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# Michelle's Mailbox May 2026





# Cru

cru+  
100 LAKE HART DR. ORLANDO, FL 32832

**This Christmas, show a lost world THE WONDERS OF HIS LOVE**

4.5 x 1.25

**Your 2023 GIFT CATALOG**

**SHARE THE WONDERS OF HIS LOVE!**

ORDER FORM

#	GIFT	IMPACT OF YOUR GIFT	AMOUNT
1	Meals for the Hungry 289407	\$30 provides 100 meals. \$60 provides 200 meals. \$120 provides 400 meals!	\$ _____
2	Bibles for Africa and the Middle East 289542	\$27 provides 4 Bibles. \$81 provides 12 Bibles. \$300 equips an entire church with Bibles!	\$ _____
3	Frontline Missionaries 116094	\$35 will be DOUBLED to cover a week of support! \$150 will be DOUBLED to cover one month of support! \$300 will be DOUBLED to cover two months of support!	\$ _____
4	Clean Water 289460	\$25 will be DOUBLED to \$50 to provide clean water. \$50 will be DOUBLED to \$100 to provide clean water. \$125 will be DOUBLED to \$250 to provide clean water!	\$ _____
5	Closed-Country Evangelism 289510	\$20 shares Jesus with 100 people. \$50 reaches 500 people. \$500 reaches 2,500 people!	\$ _____
6	Start a New Church 067382	\$400 starts a new church in an unreached area... a Christmas gift to remember for years to come!	\$ _____
7	Ultimate Impact Fund 289514	Any \$ amount helps make all these projects and more possible... You decide!	\$ _____
8	Bundle of Blessings 112091	A \$140 gift that will split evenly (\$20 each) for every need in this catalog!	\$ _____

Because the spirit of the Lord is kind and merciful... make sure you do it **right**!

An "add-on" gift of \$10 to provide a Bible AND 10 meals for the hungry! 116099

**Your gift by Dec. 31 will receive a 2023 tax receipt.** Total Amount Enclosed \$ \_\_\_\_\_

Full Name \_\_\_\_\_ x  
 (Name) \_\_\_\_\_ x  
 (Address) \_\_\_\_\_ x  
 (Address) \_\_\_\_\_ x  
 (City/State) \_\_\_\_\_ x

Do we have your current email address?  Yes  No

Please make checks payable to: **cru+**  
 PO Box 638222  
 Orlando, FL 32862  
 888-278-7233

To give instantly online, visit [give.cru.org/GiveLove](http://give.cru.org/GiveLove)  
 or by 1st class mail card use:

CRU is the name of Campus Crusade for Christ International® in the United States.  
 100 Lake Hart Dr., Orlando, FL 32832, U.S.A. • 888-278-7233 • [www.cru.org](http://www.cru.org)

cru+  
This Christmas, show a lost world the WONDERS of His Love!

(Full Name) \_\_\_\_\_ x  
 (Name) \_\_\_\_\_ x  
 (Address) \_\_\_\_\_ x  
 (Address) \_\_\_\_\_ x  
 (City/State) \_\_\_\_\_ x

"For to us a child is born, to us a son is given... And he will be called Wonderful Counselor, Mighty God, Everlasting Father, Prince of Peace." — Isaiah 9:6 (NIV)

Dear Sabatians: As violence continues to rage, hunger deepens and inflation rises — millions of souls are starving. Anxious. Weary.

This Christmas, will you help them meet the Prince of Peace?

The heart of the past several years has created an extraordinary hunger for certainty and hope. People want to hear about Jesus! We are getting reports of terrorists coming to faith. Of Bibles being so in demand that missionaries are running out. Of incredible spiritual hunger, even in the hardest places.

This remarkable season of brokenness and openness is why I'm sending the enclosed 2023 Gift Catalog. It's full of opportunities for you to give Christmas gifts of eternal significance that help hurting people know the wonders of God's love.

I trust you'll find one or more options that touch your heart, whether it's meals for the hungry (just \$30 to feed 100 people) or Bibles for people who've long gone without.

There are also TWO matching gifts this year. One will DOUBLE your support of Cru's missionaries in the hardest places. The other will DOUBLE your support to bring fresh water (and open doors to share the Living Water) to suffering people. You'll also note a special legacy gift option of \$400 to actually start a new church!

Of course, you can always give to the Ultimate Impact Fund to help fill the most critical needs around the world. Or you can give a "Bundle of Blessings" — a \$140 gift that will be conveniently and evenly split between every option in the catalog!

(over, please)

**THIS CHRISTMAS, sharing God's love is easy!**

**1 SELECT**  
your Christmas gifts on the order form enclosed.

PLEASE PRINT THE NUMBER OF PROJECTS

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 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**2 RETURN**  
your order form with your gift in the enclosed envelope.

