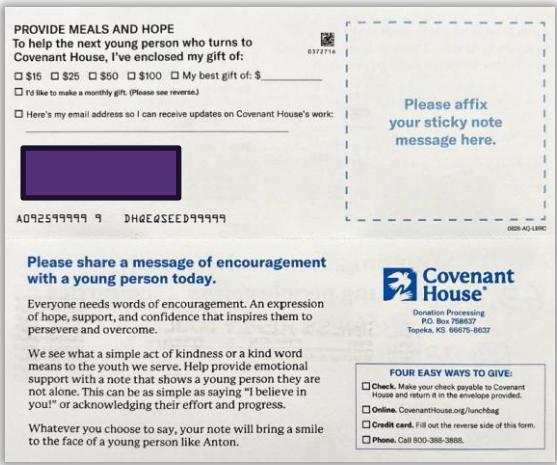
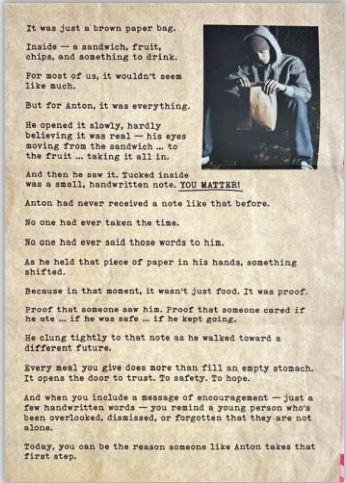
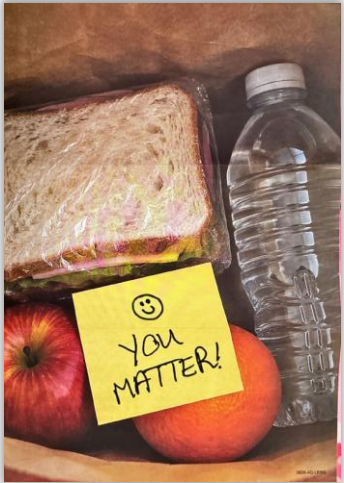
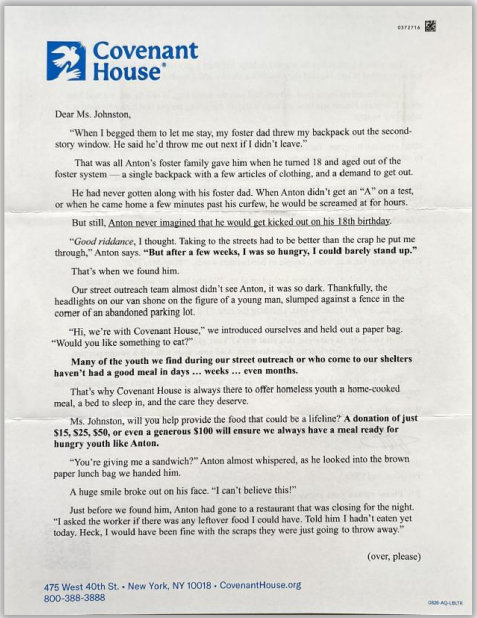






Covenant House



Covenant House



Children/Youth



Format:

- OE: #10, RE: #9, Letter: 8.5 x 11, Reply: 8.5 x 7, Insert: 7 x10, Post-it Pad: 3 x 3 (20 pages + backer)

Received: August 2026

Program: Acquisition

What works:

- Faux lunch bag OE creates immediate curiosity and connects directly to the story inside. *(USPS no longer allows actual paper bags to be mailed as envelopes.)*
- The letter tells the story of a young person who received a lunch with a sticky note that simply said, “You Matter.”
- The Post-it pad isn't just an added premium—it becomes part of the donor experience. Donors are asked to write their own message of encouragement and return it with their gift.
- The reply provides a designated space for the donor's note, making participation easy and reinforcing the call to action.
- The color insert visually recreates the lunch described in the letter, helping connect the story, premium and donor action.

The package gives the premium a reason to exist. The Post-it notes aren't simply something useful for the donor; they demonstrate how something very small can have an emotional impact on the young people Covenant House serves.



