



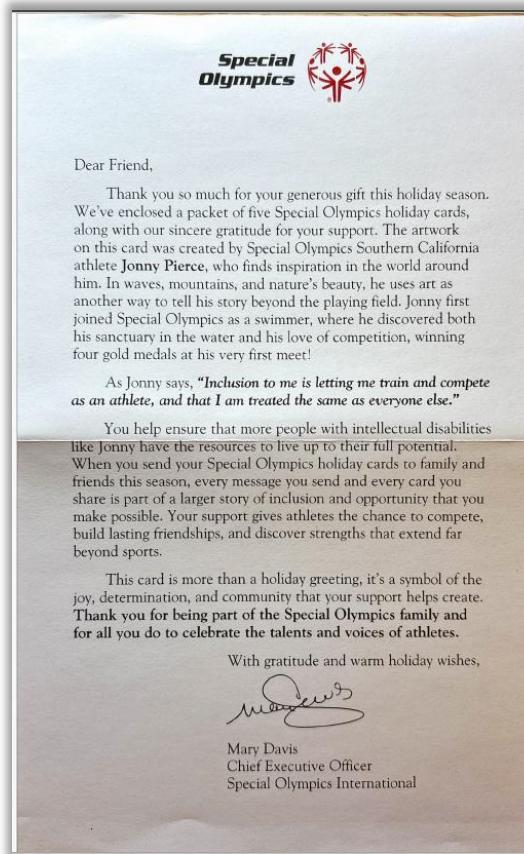
# Monthly Testing Options

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January 2026



# Special Olympics



# Special Olympics

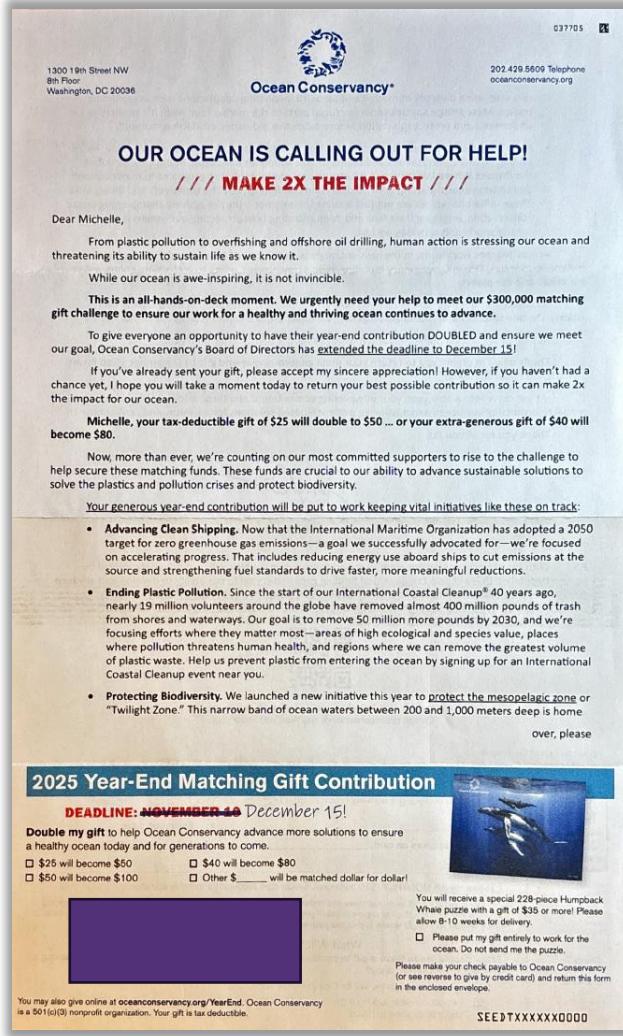
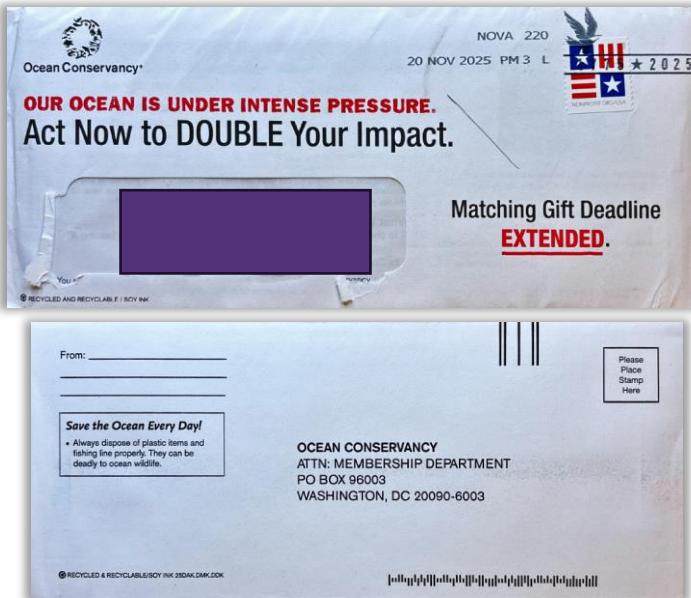


