

Monthly Testing Options

February 2026



PFLAG

PFLAG

1625 K Street NW
Suite 700
Washington, D.C. 20006

**2026 Membership
Renewal Inside +
A Special Surprise**

Please Respond Within 15 Days.



RENEWAL FORM

PLACE
STAMP
HERE

PFLAG

PO Box 96519
WASHINGTON DC 20090-9619



X2026
pflag.org/renew2026



PFLAG

FROM THE DESK OF BRIAN & MICHELLE

January 2026

Dear Michelle,

I hope you had a stellar holiday season with your loved ones and are prepared for the new year. This road bounces in every one, but together we are stronger than our opposition.

Coming off the good news of the Supreme Court's decision to allow a case that might have undone the freedom to marry for same-sex and inter-racial couples — and after millions of dollars of anti-LGBTQ+ attacks during the 2023 election — there is a lot of work to be done for our success to be granted for.

With the fight has barely started, Anti-LGBTQ+ activists are working at the state and federal levels to roll back the rights that PFLAG has fought to secure for over 32 years. But other court cases are waiting in the wings.

We need your right now — will you renew your membership today?

PFLAG National has been fighting against laws, non-inclusive name changes, housing efforts, bank ontransgender policies, and so-called "Don't Ask" LGBTQ+ laws. We've also been advocating against bills on gender-affirming care, both legislatively and through litigation such as our state lawsuits in North Carolina, Missouri, and Texas, and at the national level for PFLAG to win.

We have managed to do all of this work despite a \$5.3M gap in our budget, not to mention philanthropic partners who have not yet agreed to our diversity, equity, inclusion and access (DEIA) efforts, such as bringing in our learning & inclusion team for straight-forward, transparent trainings.

Your membership renewals have kept lights — and so much more. Plus, our valuable members serve as pillars to us all, as they do for their families and take action on the latest issues affecting the LGBTQ+ community.

Our members also provide us with a range of skills, talents, and time to make a difference.

THANK YOU

for proving that our love is louder and strengthening PFLAG National's work to protect the freedoms and liberties of our LGBTQ+ loved ones.

Renew your support of
LGBTQ+ people and families
with a gift to PFLAG National.



pflag.org/renew2026

Read more about the
impact you helped make in
2025 in the PFLAG Banner at
pflag.org/pflagbanner
or scan the QR code!



PFLAG

2026 PFLAG NATIONAL MEMBERSHIP RENEWAL FORM



Yes, Brian — I'm proud to be a PFLAG National member! I'll send my enclosed 2026 renewal contribution to support LGBTQ+ people and those who love them.



\$50



\$75



\$100



\$150



Other \$ _____

Please be generous!



NAME: *[Redacted]*

ADDRESS: *[Redacted]*

CITY: *[Redacted]*

STATE: *[Redacted]*

ZIP: *[Redacted]*

- My check is enclosed (payable to PFLAG National).
- I'd prefer to charge my gift (see reverse).
- My gift will be charged by my employer.
- A corporate matching gift form is enclosed.
- Help me become a Guardian donor and support PFLAG National monthly (see reverse).

pflag.org/renew2026

PFLAG

PFLAG



Civic & Social Organizations

Format:

- OE: #10, RE: #9, Letter: 8.5 x 11, Reply: 8.5 x 3.5,
Buckslip: 8.5 x 3.5

Received: 2026

Program: HI\$ and Lo\$

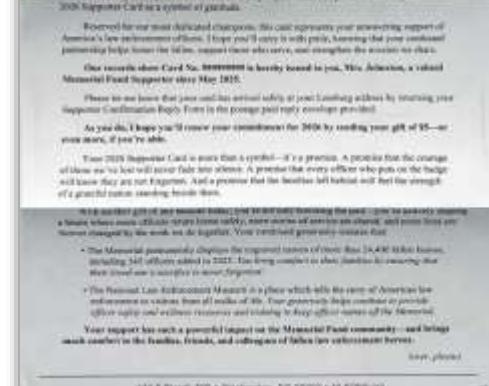
What works:

- This renewal package includes a Thank You buckslip that gives donors a quick, clear view of how to respond, featuring both a URL and QR code that link to the *PFLAG Banner* newsletter.
- The landing page of the QR code hosts the current issue of the newsletter along with several past editions and includes an option to subscribe. While a donate button is present at the bottom of the page, it is not visually emphasized.
- The renewal letter focuses on the organization's ongoing work and candidly addresses the budget deficit it has been operating under, reinforcing the importance of donor renewal. The P.P.S. reframes the funding gap in accessible terms, explaining that a contribution of just \$5 per month (or more) from each reader could close the gap entirely.





National Law Enforcement Officers Memorial Fund



National Law Enforcement Officers Memorial Fund



Law Enforcement

Format:

- OE: 4.375 x 8.8125 (cardboard mailer), RE: 3.875 x 8.75, Letter: 8.4375 x 10.875 with affixed plastic member card, Reply: 8.5 x 3.625, Calendar card: 7 x 3.675, Decal: 3.875 x 2.875, Notepad: 8 x 3.5 (8 pages), Address Labels: 7 x 4

Received: 2026

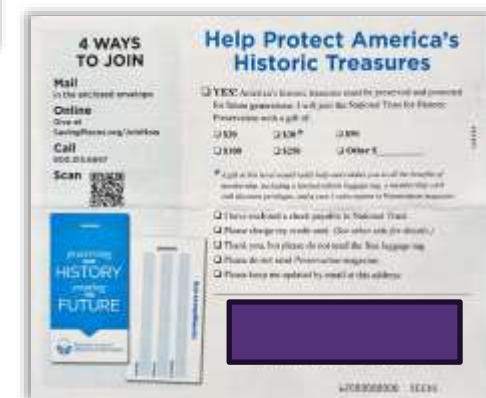
What works:

- The outer mailer is slightly smaller than a standard #10 and uses a rigid cardboard envelope, helping it stand out in the mailbox. The reply device includes a small map on the reverse, showing the location of the memorial for donors who may wish to visit in person.
- The calendar card is designed to fold in half, allowing for slightly larger type that may be easier for older donors to read. The address labels feature imagery closely associated with the memorial, including the organization's logo, a rose, candles from a vigil, and flowers laid at the site.
- The interior components are sized very close to OE dimensions, suggesting the package was likely hand-inserted rather than machine-inserted. This is further supported by the fact that the package is produced overseas.





National Trust for Historic Preservation



National Trust for Historic Preservation



Art & Culture

Format:

- OE: #10, RE: #9, Letter: 8.5 x 11, Reply: 8.5 x 7, Brochure: 3.75 x 5.5 (folded size), 11 x 15 (flat size)

Program: Acquisition

Received: 2026

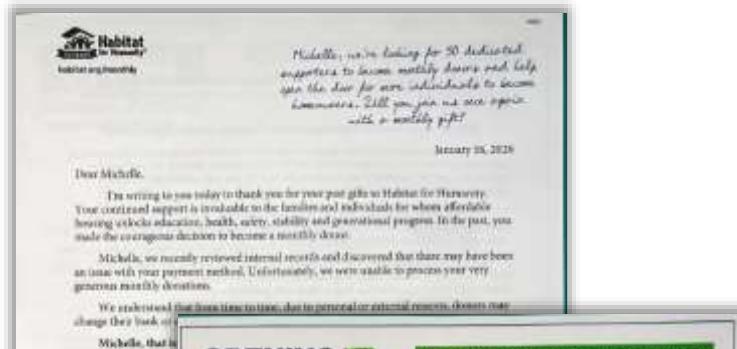
What works:

- The brochure insert uses an unconventional size and fold structure, creating an interactive experience as the donor unfolds the piece to reveal all 26 highlighted sites. The folding strategy intentionally results in an unusual final trim size, helping the insert stand apart from standard formats.
- The Historic Sites insert reinforces the organization's mission by featuring photos, a dedicated URL, and QR codes for each site, allowing donors to explore the locations in greater detail.
- A "Join Today" button and an email sign-up option appear near the bottom of the landing page, serving as the primary donation pathway. This call to action is present but positioned low on the page, requiring the donor to scroll.
- A version of this package was also tested as part of a lapsed donor reinstatement effort.
- The reply features a 4 Ways to Join box on the left – allowing someone who is scanning the document to quickly know how to respond.





