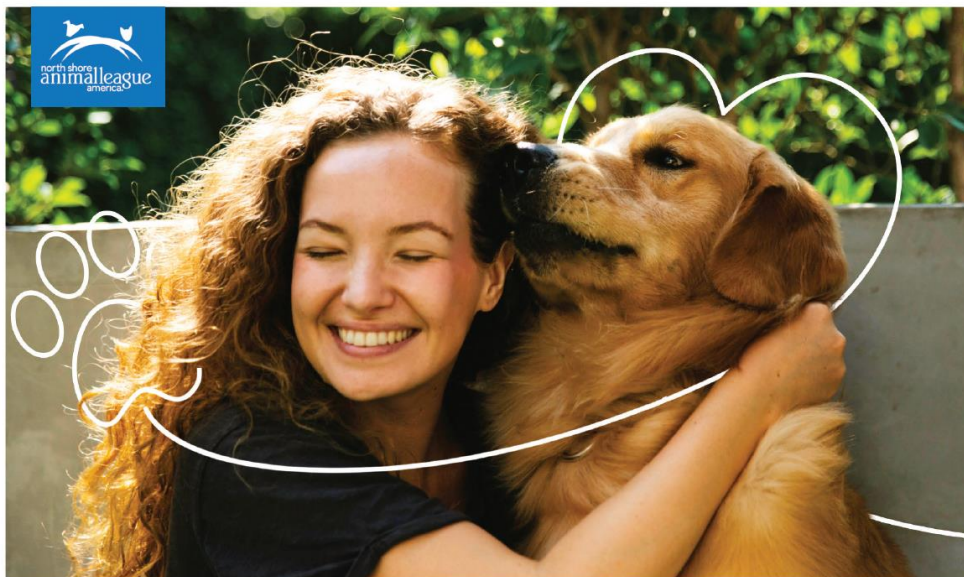




Michelle's Mailbox June 2026



North Shore Animal League



CREATING UNBREAKABLE BONDS BETWEEN ANIMAL LOVERS AND PETS

Have you seen our recent public service announcement?

Then you already know that our mission is to rescue as many animals as possible. We save animals from abusive homes, overcrowded puppy mills and shelters, and severe neglect or abandonment.

We believe every animal deserves both medical and emotional care. But most of all, unconditional love and companionship in a home of their own.

Today, we ask you to donate to help every animal at North Shore Animal League America receive the Gift of Rescue. Your donation will directly impact the lives of the animals we serve.



Scan Here

Ways to Give

animalleague.org/GiftofRescue

Call toll-free: 877.472.8373

Mail check to:
North Shore Animal League America,
PO Box 97003, Washington DC 20090-7003



Your support is vital, and together we are creating the unbreakable bond between animal lovers and pets.



16 Lewyt Street
Port Washington, NY 11050

NONPROFIT ORG.
U.S. POSTAGE
PAID
NORTH SHORE
ANIMAL LEAGUE
AMERICA

North Shore Animal League



Format:

- Postcard: 6 x 9

Received: April 2026

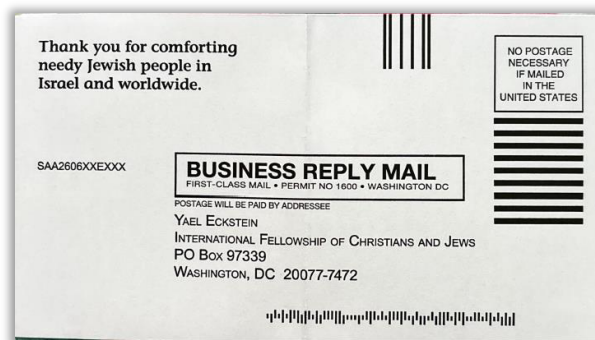
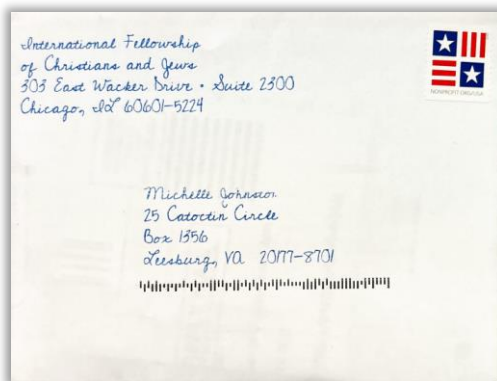
Program: PSA Prospects

What works:

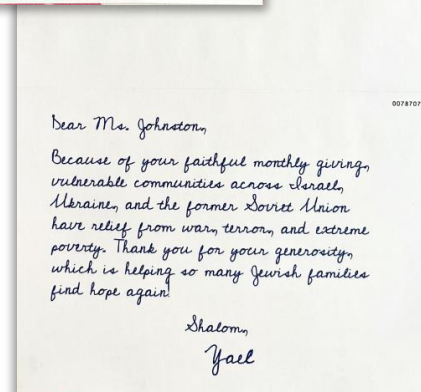
- This postcard asks donors whether they have seen the organization's recent PSA and can serve as a follow-up touchpoint within a broader multi-channel campaign.
- It can be used to retarget individuals who engaged with a QR code featured in DRTV or were included in a targeted CTV audience.
- As a relatively low-cost channel, direct mail provides an effective way to reinforce messaging, increase brand recognition, and keep the organization top of mind as prospects move through the donor journey.

Each channel plays a different role, and this postcard helps bridge awareness and action by reinforcing the message after initial exposure through advertising.

