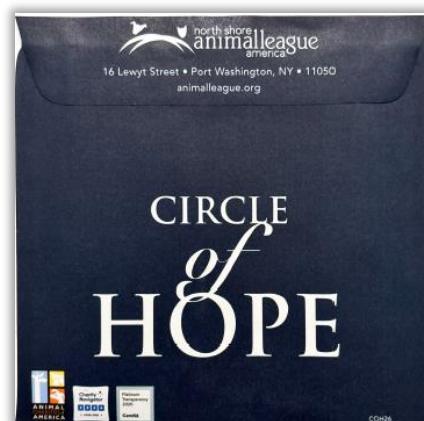
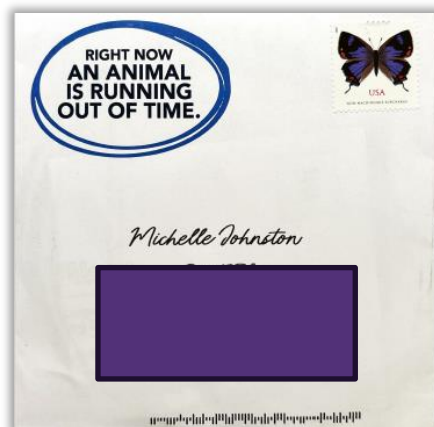


# Michelle's Mailbox July 2026

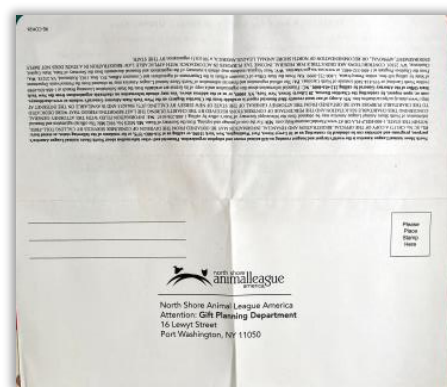




# North Shore Animal League



\*\* Floral background is not part of the printed piece.



# North Shore Animal League



Animal/Wildlife



## **Format:**

- OE: 6 x 6, Walletflap RE: #9 (folded in half for inserting),  
Insert: 5.5 circle (folded size) with 3 panels

**Received:** June 2026

**Program:** Mid-Level

## **What works:**

- The circular three-panel insert creates a distinctive presentation while giving the organization space for storytelling, images, and impact messaging.
- The QR code provides an additional response option without requiring another component.
- The square outer envelope requires additional postage but creates a distinctive presence in the mailbox.
- For higher-value audiences such as mid-level or planned giving prospects, the added postage and production costs may be easier to justify when the format helps differentiate the communication.

*Specialty formats do not have to work for every audience—targeted use can make more expensive formats a practical testing opportunity.*



# Memorial Sloan Kettering



MICHELLE'S  
MAILBOX



Memorial Sloan Kettering Cancer Center | GIVING

Mrs. Johnston, use this sticker to multiply the impact of your support of crucial cancer research!

**FREE gift and chance to multiply your support five times.**

**MULTIPLY MY GIFT 5X**

L12250V/C2

Funding for Life-Changing Cancer Research  
Provided by:

☐ Gift in Memory/In Honor Enclosed  
DHLAM1225001

Memorial Sloan Kettering Cancer Center | GIVING

Gift Processing Center  
PO Box 5028  
Hagerstown, MD 21741-5028

L12250V/CRIE

Memorial Sloan Kettering Cancer Center | GIVING

FROM THE DESK OF  
Jeffrey B. Howard  
Vice President, Development

*Send a gift to save lives  
and keep the enclosed  
2024 calendar magnet  
with my thanks!*

Mrs. Michelle Karen Johnston  
511 Constellation Sq. S.E. Unit C  
Leesburg, VA 20175-3112

December 1, 2025

Dear Mrs. Johnston,

The enclosed 2026 calendar magnet is a reminder that Memorial Sloan Kettering Cancer Center (MSK) spends every day doing what we do best: leading cancer research and setting the global standard for cancer care. This work is only possible with help from our generous donors who support our mission of ending cancer for life.

We're living in an extraordinary time when science and ingenuity can bring us new therapies that hold the power to save and improve the lives of people with cancers once considered untreatable. But the environment for research funding is unpredictable — that's why MSK is grateful for donors like you. *I hope you'll keep the enclosed magnet with my thanks, and also take advantage of an exciting opportunity that can multiply the impact of your support FIVE TIMES!*

To advance our cancer research, treatment, and education initiatives, a group of MSK donors has offered us a grant of \$400,000 with the understanding that together we raise a separate sum of \$100,000 through this appeal.