OR give securely online at [give.cru.org/GiveLove](http://give.cru.org/GiveLove)

Go to [give.cru.org/GiveLove](http://give.cru.org/GiveLove) to easily print gift announcements to give to loved ones — letting them know you've given in their honor.

To request extra catalogs, give via phone, or for general help, call (888) 278-7233.



**7 Ultimate Impact Fund Any \$ Amount BEST WAY TO HELP!**

Do you see the overwhelming needs everywhere? Select the Ultimate Impact Fund on your order form today to help make all of the projects in this catalog possible. PLUS provide for new and emerging opportunities that exist. Gifts to the Ultimate Impact Fund go where funds are needed most to bring about the good news. God's love is the greatest gift you can give before the season ends that will have an eternal impact!

289414 Any \$ amount... You decide!

"Now, the people are more open!"  
—Cru missionary from closed nation



**8 Bundle of Blessings \$140**

Are you having trouble deciding, or do you want to do it all? Give a Bundle of Blessings! Your \$140 gift will be evenly divided between every need in this catalog, so you'll be giving Bibles, water, missionary support and more: a true Christmas blessing!

112091 \$140 gives \$20 to every need in the catalog!

cru+ 100 LAKE HART DR. ORLANDO, FL 32832 888-278-7233 • WWW.CRU.ORG



**Gift Catalog CHRISTMAS 2023**

"He heals the brokenhearted and binds up their wounds."  
— Psalm 147:3

**\$1 = \$2:**  
TWO special MATCHING GIFT opportunities inside!

**You can show a lost world THE WONDERS OF HIS LOVE**

In a world gripped by war, hunger, hostility and terrible loss, God's love is the greatest gift you can give. Only He remembers every lost soul the world forgets... The forgotten. The vulnerable. The persecuted. The terrorized. The deeply broken.

This catalog is full of gifts YOU can give that will help a lost world know God is reaching out to you with a love that is WOUNDING... and you can know Him for eternity!

Discover gifts of eternal significance that YOU can give this Christmas! >>>

**This Christmas, GIVE HIS LOVE!**

"Show me the wonders of your great love, you who see by your right hand... — Psalm 127 (NIV)

**1 Meals for the Hungry \$60**

We, infants and aging food supply chains are ravaging millions of lives. This Christmas, the need to deliver life-saving meals is critical. Please help fill hungry stomachs and open hearts to the gospel. Your gift will provide meals in hard-to-reach places where other agencies do not go, feeding hungry orphans, schoolchildren, refugees and more.

289407 \$30 provides 100 meals.  
\$60 provides 200 meals.  
\$120 provides 400 meals!

"The world is still in the grips of the worst food crisis in modern history." — CNN

**3 Frontline Missionaries \$35 \$1=\$2 MATCHING GIFT!**

Serving in 112 nations, Cru's missionaries are reaching an extraordinary harvest all around the world. But so many families and generations take their toll, many urgently need financial help to stay in the field. It takes an average of \$300 per month (just \$30 per gift) to provide the extra support they need. And today, your gift will be double!

116094 \$35 will be DOUBLED to cover a week of support!  
\$150 will be DOUBLED to cover one month of support!  
\$300 will be DOUBLED to cover two months of support!

**SPECIAL LEGACY GIFT**

067382 \$400 funds a new church!

**4 Clean Water \$50 \$1=\$2 MATCHING GIFT!**

Every year millions of children from water-scarce homes. For you can save lives for years to come when you help drill or repair a clean water well. (Some of churches filled with new believers have been planted through water projects, so give love and save lives today and for eternity. All gifts will be matched up to \$200,000!

289460 \$25 will be DOUBLED to \$50 to provide clean water.  
\$50 will be DOUBLED to \$100 to provide clean water.  
\$125 will be DOUBLED to \$250 to provide clean water.

**5 Closed-Country Evangelism \$20**

God is reaching for the closed nations on a scale we've never before seen! To reap the extraordinary harvest, Cru's radio preachers, video-makers, website and other media reach isolated, remote areas of oppression to proclaim the good news. At this time of extraordinary spiritual hunger, every \$2 reaches 5 people in places so inaccessible you can't go.

289510 \$20 shares Jesus with 100 people.  
\$100 reaches 500 people.  
\$500 reaches 2,500 people!

"I cannot explain what God's spirit did in my heart after hearing 'The Gospel!'"  
—Closed-Nation Seeker

Within six months, in a previously churchless place that had only one believer, 100 people came to Christ!