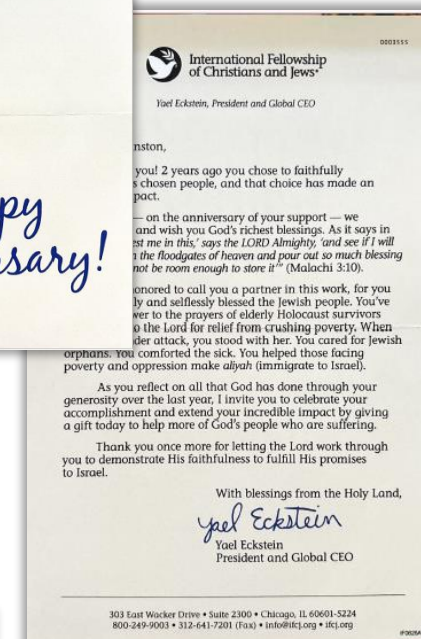
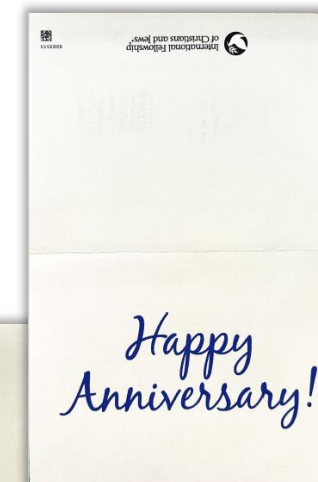
International Fellowship of Christians and Jews



Sustainer Anniversary



Regular Donor Anniversary



International Fellowship of Christians and Jews



Format:

- OE: A6, RE: #7 (folded in half for inserting), Card: 4.5 x 6 (folded size), Reply: 3.5 x 6

Received: 2026

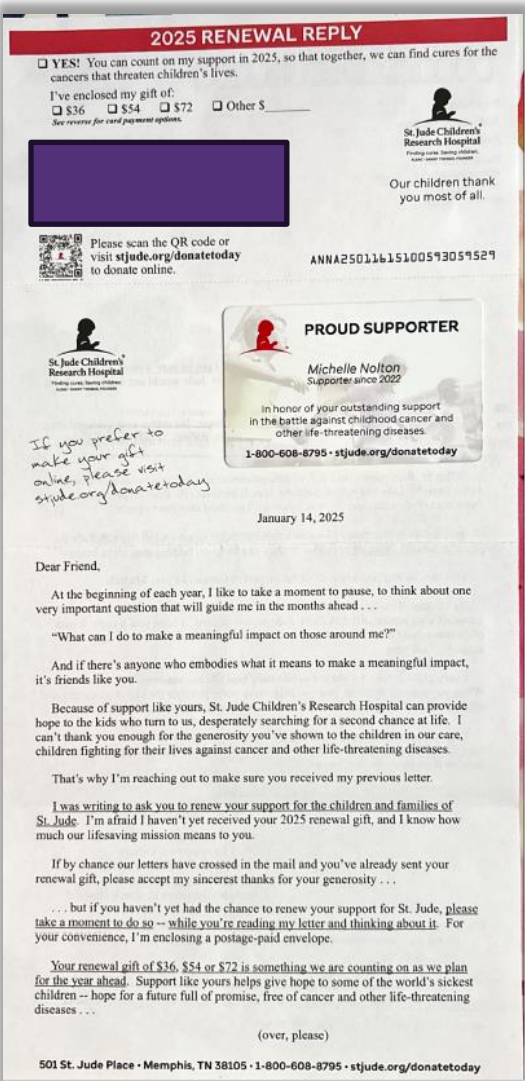
Program: Cultivation/Special Gift/Sustainer

What works:

- These two anniversary packages demonstrate how messaging and presentation can be tailored to different donor audiences.
- The sustainer version uses a handwriting-style font on both the envelope and card to create a more personal, relationship-focused experience. The card is signed using only the first name of the President, reinforcing a sense of familiarity and appreciation.
- The regular donor version takes a more traditional approach, highlighting the donor's years of support and using a formal letter format with a standard signature block. This style emphasizes recognition and stewardship while maintaining a more formal organizational voice.

The strategy is to match the tone and presentation of the communication to the donor's relationship with the organization, creating a more meaningful and relevant experience for each audience.

St Jude Children's Research Hospital



St Jude Children's Research Hospital



Format:

- OE: #6 3/4, RE: #6 3/4, Letter/reply: 6 3/4 x 14 with affixed plastic member card