Habitat for Humanity





Habitat for Humanity



Civic & Social Organizations

Format:

- OE: 6 x 9.5, RE: #9, Letter: 8.5 x 11, Reply: 8.5 x 11, Proposal: 11 x 17

Received: 2026

Program: Lapsed Sustainer

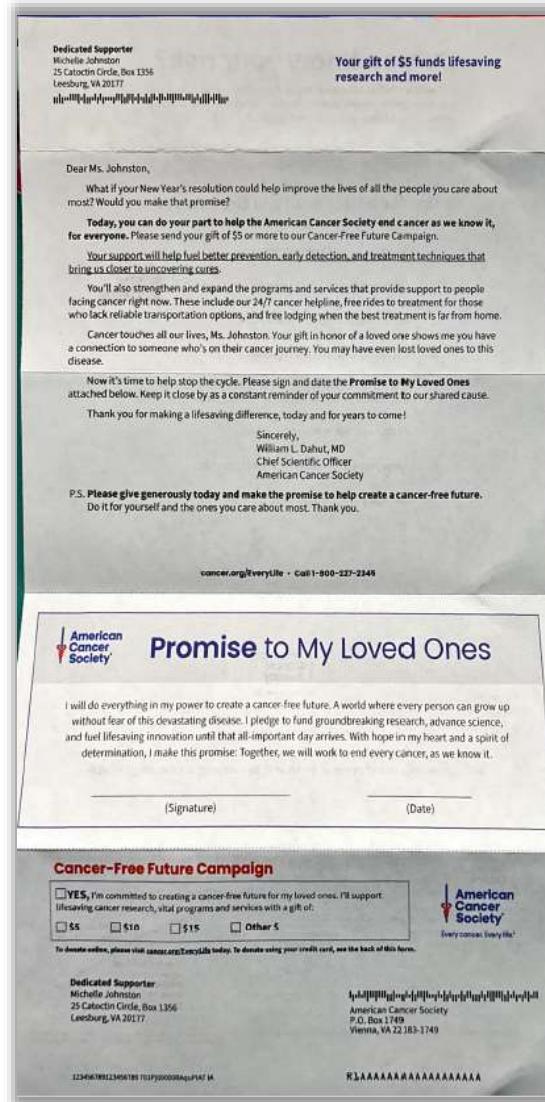
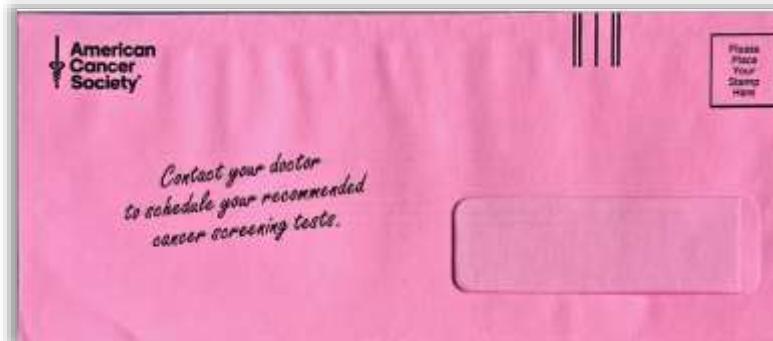
What works:

- This version of the package targeted former Sustainers whose monthly payments had previously been declined, inviting them to rejoin as part of a membership drive aimed at securing 50 additional monthly donors within the state. The offer includes a backend premium available with a minimum \$5 monthly commitment (or \$60 annually).
- The proposal emphasizes the value of monthly giving, reinforcing the stability it provides to the organization and incorporating statistics related to home ownership to support the case for sustained support.
- The reverse side of the proposal explains why monthly giving “makes sense,” positioning it as safe and easy, efficient (reduced mail volume and lower postage and paper costs), and powerful—allowing donors to join a community that provides dependable, mission-sustaining income.