Sports Association

- 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

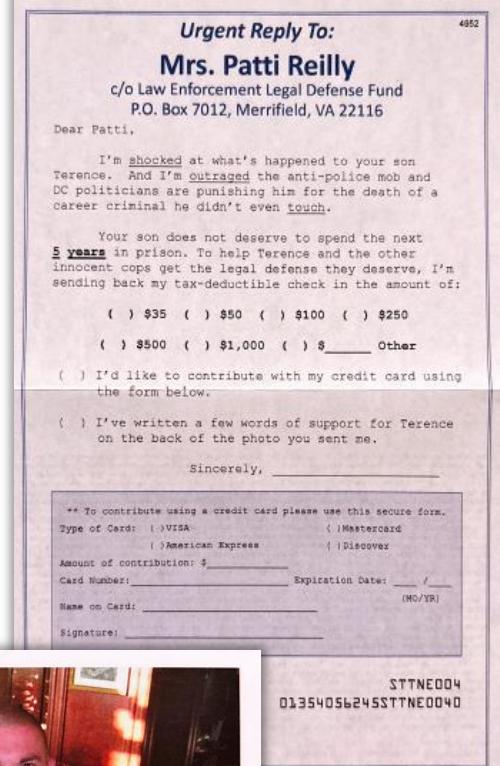
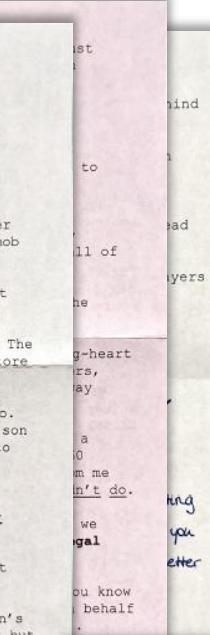
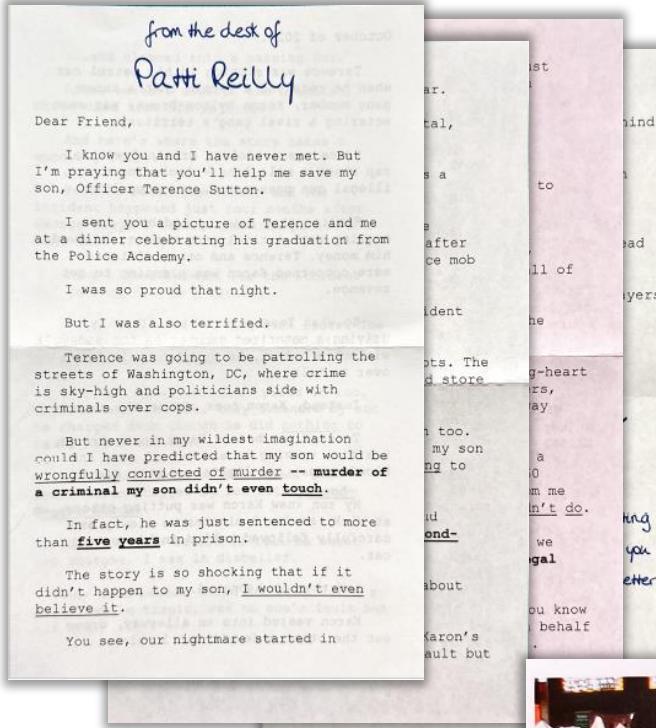
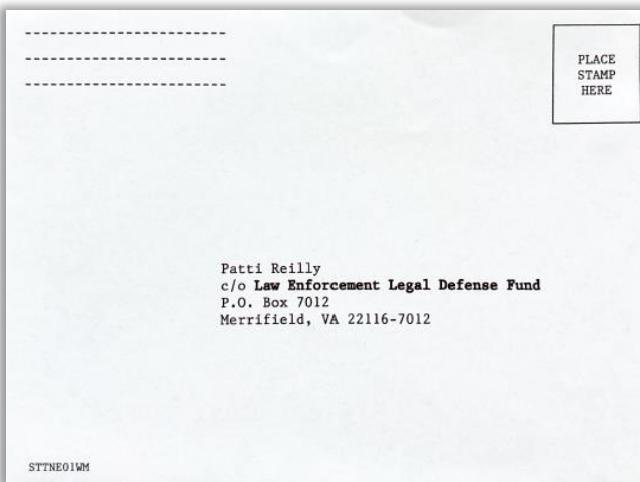