These friends are essentially providing four dollars for every dollar of your support. By combining forces with them, you will help generate \$500,000 in much-needed funding for MSK. With just one gift, you may magnify its impact fivefold.

Your gift of \$25 will help provide \$125 in vital support. A larger gift of \$35 will be multiplied five times to become \$175 ... or a most generous gift of \$50 can become \$250.

No matter how much you are able to send, your FREE calendar magnet is yours to keep — and your gift will stretch five times as far to fuel lifesaving cancer research. Too many lives are on the line to let clinical trials stall or let bold ideas go unfunded.

(over, please)

Memorial Sloan Kettering Cancer Center | 1275 York Avenue | New York, NY 10065  
giving.mskcc.org  
NCI-Designated Comprehensive Cancer Center

**Matching Gift Reply Form**

To help Memorial Sloan Kettering Cancer Center's programs of excellence in cancer research, education, and patient care remain strong, I have enclosed a gift of:

☐ \$25 that can be multiplied to \$125  
☐ \$35 that can be multiplied to \$175  
☐ \$50 that can be multiplied to \$250  
☐ Other \$\_\_\_\_\_ (Every gift can have five times the impact!)

☐ If you would like to change your gift to your credit card, please check here and see reverse.

**MULTIPLY MY GIFT 5X**

Gifts pledged or made prior to 12/25 or to support cancer research do not qualify for this matching offer. The matching portion of this gift donation must be accompanied by the enclosed matching grant reply form and received by the next 30 days. The first \$100,000 received by the deadline qualifies for this offer.

PLEASE PRINT NAME AND ADDRESS ON REVERSE OF THIS FORM

**DONATE ONLINE AT**  
**giving.mskcc.org/5x**

DHLAM1225001-8-3139454

14232211230102250011411106042305343410200000003027689777

Your gift is very much appreciated and may be tax deductible pursuant to IRC §170(c). A copy of the latest financial report, registration filed by this organization, and a description of our programs and activities may be obtained by contacting us at: 1275 YORK AVENUE, NEW YORK, NY 10065, 1-866-815-9521. MEMORIAL SLOAN KETTERING CANCER CENTER was formed in NEW YORK.

If you are a resident of one of the following states, you may obtain financial information directly from the state agency: FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE WITHIN THE STATE: 1-800-455-7252 (800-HELP-FLA). OR VISITING: <https://www.fdcys.gov/Divisions-Offices/Consumer-Services>. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. FLORIDA REGISTRATION #C-52624. GEORGIA: A full and fair description of our programs and our financial statement summary is available upon request at our office and phone number indicated above. MARYLAND: For the cost of copies and postage, Office of the Secretary of State, State House, Annapolis, MD 21401. MISSISSIPPI: The official registration and financial information of MEMORIAL SLOAN KETTERING CANCER CENTER may be obtained from the Mississippi Secretary of State's office by calling 1-888-226-6901. REGISTRATION by the Secretary of State does not imply endorsement. NEVADA: Contributions may be tax deductible pursuant to the provisions of sec. 170(c) of the Internal Revenue Code of 1986, 26 U.S.C. §170(c). NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS.

Memorial Sloan Kettering Cancer Center

**2026**

| January                                                                                                          | February                                                                                                                                | March                                                                                                            |
|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| S M T W T F S<br>1 2 3<br>4 5 6 7 8 9 10<br>11 12 13 14 15 16 17<br>18 19 20 21 22 23 24<br>25 26 27 28 29 30 31 | S M T W T F S<br>1 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30 31                        | S M T W T F S<br>1 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30 31 |
| April                                                                                                            | May                                                                                                                                     | June                                                                                                             |
| S M T W T F S<br>1 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30    | S M T W T F S<br>1 2<br>3 4 5 6 7 8 9<br>10 11 12 13 14 15 16<br>17 18 19 20 21 22 23<br>24 25 26 27 28 29 30<br>% 25 26 27 28 29 30    | S M T W T F S<br>1 2 3 4 5 6<br>7 8 9 10 11 12 13<br>14 15 16 17 18 19 20<br>21 22 23 24 25 26 27<br>28 29 30    |
| July                                                                                                             | August                                                                                                                                  | September                                                                                                        |
| S M T W T F S<br>1 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30 31 | S M T W T F S<br>1<br>2 3 4 5 6 7 8<br>9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27<br>28 29 30 31<br>% 25 26 27 28 29 | S M T W T F S<br>1 2 3 4 5<br>6 7 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30 31 |
| October                                                                                                          | November                                                                                                                                | December                                                                                                         |
| S M T W T F S<br>1 2 3<br>4 5 6 7 8 9 10<br>11 12 13 14 15 16 17<br>18 19 20 21 22 23 24<br>25 26 27 28 29 30 31 | S M T W T F S<br>1 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30                           | S M T W T F S<br>1 2 3 4 5<br>6 7 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30 31 |

