



Michelle's Mailbox October 2026





*A Spooktacular
Webinar Sequel*

Scary Good Ideas from Michelle's Mailbox

PART 2

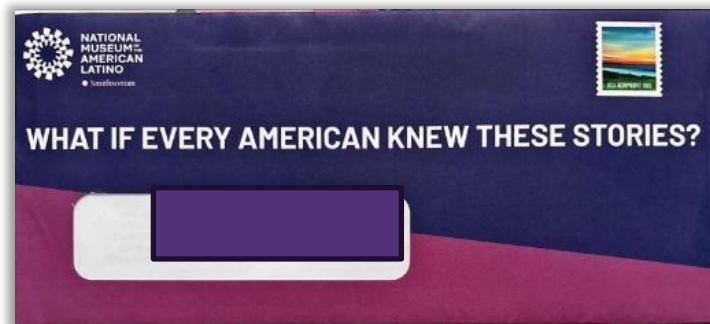
OCTOBER 29, 2026 | 1:00 PM ET

**CLICK HERE TO
REGISTER**
...IF YOU DARE





National Museum of the American Latino



National Museum of the American Latino



Art & Culture



Format:

- OE: #10, RE: #9, Letter/reply: 8.5 x 14, Insert: 3.5 x 5.5

Received: August 2026

Program: Appeal

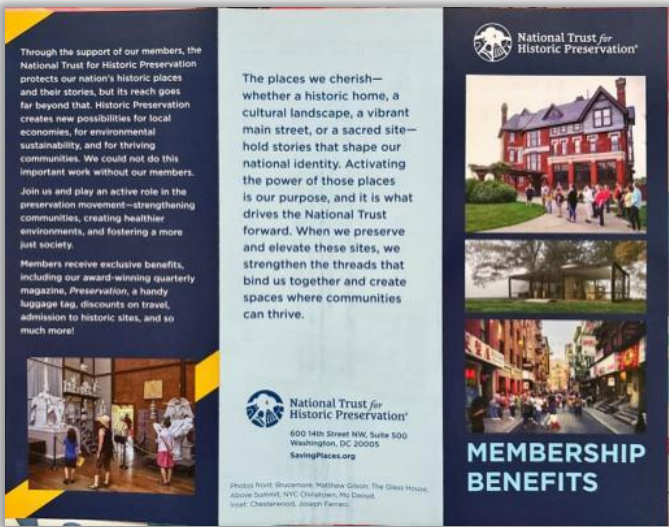
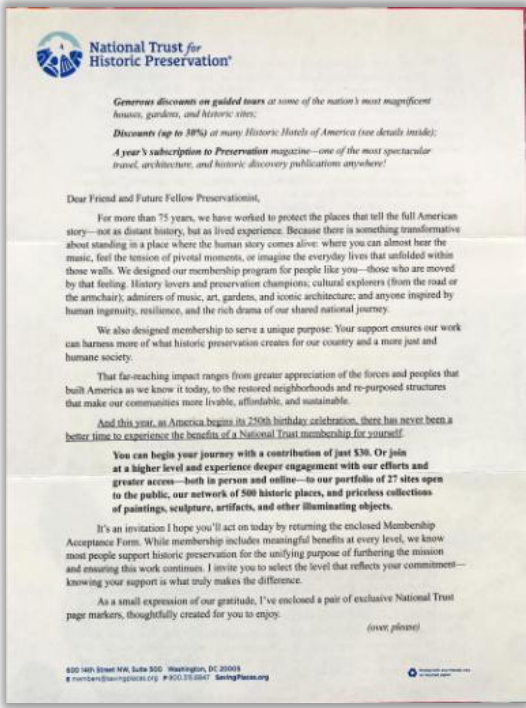
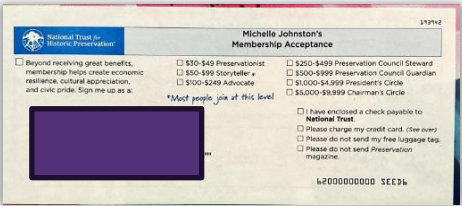
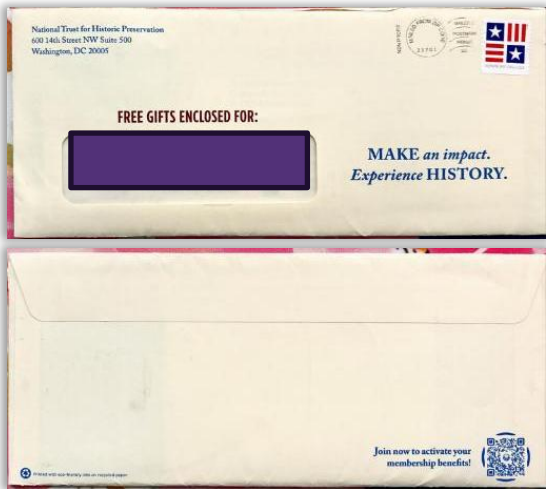
What works:

- Connects the appeal to Hispanic Heritage Month, giving the mailing a timely cultural context.
- Positions a donation as an investment in preserving and sharing Latino history and culture.
- A QR code links to a curated Spotify playlist, giving recipients an opportunity to engage with the mission beyond the printed appeal.

The most interesting part of this package may be what happens after the envelope is opened. The playlist gives recipients something to enjoy, share, and return to—extending the organization's message beyond a single fundraising request.



National Trust for Historic Preservation



	Preservationist \$30-\$49	Storyteller \$50-\$99	Advocate \$100-\$249	Preservation Council Steward \$250-\$499	Preservation Council Guardian \$500-\$999	President's Circle \$1,000-\$4,999	Chairman's Circle \$5,000-\$9,999	National Trust Council \$10,000+
Membership Benefits per Household	1	2	3	4	5	6	7	8
Annual subscription to our award-winning <i>Preservation</i> magazine	*	*	*	*	*	*	*	*
Discounted admission to National Trust sites & Distinctive Destinations	*	*	*	*	*	*	*	*
Special travel discounts, including 30% off the best available rate at Historic Hotels of America when booked online with the discount code	*	*	*	*	*	*	*	*
Discounted admission to over 500 international historic sites	*	*	*	*	*	*	*	*
Exclusive access to National Trust Tours	*	*	*	*	*	*	*	*
Weekly e-newsletter with exclusive content and insider updates on the latest in historic preservation	*	*	*	*	*	*	*	*
Free Guest Passes to use at National Trust sites		2	2	2	4	4	4	4
Gift Memberships to share with friends and family			2	3	4	6	6	6
Personal invitations to special webinars with National Trust leadership and preservation experts				*	*	*	*	*
Recognition in the <i>Annual Report</i>				*	*	*	*	*
FREE canvas tote bag exclusively for Leadership Giving members				*	*	*	*	*
A complimentary copy of <i>Why Old Places Matter</i> , authored by Thompson H. Mayes, Chief Legal Officer of the National Trust				*	*	*	*	*
Exclusive access to the National Trust Council Travel Program				*	*	*	*	*



National Trust for Historic Preservation



Art & Culture



Format: OE: #10, RE: #9, Letter: 8.5 x 11, Reply: 8.5 x 3.5, Brochure: 8.5 x 3.5, Bookmarks: 4.75 x 3.875