Environmental

- 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



# Law Enforcement Legal Defense Fund

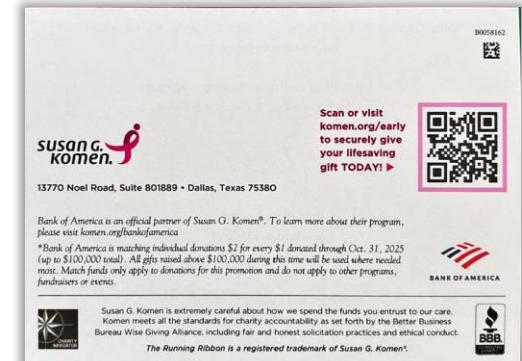
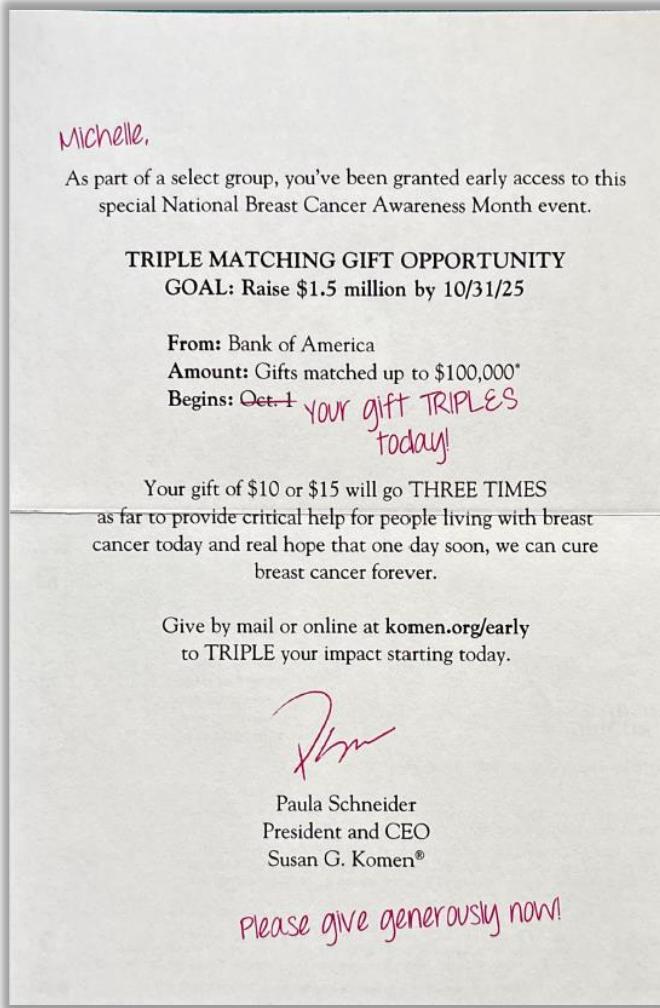
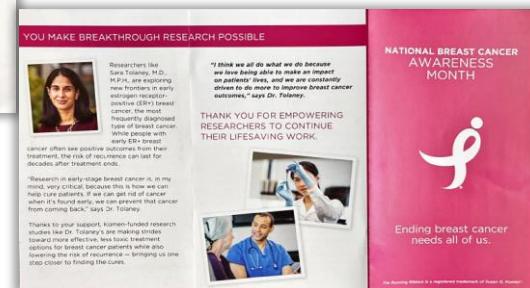
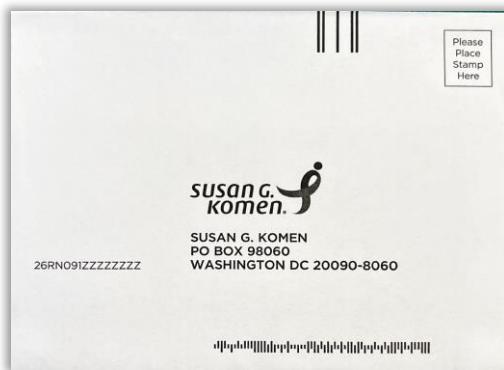
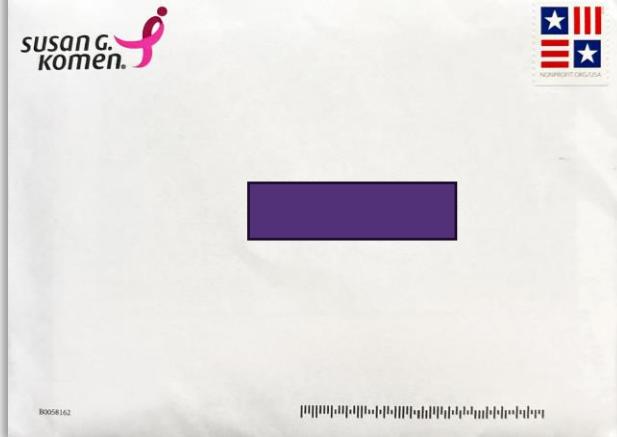


