



# Monthly Testing Options

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February 2026





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



IDENTIFICATION		2026 CALENDAR			
NAME	ADDRESS				
CITY	STATE	ZIP			
IN CASE OF EMERGENCY					
NAME	ADDRESS				
PHONE	MY BLOOD TYPE IS				
ALLERGIC TO	MAJOR HEALTH PROBLEMS				

JANUARY 2026	FEBRUARY 2026	MARCH 2026	APRIL 2026
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MAY 2026	JUNE 2026	JULY 2026	AUGUST 2026
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
SEPTEMBER 2026	OCTOBER 2026	NOVEMBER 2026	DECEMBER 2026
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



# National Law Enforcement Officers Memorial Fund



Law Enforcement



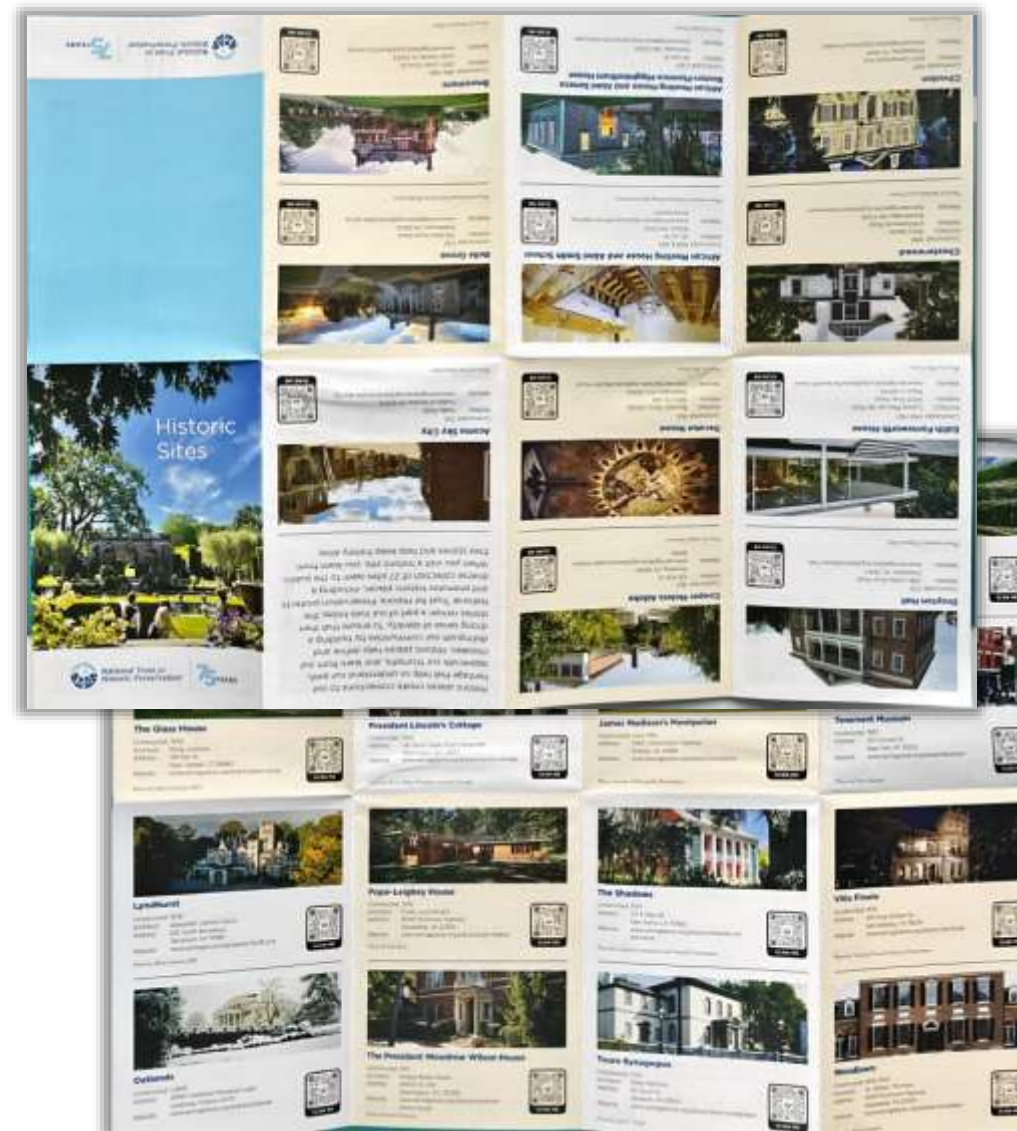
## Format:

- 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



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

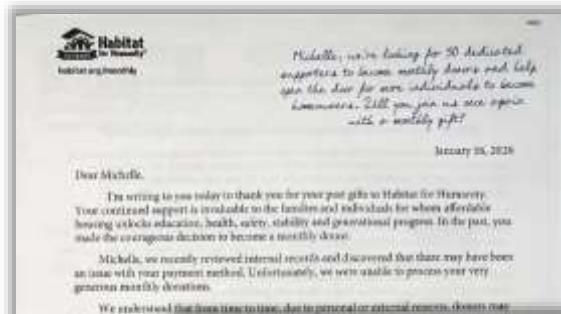
**Received: 2026**

## 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

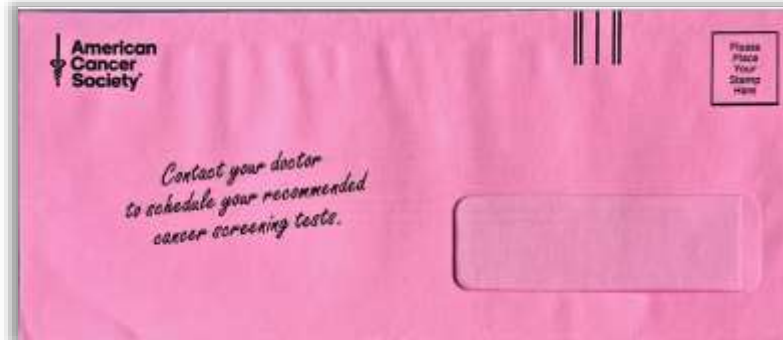
**Program:** Lapsed Sustainer

## 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.



**MICHELLE'S  
MAILBOX**





Cancer Risk 360

## Do you know your risk?

Visit [ACSCancerRisk360.cancer.org](http://ACSCancerRisk360.cancer.org) to assess your personal cancer risk and take steps to improve your health. It only takes a few moments, and no personal data will be collected or shared.

### 8 tips for better health in the new year

- 1 Stay away from all forms of tobacco.
- 2 Get to and stay at a healthy weight.
- 3 Get moving with regular physical activity.
- 4 Eat healthy with fruits and vegetables.
- 5 It's best not to drink alcohol. If you do drink, have no more than 1 drink per day for women or 2 per day for men.
- 6 Protect your skin from harmful UV rays.
- 7 Know yourself, your family history, and your risks.
- 8 Get regular check-ups and cancer screening tests.

[cancer.org/EveryLife](http://cancer.org/EveryLife) • Call 1-800-272-2345



Every moment Every Day™

### Make the promise today.

Do your part to fund lifesaving research and provide everyday support for people with cancer. Help us end cancer as we know it, for everyone, at [cancer.org/EveryLife](http://cancer.org/EveryLife).



Your gift helps save lives.

Your support is helping lead the fight against cancer through breakthrough research, critical patient services, and a 24/7 live helpline.

#### Credit Card Donation Form

Please charge my gift to my:

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

CARD NUMBER	EXPIRATION DATE
SIGNATURE	AMOUNT

To receive updates and important information via email, please provide your email address.

EMAIL:



87% decline in the cancer death rate since 1991

Nearly 6.5 million cancer deaths avoided during this time

Note: A age-adjusted rate used to standardize population. Source: National Cancer Institute's Cancer Statistics, 2023. Cancer Statistics, 2023, pp. 15-163.

To learn more about the ways the American Cancer Society may use the personal information you share, review our privacy policy at [cancer.org/privacy](http://cancer.org/privacy).



# 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!**



# 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: 9.5" x 11.3" x 7", Grocery tote: 11.125" x 14" x 7", Oval tote: 17.5" x 12.5" 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 U.S. and U.S. 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](http://cbf.org/tote)

IN0922-Y  
 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 to trails more than 8,600 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 mere houses or crisp roads, you've helped create a peaceful, public path in the clapping foothills of a mountains... 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](http://www.railstotrails.org/member). Thank you!

2123 Ward Court, NW  
 9th Floor  
 Washington, DC 20037

10.000

# 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!



**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 1949. In collaboration with Winston, these rods are designed with custom silver and deep, cobalt-blue accents wraps and a "Trout Unlimited" hand inscription on the classic 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 Whitley fly box and TU Life Member hat.



**Winston AIR 2 9', 5-Weight, 4-Piece Rod**



Versatility and accuracy. Named IFTD's 2009 Best of Show Freshwater Rod, this limited-edition AIR 2 is a lightweight fast-action rod that has the stability, recovery speed, and versatility to delicately deliver dry flies, drift and drop nymphs, and sling streamers to the opposite bank with accuracy and ease.



It features an evolved taper and fast grip. 5,000 high modulus boron graphite for smooth casting; a Winston-designed rigid grip for better feel; a HRS resin for faster recovery and strength. Light-side shooting guide with ECO-disk coating to reduce friction, and barrel wood insert and nickel silver uplocking reel seat featuring the TU logo. Combined Retail Value: \$1,314.95

**Winston ALPHA+ 9', 5-Weight, 4-Piece Rod**



Big flies and big water. This limited-edition ALPHA+ is a lightweight very fast action rod that generates high line speeds with wind-cutting power to blast big flies, sling streamers, and shoot strikes in the most challenging conditions.



It features a unique taper and high-performance boron graphite to maximize lifting strength and maximize line casts, a full well grip with a fighting butt for added leverage, oversized hard-chrome shooting guides with chrome nanodiamond stripping guides, and a light olive anodized uplocking aluminum reel seat. Combined Retail Value: \$1,154.95

Sign up online at [tu.org/life](http://tu.org/life), call 1-800-834-2419, or respond by mail with the reply form and envelope provided. Offer valid for new and past life members. A number of options to choose from. A limited-time gift is included in the package. Please contact your local TU chapter for more information. Please contact your local TU chapter for more information. Please contact your local TU chapter for more information.



**WWF Zippered Bag** (24" W x 12" D x 13" H) and Pouch (9-1/2" W x 7" H)

**WWF Golf Umbrella** (32-1/2" when closed)

**WWF Cooler Bag** (14" W x 7" D x 16" H) and Tote Bag (9-1/2" W x 7" D x 11-1/2" H)



**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 bags measure 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!

# 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

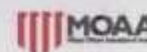
Join at \$50 or more and receive the  
**American Battlefield Trust embroidered  
logo hat.** Made in the  
USA, our hat is one  
of our most popular  
items among our  
members. Get  
yours today!



(\*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.

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# 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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