Received: May 2026

Program: Acquisition

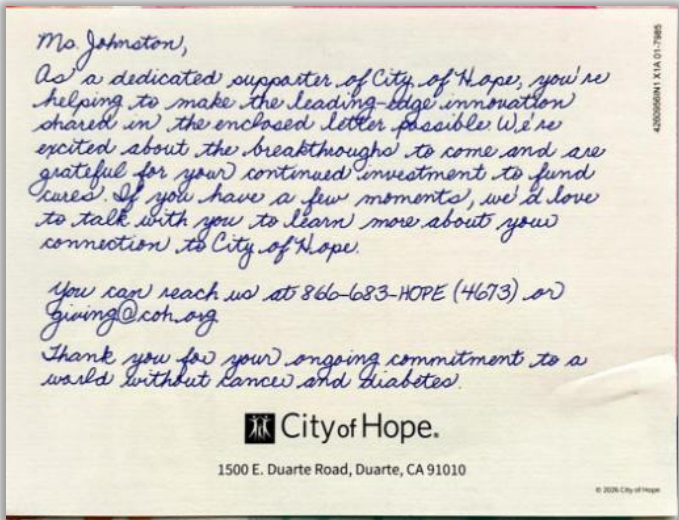
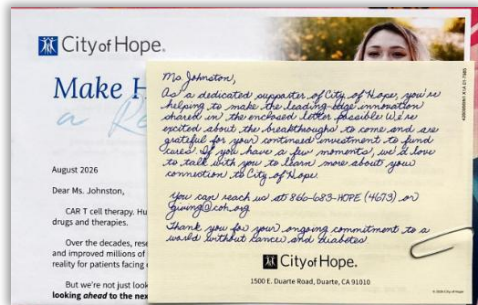
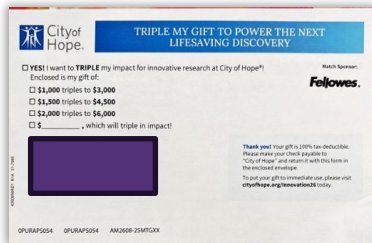
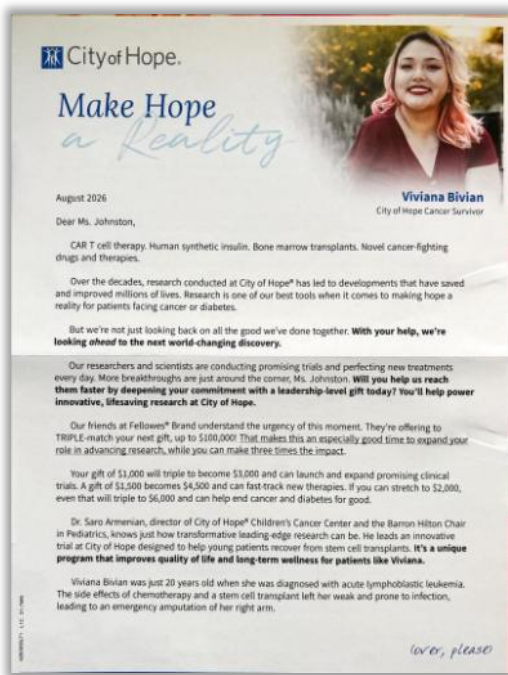
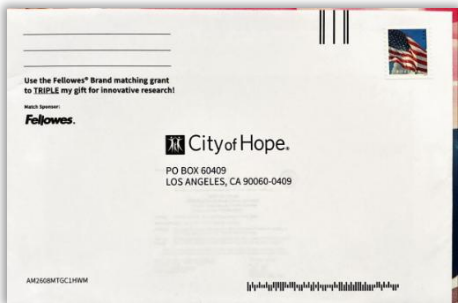
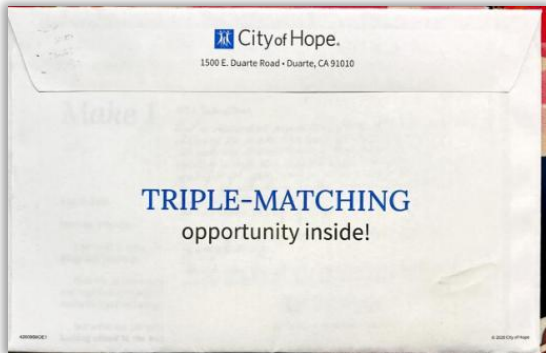
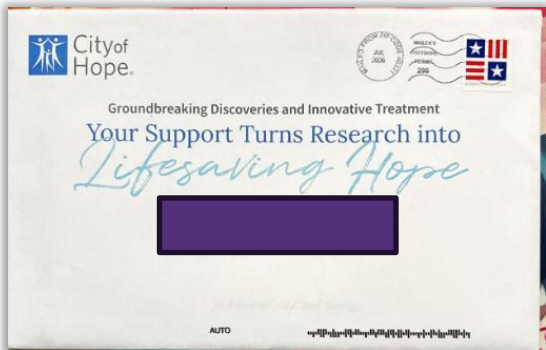
What works:

- Laminated, paper-clip-style bookmarks offer a practical, reusable premium with a format that's a little different from the traditional bookmark.
- A membership benefits grid clearly outlines what supporters receive at different giving levels.
- The letter introduces the recipient as a "Friend and Future Preservationist," inviting them to see themselves as part of the mission before they make a gift.

This package combines a physical reminder of the organization with a clearly defined membership offer. The bookmarks provide something to keep, while the benefits grid helps make the value of joining easier to understand.