# Cru



Faith-Based

## Format:

- OE: #11, RE (not pictured): #9, Letter/Order Form: 11 x 17 (2-8.5 x 11 sheets), Catalog: 22 x 11 (flat size), 8.5 x 3.5 (folded size)

**Received:** October 2023

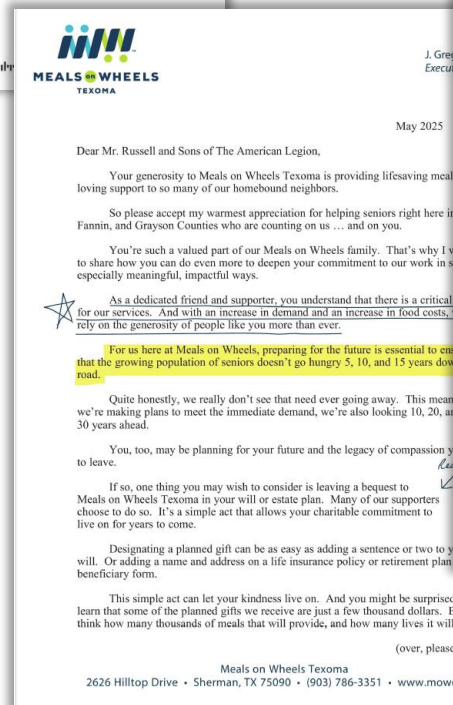
## What works:

- Creates the feel of a larger gift catalog without the cost and complexity of a traditional multi-page version.
- A smaller number of featured gift options keeps the piece focused while simplifying execution.
- Can work as a lower-cost entry point into a larger seasonal catalog strategy.

*A smaller catalog format can still feel substantial when the storytelling and gift selection are focused.*



# Meals on Wheels



**Prepared For:**  
Sons of the American Legion SQD #62  
419 W Crawford St  
Denison, TX 75020-4607

**MEALS ON WHEELS TEXOMA**

**We'd like to hear from you!**  
Please complete this brief survey and return this entire form in the envelope provided. Thank you for supporting Meals on Wheels Texoma!

I have completed my donor survey.  
 I am also enclosing a special one-time gift of: \$ \_\_\_\_\_

**Start Here**

**1 Tell us about your relationship with Meals on Wheels Texoma.**  
(check all that apply)

I am a donor.  
 I am a donor and volunteer.  
 I have prepared/delivered Meals on Wheels.  
 I have received Meals on Wheels.  
 Someone I know has received Meals on Wheels.

**2 Why do you support Meals on Wheels Texoma?**  
(check all that apply)

I want to address hunger in my community.  
 I want to address social isolation in my community.  
 I believe in the spirit of neighbor-helping-neighbor.

**3 Meals on Wheels Texoma is committed to serving the needs of seniors and others right here in Cooke, Fannin, and Grayson Counties. How important is it to you that your donations stay local, to benefit seniors and others in your community?**

Extremely important  
 Somewhat important  
 Not important

over, please

Meals on Wheels Texoma  
2626 Hilltop Drive • Sherman, TX 75090 • (903) 786-3351  
www.mowot.org

# Meals on Wheels



Domestic Humanitarian

## **Format:**

- OE: #10, RE (not shown): #9, Letter: 8.5 x 11, Survey: 8.5 x 14, Insert: 8.5 x 11

**Received:** 2025

**Program:** Planned Giving

## **What works:**

- Simplifies planned giving options into an easy-to-follow format.
- Keeps the focus on donor impact and legacy rather than technical planned giving language.
- The survey helps donors reflect on why they give while also providing useful donor insight.

*Planned giving doesn't always need to feel formal or complex—simple formats can make these conversations more approachable.*






# Habitat for Humanity



Please visit [habitat.org/disaster](http://habitat.org/disaster) to learn more.

Join us in helping individuals return to stable, decent places to live. Together, we can help families build safer homes, brighter futures and stronger communities.

Your generosity helps Habitat for Humanity partner with people to prepare their homes and communities before disasters strike and to recover afterward.



**Habitat for Humanity**  
322 Wilmette Rd  
Atlanta, GA 30328-2643  
800 HABITAT (742-8283)

## Thank *you* for your gift to Habitat!

**YOUR TAX RECEIPT**  
 GIFT ID #: rev-6-4131897  
 GIFT date: Feb. 26, 2026  
 GIFT amount: \$15.00  
 GIFT designation: all-unrestricted  
 All goods or services were provided in consideration, in whole or in part, for this gift.  
 Habitat for Humanity International  
 EIN 91-014808

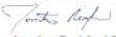
Dear Steven & Patricia,

Mar 5, 2026

**Thank you so much for your recent gift to Habitat for Humanity.** Your generosity helps Habitat build homes that cost less and last longer.

Because of donors like you, families can build the foundation for better lives. Every safe, affordable home so wider change, leading to better health, education and well-being, moving us closer to a world where everyone has a decent place to live. **It all starts with home - and it begins with you. Thank you!**

In appreciation,



Jonathan Redford, CEO  
Habitat for Humanity International

P.S. Visit [habitat.org/local](http://habitat.org/local) to learn more about our work in your community, across the U.S. and around the world.