Law Enforcement

- 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

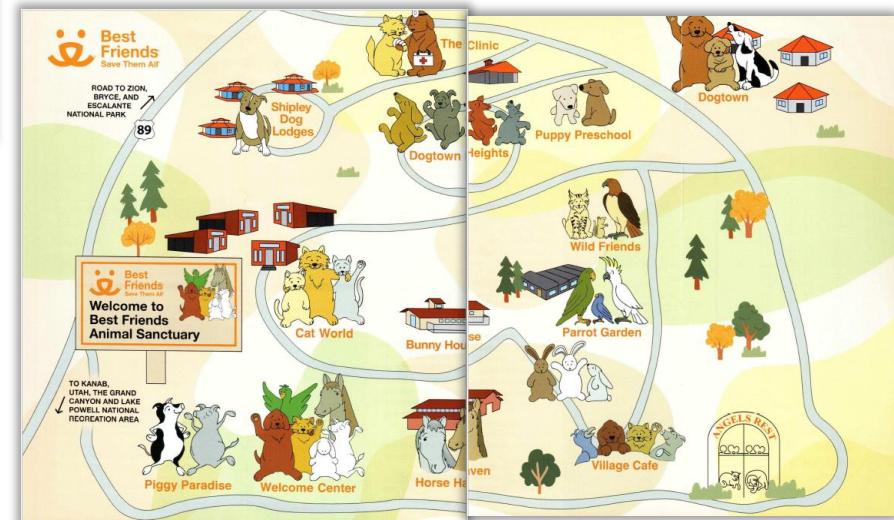
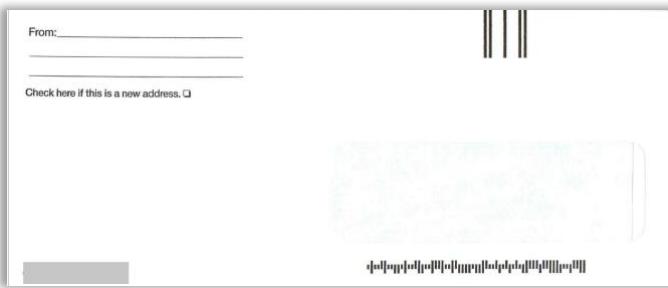