# Memorial Sloan Kettering



Health – Hospitals

## **Format:**

- OE: 6 x 9.5, RE: #9, Letter/reply: 8.5 x 14, Legal insert: 3 x 4, Magnet: 3 x 5

**Received:** December 2025

**Program:** Appeal

## **What works:**

- The magnet calendar provides year-round visibility in a smaller, less expensive format than a traditional wall calendar.
- Its compact size allows it to fit within a standard package without requiring a larger outer envelope.
- For organizations that already use calendar premiums, a magnet could provide another format to test or an option for audiences where the cost of a traditional calendar is difficult to justify.
- The small legal insert keeps required language off the primary package components and can be produced in larger quantities for use across multiple mailings.

*Smaller components can sometimes create both production efficiencies and new opportunities to test familiar ideas.*



FOR THE PEOPLE WHO SERVE

**Michael S. Linnington**  
Lieutenant General, U.S. Army, Retired  
Chief Executive Officer & President, USO

Ms. Michelle Johnston  
P.O. Box 1356  
Leesburg, VA 20177-1356

Dear Ms. Johnston,

It is my privilege to present you with the enclosed **2026 Certificate of Recognition** is reserved for a special group of Americans who understand what service truly means consistently shown up for the men and women who serve this nation in uniform.

Your support sends a powerful message: **you have not forgotten the sacrifices our families make every day.**

Since 2026, our service members have been able to rely on your generosity to stay the people and places they love most while serving far from home. Whether deployed or stationed far from family, your loyalty helps provide comfort, normalcy and hope during most challenging moments of their lives. I cannot thank you enough for standing with them after year.

That is why I am so proud to present you with your **2026 Certificate of Recognition** of General David L. Goldfein, USAF (Ret.), Chairman of the USO Board of Governors entire USO family, thank you for all you do to support our military men and women.

Ms. Johnston, your generosity makes a real difference. It tells our service members courage matters — and that a grateful nation stands behind them.

When I speak of the USO team, I mean our dedicated staff, our tireless volunteers and supporters like you. **You are an essential part of this mission.** Together, our job is to ensure every service member feels the appreciation of the American people — whether they are overseas, serving stateside or recovering from injuries sustained in service to our country.

Like the men and women we serve, our mission is never complete. Today, the USO more than **260 Centers around the world**, and we must remain ready to expand where our troops next. Your generosity ensures we can be there — offering a touch of home, a respite and a reminder that they are not alone. **You make that possible.**

Ms. Johnston, I hope you will continue your support by sending a gift of **\$20, \$25, or \$50 today.** Your contribution will touch the lives of our service members, reminding them that Americans stand with them.

Because of you, USO Centers across the United States and around the world — including

**2026 CERTIFICATE OF RECOGNITION**  
THIS CERTIFICATE IS PRESENTED TO  
*Ms. Michelle Johnston*  
In recognition of your extraordinary support for the men and women of our military and their families. We salute your dedication to the U.S. Armed Forces and the USO.

*David L. Goldfein*  
General David L. Goldfein  
USAF (Ret.)  
Chairman, USO Board of Governors

*Michael S. Linnington*  
Michael S. Linnington  
Lieutenant General, U.S. Army, Retired  
Chief Executive Officer & President, USO

0561183

0061185

**YOUR SUPPORT KEEPS OUR MILITARY HEROES STRONG**

☐ **YES, I received my 2026 Certificate of Recognition.** Please continue to keep our brave men and women in uniform strong by connecting them to family, home and country with my enclosed, morale-boosting donation of:

☐ \$20   ☐ \$25   ☐ \$50   ☐ My best gift of \$ \_\_\_\_\_

99999963 E6075EDCBLX7

Please enclose your check payable to: **The USO**. To donate using your credit card, please use the reverse side of this form. Your gift is tax deductible as allowed by law. **Thank you for your generosity.**