Received: January 2025

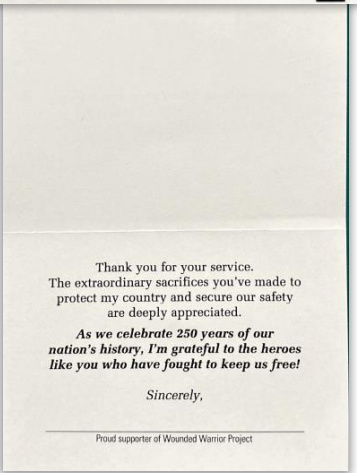
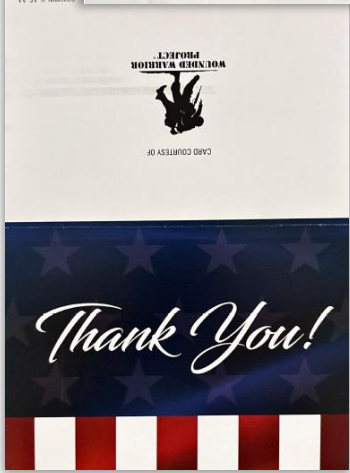
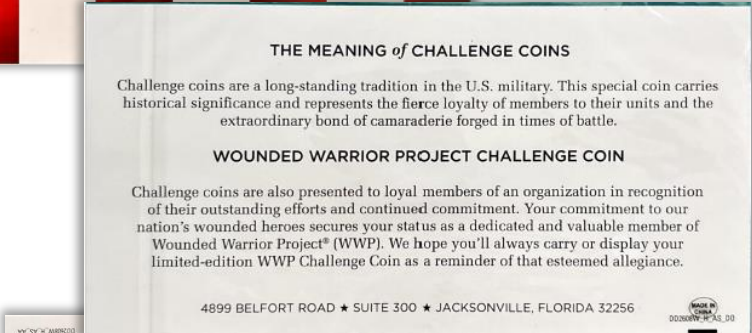
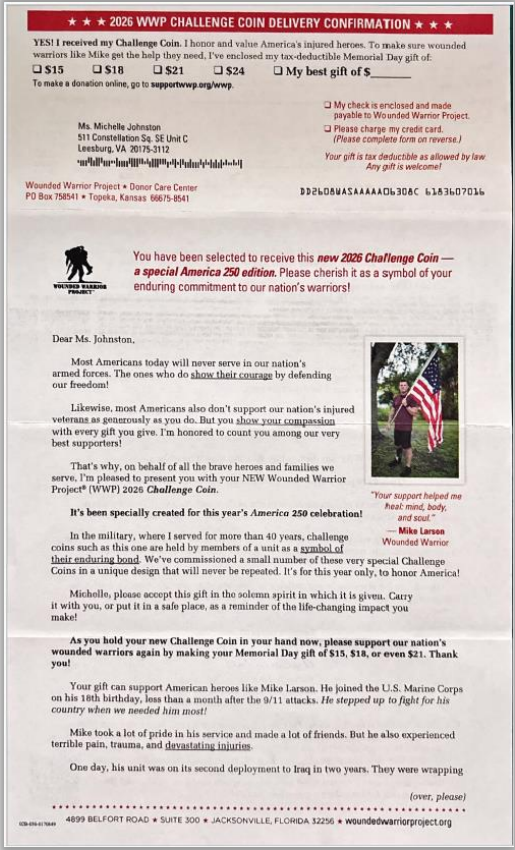
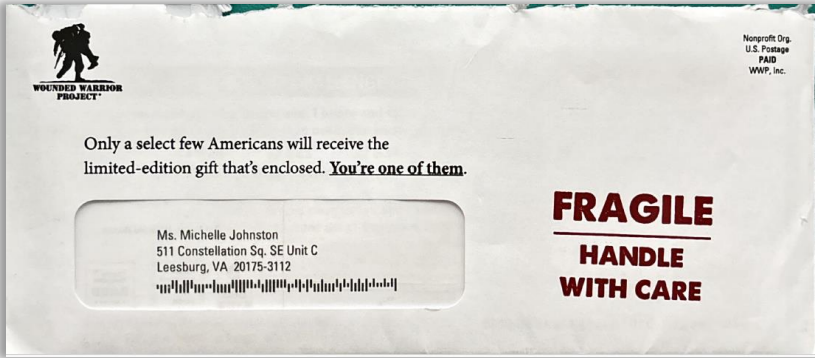
Program: Lapsed

What works:

- The supporter card uses messaging on the front of the card to immediately reinforce the donor's commitment and impact, opening with language such as "In honor of your outstanding support..." to create a sense of appreciation and recognition every time the donor sees the card.
- The renewal package (RE) incorporates an open window design, eliminating the need for window film and reducing production costs while still allowing personalization to remain visible.

The strategy is to balance donor recognition with practical production decisions, ensuring the package feels meaningful to the recipient while maximizing the value of the fundraising investment.

Wounded Warrior Project



Wounded Warrior Project



Format:

- OE: #10, RE: #9, Letter/Reply: 8.5 x 14, Bounceback Card: 3.5 x 5 (folded size), Premium Insert: 8.5 x 3.5 with challenge coin affixed to backer card and then polywrapped

Received: 2026

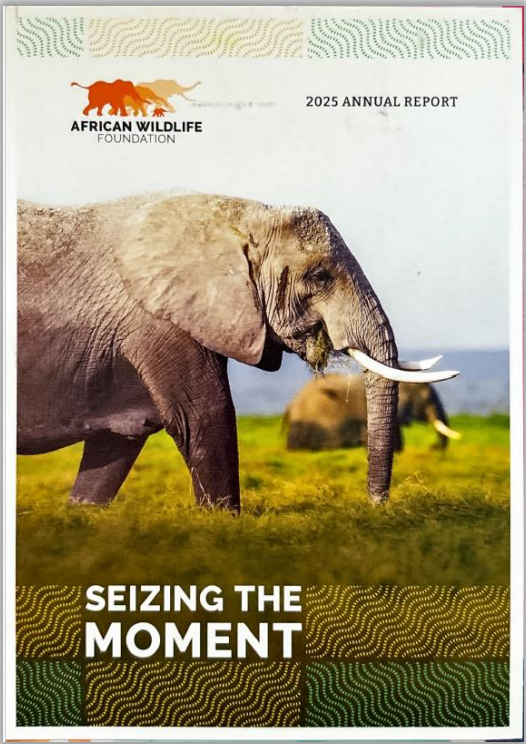
Program: Appeal

What works:

- Challenge coins have a long history within military communities and are often viewed as commemorative keepsakes that recipients retain, display, and collect. Because of their strong connection to military culture, they can be particularly effective with veteran and military-affiliated audiences, creating a tangible symbol of shared identity and support.
- Incorporating America's 250th anniversary further enhances the appeal by tying the item to a significant historical milestone, increasing its perceived value as a limited-edition collectible.

The strategy is to offer a premium that feels culturally relevant and worth keeping, strengthening the donor's emotional connection to both the organization and the commemorative moment.

Postcard of the Month



This 6 x 9 postcard was sent to lower-dollar donors in place of a printed annual report. By directing recipients to a digital version through a QR code, the organization was able to reserve the more expensive printed reports for higher-value donors while still ensuring all supporters had access to the information.

Self-Mailer of the Month



THE TRACKS YOU LEAVE BEHIND

Cautious Optimism for the Future of the North Atlantic Right Whale

Slow, steady growth for the North Atlantic Right Whale proves the species' viability under adequate protection policies

After an uneventful year in the waters for the North Atlantic Right Whale, experts and scientists remain cautiously optimistic for the future of the large marine mammal. The population of the North Atlantic Right Whale in 2024 was estimated by the North Atlantic Right Whale Consortium to have been 384, indicating a 2.1% population growth for the whales. This number was released at the annual meeting held in October 2025, calculated by scientists from the New England Aquarium, Anderson Cabot Center for Ocean Life and the National Oceanic and Atmospheric Administration (NOAA). The increase in population has demonstrated a slow upward trend for the North Atlantic Right Whale over the last four years, demonstrating that the species is viable if adequately protected.