A CLIP AT LINE AND RETURN BOTTOM PORTION WITH YOUR GIFT. THANK YOU! ✂

Steven & Patricia, your recent donation is already making a difference. Please consider another gift to help empower more aspiring homeowners.

Yes, I want to help Habitat build even more affordable homes with my:

special gift of \$ \_\_\_\_\_  recurring gift of \$ \_\_\_\_\_

Please send me Habitat for Humanity news and updates.

Email: \_\_\_\_\_

Please see reverse to give by credit card, or make your check payable to Habitat for Humanity and return with this reply slip in the envelope provided. Thank you!

Steven Christman & Patricia Christman  
33 Poplar St  
White Plains, NY 10522-2006

Please visit [habitat.org/thanks](http://habitat.org/thanks) to make your secure gift online.

DNK100000986701 8-24154514

Yes, I want to help Habitat build even more affordable homes with my:

special gift of \$ \_\_\_\_\_  recurring gift of \$ \_\_\_\_\_

Please send me Habitat for Humanity news and updates.

Email: \_\_\_\_\_

*Please see reverse to give by credit card, or make your check payable to Habitat for Humanity and return with this reply slip in the envelope provided. Thank you!*



# Habitat for Humanity



Domestic Humanitarian

**Received:** March 2026

**Program:** Acknowledgements

**What works:**

- Adds a sustainer ask into an existing acknowledgement touchpoint.
- Creates an opportunity to move donors into monthly giving earlier in the relationship.
- Low lift implementation—primarily a copy and response-device update.
- Flexible enough to use across multiple acknowledgement streams.

*Sometimes small adjustments to existing donor touchpoints can create entirely new fundraising opportunities.*



# Handwritten Postcard



Kristy Moore  
5680 King Centre Dr  
Alexandria VA 22315

PRST STD  
U.S. Postage  
PAID  
Permit No. 664  
Dulles, VA

Kristy Moore is a licensed real estate broker in the states of MD, VA, DC and this is not a solicitation to list your house. Kristy will buy your house without commission or repairs.  
Local Expert Realty, LLC 5680 King Centre Drive, Suite 600 Alexandria, VA 22315

Important  
info on  
other  
side

13710/ 14



I want to Buy YOUR HOUSE  
- CASH, As-is, no repairs  
- No commission  
You CAN  
- close when you want  
- sell & stay  
- Leave anything behind  
CALL OR TEXT ME - KRISTY  
Email 703-688-8135  
Kristy@KRISTYmooreteam.com

# Handwritten Postcard



Real Estate



## Format:

- Postcard: 5.5 x 4.5

**Received:** April 2026

**Program:** Commercial Mailer (B2C)

## What works:

- Mimics the look and feel of a quickly written personal note.
- Imperfect typography and minimal branding make the piece feel more authentic.
- Small postcard format keeps production and postage costs low.
- Feels more like personal outreach than traditional advertising.

*In some cases, looking less polished can actually make a piece feel more believable and personal.*

# Postcard of the Month



**MICHELLE JOHNSTON,  
THANK YOU!**

**ALS  
ASSOCIATION**

**\$159M**  
secured for NIH ALS Research

**\$95M**  
secured for ACT for ALS

**\$40M**  
secured for ALS Research at DoD

**\$10M**  
secured for CDC ALS Research



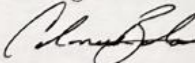
Dear Michelle,

Thanks to the unwavering efforts of ALS Association supporters like you, more than \$300 million has been secured for ALS research — **the most ever!**

We began the year facing major proposed budget cuts so this win was far from guaranteed.




ALS advocates sent 63,500+ messages to Congress to help turn the tide and secure increased research funding—bringing more momentum to the search for a cure, more support for researchers, and more hope for people living with ALS today. This victory is proof that advocacy truly works.

Thank you for standing with us and driving real change.