City of Hope



City of Hope



Health – Hospitals



Format:

- OE: 6 x 9.5, RE: 8.5 x 5.5, Letter: 8.5 x 11, Reply: 8 x 5, Liftnote: 4.5 x 6 (paperclipped to the letter)

Received: August 2026

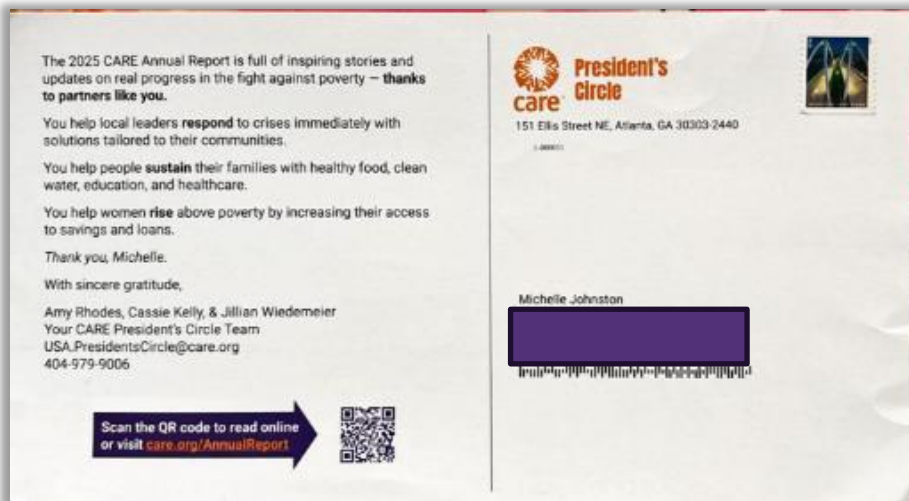
Program: Mid-Level

What works:

- A Real Pen liftnote adds a handwritten, personal touch to the package.
- The liftnote is printed on textured cream stock, giving it a more premium feel. Paper-clipped to the letter, it's positioned to be the first component the donor encounters.
- The donor is recognized as a "dedicated supporter" and invited to speak directly with a staff member about their connection to City of Hope.
- The campaign includes a lower-dollar version in a #10 envelope and a midlevel version without a direct ask, demonstrating different approaches for different donor audiences.

The production details reinforce the personal nature of the message. The handwritten treatment, textured stock, and paper-clipped presentation make the liftnote feel more like individual correspondence than a standard fundraising insert.

Postcard of the Month



Not every annual report needs to be a booklet.

This postcard uses bold imagery, a strong headline, and a handful of key statistics to communicate the organization's impact in a compact, accessible format.

Rather than asking recipients to work through pages of information, it highlights a few meaningful accomplishments and connects them to the supporters who helped make them possible.

A postcard can be an effective vehicle for impact reporting when the goal is to communicate a focused message rather than document every accomplishment.

Self-Mailer of the Month



This Navy Federal Credit Union self-mailer incorporates both the bangtail reply device and return envelope directly into the format.

Rather than relying on separate components enclosed in an outer envelope, the piece uses its construction to create a complete mail-back response mechanism.

The format isn't simply carrying the message—it's performing some of the work traditionally handled by separate components.

Integrated response formats can be worth exploring when looking to reduce loose components or simplify package construction. The tradeoffs involve design, finishing, postal requirements, and overall production economics.

Premium of the Month



A Premium That Speaks to the Audience

Trout Unlimited takes a different approach to the traditional direct mail premium by featuring fishing-related items that connect directly to the interests of its supporters.

Rather than offering a generic item with broad appeal, the package uses something that feels specifically relevant to the organization's mission and the people most likely to support it.

A premium doesn't always need universal appeal. Sometimes its strength comes from being highly relevant to a particular audience.

The closer the premium connects to the recipient's interests and the organization's mission, the more naturally it can reinforce the fundraising message.