American Cancer Society





American Cancer Society



Health – Disease

Format:

- OE: #10, RE: #9, Letter/reply/pledge: 8.5 x 17,
Sticker: 3 x 5

Received: 2025

Program: Renewal Test

What works:

- The pledge positions the gift as a promise to the donor's loved ones, committing to the fight for a cancer-free world. The decal reinforces the donor's support of the organization while also serving as a visible invitation for others to get involved.
- The extended letter/reply format allows the letter, pledge, and reply device to appear together on the front of a single document, creating a cohesive and emotionally driven appeal. The reverse side is reserved for a more health-focused message, reinforcing the mission and impact.



Backend Premium Offers



Art & Culture



Join today and receive
a free subscription to
Air & Space Quarterly
magazine!



Join with a gift of \$50 or more
and you'll receive the
**Official 2024 White House
Christmas Ornament – free!**



Join by December 15
for two EXTRA months
of benefits, plus your
free commemorative
brass pin.

Ambassador \$250 RECOMMENDED

Environmental





limited-edition tote set

This exclusive set of reusable totes features some of our favorite images from your new 2025 calendar and includes three convenient sizes. Use them for carrying books, lunch, groceries and more while you show off your love for nature. But hurry — this limited-edition 2025 set won't be around for long!

Small tote: 9.25" x 11.25" x 7". Grocery tote: 11.125" x 14" x 7". Oval tote: 17.5" x 12.25" x 7".
Please see your Response Form for more details. Allow 6-8 weeks for delivery. While supplies last.
Quantities limited. Substitutions may apply. Premium gift is not available outside the US and US territories.



Choose one of three thank-you gifts when you give \$35 or more!

CHOOSE YOUR FREE GIFT!



FREE GIFT WHEN YOU JOIN BY MAY 1!

LIMITED-EDITION CBF TOTE BAG

Yours **FREE** when you join the Chesapeake Bay Foundation using the enclosed reply form with a gift of \$23 or more by May 1, 2022!

Get your tote bag even faster! cbf.org/tote



INR022-T

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

Yours FREE

LIMITED EDITION T-SHIRT

when you make a gift of \$18 or more



Rails-to-Trails Conservancy needs your help to convert more than 8,000 miles of former railroad land waiting for a new lease on life. Together, we can help communities turn these old rail lines into public paths for biking, walking, and more.

When you contribute \$18 to this important effort, Rails-to-Trails Conservancy will say "thank you" by sending you our special, limited edition T-shirt **FREE**.

You can wear your T-shirt with the pride and satisfaction of knowing that you've helped turn a neglected rail bed into a new treasure for everyone to enjoy.

...that instead of more hours or steep roads, you've helped create a peaceful, public path to the sloping foothills of a mountain... through a lushly wooded forest... across pastoral farmland... or a delightful swath of green space through cities and suburbs, connecting people to communities and nature.

To claim your **FREE** Rails-to-Trails Conservancy T-shirt, simply return the enclosed form, or go to www.railstotrails.org/member. Thank you!

 2125 Ward Court, NW
9th Floor
Washington, DC 20007
1-800-527-7237

Religious



Heart to Heart Society

Receive this beautiful blanket FREE with your automatic monthly gift of \$10 or more.



Supplies are limited — please reply soon!

As a member of the *Heart to Heart Society*, you'll receive recognition with our prayers and gratitude, plus:

- Our *Good Stewards Newsletter* to keep you updated on the impact your generosity makes possible.
- Exclusive faith-inspiring items and materials to support your personal devotion to the Sacred Heart.
- A free gift just for joining — this beautiful blanket featuring Psalm 23!