With gratitude,  
  
Calaneet Balas, President and CEO

10% 91

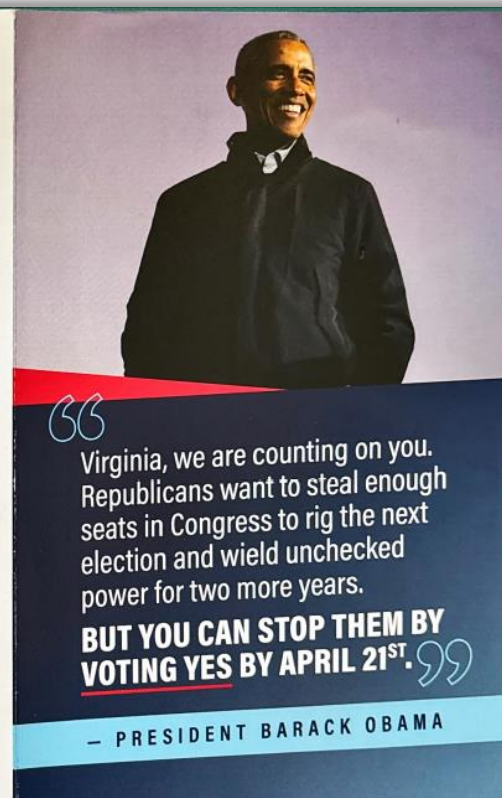
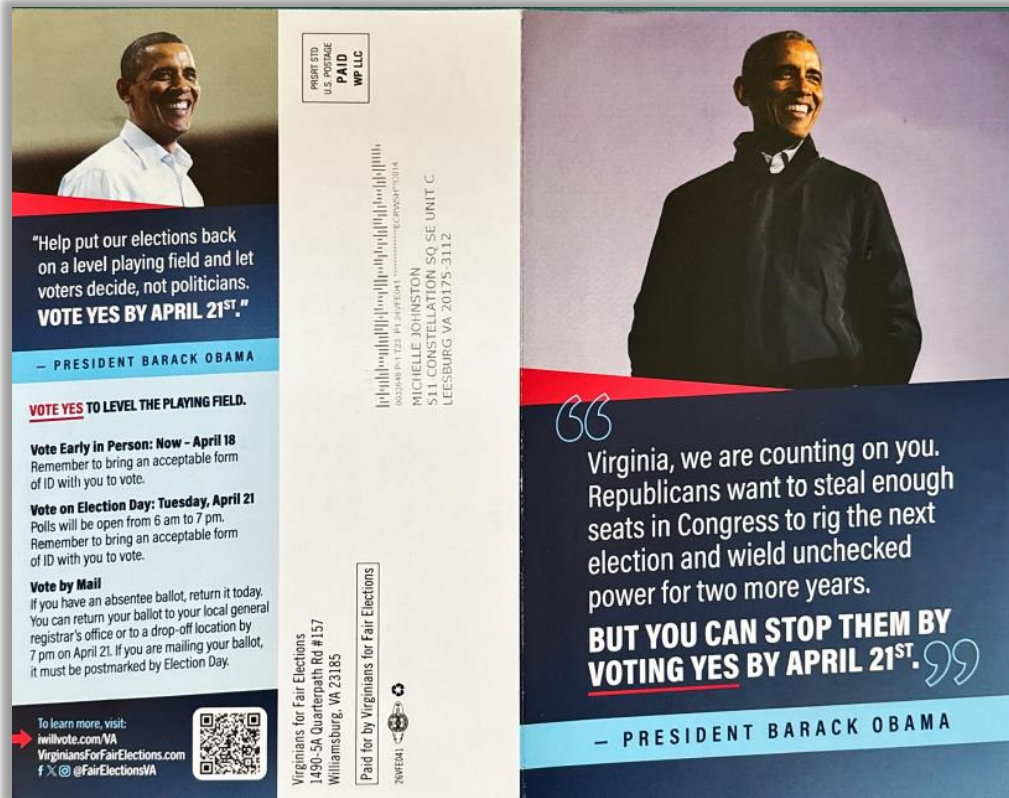
**ALS  
ASSOCIATION**  
1300 Wilson Boulevard  
Suite 600  
Arlington, VA 22209



This digitally printed cultivation postcard focuses heavily on impact reporting and stewardship.

- Personalized impact messaging reinforces stewardship and donor connection.
- Simple postcard format creates an inexpensive cultivation touchpoint.
- QR code provides an easy bridge to digital engagement.
- Strong hierarchy keeps the message quick to scan and easy to digest.

# Self-Mailer of the Month



- Lower-cost alternative to a traditional envelope package.
- Large imagery and bold typography create immediate visual impact.
- Compact format keeps production and postage efficient.
- Self-mailer format allows the message to be seen immediately without requiring the donor to open an envelope.

# Premium of the Month



## Enjoy Your 2024 Calendar Stickers!

We have included these stickers to help you keep track of personal appointments, joyous occasions, vacations, and other meaningful moments in your life. They are our special gift to you to recognize all you do to support our nation's military families. Thank you for helping to build strong, stable, and secure military families.