Technique

Technique: Putting the QR Code Behind the Window

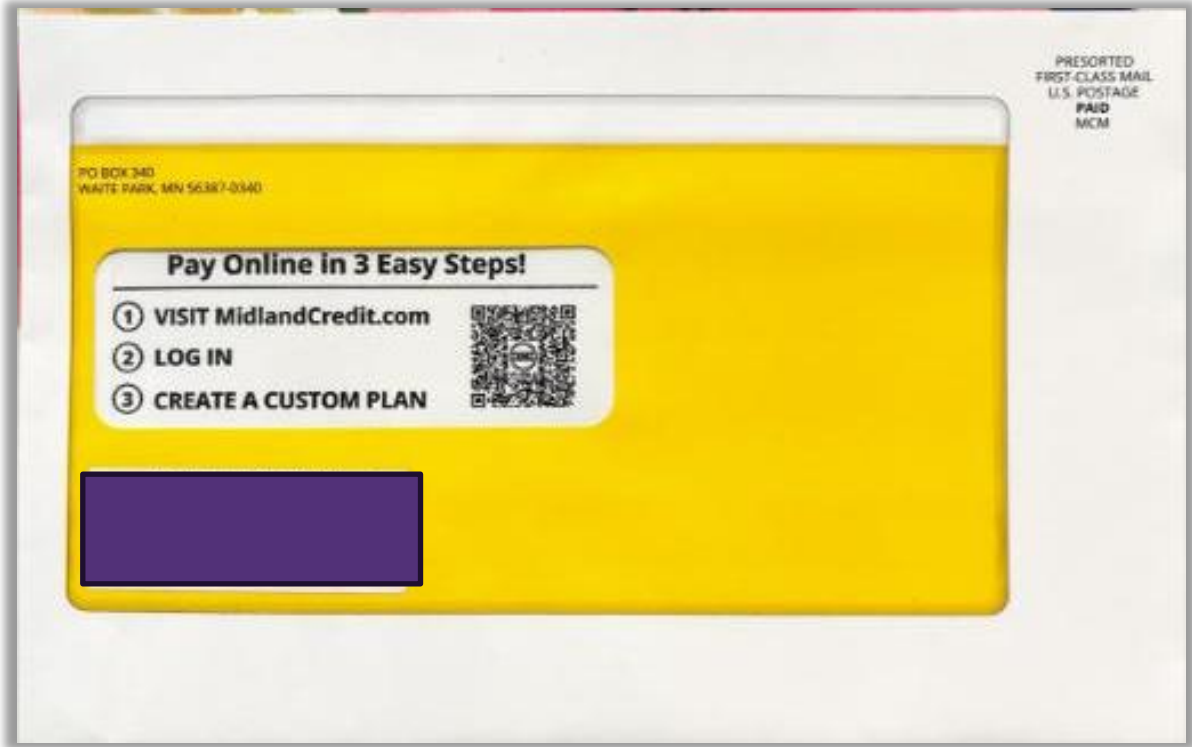
QR codes don't always need to be printed directly on the outside of an envelope.

This example prints the QR code on the inside of the envelope, positioned so that it becomes visible through the window once the letter and other contents are removed.

It's an unexpected use of a familiar envelope feature, creating an additional opportunity for digital engagement after the recipient has opened the mailing.

Printing inside the envelope requires careful consideration of placement, window alignment, and scannability.

It's a small production detail that gives the envelope an additional communication function without adding another component.



Impact Reports



Impact reports are an important part of donor cultivation and stewardship, helping organizations demonstrate what donor generosity makes possible.

Rather than asking for another gift, these communications focus on showing donors the results of their support through stories, photographs, accomplishments, and measurable outcomes.

They help close the loop between giving and impact, reinforcing that donors are partners in the organization's mission—not simply a source of financial support.

Why It Matters:

- Builds trust: Demonstrates how contributions are being put to work.
- Reinforces the relationship: Keeps donors connected to the mission between appeals.
- Encourages continued engagement: Gives donors a reason to feel confident about their support and stay involved.

An impact report doesn't have to be elaborate to be meaningful. What matters is helping donors see the difference their generosity makes.



Personalized Progress Report



MICHELLE'S
MAILBOX



PRODUCTION
SOLUTIONS
A MOORE COMPANY



Personalized content is incorporated throughout this digitally printed progress report (in magenta and green ink for this image), creating a more individualized stewardship experience for the recipient.

The organization also produces generic versions for lower-dollar and sustainer audiences, including a smaller format designed to fit into a standard #10 envelope.

What Works:

- Digital printing allows personalized content to be integrated directly into the report.
- Different versions accommodate donor segments without requiring an entirely different communication concept.
- Resizing the report for a #10 package creates additional flexibility in how the piece can be mailed.