North Atlantic right whales earned their names as being the "right" whale to hunt, due to their propensity to swim slowly close to shore and their blubber-rich bodies causing them to float when dead. This caused the large marine mammal to be hunted to near extinction before gaining protection from hunting in 1935 through an international agreement banning the hunting of all right whales. Today, the primary threats of injury and death to the North Atlantic right whale are entanglements and vessel strikes. Since 2017, vessel strikes have killed or injured at least 27 critically endangered North Atlantic right whales.

Research has shown that a vessel traveling at 10 knots or less is much less likely to harm a whale in a collision. In 2008, the U.S. National Marine Fisheries Service published a rule implementing speed restrictions to reduce the threat of ship collisions with North Atlantic right whales and other whale species. The rule requires that vessels 65 feet or greater in length travel at 10 knots or less near key port entrances and areas of right whale aggregation, known as "seasonal management areas".

The rule also requires, but does not require, that vessels slow to 10 knots or less (or otherwise altogether avoid) in "dynamic management areas" where three or more right whales have been spotted outside of the seasonal management areas.

"The speed limit rule is the only proven effective measure to reduce vessel strike deaths and injuries. Without it, the species' extinction is all but guaranteed," said Jane Davenport, senior attorney at Defenders of Wildlife.

Unfortunately, many mariners do not agree with this crucial speed rule. In the US District Court for the Middle District of Florida, the rule is being challenged by a Florida boat captain and the corporation that owns the 110-foot/33-meter superyacht that violated the rule in 2022. The plaintiffs, represented by the Pacific Legal Foundation, argue that NOAA Fisheries lacked the authority to issue the speed rule under the Endangered Species Act and Marine Mammal Protection Act and that the rule runs afoul of constitutional doctrines.

In January, Defenders joined other conservation groups to respond to this challenge by filing a friend of the court brief expressing support for the federal vessel speed limit

continued from page 1

rule, maintaining that right whales need more federal protections to recover, not less. Through advocacy, legal battles, and garnering public support, Defenders remains committed to protecting these magnificent creatures.

FOR MORE INFORMATION, CONTACT OUR PLANNED GIVING TEAM:

Jim Luersten, Senior Manager
Portia Jones, Senior Manager
Kali Wright, Associate
1-800-915-6789
legacy@defenders.org
defenders.org/legacy

Cautious Optimism for the Future of the North Atlantic Right Whale

continued from page 1

rule, maintaining that right whales need more federal protections to recover, not less. Through advocacy, legal battles, and garnering public support, Defenders remains committed to protecting these magnificent creatures.

An Update on the Continual Battles Faced by America's Wilderness Icon

It is no secret that history has not been kind to gray wolves in the lower 48. For thousands of years gray wolves roamed the landscape, sharing land with indigenous peoples until the arrival of colonizers caused their prey to be over-hunted and made scarce. Facing this scarcity of their natural prey, the wolf turned to livestock. Since then, gray wolves in the United States have been hunted to near-extinction and vilified through myths and prejudices.

In 1974, the U.S. Fish and Wildlife Service listed the gray wolf as endangered under the Endangered Species Act, determining them in danger of extinction. Since then, the gray wolf has been at the center of many legal battles, seeing them stripped of protections long before they are able to recover.

As a keystone species and apex predator, wolves are incredibly important for the ecosystems they belong to. They are responsible for keeping their ecosystems in balance, resulting in a trophic cascade of biodiversity benefits. This was especially evident in the wolf's reintroduction to Yellowstone National Park in 1995. The park's ecosystem, in a state of crisis at the time, flourished with the return of the wolves. Unmanaged elk populations were reduced by wolf predation; the tree and plant life they overgrazed returned to sturdiness; improving eroded shores and inviting back beaver populations. The restored streams and fish populations provided food sources to species like the bald eagle, osprey and fish.

Despite monumental progress and successes such as the Yellowstone reintroduction, gray wolves still face harrowing threats and opposition. In December, the U.S. House voted largely along party lines to de-list gray wolves from the Endangered Species Act. Removing ESA protections would open the door to unrestricted hunts to the gray wolf and the ecosystems they inhabit. A de-listing would lead to unrestricted wolf hunts, hinder efforts to recover wolves within their historic range, and risk devastating the very ecosystems that wolf recovery has improved. The gray wolf today is listed as endangered in the lower 48, threatened in Minnesota and is not listed in Montana, Idaho and Wyoming and portions of Washington, Oregon and Utah. For the story of the failed gray wolf to continue, they need and deserve full ESA protections. Defenders of Wildlife remains committed to ensuring a future for this much-maligned species through working collaboratively with state and tribal and local communities in a full-scale, solutions-oriented approach guided by science. We hope you will join us in celebrating the magnificent wolf and teaching others to do the same by sharing positive and accurate information about wolves, speaking to your local fish and wildlife agencies to advocate for positive wolf management and asking the Trump administration to keep wolves listed under the ESA.

Why I Give

"I believe strongly in what Defenders stands for and the work they do. Initially, my main interest was in what they were doing to save the wolves. That is how they got my attention. But Defenders is so much more than just protecting wolves—so many other species need help. Defenders advocacy is very effective."

—Mary C. Inner Goose Higgins, MN

—Dana B. Tuckman, AZ

DEFENDERS OF WILDLIFE

1130 17th Street, NW
Washington, DC 20036-6094

DEFENDERS OF WILDLIFE
1130 17th Street, NW
Washington, DC 20036-6094

DEFENDERS OF WILDLIFE
1130 17th Street, NW
Washington, DC 20036-6094

Defenders of Wildlife
1130 17th Street, NW
Washington, DC 20036-6094

Thank you for your commitment to Defenders as a Wildlife Legacy Society member! Let us know if you'd like to learn more about any of the following:

- ☐ Charitable bequests
- ☐ Charitable gift annuities
- ☐ Giving through retirement assets
- ☐ Making an immediate gift of assets
- ☐ Giving through a Donor-Advised Fund

Seed1 / 3PUM2605X1XXX

THE TRACKS YOU LEAVE BEHIND

Inside this issue:

- The Future of the North Atlantic Right Whale
- The Ongoing Battles Faced by America's Gray Wolf
- Canada Lynx, a Forest Phantom

This 11 x 17 self-mailer newsletter is digitally printed on 80# coated stock and includes a business reply postcard for planned giving inquiries. While this format effectively combines educational content and response mechanisms into a single piece, some organizations may choose to use a heavier uncoated stock for the reply card to create a sturdier write-on surface.

