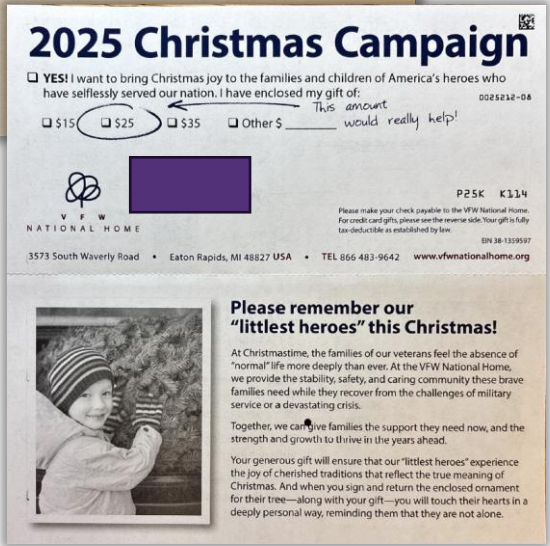
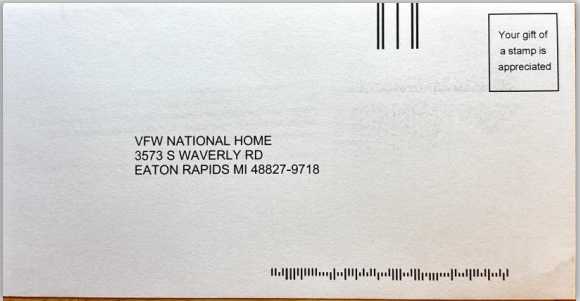
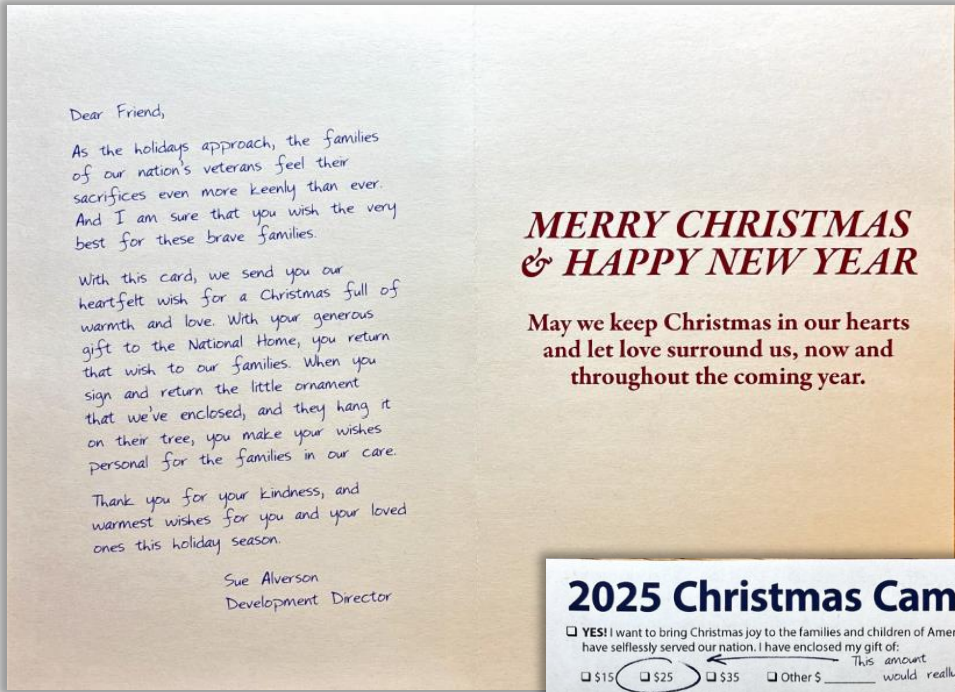


# Midlevel Card in an A8



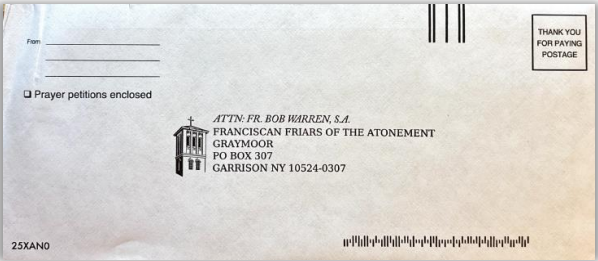
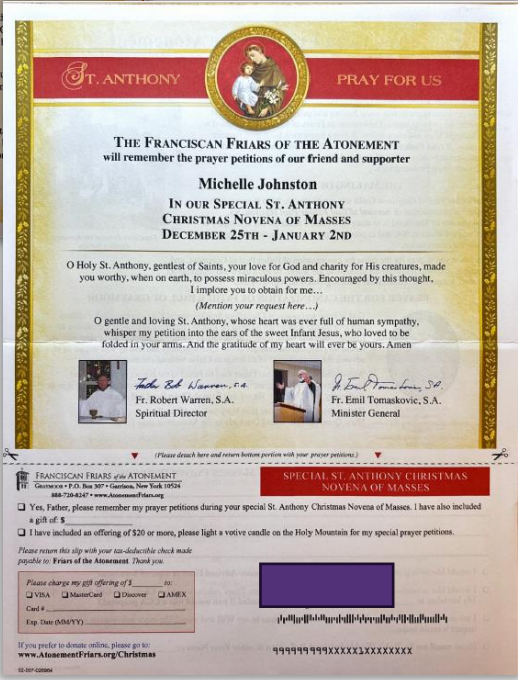
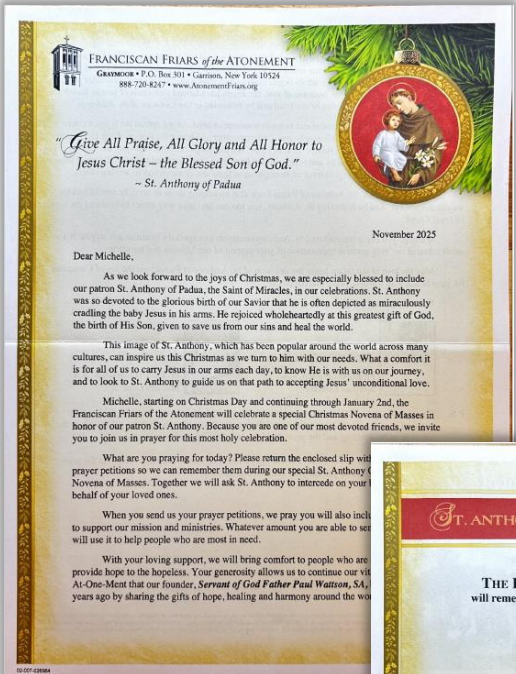


# Holiday Card with Paper Ornament





# Holiday Card with Ornament



# THANK YOU VERY MUCH!



Please feel free to reach out with any of your questions!

**Michelle Johnston**

*Senior Manager of Strategic Development*

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Phone: 703.734.4476

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