This is a good example of how one stewardship concept can be adapted across donor audiences, using personalization, versioning, and format changes to balance the desired donor experience with production considerations.



Making Impact Tangible



**A TOUR OF
Your Impact**

.....

**DEFENDING AND PROTECTING
THE PLACES THAT
REPRESENT AMERICA**

While some people associate preservation with historic sites and landscapes frozen in time, supporters of the National Trust know that its impact is much greater than that—it's about putting history to work. Across the country, preservation creates housing, drives economic opportunity, and revitalizes neighborhoods. It strengthens climate resiliency and deepens our connections not only to our histories but to one another. From main streets that anchor local economies and sacred places that continue to serve their communities, to National Historic Trails and National Parks that connect generations through shared stories, the evidence of preservation's energizing power is all around us.

National Trust for Historic Preservation

Scan here to make an impact that will connect across generations.



**THE ANGEL OF ROUTE 66
SEES HIS BARBERSHOP SHINE AGAIN**

This past spring, the town of Seligman, Arizona, celebrated the restoration of Angel Delgadillo's original barbershop—a lasting symbol of perseverance, community, and the enduring spirit of Route 66. When the streets bypassed Seligman, the town's economy faltered, but Delgadillo refused to let his community fade. He rallied residents to preserve Route 66, helping transform it into a destination that continues to welcome travelers from around the world. With support from the National Trust's Preserve Route 66 Legacy Business Grant, his original barbershop has been rehabilitated, preserving its history while creating new opportunities for community use. Delgadillo's leadership also helped establish the Historic Route 66 Association of Arizona and protect the longest unbroken stretch of the Mother Road. His story demonstrates how preservation revitalizes communities, honors local heritage, and creates opportunity. Thanks to supporters like you, the National Trust is helping create places like this—places that inspire future generations.

Angel Delgadillo in front of his barbershop (Seligman, AZ)
Photo by David Miller

**CREATING OPPORTUNITIES FOR THE
NEXT 250 YEARS**

As America celebrates its 250th anniversary, the National Trust is investing in the future of preservation by preparing the next generation of leaders. Through HOPE Crew (which stands for Hands-On Preservation Experience), nearly 1,000 young people—including veterans—have gained hands-on experience preserving historic places while building careers in preservation, construction, and design. Scholarship programs have provided more than \$2.5 million in support to over 2,500 emerging and established preservation leaders, helping create a field that better reflects the communities it serves. The National Preservation Leaders Network is also strengthening preservation by bringing together legal experts to address critical issues affecting historic places nationwide. Together, these efforts demonstrate that preservation is not only about protecting the past—it's about building stronger communities and shaping the future. Your support makes this work possible, ensuring the places that define our nation story continue to inspire, serve, and connect generations for years.

Charmelle Ray Gomez, HOPE Crew (San Antonio, TX)
Photo by Sam Wooten National Trust for Historic Preservation

**INNOVATION LAB ELEVATES
STORYTELLING ACROSS
NATIONAL TRUST HISTORIC SITES**

At the beginning of the year, the interpretation and education staff from 25 National Trust Historic Sites gathered in New York City for the second annual *Interpretation of Education Local Innovations Lab*, a professional retreat focused on strengthening how history is shared with the public. Through collaborative workshops, field experiences, and conversations with leading museum professionals, participants explored innovative approaches to storytelling, object-based learning, technology, and visitor engagement. As the nation celebrates its 250th anniversary, this work is more important than ever, helping historic sites foster curiosity, dialogue, and deeper connections to one shared past. Just as valuable was the opportunity for staff to learn from one another, bringing fresh ideas back to communities across the country. Thanks to your support, investments in professional development like the Social Innovation Lab enrich the experiences of more than 1.5 million visitors each year, ensuring historic places remain vibrant spaces for learning, reflection, and inspiration for generations to come.

Social Innovation Lab (New York, NY)
Photo by Brian Palmer

It's one thing to tell donors that their support makes a difference. It's another to show them what that difference looks like.

This piece uses photographs, specific places, and mission-focused storytelling to connect support with visible preservation efforts.

By showing the places and projects that benefit from the organization's work, the piece helps make an otherwise broad mission more concrete.

Impact communication is most compelling when it moves beyond general statements of gratitude and gives donors something specific to connect their support to.