Health – Disease

- 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



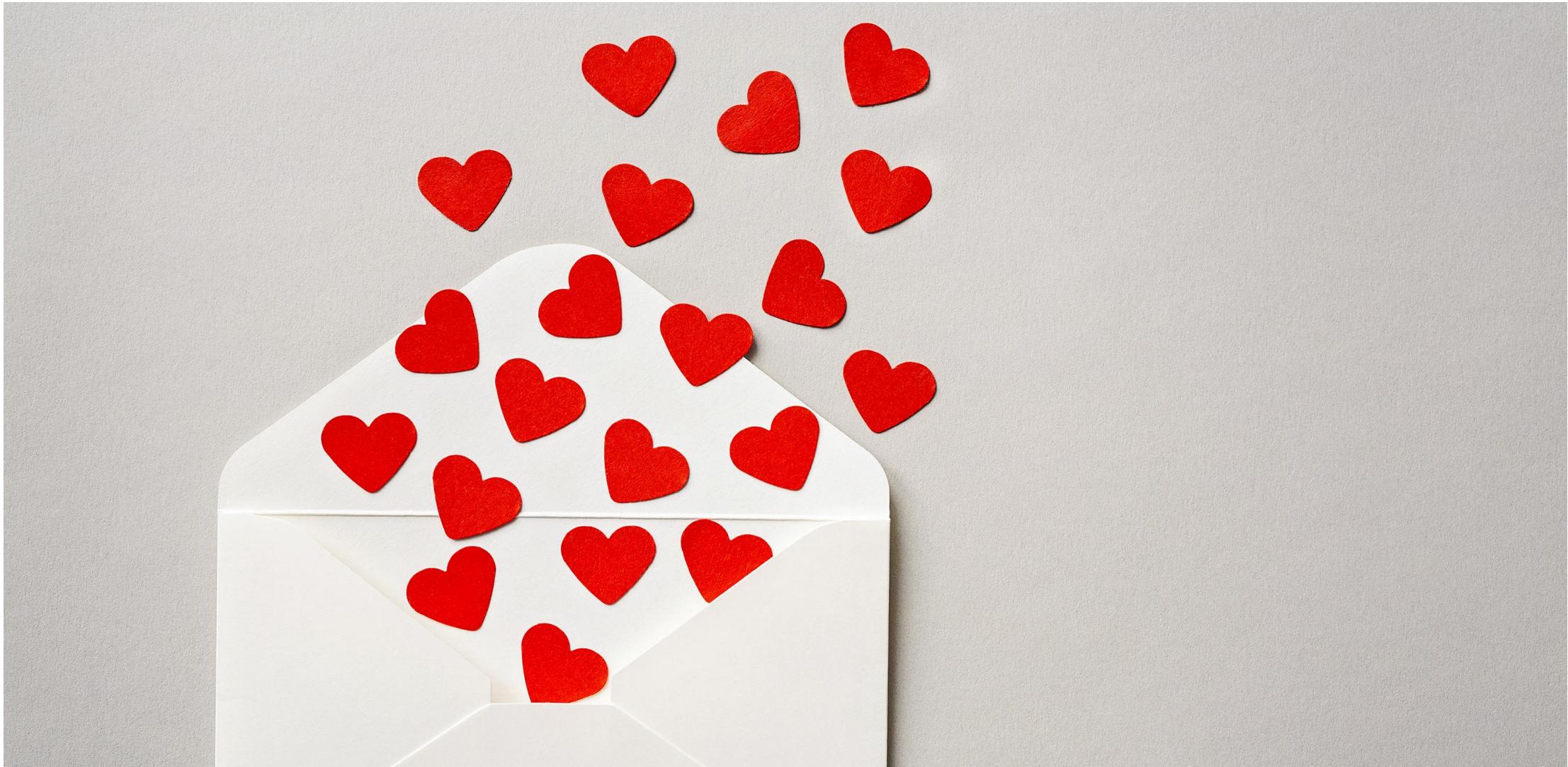
# Best Friends Animal Society



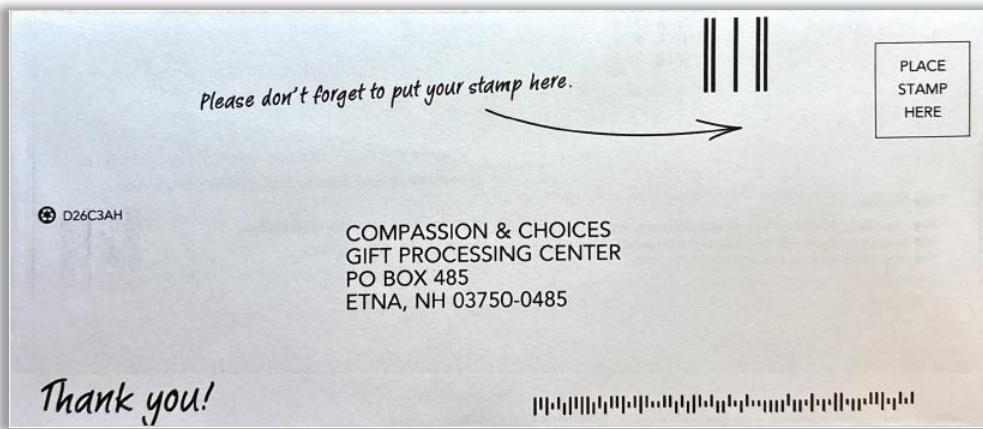
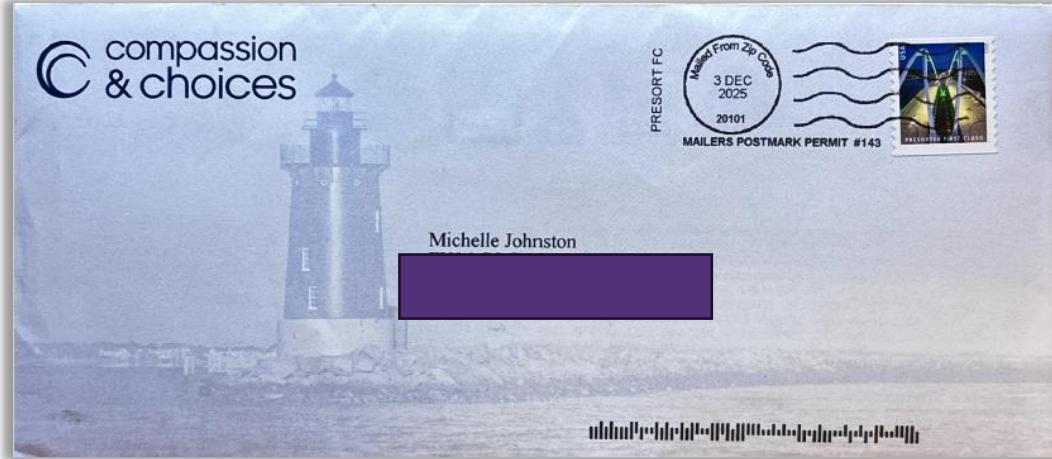
Animal/Wildlife

- 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.)*

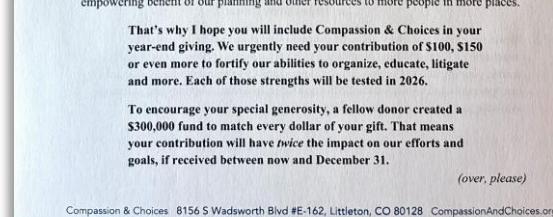
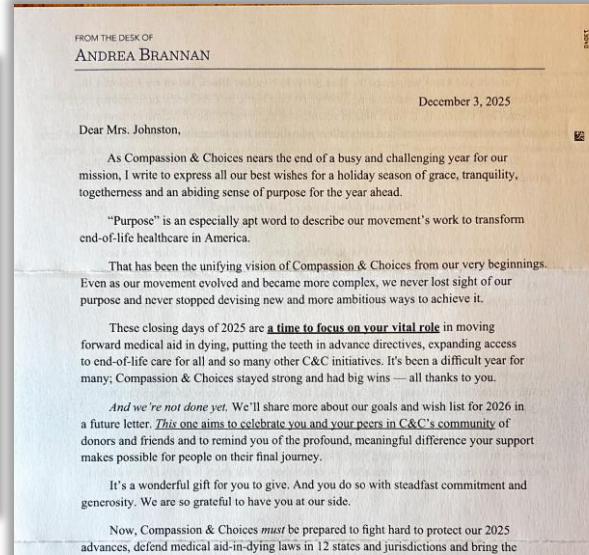
# Holiday Card Packages



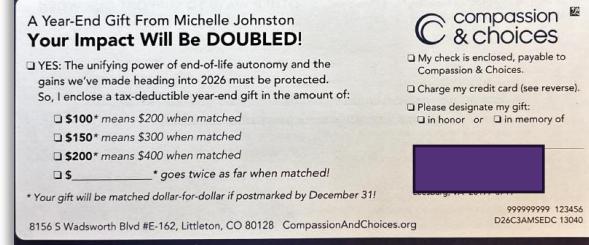
# Buckslip Card in a #10



Thank you!