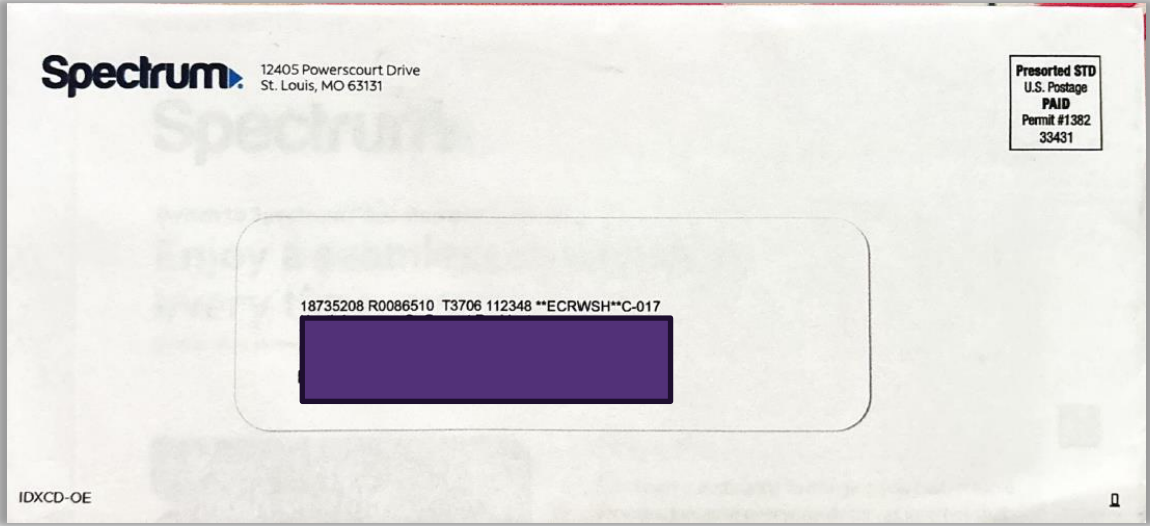
Premium of the Month



This holiday card from Heifer International incorporates a perforated paper ornament as part of the card design, creating an interactive element that recipients can remove and display. The ornament features full color on one side and black-and-white artwork on the reverse.

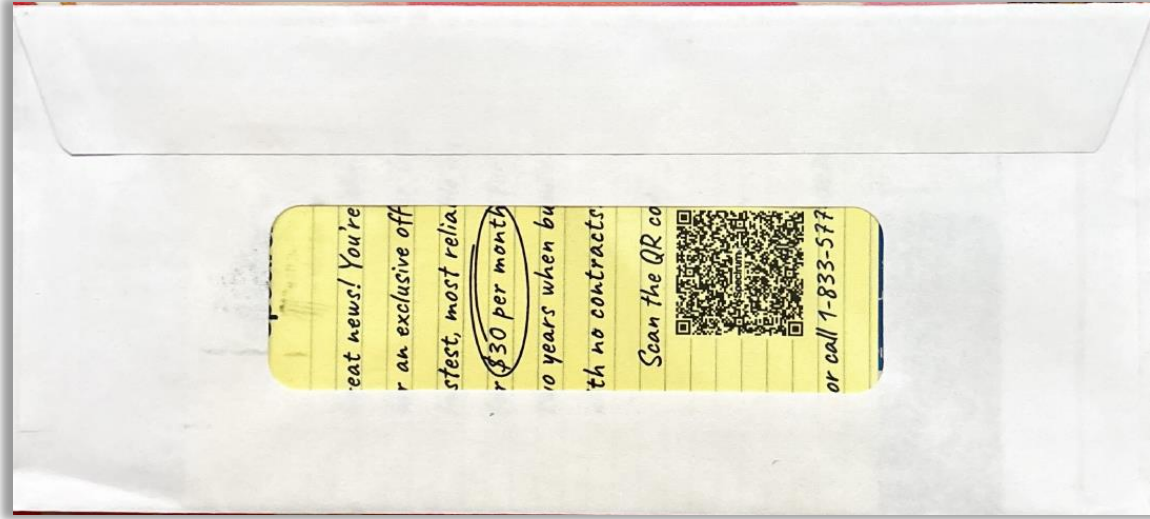
By using a one-side-coated stock, the organization was able to achieve rich color saturation on both the card front and the ornament while keeping the interior one-color printing more economical. This approach balances visual impact with production efficiency.

Commercial Mail of the Month



This commercial envelope uses a faux window design on the front, where the gray outline around the address is printed to resemble a traditional window envelope. The actual address window is located on the back of the envelope, allowing a small lift note featuring a QR code to peek through.

This approach creates visual interest and curiosity before the envelope is opened while still maintaining the functionality of a window package. The exposed lift note also provides an opportunity to highlight a key message or call to action directly on the outer envelope.