Short on Space Options



"I'm grateful for this program. My old life is over."

When Lamont came to Faith Mission in July, he was laser-focused on rebuilding his life.

He had quit his job earlier to help care for his sick father. But once his father's health problems became more than Lamont could handle, his father was moved to Wisconsin for professional care, and Lamont became jobless and homeless.

At that point, he began getting into trouble. But last summer, he'd had enough. "I prayed, 'God, help me. I can't live like this.' The first place that came to mind was Faith Mission. I said, 'You know what? I'm going to get out of jail, and I'm going to go to the Mission and do the program.'"

Not only did he enroll in the program, but because of his determination, he was eventually offered a part-time job serving our guests at the front desk. "I want to help people spiritually, and there's no other way I could do that besides being at the Mission. So, whether it's me sharing Bible verses, or singing a religious song throughout the day, or praying for someone, it's helping me grow."

Thank you for making a difference in Lamont's life through your partnership!

Your Impact in 2026

We anticipate serving even more people like Lamont in the coming year, and we hope you'll continue to transform lives through your partnership.

Your gift to Faith Mission provides:

- Emergency Services** including low-barrier shelter at our Tiny Shelter, hot meals, clean clothing, hot showers and a safe place to stay
- Counseling & Care** that includes a back-to-work plan, connections with community agencies, help setting goals toward independent living
- Graber House** provides transitional housing for homeless families
- Long-Term Recovery Programs** provides faith-based help for men and women who desire true change
- Tiny Homes** that give program graduates a place to stay as they transition back into the community
- Clothing & Furniture** through our Thrift Store

Thank you for blessing others through your support!
Let us know how we can bless you.

I have a prayer request: _____

Tell me more about: _____

☐ Touring the Mission
☐ Volunteering
☐ Donating clothing/household items
☐ Giving to the Mission through my will

My e-mail: _____

My phone: _____ ☐ Day ☐ Evening

Donations to Faith Mission are tax-deductible to the fullest extent allowed by law. All donations are used locally and come from caring friends like you. THANK YOU AGAIN!

They might say there's a small number of us out there in the world, but you're not the only one with ectodermal dysplasia—you're not alone.

-Cameron, affected by Goltz syndrome

together
Enriching lives.
Brighter futures.

nfed
NATIONAL FOUNDATION FOR ECTODERMAL DYSPLASIA

2025 was an extraordinary year.

- 297** Individuals Gathered in Minneapolis
- 2,400+** Library Resource Downloads
- \$17,500+** Provided Through Treatment Assistance Program
- 158** Advocates Spoke Up for ELSA on Capitol Hill
- \$4.8 Million** Invested in Research Since 1981
- 1,400+** Direct Community Touchpoints

Every milestone happened because of YOU!

Read the full 2025 Impact Report and celebrate what we achieved, together.

SCAN HERE TO READ TODAY

NONPROFIT U.S. POSTAGE PAID PERMIT NO. 13 BELLEVILLE, IL

nfed
NATIONAL FOUNDATION FOR ECTODERMAL DYSPLASIA
1500 N. 10TH ST. SUITE 100
BELLEVILLE, IL 62209-3902

www.nfed.org/2025impact

Impact reporting doesn't always require a dedicated mailing or a multipage report.

When space or budget is limited, organizations can incorporate stewardship messaging into existing communications—using the back of a letter, a postcard, or a smaller insert.

These examples demonstrate how photographs, brief stories, and a handful of meaningful accomplishments can communicate impact without requiring an elaborate format.

Using available space within an existing package can create additional opportunities for stewardship without necessarily adding another component or mailing. The key is keeping the message focused and the information easy to absorb.

Statistics and Story



Caring for the whole child
— mind, body, heart & spirit —

2025 IMPACT REPORT

2025 was a year of growth for St. Joseph's Indian School. Thank you for being our **kholá** — friend — as we care for Native American children.

Mind	Body	Heart	Spirit
209 students were served on campus.	24,274 meals were served from the dining hall.	100% of students are paired with a counselor.	18 students attended a cultural trip to Native American sacred sites.
22,610 free books were given to nearly 2,261 adults and youth living in South Dakota.	3,707 medical visits took place in our campus health center.	76% of students met with their counselor weekly.	119 students danced at the wachipi — powwow — on campus.
\$247,800 was awarded in scholarships to Native American students seeking higher education.	100% of students used the Rec Center on a weekly basis.	100% of students interacted with the Equine Therapy horses.	100% of students were given a ribbon skirt or ribbon shirt.