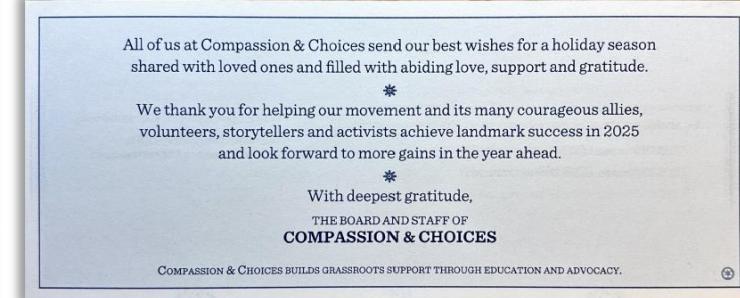
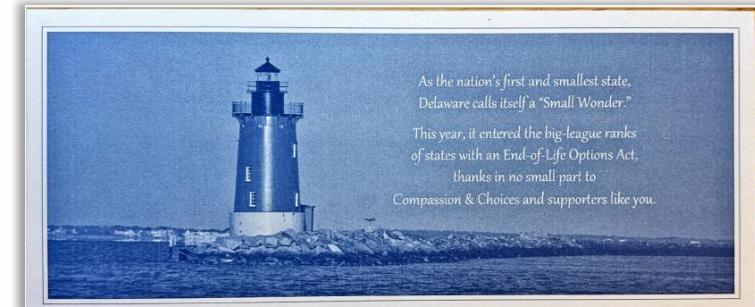


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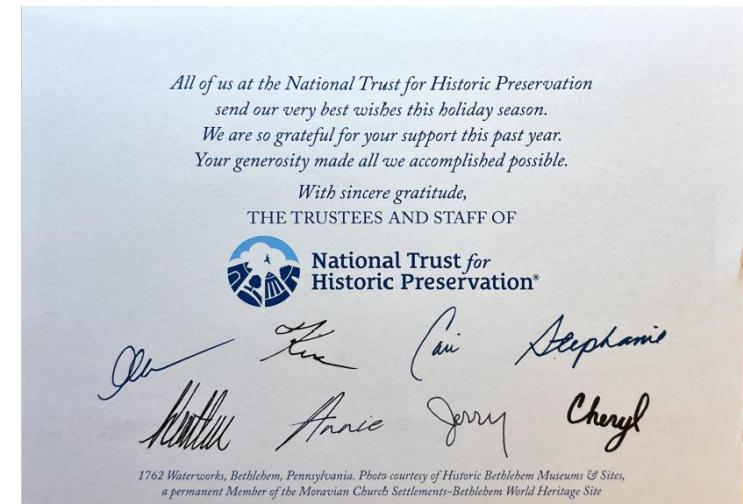
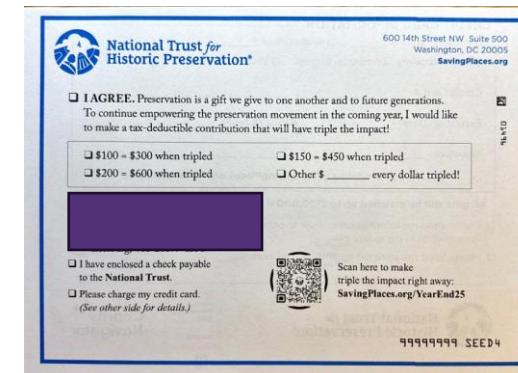
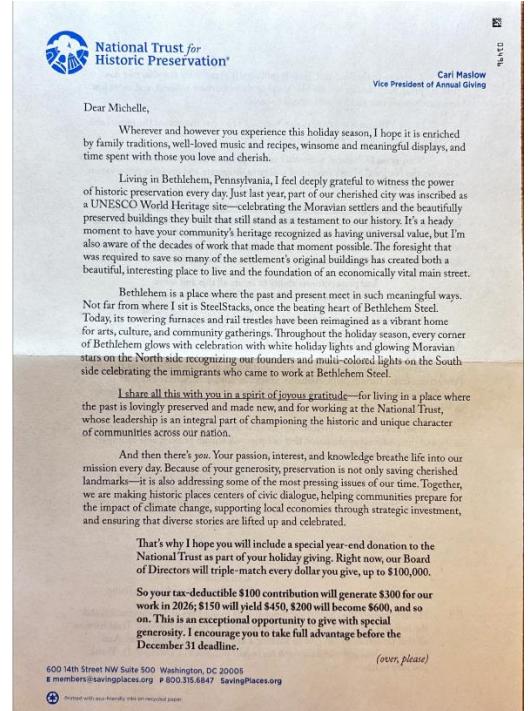
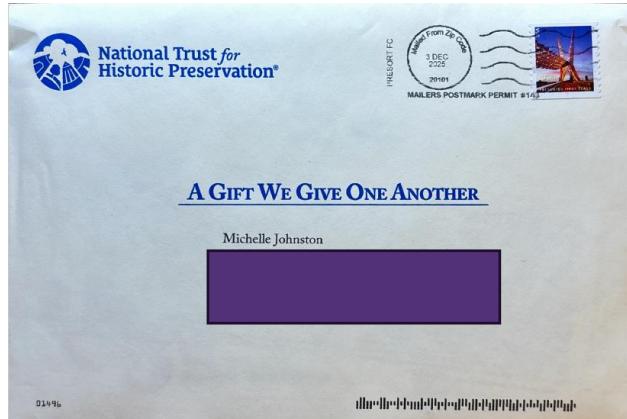