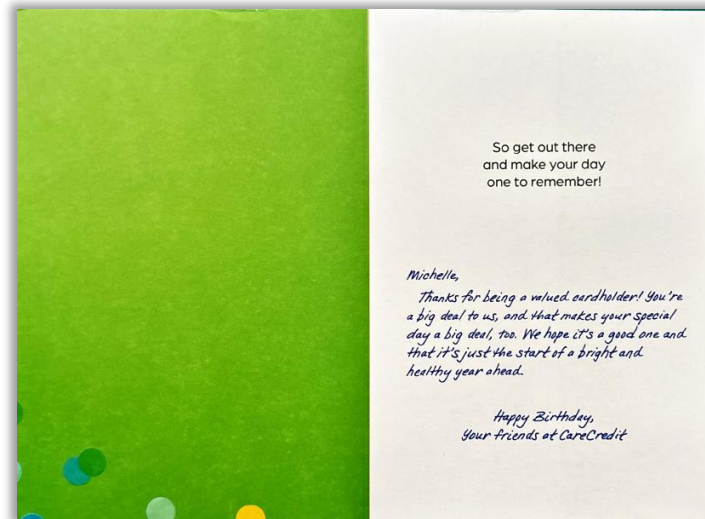


- Can be included with a calendar package or used later as a follow-up touchpoint.
- Allows organizations to participate in “calendar season” without producing a full calendar.
- Functional premiums may stay in use longer than decorative items.
- Keeps the organization visible during everyday routines.

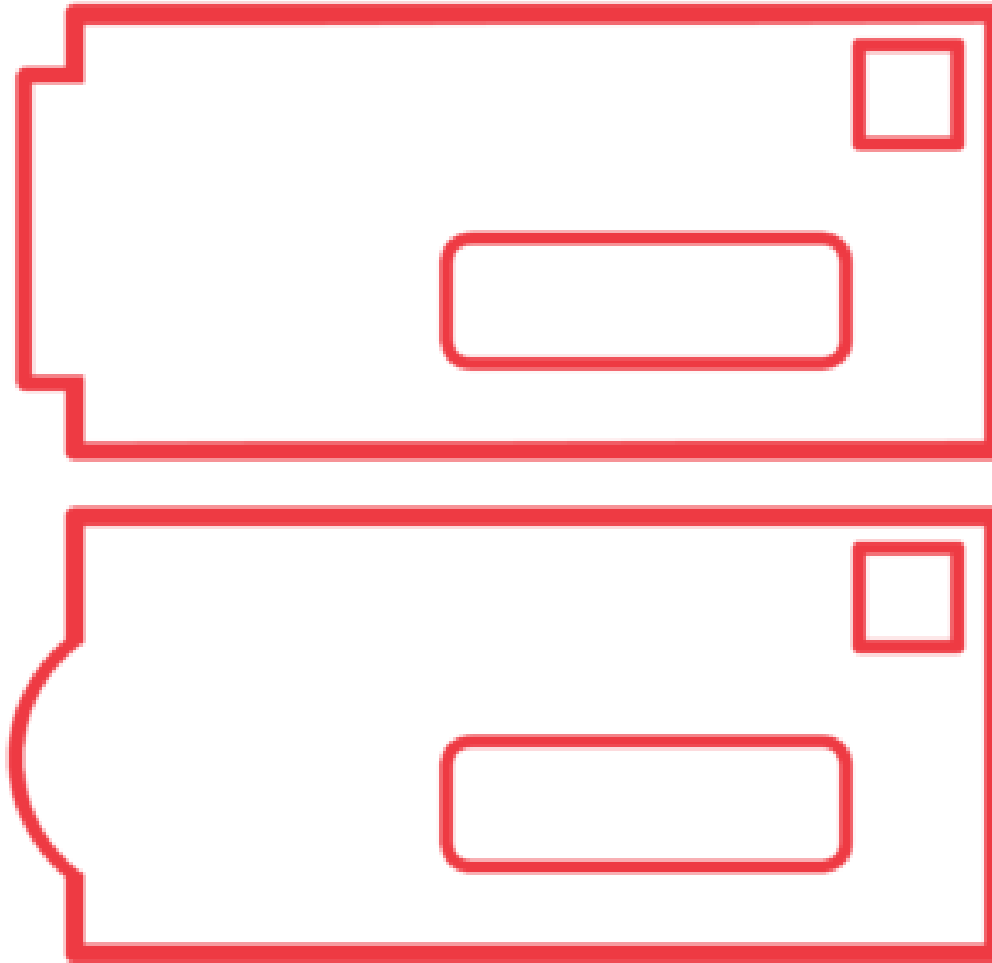
# Commercial Mail of the Month



- Greeting-card style format creates a more personal feel.
- Handwriting fonts, blue ink, and sticker seals soften the corporate look.
- Envelope presentation creates curiosity before opening.
- Emotional presentation style mirrors trends we continue to see in fundraising mail.