Folder Mailings

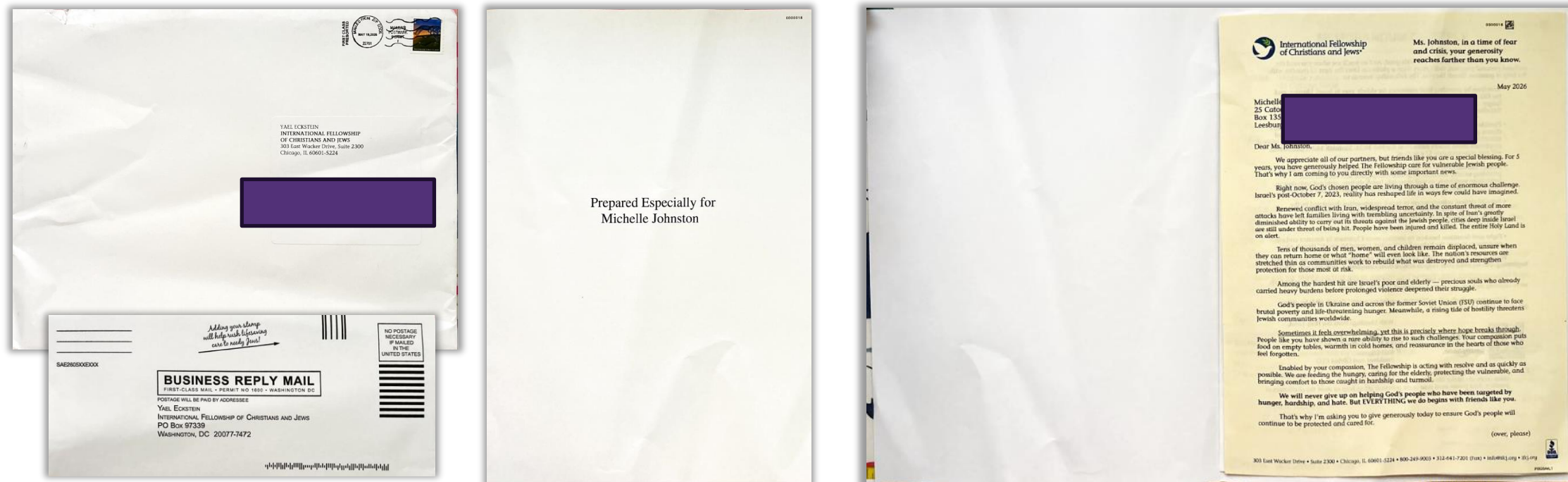


Strategic use of shape can create higher perceived value without dramatically increasing package complexity.

International Fellowship of Christians and Jews (Page 1)

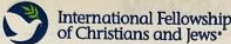


MICHELLE'S
MAILBOX



This faux folder is created from a single 11 x 17 sheet of 9pt white stock that has been personalized and folded in half to hold the interior components shown on the following page. The front features a simple "prepared for" message, helping create a customized presentation without the complexity of a traditional pocket folder. Because it is produced from a single folded sheet rather than a separately manufactured folder with built-in pockets, this format is relatively easy to produce and can offer significant cost savings while still providing a polished, organized package. *NOTE: ask amounts shown are small as this was a seed package.*

International Fellowship of Christians and Jews (Page 2)



Ms. Johnston, in a time of fear and crisis, your generosity reaches farther than you know.

May 2026

Dear Ms. Johnston,

We appreciate all of our partners, but friends like you are a special blessing. For 5 years, you have generously helped The Fellowship care for vulnerable Jewish people. That's why I am coming to you directly with some important news.

Right now, God's chosen people are living through a time of enormous challenge. Israel's post-October 7, 2023, reality has reshaped life in ways few could have imagined.

Renewed conflict with Iran, widespread terror, and the constant threat of more attacks have left families living with trembling uncertainty. In spite of Iran's greatly diminished ability to carry out its threats against the Jewish people, cities deep inside Israel are still under threat of being hit. People have been injured and killed. The entire Holy Land is on alert.

Tens of thousands of men, women, and children remain displaced, unsure when they can return home or what "home" will even look like. The nation's resources are stretched thin as communities work to rebuild what was destroyed and strengthen protection for those most at risk.

Among the hardest hit are Israel's poor and elderly — precious souls who already carried heavy burdens before prolonged violence deepened their struggle.

God's people in Ukraine and across the former Soviet Union (FSU) continue to face brutal poverty and life-threatening hunger. Meanwhile, a rising tide of hostility threatens Jewish communities worldwide.

Sometimes it feels overwhelming, yet this is precisely where hope breaks through. People like you have shown a rare ability to rise to such challenges. Your compassion puts food on empty tables, warmth in cold homes, and reassurance in the hearts of those who feel forgotten.

Enabled by your compassion, The Fellowship is acting with resolve and as quickly as possible. We are feeding the hungry, caring for the elderly, protecting the vulnerable, and bringing comfort to those caught in hardship and turmoil.

We will never give up on helping God's people who have been targeted by hunger, hardship, and hate. But EVERYTHING we do begins with friends like you.

That's why I'm asking you to give generously today to ensure God's people will continue to be protected and cared for.

(over, please)

303 East Wacker Drive • Suite 2300 • Chicago, IL 60601-5224 • 800-249-9003 • 312-641-7201 (Fax) • info@ifcj.org • ifcj.org

MEMORANDUM OF REPLY

FROM: [Redacted]

TO: Yael Eckstein
President and Global CEO
303 East Wacker Drive, Suite 2300
Chicago, IL 60601-5224

Yes, Yael! I want to stand with The Fellowship as a friend of Israel and the Jewish people. Please use the gift I have enclosed to help provide lifesaving food and other essentials, rebuild shattered communities, and protect innocent people in Israel from attack.

My heart goes out to elderly and vulnerable Jews in Israel, Ukraine, and the FSU who are struggling to survive. I want to help meet the needs of struggling Jewish families. Please use my most generous gift to comfort God's people with compassion and hope.

Yes, Yael! You can count on my prayers and support for Jews who need my help. I am enclosing my most generous gift of:

☐ \$ _____ for:

☐ Where Needed Most ☐ Aliyah ☐ Poverty ☐ Security

☐ Visa ☐ MC ☐ Discover ☐ AMEX

Card No: _____ / _____ / _____ / _____

Exp. Date: ____ / ____ / ____ Tel: (____) ____ - ____

Signature: _____

999999 5AG2605XXEXXX 1000



THE OPPORTUNITY

Your generous support today will help:

SAVE LIVES by providing food boxes and hot, nourishing meals to poor and elderly Jews in Israel, Ukraine, and the former Soviet Union (FSU).

PROVIDE AN ESCAPE from poverty and persecution by helping those seeking new lives through *aliyah* (immigrating to Israel). This critical initiative also offers you the historic opportunity to be part of fulfilling biblical prophecies about Israel's restoration (Ezekiel 36:24, Jeremiah 16:15, and others).