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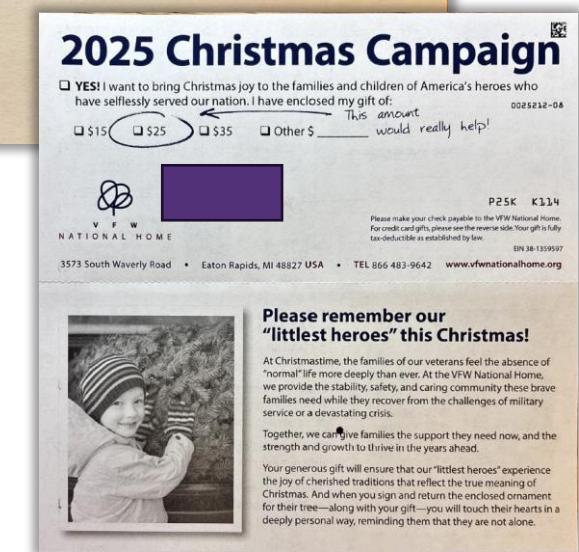
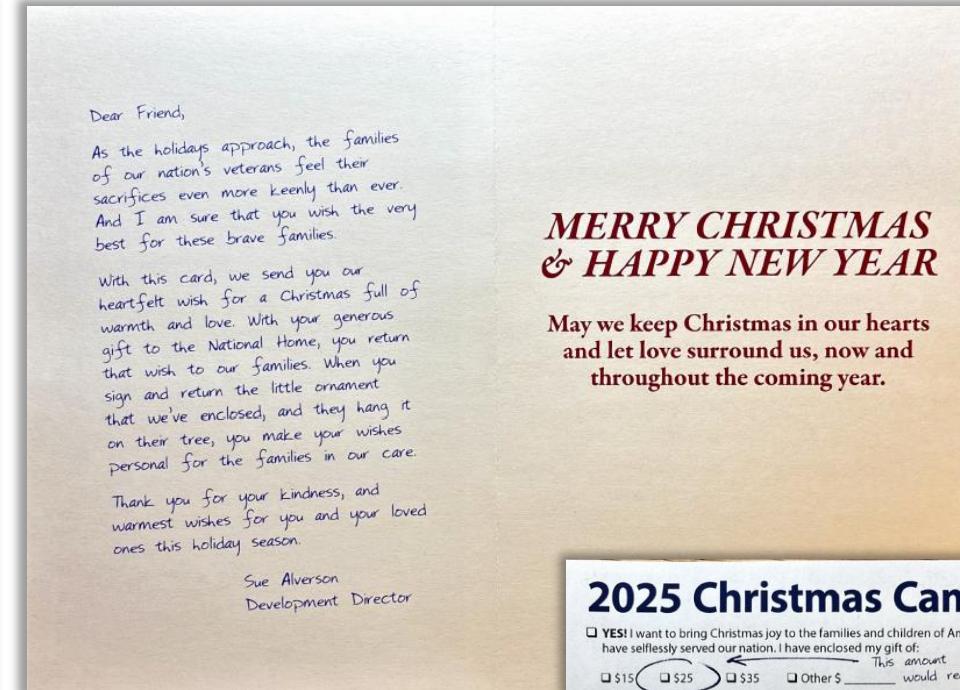
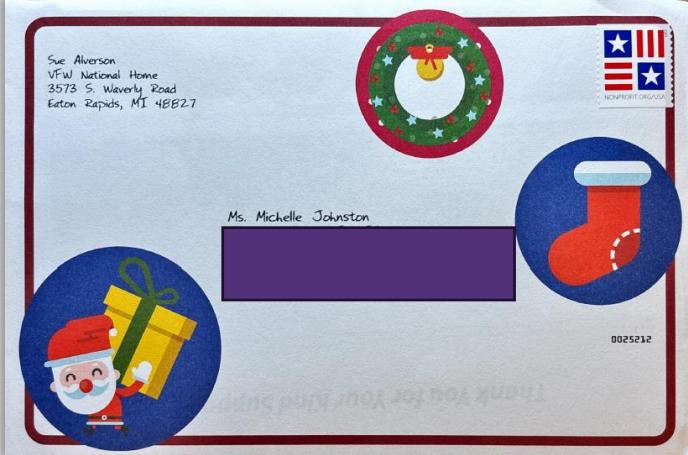
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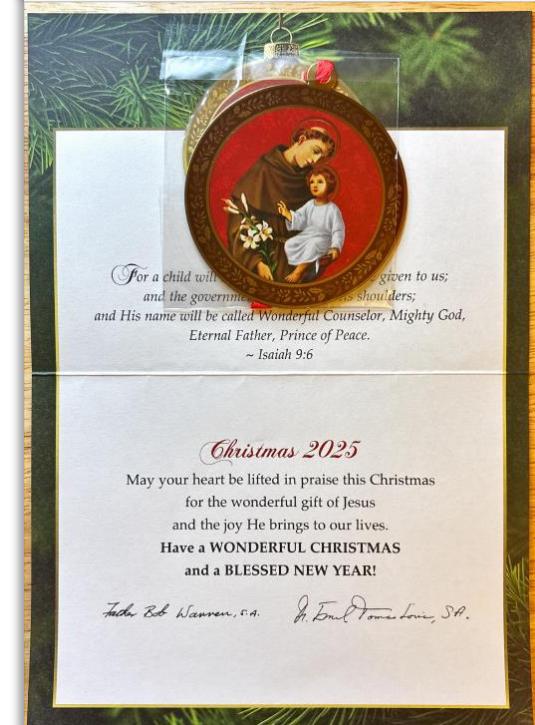