PERSONAL STORIES OF IMPACT

Rec Center Dedication:
After two and a half years of vision, perseverance and donor generosity, St. Joseph's Indian School proudly unveiled its newly renovated Recreation Center — a sanctuary of wellness, community and joy for Lakota (Sioux) children and families.



Dedicated during the 49th Annual Powwow, the ceremony honored both the Rec Center and the spirit behind it, with blessings, traditional prayers and heartfelt gratitude. Thanks to your support, the Rec Center now features: two full-size basketball courts, two new locker rooms, a welcoming entryway with storage, separate exercise areas for staff and students, office space, a conference room, ADA-compliant features and 17,500 square feet of additional space.

This transformation addresses deep-rooted challenges and offers a place where children can grow strong, connect and simply be kids. You didn't just fund a building — you built a legacy. Your compassion has made wellness and hope a reality. **Wichamoyaye** — thank you!

Mersaysia's Story:
Mersaysia's life has been a journey of resilience, compassion and cultural pride. Before coming to St. Joseph's Indian School, she was raised in the foster care system. Mersaysia is a shining example of how adversity shapes purpose and inspires healing.



Her time at St. Joseph's provided the stability and support she needed to thrive academically, emotionally and spiritually. Once her needs were met, her natural inclination was to care for others. This blossomed into a clear calling to serve in the medical field. Through hard work, perseverance and hands-on experiences, Mersaysia has grown into a young woman determined to bring dignity and comfort to those in need.

Her story reflects the strength of the human spirit and the transformative impact of kindness and community. She graduated in May 2025 and is pursuing her dreams, thanks to you!

A LETTER OF THANKS

Hi, my name is Kaiden. I am in 4th grade.

My favorite color is red. My favorite subject in school is science. My favorite food my houseparents make is tacos.

I am thankful for donors like you because you are nice. Thank you for donating to our school.

Sincerely, Kaiden

Thank you!

More Ways YOU Made a Difference

- Your support provides children with healthy and nourishing meals.
- Your generosity allows children to grow in their Native American culture.
- Your kindness gives students the chance to learn in a safe, nurturing environment.
- You give the children a chance to dream of a brighter future filled with opportunity, success and hope.

LEARN MORE ABOUT ST. JOSEPH'S INDIAN SCHOOL

1301 N. Main Street, Chamberlain, SD 57325
Website: www.stjo.org
Facebook: [stjo.org/facebook](https://www.facebook.com/stjo.org/facebook)
Instagram: [stjo1927](https://www.instagram.com/stjo1927)

Numbers help demonstrate the scale of an organization's work, while personal stories help donors understand the people and communities behind those results.

This impact report combines measurable accomplishments with photographs, individual stories, and messages of gratitude.

The statistics communicate what the organization has achieved, while the stories help make those accomplishments more relatable and meaningful.

Effective impact reporting doesn't have to choose between data and storytelling. Together, they can help donors understand both the scope of the work and the difference their support makes.



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

Give Donors More Than a Donation Request

The National Museum of the American Latino uses a curated playlist to extend engagement beyond the appeal, while the National Trust for Historic Preservation combines a practical premium with a clearly defined membership offer. Both demonstrate opportunities to give recipients something beyond another request for support.

Make Stewardship Visible

From personalized progress reports to compact annual report postcards, this month's examples show how organizations can communicate impact in different ways. Whether through stories, photographs, or measurable outcomes, the goal is to help donors understand what their generosity makes possible.

Adapt the Execution to the Audience

City of Hope uses elevated materials and personal outreach for midlevel donors, while other examples demonstrate how versioning, personalization, and format changes can accommodate different donor segments. The same communication concept doesn't always require the same execution for every audience.

Look for Opportunities Within Familiar Formats

An integrated reply device, a QR code revealed through an envelope window, or a report resized to fit a #10 package demonstrates how existing formats can be used differently. Sometimes the most interesting ideas come from reconsidering what a familiar component can do.

The Production Perspective

This month's mail reinforces the connection between donor strategy and production execution. Paper choices, personalization, formats, and assembly techniques aren't just production specifications—they help shape how recipients experience the message.

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.