American Lung Association



CALENDAR RECEIPT VERIFICATION FORM FOR MS. JOHNSTON

☐ YES, I am supporting the American Lung Association today with my most extraordinary tax-deductible gift. Thank you for my calendar, which arrived safely!

☐ I'd like to pay by credit card and have completed the information on the back of this reply.

☐ Please send free information about including the American Lung Association in my will.

For more information visit Lung.org

Donate securely online at Lung.org/give

AMERICAN LUNG ASSOCIATION
IN VIRGINIA
DONATION PROCESSING CENTER
PO BOX 70350
PHILADELPHIA, PA 19176-0350

Ms. Johnston,

I'm enclosing your NEW 2027 American Lung Association board calendar today to thank you for your exceptional support!

Each year, we work to make our calendar better than the last to **thank you** for being an extraordinary supporter of our mission to save lives by improving lung health and preventing lung disease.

I encourage you to review the lung health tips we've included on the back of the calendar. **We want you staying safe and healthy**, and doing all you can to protect the health of those you love!

Our calendar is a symbol of our commitment to a **future where lung disease is a thing of the past**, and it is meant to inspire **you** the way our dedicated supporters inspire us. **To reaffirm your commitment**, we invite you to **send your most generous renewal gift today**. Right now, you can help us **save lives** for years to come.

Please return the attached Calendar Receipt Verification Form to confirm that your calendar arrived safely, and don't forget to include your donation. **Thank you!**

Sincerely,
David G. Hill
David G. Hill, MD
National Board Chair

GIFT RECORD

Date: _____

Amount: _____

Detach and keep for your records. Thank you!

065176~L7-P02

2302409999999999 L27SUMN769956

American Lung Association.



American Lung Association



Health – Disease

Format:

- OE: 6 x 9.5, RE: #9, Letter/reply: 8.5 x 9 (off fold on perf), Calendar: 8.5 x 5.5, Notepad: 4.25 x 5.5 (10 sheets)