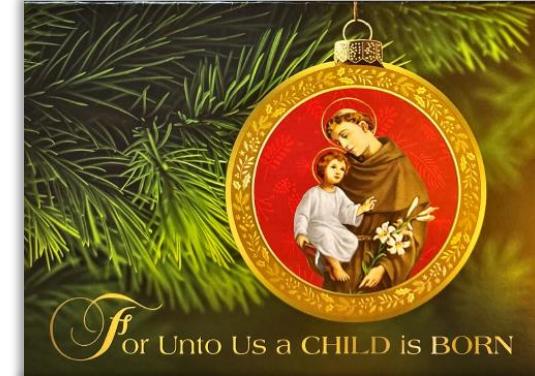
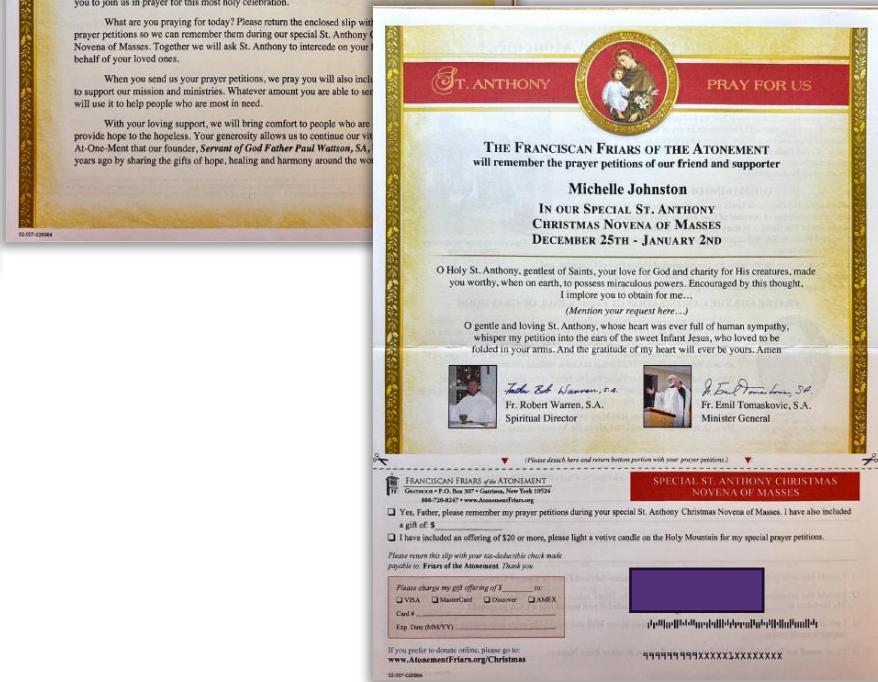
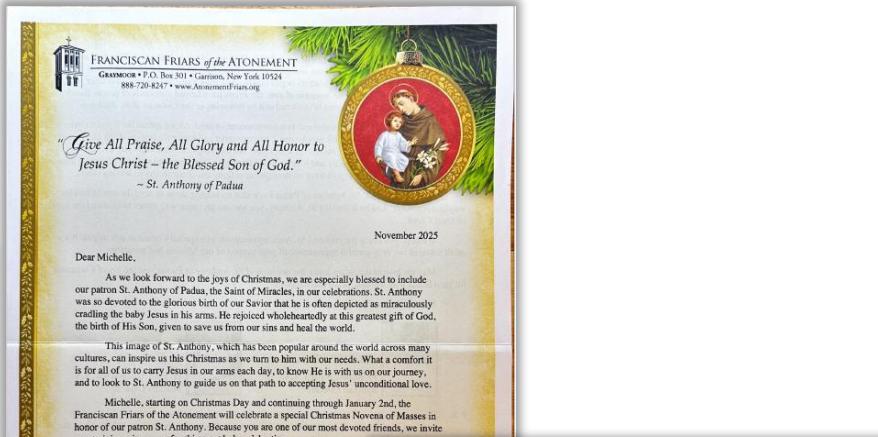
# Midlevel Card in an A8



# 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**

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