# Trailing Edge Envelopes

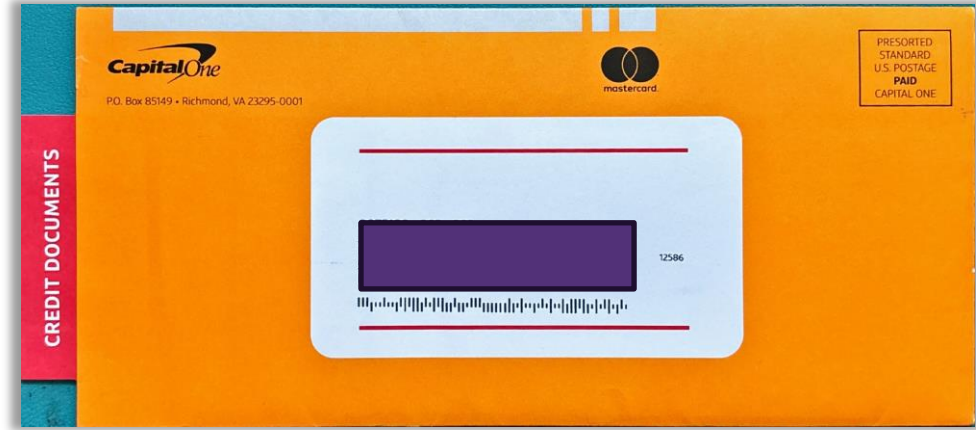
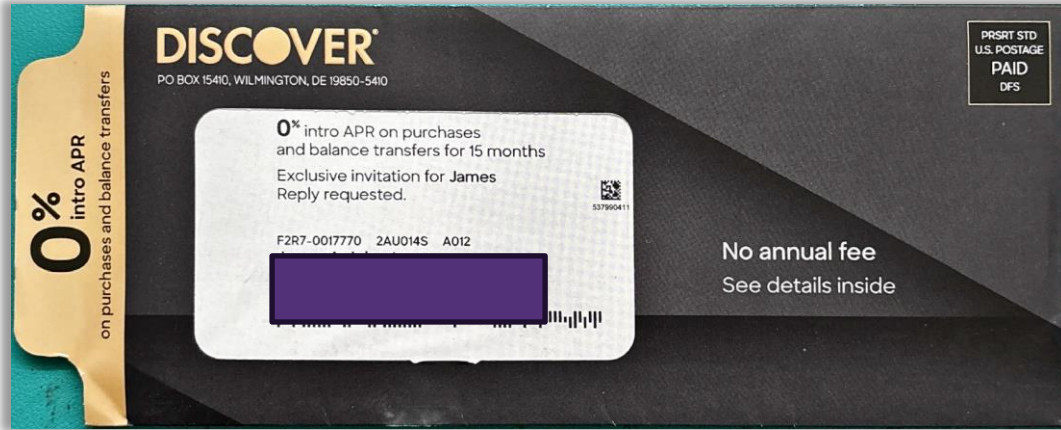


Trailing-edge envelope designs use modified shapes and cut patterns to create visual disruption in the mailbox while maintaining machinability in many applications.

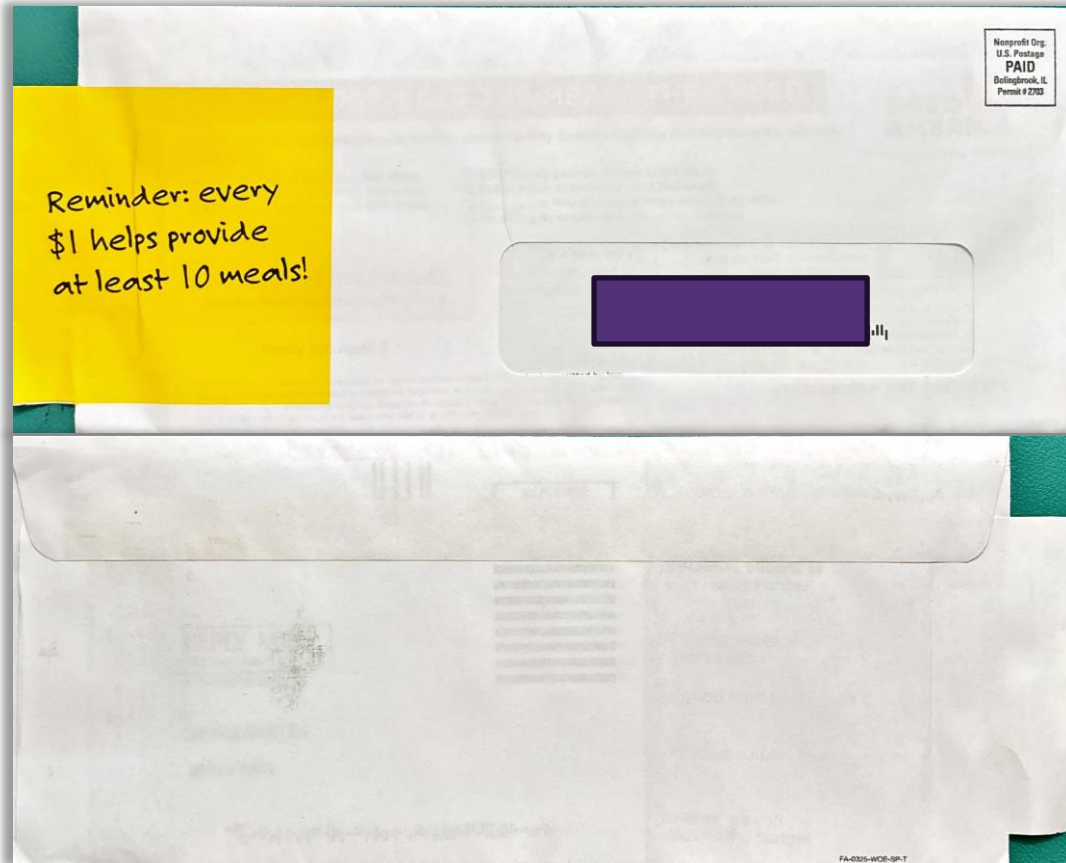
These formats are often used to increase open rates by creating curiosity and differentiating from standard business envelopes. We have also seen increased use of these formats in recent years thanks to the USPS Tactile, Sensory & Interactive promotion.