Received: July 2026

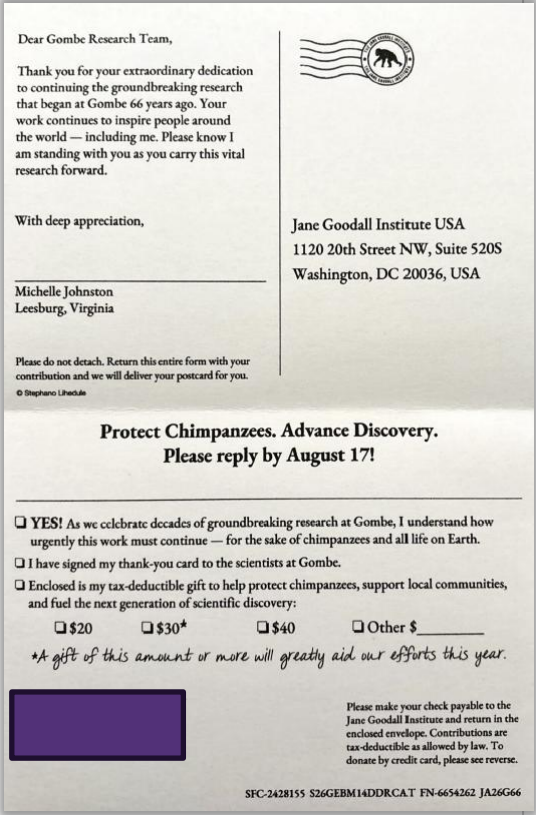
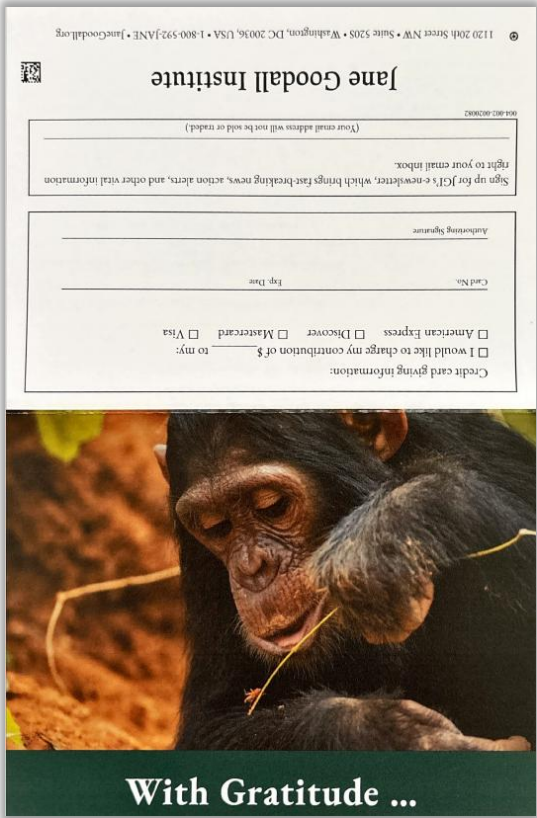
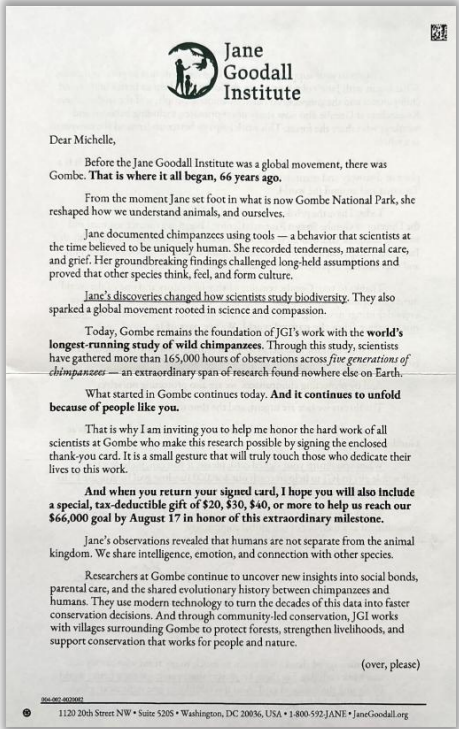
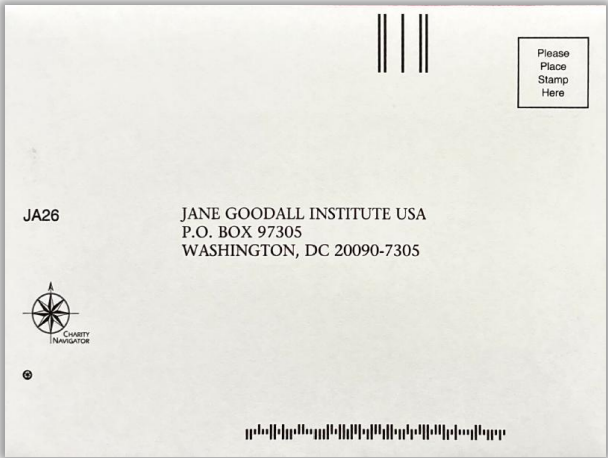
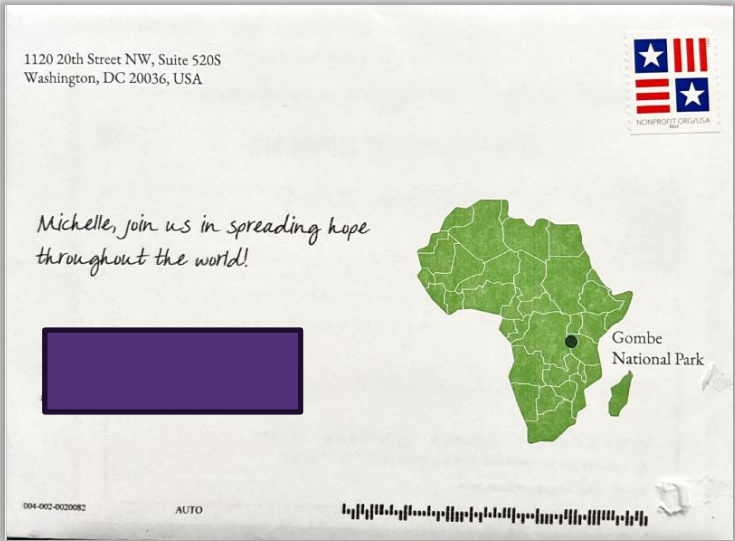
Program: Appeal Test

What works:

- Uses a smaller board calendar rather than a traditional multi-page wall calendar, providing a lower-cost way to retain a calendar premium.
- The 8.5 x 5.5 size still provides a full-year calendar that can remain visible throughout the year.
- Adds a small 10-sheet notepad as a second useful premium without substantially increasing the package size.
- Could be an interesting test for donors who don't justify the cost of a traditional calendar package—or donors who are less premium-responsive—while still allowing the organization to retain the calendar offer.