▼ DETACH HERE & RETURN FORM IN THE ENVELOPE PROVIDED. ▼

Lourdes Water



This glass bottle contains a half-ounce of water from the miraculous spring located at Our Lady of Lourdes Grotto in France. It is 2 ¾ inches tall and has a relief

image in light blue of Our Blessed Mother appearing to St. Bernadette in an apparition. The silver cap is in the shape of a rose. #710127

To receive a bottle of Lourdes Water please check box below.

A SPECIAL FREE GIFT... JUST FOR YOU

Introducing "THE ROAD LESS TRAVELED"
Our Brand New 128-page book
of Inspirational Poetry



We are so happy to be able to offer this newest volume as a free gift to good friends like you.

Like every volume in the Salesian Collection, this edition is filled with beautiful full-color art and uplifting poetry you will want to read over and over again.

If you can find it in your heart and have the means to give a generous donation today to help poor children in our missions, we will send you this wonderful volume as a free gift. (Please see the enclosed letter for details about receiving this free gift and others.)

This free gift is offered exclusively to special friends like you and is not available in any store. Please allow 6-8 weeks for delivery. If you do not wish to receive your free gift, please be sure to check the appropriate box on the other side.

Animal & Wildlife



LIMITED TIME OFFER!

Claim your FREE Weatherproof Blanket!

Save \$10

With thanks for your Life Member contribution...

We are pleased to offer you your choice of two limited-edition Winston rods with our thanks for becoming a TU Life Member today.

R.L. Winston Rod Company in Twin Bridges, Montana, has been designing and handcrafting fly rods with uncompromising dedication since 1929. In collaboration with Winston, these rods are designed with custom silver and deep, cobweb blue accents and a "Trout Unlimited" hand inscription on the blank. Winston green rod blank. And each rod is numbered as part of this limited-run batch. There is no other place to get a one-of-a-kind rod like this. Become a Life Member today and get your rod along with a limited-edition Richard Wheatley fly box and TU Life Member hat.

Winston AIR 2 5', 5-Weight, 4-Piece Rod



It features an evolue taper and trout gear. 8-900 high modulus carbon graphite for smooth casting, a Winston-designed grip for better feel, a FIRS reel seat for faster recovery rates and strength, light-wire shooting snake guides with ECO slick coating to reduce friction, and barled wood and nickel silver uplocking reel seat featuring the TU logo. Combined Rod Value: \$1,214.00

Winston ALPHA+ 5', 5-Weight, 4-Piece Rod



Big fish and big water. This limited-edition ALPHA+ is a lightweight, very-flat action rod that generates high line speeds with wind-resisting power to blast big fish, along streamers, and sheet strippers in the most challenging conditions.

It features a unique taper and high-performance carbon graphite to maximize lifting strength and minimize false casts, a full wells grip with a fighting butt for added leverage, oversized barb-cheese shooting guides with chrome-nano stripping guides, and a light olive anodized uplocking aluminum reel seat. Combined Rod Value: \$1,154.95

Sign up online at tu.org/8ps, call 1-800-834-2419, or respond by mail with the reply form and envelope provided.



Join WWF today with a gift of \$16 or more and choose your FREE thank-you gift!

Show the world your commitment to conservation with WWF gear. Choose a zippered bag with pouch, a golf umbrella, or a cooler bag and tote bag set. WWF tote bags are reusable and are made from 30%–50% recycled materials. This WWF umbrella is made of sturdy nylon and features a unique sea turtle design. Our cooler bag has a Mylar lining and zippered top, making it ideal for carrying food and beverages. Whichever gift you choose, thank you for helping WWF protect animals and preserve their habitats.

Delivery generally takes 6–8 weeks. Items available while supplies last. Thank-you gifts can only be shipped to the address on the confirmation receipt form.



Get this Audubon Field Bag **FREE** with your gift of \$20 or more.

JOIN TODAY AND WE'LL THANK YOU WITH A **FREE GIFT OF YOUR CHOICE!**



Just place the sticker for the gift you want on your reply form, and send it back with your donation. It's our way of thanking you for helping to save wildlife!