SUPPLY SECURITY RESOURCES for Jewish synagogues, schools, and other institutions worldwide, as well as mobile bomb shelters, armored ambulances, and other support for vulnerable communities in Israel.

REBUILD CRITICAL INFRASTRUCTURE in Israeli communities devastated by the October 7, 2023, attacks and other attacks since then. This project will include rebuilding homes, improvements to local hospitals, and more.

FIGHT ANTI-SEMITISM head-on by inviting Christians, and other friends of God's people in America and other countries, to answer the holy call to "Comfort, comfort My people" (Isaiah 40:1).



THE SOLUTION

Your generous support today can help Israel's people rebuild the Holy Land in the wake of years of devastation. You can come alongside God's people in Ukraine and across the FSU who are battling crushing poverty and empty tables. You can help defend Jewish communities worldwide who face hardship and rising hatred.

Please help answer God's call to "Comfort, comfort my people" (Isaiah 40:1) by giving generously today to help rescue His hurting people.



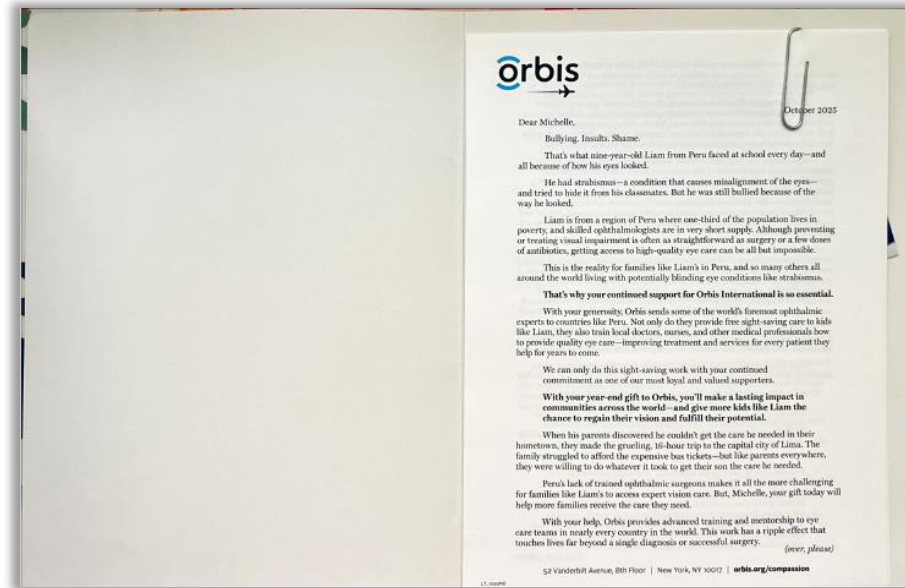
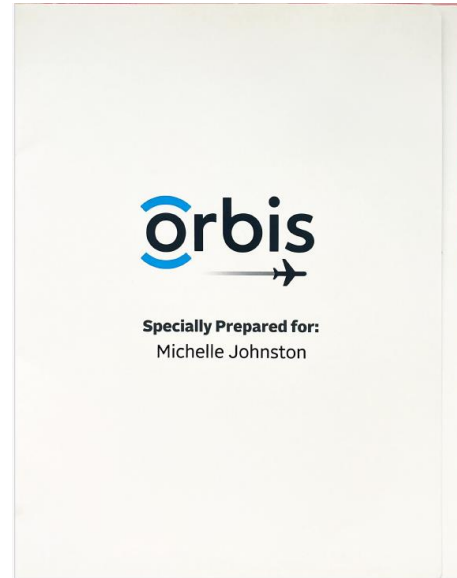
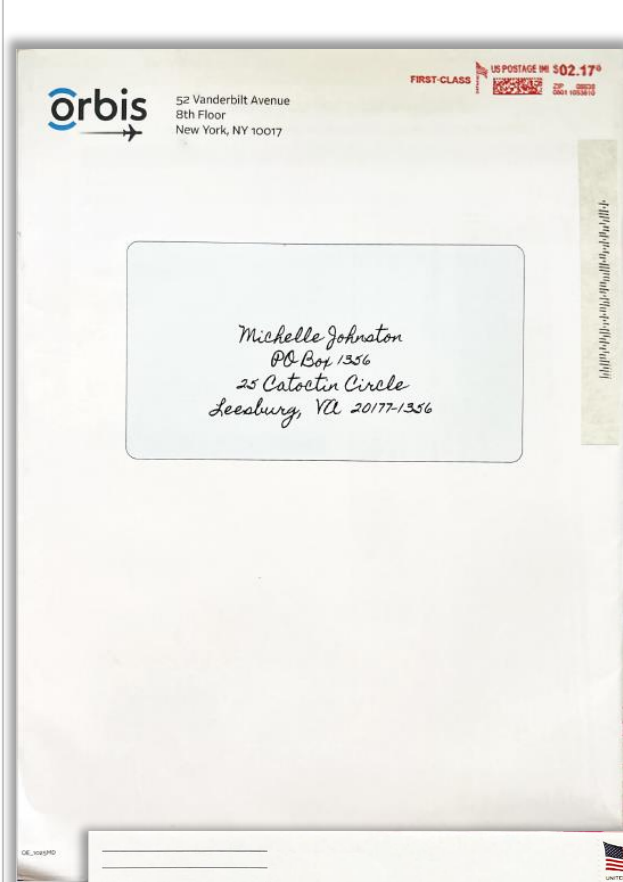
The Proof Is in the Numbers

FOOD ASSISTANCE FOR 1 MILLION
poor and vulnerable Jews in Israel, Ukraine, and the FSU.

THOUSANDS OF GOD'S CHOSEN PEOPLE
escaping poverty and persecution by making *aliyah* (immigrating to Israel).