Strategic use of shape can create higher perceived value without dramatically increasing package complexity.

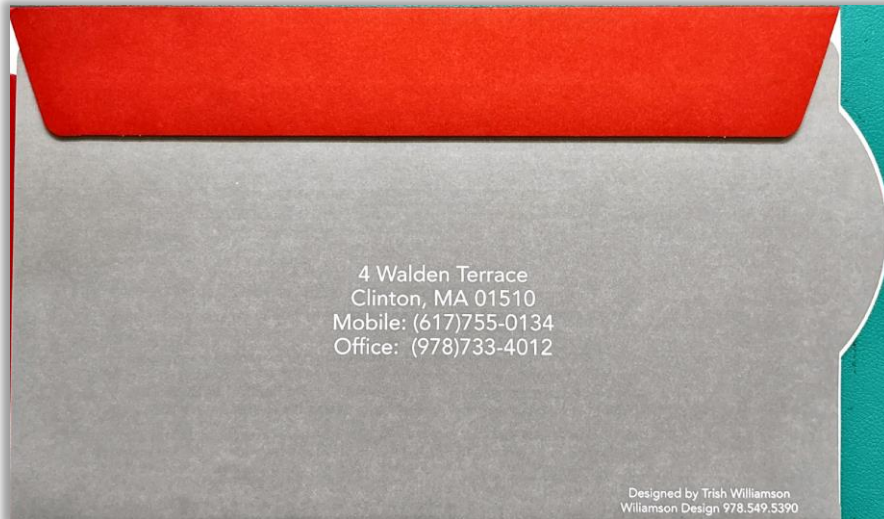
# Square Examples (Commercial)



# Square Examples (Non-Profit)



# Round Examples (Commercial)



# Round Examples (Commercial)



AMERICA'S ORIGINAL BUTCHER  
**OMAHA STEAKS**  
SINCE 1917

A FULL FREEZER MEANS:  
**NON-STOP SUMMER GRILLING**

OPEN NOW for **FREE SHIPPING** See details inside.

P.O. Box 85149 • Richmond, VA 23295-0001

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
CAPITAL ONE

0076157 001 001 1386

**0%** intro APR  
on purchases until  
June 2025

You're pre-approved for our best Platinum offer

Learn more inside

AMERICA'S ORIGINAL BUTCHER  
**OMAHA STEAKS**  
SINCE 1917

Omaha Steaks, Inc.  
10909 John Galt Blvd.  
Omaha, Nebraska 68137

OPEN NOW  
to fall in love with our  
**NEW BURGER!**

PREST STD  
US POSTAGE  
PAID  
OMAHA STEAKS

GET READY FOR JULY 4TH WITH  
**FREE SHIPPING & TASTY DEALS!**

**Capital One**

**0%** intro APR  
on purchases until  
June 2025

**OUR BEST PLATINUM**  
Mastercard® offer

**\$0** annual fee

Learn more inside

# Round Examples (Non-Profit)



As seen on *60 Minutes*

**SEND A SHIP.**

Save a Child's Life.

F 9 R 3 0 0 9 7 7 6 3

There is only 1 surgeon for every 200,000 people in sub-Saharan Africa. There are millions without access to safe, life-saving surgery. **WITH YOUR HELP, OUR HOSPITAL SHIPS CAN CHANGE THAT.**

Nonprofit Org  
US Postage  
PAID  
Mercy Ships

WASHINGTON NATIONAL CATHEDRAL

Will you rise to the challenge?

P.O. Box 1930 • Garden Valley, TX 75771-1930 • MercyShips.org

Ulrich never dreamed a hospital could heal him. **Until Mercy Ships came to shore.**

**YOUR GIFT DOUBLES** to provide free surgeries

INSIDE: Stickers for a child waiting for surgery.

3101 Wisconsin Ave., NW • Washington, DC 20016  
www.cathedral.org

# 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](mailto:mjohnston@psmail.com)

Phone: 703.734.4476

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