This is also a good reminder that premium testing doesn't always have to mean removing the premium. Consider testing the format, size, page count or construction to reduce cost while retaining the donor-facing offer.

Jane Goodall Institute



Jane Goodall Institute



Animal/Wildlife



Format:

- OE: A7, RE: A6, Letter: 6.5 x 10, Reply/postcard: 4.5 x 6 (folded size)

Received: July 2026

Program: Appeal

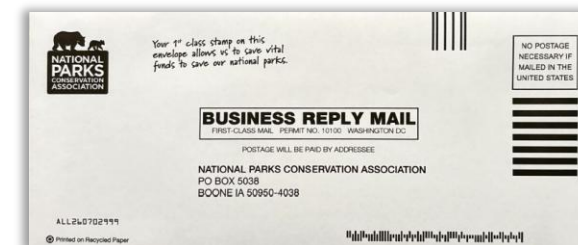
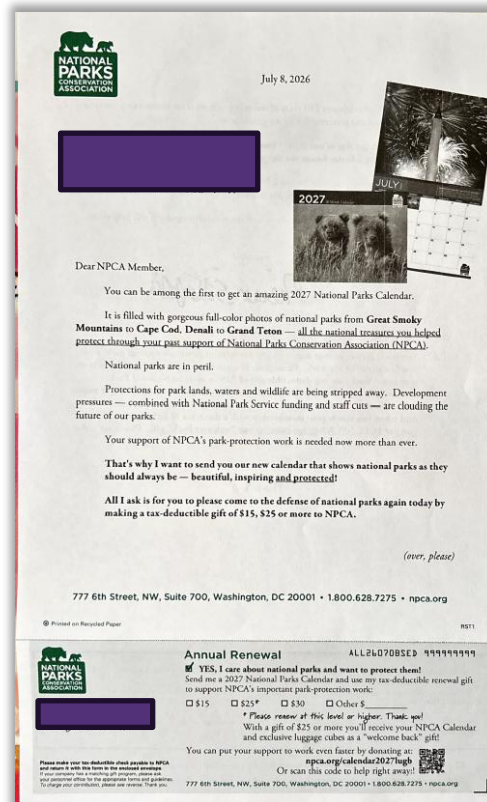
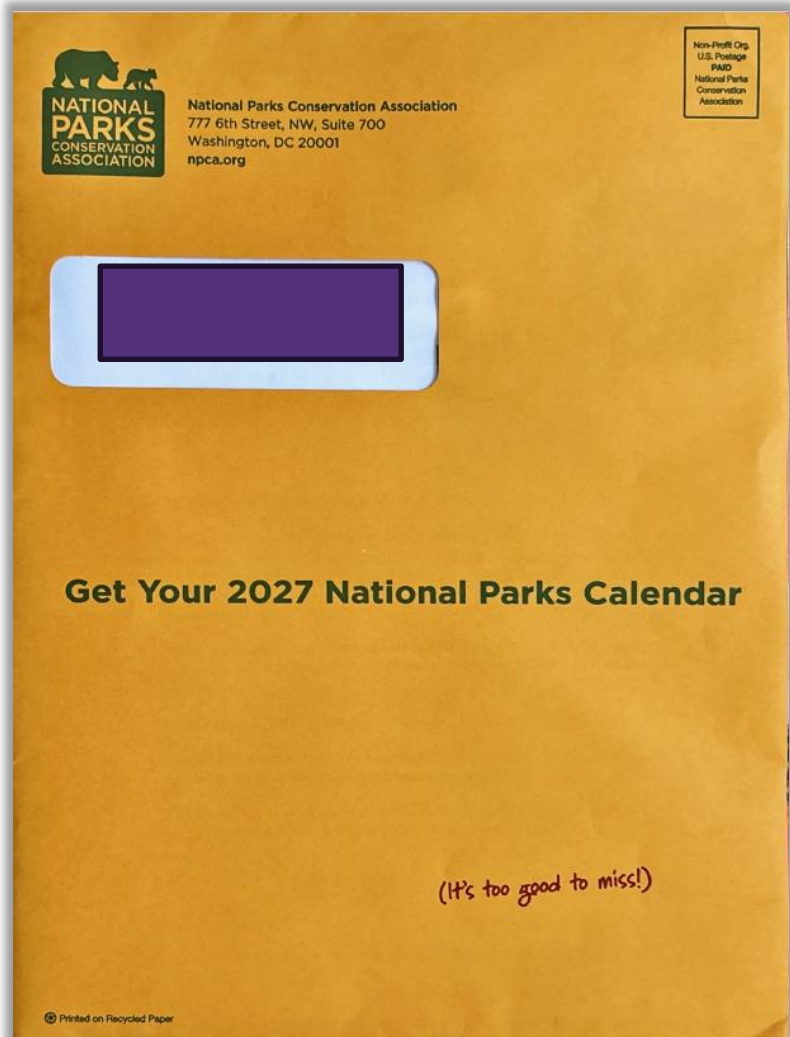
What works:

- The reply device and donor engagement piece are combined into a single folded component rather than adding a separate bounceback.
- When folded, the chimpanzee image and “With Gratitude...” message make the piece initially feel like a thank-you to the donor.
- When opened, it becomes a postcard the donor can sign and return for researchers at Gombe—creating a second level of engagement beyond the donation.
- Combining the reply and postcard creates an unusual donor interaction without requiring another separate package component.
- The OE previews the geography featured in the story with a map of Africa and Gombe National Park.
- Personalized handwriting-style copy on the OE—“Michelle, join us in spreading hope throughout the world!”—helps give the package a more personal feel.

This is a good example of creating additional donor engagement without adding another component. By giving the reply device a second purpose, the package creates another interaction while keeping the component count the same.



National Parks Conservation Association



National Parks Conservation Association



Environmental



Format:

- OE: 9 x 12, RE: #9, Letter/reply: 8.5 x 14, Insert: 8.5 x 3.5

Received: July 2026

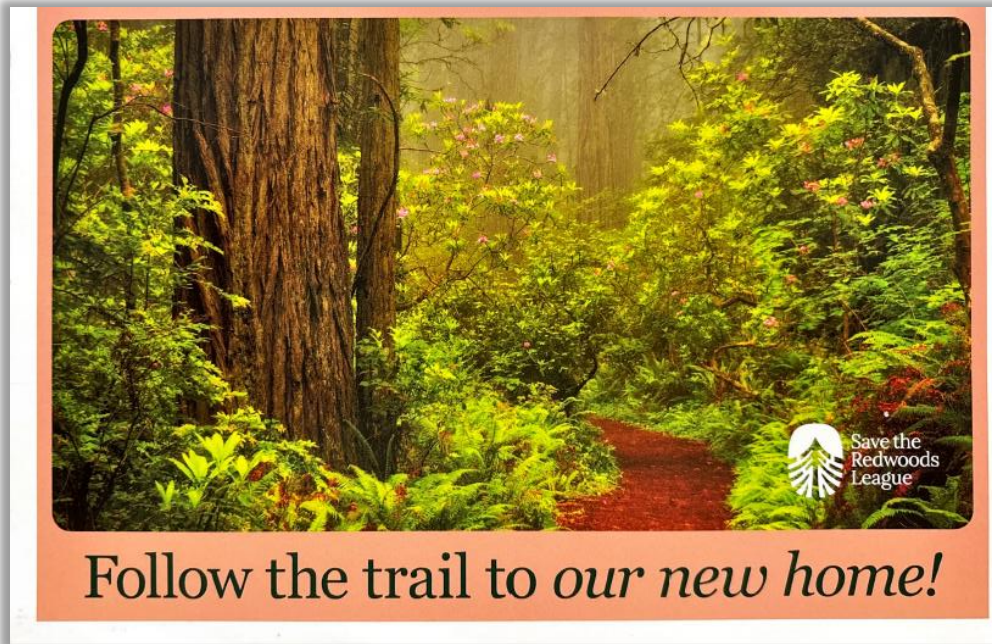
Program: Lapsed Test

What works:

- Rather than enclosing the calendar, this lapsed test asks the donor to reinstate their membership to receive it.
- This turns a typically front-end premium into a fulfillment offer and removes the calendar itself from the outgoing package.
- The package still includes the backend luggage cube offer used in the control, so the organization isn't changing every element of the premium strategy at once.
- The 9 x 12 OE maintains the visual presence and format of the traditional calendar package even though the calendar isn't enclosed.
- Materials retain the same component sizes used across acquisition, lapsed and appeal packages, allowing existing formats/production efficiencies to be leveraged for the test.

This is an interesting example of looking at the entire cost of a premium—not just its unit cost. Moving fulfillment to the backend means you're only sending the calendar to donors who respond.

Postcard of the Month



Instead of treating an operational update like an administrative notice, Save the Redwoods League ties the message directly to the mission with “Follow the trail to our new home!”

The large redwood image makes the piece feel like donor communication rather than housekeeping, while the back clearly highlights the new address.

Even necessary operational communications can be an opportunity to reinforce the mission and brand—not just deliver information.

Self-Mailer of the Month

10.5 x 5.25 folded

This commercial example uses the larger self-mailer format to create room for strong imagery, multiple messages and plenty of storytelling space without an outer envelope.

For fundraising, a return envelope could be glue-dotted inside before the piece is tabbed closed. A wallet-flap reply could also be incorporated into the design, or the reply could perforate from one edge of the self-mailer.

Think beyond postcards when considering self-mailers. Larger formats can provide much of the storytelling space of a traditional letter package while potentially reducing the number of separate components.



Premium of the Month



Water bottle stickers are everywhere—and their use extends beyond water bottles to laptops, notebooks, phone cases and other personal items.

They can be mailed as a full sticker sheet, like the Heifer example, or as an individual die-cut sticker featuring a recognizable image, message or element of the organization's mission.

For testing: consider whether the donor needs an entire sheet. A single strong sticker may provide the same perceived value while reducing material and package weight.

Stickers can also work particularly well when the design is something donors would want to display because it represents their identity or values, rather than simply displaying the organization's logo.

Commercial Mail of the Month



This ad for a commercial window company looks like a traditional Christmas card. Everything visible before opening—the family return address, handwriting-style addressing, evergreen artwork and seasonal postage treatment—is designed to make the piece feel like personal correspondence.

Only after opening does the recipient discover the sales message.

For nonprofits: the takeaway isn't necessarily to disguise the organization, but to think about whether the OE can feel like personal correspondence rather than fundraising mail—particularly for stewardship, anniversary, holiday or mid-level communications.



Technique



Envelope with a faux Post-it note. The note is perforated on three sides so the recipient can lift it to reveal a second window—with window film—and get a peek at the component beneath.

The technique creates interaction before the envelope is even opened and allows the component inside to become part of the OE creative.

The reveal could be used for a photo, deadline, matching-gift message, membership card, premium image or other element that helps continue the story inside.

Donor Advised Funds



Donor-advised funds continue to be an important topic in nonprofit fundraising.

Organizations are looking at how they identify and recognize DAF donors—and how DAF giving should be incorporated into existing fundraising communications.

There isn't one standard approach yet. The following recent mail examples show several different ways organizations are beginning to talk about DAFs in direct mail.



Back of the Reply Copy



I wish to charge my gift to:	
☐ VISA	☐ Mastercard
☐ AMEX	☐ Discover
Amount to be charged: \$ _____	
Card Number	CVV
Signature	Expiration Date
Phone Number	
Email Address	

Please send me information on how I can:	
☐ Join the Monthly Giving Program.	
☐ Get involved! Learn how I can volunteer or fundraise to help kids at The Home.	
☐ Include The Home in my/our will or estate plan.	
☐ Here is my email address: _____	

Give Through Your DAF

Giving through your donor-advised fund (DAF) can bring lasting change. Whether it's therapy, housing or adoption support—your DAF gift to The Home helps children and families heal, grow and thrive! To make your gift today, visit thehome.org/DAF.

Are you at least 70½ years old?