2711 Wilson Blvd., Suite 1000  
Arlington, VA 22201-3052

# USO



Veterans' Services/Military



## **Format:**

- OE: #10, RE: #9, Letter/reply: 8.5 x 14 with perf out certificate

**Received:** June 2026

**Program:** Acquisition Test

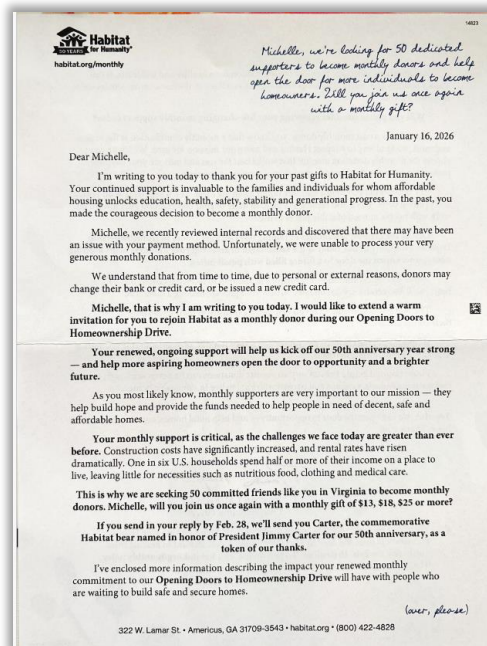
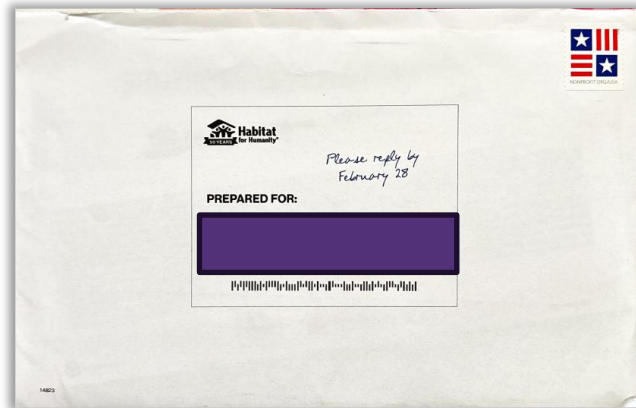
## **What works:**

- The perforated certificate uses a familiar member-card technique in a different way, creating a larger recognition piece without adding a separate premium.
- For organizations already producing perforated member cards, this could be a relatively simple format to test using familiar production capabilities.
- Incorporating the certificate into the letter/reply component keeps the package component count low.
- The certificate creates a tangible recognition piece that can be removed and retained by the donor.

*Existing production techniques can often be used in new ways without requiring an entirely new package format.*



# Habitat for Humanity



# Habitat for Humanity



Domestic Humanitarian

## Format:

- OE: 6 x 9.5, RE: #9, Letter: 8.5 x 11, Reply: 8.5 x 11, Buckslip: 8.5 x 5.5, Insert: 11 x 17 (flat size)