TOTE BAG TRIO

With these three totes you can look stylish, reduce plastic waste, and show everyone you're a Defender of Wildlife! The bags wipe clean and feature comfy woven straps.

Large bags measure 15.25" x 12" x 7"; medium bag measures 11.5" x 9.5" x 7".



WILDLIFE UMBRELLA

With this new umbrella, everyone will see you're a Defender, ready to support conservation rain or shine! Handy, durable and waterproof, it features sturdy 8-rib construction and a comfortable grip handle.



DEFENDERS CAP

You love nature. You love wildlife! And you'll look the part wearing this stylish green ball cap. One size fits most, cotton construction. Breathable top for hot days. Great for protecting your eyes from the summer sun!

Sign up online at tu.org/8ps, call 1-800-834-2419, or respond by mail with the reply form and envelope provided. Your gift will be tax-deductible to the extent allowed by law. Please note that we do not accept contributions from companies or organizations. If you are a business or organization, please consider making a corporate contribution. Your company's contribution will help us continue to work for the environment. Your company's contribution will help us continue to work for the environment.

Military and Veterans



A FREE GIFT,
when you join today!

**The Exclusive American
Battlefield Trust Challenge Coin**

Made from enamel and antique brass, our one-of-a-kind challenge coin features the shield logo on one side and the majestic bald eagle on the other with our mission to Preserve, Educate, and Inspire.

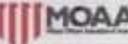
Challenge coins are a time-honored tradition, and we hope you'll take pride in receiving the American Battlefield Trust challenge coin.

American Battlefield Trust Hat

Join at \$50 or more and receive the American Battlefield Trust embroidered logo hat. Made in the USA, our hat is one of our most popular items among our members. Get yours today!

(*Please allow 8 to 10 weeks for delivery. Thank you!)

TAKE ACTION TODAY. ACTIVATE YOUR MEMBERSHIP NOW.

FREE GIFT 

with your PREMIUM membership

Complete your registration today, and we will send you this MOAA 18 oz. Travel Tumbler — just one of the benefits of being a member.

The MOAA travel mug features:

- Double-wall insulation • Maintains a 40 degree difference between the contents and the outside, so it can be used safely without a protective sleeve • BPA-Free
- Top Rack Dishwasher Safe • Made in USA

Your FREE gift is sent upon payment of your membership dues.

 **Claim Your
USET Foundation Fleece Blanket**

With your gift of \$35 or more today

When you cheer on your United States Equestrian Team by sending a gift today, you'll receive this custom fleece blanket with the USET Foundation emblem. Use this blanket proudly knowing that your support helps America's top athletes and horses. But hurry and act today ... supplies are limited!

You'll also receive a USET Foundation decal and lapel pin.

GET YOUR NAVY MEMORIAL LONE SAILOR STATUE NOW!

The Lone Sailor is a world-class statue, replicas of which can be placed on office desktops, fireplace mantels, also as lapel pins and in outdoor public spaces all over the country — just like the original that stands at The United States Navy Memorial Plaza in Washington, D.C.

Everyone who has worn the uniform of the United States Navy, Marine Corps, Coast Guard and Merchant Marine can identify with *The Lone Sailor*.

And now you can have your own Lone Sailor statue. Standing at about 4 1/2 inches tall, your Lone Sailor statue will serve as a reminder of your support of The United States Navy Memorial as we honor our men and women of the Sea Services.

With your monthly gift of \$25 or more, you'll get all the benefits of membership, PLUS your Quarterdeck Club lapel pin AND Lone Sailor statue!

Yours with a monthly gift of \$25!

©2011 US Navy Memorial Foundation
Please allow 6-8 weeks for delivery.

THANK YOU VERY MUCH!



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

Michelle Johnston

Senior Manager of Strategic Development

Email: mjohnston@psmail.com

Phone: 703.734.4476

Sign up and stay informed! To receive Michelle's Mailbox each month, send an email with the subject line "Subscribe" to mjohnston@psmail.com.