If you or your spouse is 70½ years of age or older, you can use your IRA to make a gift to The Home. A qualified charitable distribution will satisfy your annual minimum distribution and make an immediate difference when kids need it most!

DAF giving doesn't necessarily require another insert. Adding brief DAF instructions to existing real estate—such as the back of the reply—can introduce the option without adding another package component.

Designate A Charity as Beneficiary of Your DAF



"Using a donor-advised fund allows us to give more money to the charities we believe in and want to support. It gives us great flexibility and our donations can have greater impact. We are pleased to continue partnering with CARE because of its mission and responsible stewardship."

— Sandra Shepherd, CARE donor



 President's Circle → care.org/DAFgift

This expands the conversation beyond making a grant today. Donors can also be encouraged to name the organization as a beneficiary/successor of remaining DAF funds—bringing DAF messaging into longer-term giving conversations.

MAKE A GIFT through your donor-advised fund

1 in 27 people in the world will need humanitarian assistance to survive this year.

CARE is uniquely positioned to help as one of the largest networks of humanitarians in the world, but your partnership is crucial.

Giving through a donor-advised fund is an easy and effective way for you to save lives, combat poverty, and advance social justice for women and families around the world.

DID YOU KNOW?

You can designate CARE as a beneficiary of your donor-advised fund and even make recurring gifts to make giving even easier!

To get started, go to care.org/DAFgift or use your smart phone's camera to scan this QR code.

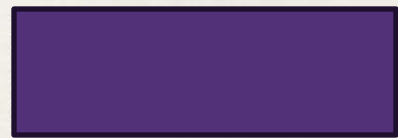


 President's Circle →

151 Ellis Street NE, Atlanta, GA 30303-2440

2-001485

Many donors are providing grants of \$1,600 or more through their donor-advised funds!



We advise entering CARE's full legal name (Cooperative for Assistance and Relief Everywhere, Inc. (CARE) or employer identification number (EIN) 13-1685039 when searching your DAF charity database.

Front photo credits (l. to r.): ©2023 Laura Noel/CARE, ©2022 Gary Nicol/CARE, ©Koungmeing Chhanglesay/CARE, ©2023 Laura Noel/CARE

Simplified Giving



This example focuses on ease. Rather than explaining DAFs at length, it gives donors a straightforward way to initiate a gift. That's useful when the audience may already understand the giving vehicle.



Mission Focused



Here the DAF isn't positioned as the story—the mission is. The giving method is simply another way the donor can accomplish the impact described in the appeal. I like this approach because it keeps the fundraising message donor- and mission-centered.



Still Counts Towards a Match



Did you know you can double your impact through your DAF or IRA?

All Grit. No Quit. is our time to supercharge progress to find a cure for Parkinson's. And it's a powerful time to deepen your impact.

Consider giving through your donor-advised fund (DAF) or IRA — two smart ways to support The Michael J. Fox Foundation. You can reach out to learn more and ensure your gift is doubled!



Donor-Advised Funds (DAFs)

A donor-advised fund (DAF) is a charitable savings account with tax benefits that allows you to recommend grants for qualified charities like MJFF. Our online tool makes it simple.

michaeljfox.org/DAF



IRA Charitable Giving

If you're 70½ or older, you can give up to \$111,000 from your IRA directly to MJFF without having to pay income taxes on the money. Giving from your IRA can also have other tax benefits.

plannedgiving@michaeljfox.org
(212) 509-1524



This answers a question donors may actually have: *Does my DAF gift qualify for the match?* If DAF gifts are eligible for a campaign incentive, saying so removes uncertainty and gives DAF donors the same urgency as other donors.

Include Pertinent Information



Support Lifesaving Cancer Research and Care Through Your DONOR-ADVISED FUND

Many generous supporters are using donor-advised funds (DAFs) to fuel innovative research and compassionate care at Memorial Sloan Kettering Cancer Center (MSK). It's simple — and impactful.

- To recommend a grant, contact your DAF fund manager and use our organization's name: Memorial Sloan Kettering Cancer Center, tax ID: 13-1924236. Our mailing address is Memorial Sloan Kettering Cancer Center, P.O. Box 27106, New York, NY 10087-7106.
- Or visit **giving.mskcc.org/daf** to recommend a grant securely online.