**Received:** January 2026

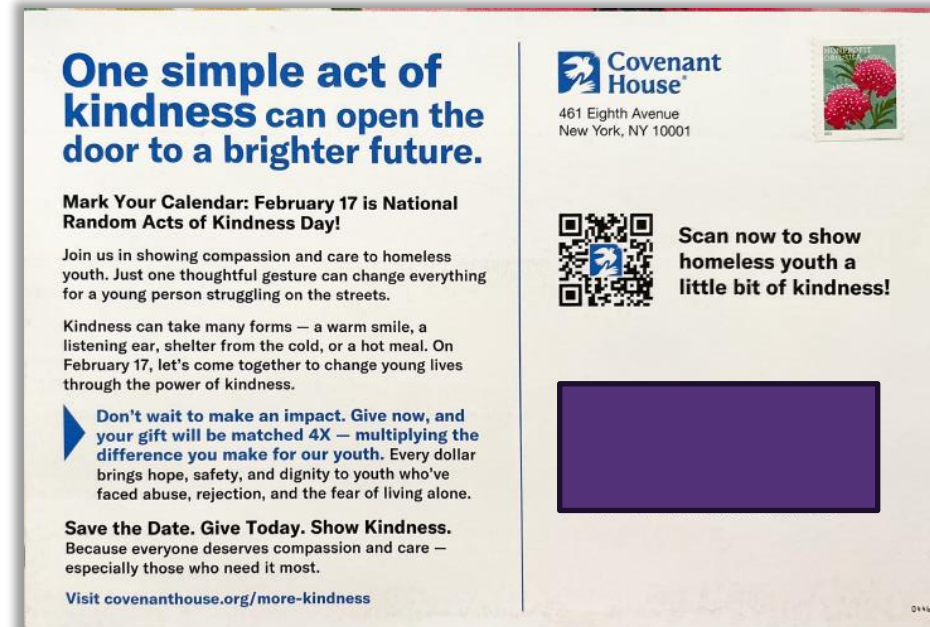
**Program:** Appeal

## What works:

- The Sustainer Supporter Drive gives the monthly giving ask a clear campaign identity.
- The goal of acquiring 50 new monthly donors connects directly to the organization's 50th anniversary, creating a timely reason for the specific campaign goal.
- The monthly giving ask is tied to a tangible outcome—opening doors to homeownership—rather than simply asking donors to make a recurring gift.
- The 11 x 17 insert provides substantial space for campaign messaging while still folding into the existing 6 x 9.5 package format.
- The campaign creates a new fundraising opportunity using standard component sizes and familiar production requirements.

*New campaigns do not always require new package formats—existing specifications can often support new offers, audiences, and messaging.*

# Postcard of the Month



The postcard uses an established awareness day to create an additional reason to communicate and ask for support.

The simple format makes this type of timely communication easier to add to an existing mail schedule without developing a full package.

# Self-Mailer of the Month

**Safford Hyundai Leesburg**  
325 E Market St  
Leesburg, VA 20176-4102  
(703) 443-2220  
saffordbrownhyundai Leesburg.com

**Service Hours**  
Mon - Fri 7:30 AM - 6:00 PM  
Sat 8:00 AM - 5:00 PM

**Appointment Status**  
Your vehicle may be due for maintenance.

**Our car care was designed with you in mind.**  
Your 2019 TUCSON is due for its 105,000-mile service. Your maintenance schedule can include:  
• Replace Engine Oil and Filter  
• Replace Climate Control Air Filter  
• Replace Spark Plugs (Iridium Coated)  
• Rotate Tires  
• Air Filter Check  
• Front and Rear Brake Inspection  
• Multi-Point Vehicle Inspection

**We look forward to seeing you soon!**  
Sincerely,  
**Dennis Gunessever**  
Service Director at Safford Hyundai Leesburg

**Summer-size savings are here!**  
June 1 - July 31, 2025  
Save more with the most maintenance offers of the year.

**Enjoy these amenities during your maintenance visit:**

- Pick-Up And Return Service Available
- Complimentary Battery & Check Engine Light Inspections
- Lane Assist Available With Qualifying Services

**Intermediate Scheduled Maintenance**  
A well-maintained vehicle can prolong the life of your investment and protect your resale value. And our trained and certified Hyundai technicians are confident that the job will be done right the first time.  
• Replace engine oil per specifications (up to 5 quarts)  
• Install a Hyundai oil filter  
• FREE Multi-Point Inspection  
• Tread battery  
• Rotate and inspect tires, plus set tire pressure  
• Replace air filter  
**\$25.00**

**It's maintenance time for your TUCSON.**  
Check your maintenance schedule at [HyundaiUSA.com/us/en/maintenance-schedule](https://HyundaiUSA.com/us/en/maintenance-schedule)

**FREE Brake Inspection**  
• Inspect brake pads/shoes, rotors/drums, master cylinder, calipers and wheel cylinders  
• Check brake fluid level  
• Check parking brake  
• Road test

**FREE Battery Test**  
Everyday driving conditions can affect your battery more than you think. Come in today for a FREE battery test.

**Cooling System Inspection Special**  
• Check coolant level  
• Inspect radiator, cap & hoses  
• Check operation of radiator fan, A/C condenser fan & temperature gauge  
• Check water pump for leakage, noise & loose bearings

**HYUNDAI REWARDS**  
**Ownership just got even more rewarding.**  
Go enjoy exclusive benefits, so easy to join. Start enjoying Hyundai Rewards today by enrolling at [MyHyundai.com](https://MyHyundai.com)

**Ownership has its rewards — Hyundai Rewards!**  
Join today and receive premium benefits, like:  
• New Hyundai purchase discount  
• New BlueLink subscription discounts  
• Dealership rewards  
• Surprises, gifts — and more!

## A Repeatable Format with Interchangeable Content

This self-mailer uses consistent content areas that are updated with information about the recipient's vehicle, projected mileage and service needs, local dealership, seasonal offers, and coupons.