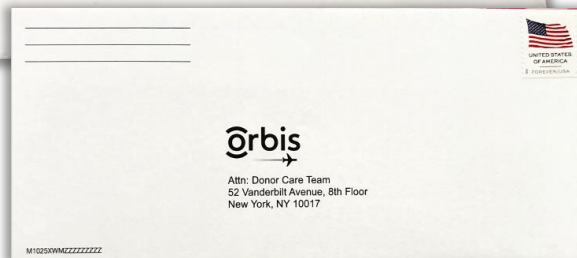
303 East Wacker Drive • Suite 2300 • Chicago, IL 60601-5224 • 800-249-9003 • 312-641-7201 (Fax) • info@ifcj.org • ifcj.org

Orbis (Part 1)



This package uses a folder designed to resemble a traditional file folder, with the back panel extending slightly beyond the front to create a visible tab. This feature allows donors to label and retain the materials for future reference, reinforcing the package's value as a resource rather than a one-time communication.

The enclosed materials are secured with a paper clip rather than inserted into a pocket, creating a more personalized presentation but requiring additional hand assembly. The outer envelope also opens on the short end, a format that typically cannot be machine inserted and therefore requires manual fulfillment.



Orbis (Part 2)



October 2025

Dear Michelle,

Bullying. Insults. Shame.

That's what nine-year-old Liam from Peru faced at school every day—and all because of how his eyes looked.

He had strabismus—a condition that causes misalignment of the eyes—and tried to hide it from his classmates. But he was still bullied because of the way he looked.

Liam is from a region of Peru where one-third of the population lives in poverty, and skilled ophthalmologists are in very short supply. Although preventing or treating visual impairment is often as straightforward as surgery or a few doses of antibiotics, getting access to high-quality eye care can be all but impossible.

This is the reality for families like Liam's in Peru, and so many others all around the world living with potentially blinding eye conditions like strabismus.

That's why your continued support for Orbis International is so essential.

With your generosity, Orbis sends some of the world's foremost ophthalmic experts to countries like Peru. Not only do they provide free sight-saving care to kids like Liam, they also train local doctors, nurses, and other medical professionals how to provide quality eye care—improving treatment and services for every patient they help for years to come.

We can only do this sight-saving work with your continued commitment as one of our most loyal and valued supporters.

With your year-end gift to Orbis, you'll make a lasting impact in communities across the world—and give more kids like Liam the chance to regain their vision and fulfill their potential.

When his parents discovered he couldn't get the care he needed in their hometown, they made the grueling, 16-hour trip to the capital city of Lima. The family struggled to afford the expensive bus tickets—but like parents everywhere, they were willing to do whatever it took to get their son the care he needed.

Peru's lack of trained ophthalmic surgeons makes it all the more challenging for families like Liam's to access expert vision care. But, Michelle, your gift today will help more families receive the care they need.

With your help, Orbis provides advanced training and mentorship to eye care teams in nearly every country in the world. This work has a ripple effect that touches lives far beyond a single diagnosis or successful surgery.

(over, please)

152 Vanderbilt Avenue, 8th Floor | New York, NY 10017 | orbis.org/compassion



Year-End Response Memorandum

FROM:
Michelle Johnston
PO Box 1356
25 Catoclin Circle
Leesburg, VA 20177-1356

XXXSeedXXX
M1025XZZZDCDZAZZZ

TO:
Kasia Biezychudek
Vice President, Philanthropy
Orbis International

☒ **Yes!** I am making a year-end contribution to Orbis to help restore vision to more children and adults, and make a lasting difference for communities in need of eye care. Enclosed is my generous, tax-deductible contribution of:

☐ \$1,000

☐ \$2,500

☐ \$5,000

☐ My best gift \$ _____

Thank you for your commitment to saving sight!
If you have any questions about your giving, please reach out:

Kasia Biezychudek
Vice President, Philanthropy

 229-944-7909

 kasia@orbis.org



52 Vanderbilt Avenue, 8th Floor | New York, NY 10017

Please return this form with your tax-deductible gift in the enclosed envelope.
To give by check, please make it payable to Orbis. To give by credit card or learn about other ways to give, see reverse. You can also give securely online at Orbis.org/Compassion.

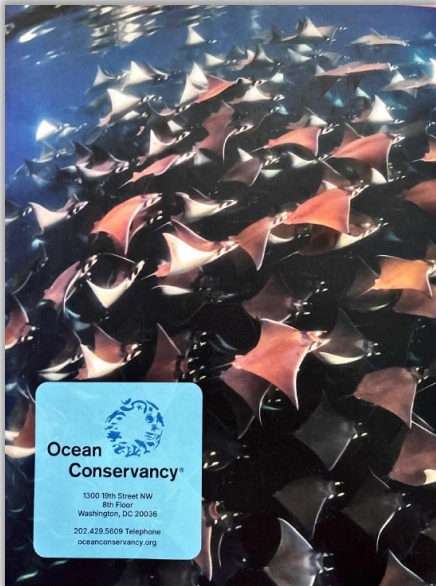
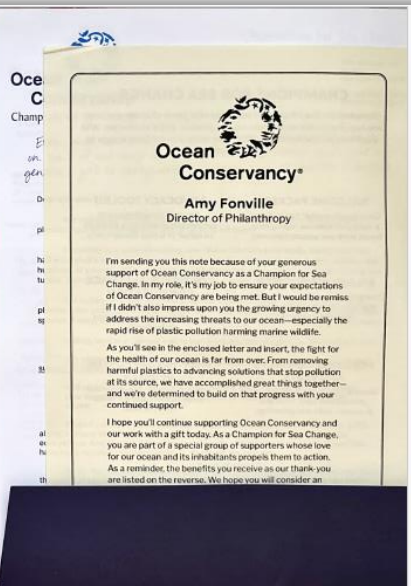


Ocean Conservancy (Part 1)



This package uses a folder with a single interior pocket to organize and present the enclosed materials. In addition to serving as a functional carrier, the folder provides additional space for large-format photography and visual storytelling that supports the overall message of the campaign.

This mid-level donor mailing included a lift note, letter, reply device, and map, all neatly contained within the folder pocket. By consolidating multiple components into a structured presentation, the package creates a more intentional and premium donor experience.



**PRODUCTION
SOLUTIONS**
A MOORE COMPANY



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.