Your DAF grant will help MSK push boundaries and make new discoveries that improve the lives of people with cancer around the world.

Questions about DAF giving?

Contact us at giftplanning@mskcc.org or 800-688-1827.



Memorial Sloan Kettering
Cancer Center

GIVING

A072601/INS

If you're asking donors to give through a DAF, make it easy for them to do it. Include the organization's legal name and other information they may need to recommend the grant rather than forcing them to find it elsewhere.

More Info About Our Donor Advised Fund

01006667



Accelerate Progress With Your DAF

Please complete and return this card in the enclosed envelope today.

☐ I'm interested in recommending a grant to Mayo Clinic from my donor advised fund to drive innovation today.

☐ Please send me the complimentary digital guide *One-Stop Giving: The Mayo Clinic Donor Advised Fund*.



To access this helpful resource immediately, scan this QR code.

☐ I created my legacy of transformational care with a gift to Mayo Clinic in my will or other estate plan. The approximate value of my gift is \$_____

My gift is in honor/memory of _____

☐ I would like to learn more. Please contact me at my phone or email on the back.

Turn over →

P2607MC-RY PROS

SEE HOW YOU CAN BENEFIT

With a Mayo Clinic Donor Advised Fund

FEATURES	MAYO CLINIC'S DAF
Startup fees	None
Donor responsibility for record-keeping and tax return preparation	None
Income tax charitable deduction for gifts of appreciated property	Market value
Maximum income tax charitable deduction allowed per year	30% of adjusted gross income for property, 60% for cash
Tax on net investment income	None
Advisory privileges	Yes: Mayo Clinic receives 60% and other organizations receive up to 40%
Donor can designate an advisor for future years	Yes
Minimum gift	\$100,000

Contact us at 800-297-1185 or giftplanning@mayo.edu with any questions or to learn more about recommending a grant from your DAF or funding a new one with Mayo Clinic.

P2607MC-INI

Do we have your information correct?

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

Email _____

Telephone 9999999999 9999999 CRT0726

We respect your privacy. Information collected here will not be shared outside of Mayo Clinic. If you do not wish to receive Development communication from Mayo Clinic, please email development@mayo.edu or call 855-852-8129.



Mayo Clinic Office of Gift Planning
800-297-1185
giftplanning@mayo.edu
plannedgiving.mayoclinic.org
mayoclinic.org

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CHOOSE YOUR IMPACT

Request your complimentary guide *One-Stop Giving: The Mayo Clinic Donor Advised Fund* and discover benefits of opening a donor advised fund (DAF) with Mayo Clinic.

In it, you will discover benefits like:

- **Convenience and timing:** You can take a tax deduction now — when you make a gift to the fund — without immediately having to choose how you want your gift to support Mayo Clinic or other charities.
- **Simplicity:** Mayo Clinic manages the account, which means we will maintain all records, make all the distributions and send you detailed reports.
- **Expertise:** Mayo Clinic will provide investment advice to make sure you are maximizing your impact.



Return the enclosed reply card or scan the QR code to access your Mayo Clinic DAF giving guide instantly.

This example introduces another side of the DAF conversation: organizations can have their **own DAF programs**, not simply receive grants from donor-advised funds.

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

Give donors something to do

Covenant House asks donors to write an encouraging note. Jane Goodall Institute asks them to send a message to researchers. Both create participation beyond simply making a gift.

Rethink the premium—not necessarily the offer

American Lung Association reduces the cost/scale of a calendar premium, while NPCA moves calendar fulfillment to the backend. Both preserve the donor-facing value of the premium while changing how the organization delivers it.

DAF messaging is showing up in different ways

The examples this month show DAF giving incorporated in several ways—from a small mention on a reply device to giving instructions, matching-gift language and more dedicated education. There isn't one standard approach, which makes this an interesting area to watch and test.

Use the format to create the experience

The faux lunch bag, folded reply/postcard, reveal window and self-mailer aren't different simply to look different. In each case, the format helps deliver the message or creates an interaction.

The Production Perspective: Several of this month's ideas show how production decisions can support the strategy—not just execute it. Changing the size or construction of a premium, moving fulfillment to the backend, combining two functions into one component, or adapting a self-mailer can create new testing opportunities without necessarily rebuilding the entire package.

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.