The same basic format can be reused across mailings and dealerships by changing the content within each area rather than creating an entirely new piece.

For nonprofits, a similar approach could be used for newsletters, impact reports, or audience-specific communications—keeping the format consistent while swapping out stories, images, offers, impact information, or calls to action.

A repeatable format can create more opportunities to tailor communications without reinventing the entire mailpiece.

# Premium of the Month



These bookmarks use a fold-over flap that wraps over the top of the page rather than sitting entirely between the pages of a book.

The different construction gives a familiar, low-cost printed premium a more distinctive format.

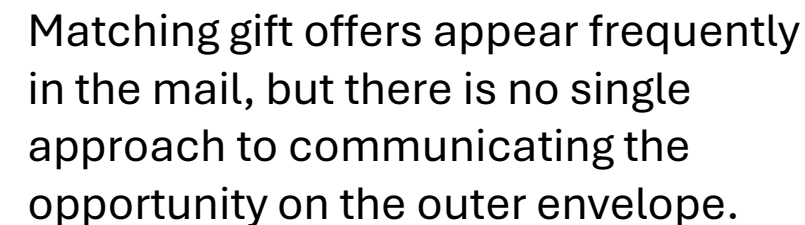
Small changes to the size, shape, folds, or finishing of familiar premiums can create new variations without developing an entirely new item.

# Commercial Mail of the Month



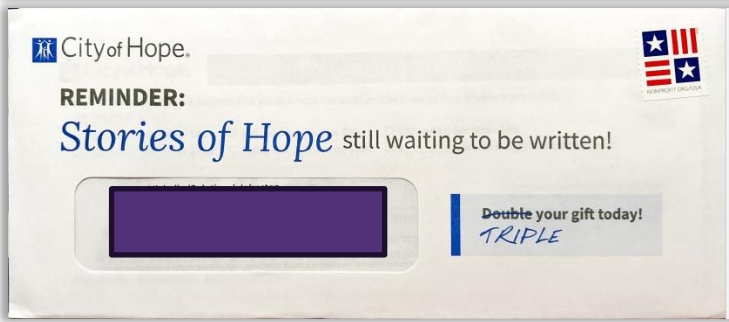
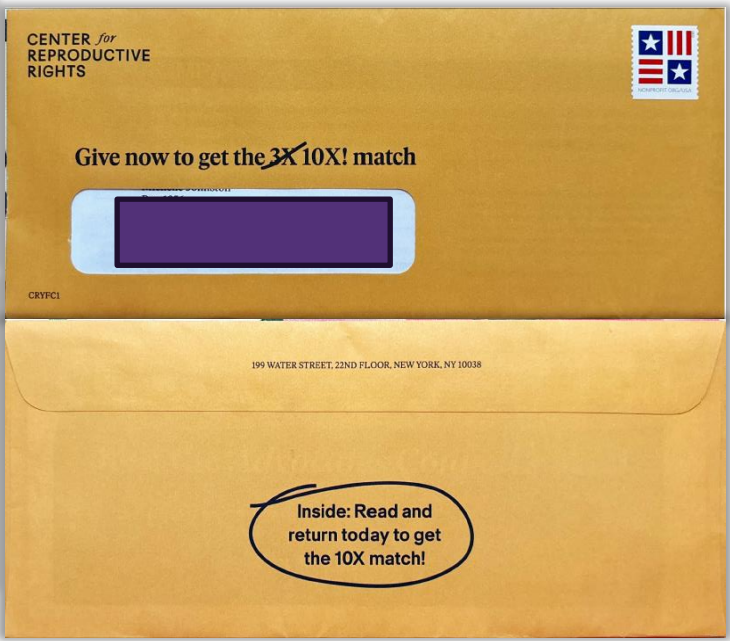
The vellum envelope allows the contents and offer to become part of the outer-envelope presentation.

Specialty papers and envelope materials can create differentiation without adding another component to the package.

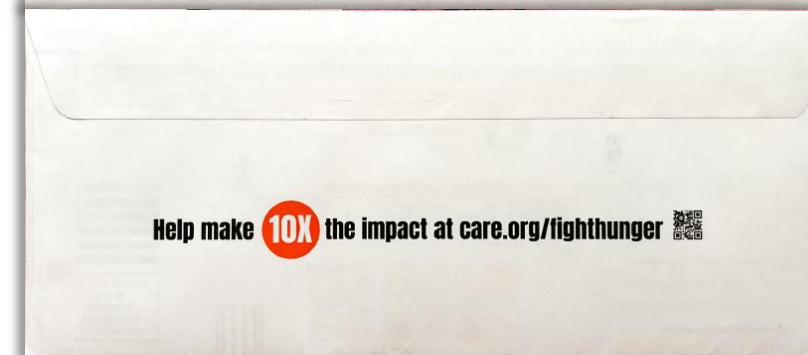
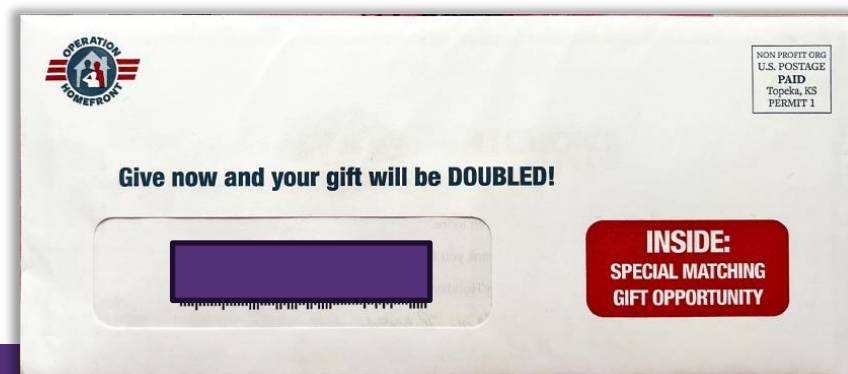
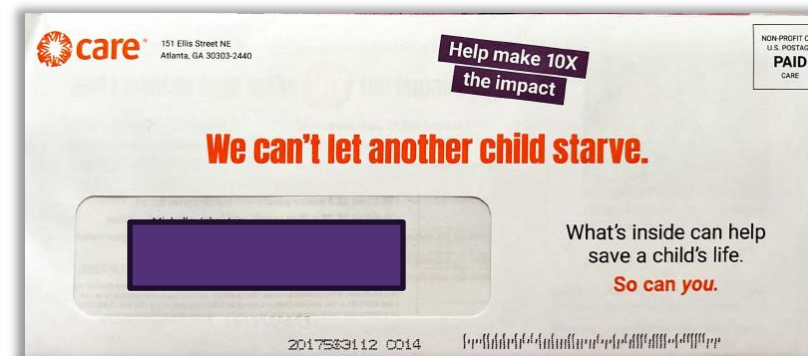
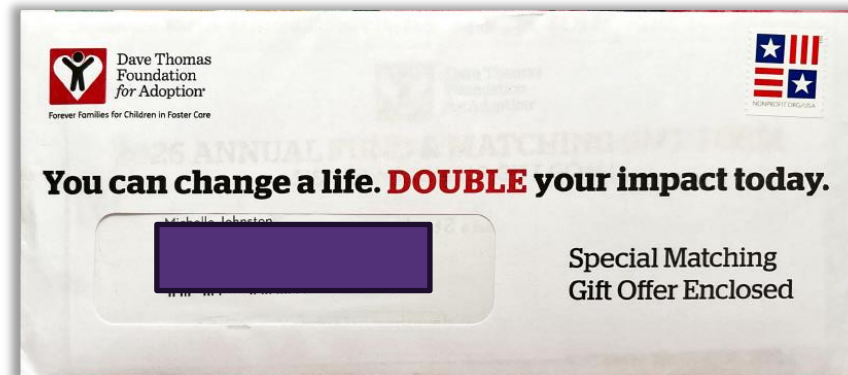


These examples use multipliers, deadlines, handwriting, color, premiums, and offer language to make the match visible before the package is opened.

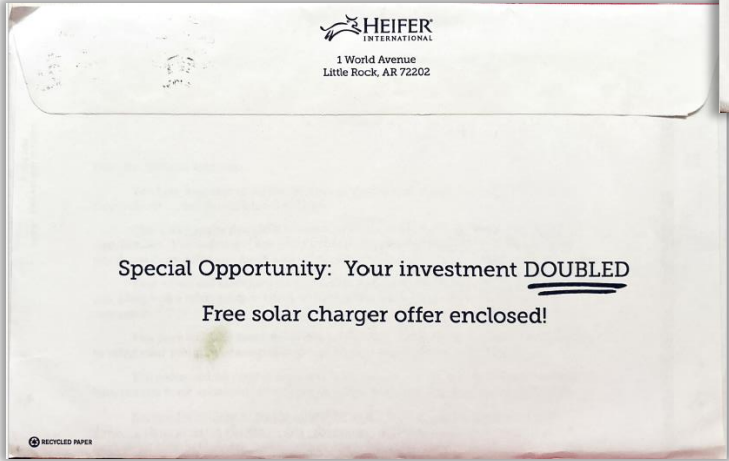
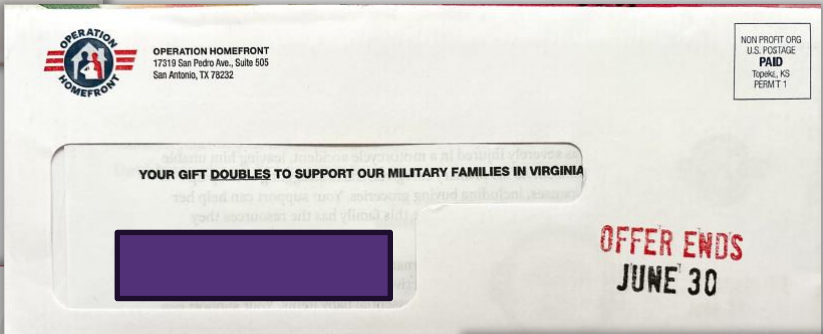
# Matching Gift Envelopes



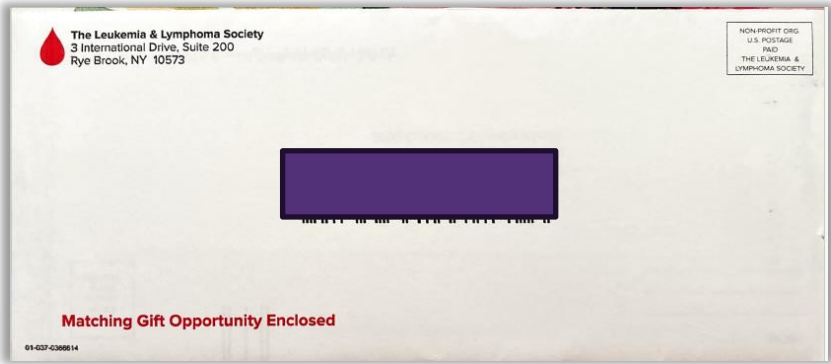
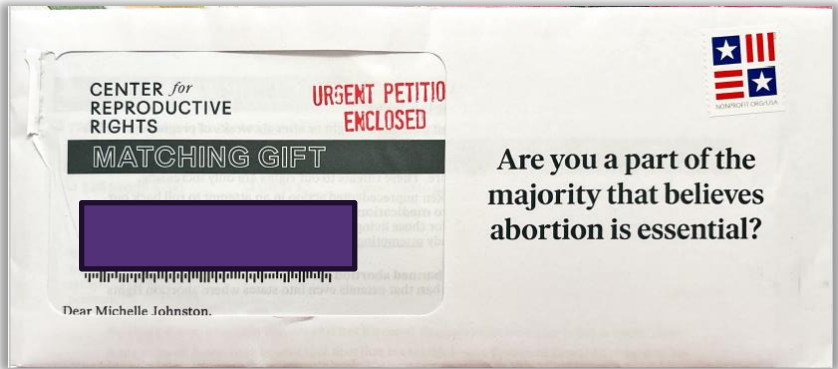
# Matching Gift Envelopes



# Matching Gift Envelopes



# Matching Gift Envelopes





# July 2026 Wrap-Up: What We're Seeing in the Mail



Across this month's samples, a few ideas appeared in different ways:

- **Formats are being used intentionally.** From square packages to self-mailers and vellum envelopes, organizations continue to explore formats that create a different experience in the mailbox.
- **Existing components are being adapted in new ways.** Perforations, bookmarks, magnets, and other familiar components show how small production changes can create something different without requiring an entirely new package.
- **Mailpieces are being designed to stay visible.** Calendars, bookmarks, certificates, and other functional components give recipients a reason to keep something from the package after the initial interaction.
- **Outer envelopes are carrying more of the message.** The matching gift examples show a wide range of approaches to communicating offers, deadlines, and added gift value before the envelope is opened.

## The Production Perspective

These examples are a reminder that new ideas do not always require entirely new packages. Format, components, materials, production techniques, and the way information is presented can all create opportunities to test and evolve existing direct mail programs.



# 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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