





## ► TODAY'S ROADMAP

- What you already know
- Using this to raise more money (4 case studies)
  - One Campaign
  - One Track
- Don't forget the boring stuff
- Q&A

## ► WHAT YOU ALREADY KNOW

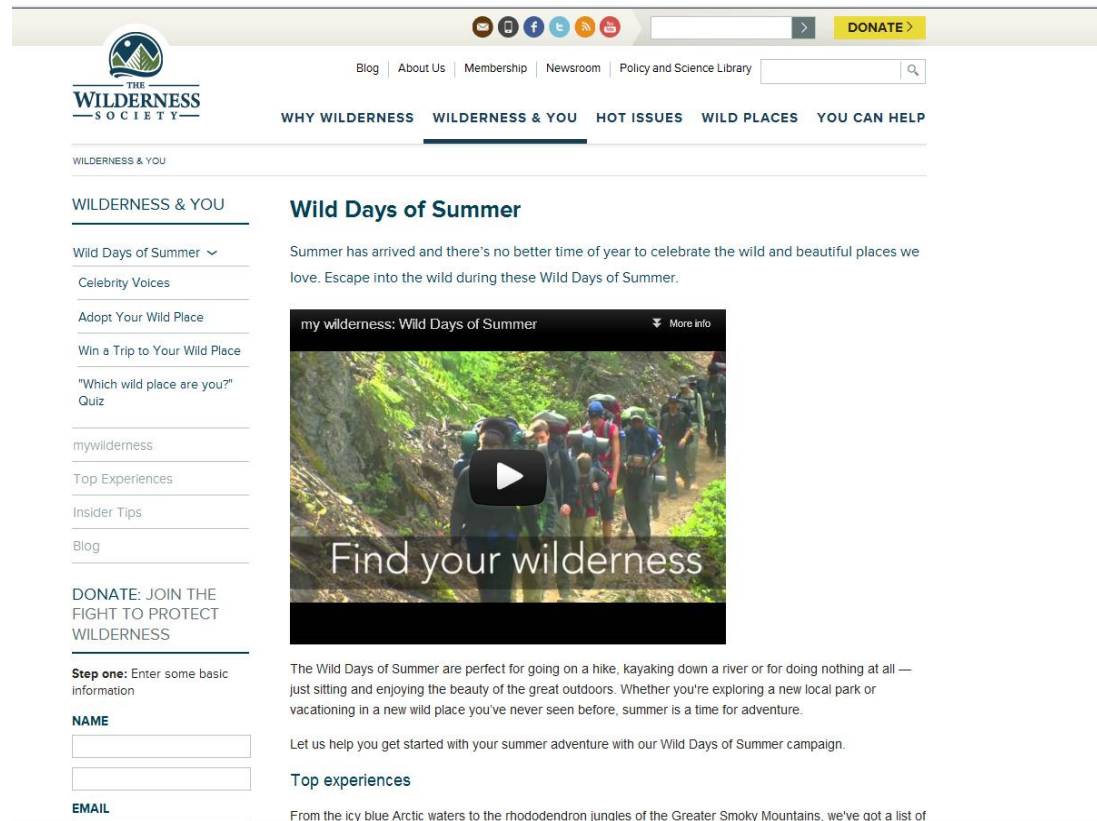


- Case for support must be strong, clear, and compelling
- Use stories to illustrate the case
- Speak personally with the donor
- Take advantage of opportunities to learn more about your donors when appropriate
- Segment wisely
- Consider the overall donor experience and create consistency of message
- Make sure all offline campaigns have an online counterpart (landing page)

# ► WE'RE ALL AT DIFFERENT STAGES OF INTEGRATION

## At The Wilderness Society ...

- Strong online campaigns to build both awareness and to raise funds.
- Online awareness campaign which also utilized a series of radio PSAs
- Worked to raise awareness and build engagement
- One in a series of quarterly WOW campaigns we'll develop throughout the year



The screenshot shows the website for The Wilderness Society. The header includes the organization's logo, social media icons, and a search bar. The main navigation menu lists: WHY WILDERNESS, WILDERNESS & YOU (selected), HOT ISSUES, WILD PLACES, and YOU CAN HELP. The page title is "Wild Days of Summer". The content area features a video player with the text "my wilderness: Wild Days of Summer" and "Find your wilderness". Below the video, there is a paragraph of text and a "Top experiences" section. On the left side, there is a sidebar with a list of links: Wild Days of Summer, Celebrity Voices, Adopt Your Wild Place, Win a Trip to Your Wild Place, "Which wild place are you?" Quiz, mywilderness, Top Experiences, Insider Tips, Blog, and a "DONATE: JOIN THE FIGHT TO PROTECT WILDERNESS" section with a form for name and email.

# ► WE'RE ALL AT DIFFERENT STAGES OF INTEGRATION

## Wild Days of Summer

- Unique campaign URL;
- Email series promoted regional wilderness areas, provided insider tips, promoted trip contest and also offered adopt a wild place options ...
- Fundraising ask around adoption



Hikers who visit Idaho's serene Boise National Forest are rewarded with a rare treat: a steamy soak in one of the many **back-country hot springs.**

### Plan your next quiet moment

If you love quiet moments, we can help you plan your next relaxing day. Find the [best spots for peaceful recreation](#) in the United States and get [insider tips](#) for your next quiet moment in wilderness.

### Win a trip to your favorite wild place

Need a change of scenery to relax? [Enter to win](#) a trip to your favorite wild place.

# ► WE'RE ALL AT DIFFERENT STAGES OF INTEGRATION

## At The Wilderness Society ...

- Adopt a wild place allowed you to adopt one of seven iconic landscapes ...
- Only offered online

WILDERNESS & YOU » WILD DAYS OF SUMMER

### WILDERNESS & YOU

Wild Days of Summer ▾

Celebrity Voices

Adopt Your Wild Place ▾

Win a Trip to Your Wild Place

"Which wild place are you?" Quiz

mywilderness

Top Experiences

Insider Tips

Blog

GIVE TODAY AND  
YOUR GIFT WILL BE  
MATCHED



## Adopt Your Wild Place

Email 365 Share 69 Tweet 13 Share this 446



Near Hart's Pass in the North Cascades, Washington Holly Werran, REI

As Americans, we own a system of protected wildlands envied the world over. But these lands are far from safe — many face daily threats due to human use and development and natural threats like climate change.

Whether your favorite wild place is a cool New England forest or a red rock canyon in the southwest, they have something in common — they need your help.

Protect wilderness today by adopting one of these seven iconic landscapes:

### Adopt Alaska and the Arctic

In Alaska you'll find some of the largest and most sensitive tracts of wild land left on earth. Yet these lands may not stay that way if the oil and gas and timber



## ► WE'RE ALL AT DIFFERENT STAGES OF INTEGRATION



At The Wilderness Society ... our opportunities:

- We include URLs to unique landing pages on all of our direct mail efforts;
- We have developed successful online campaigns to engage our audience which utilize web, social and outbound email efforts;
- We've done some integration with online and telemarketing which has shown promise.
  - Matching Gift fiscal year-end offer: Met the match goal. The credit card response rate for the campaign is 36% vs. 25% budget, and the average pledge is \$48.12 vs. \$39.48 budgeted.
- We're starting to do some analysis on our audience to understand the behaviors and channel preference of our donors.
- But we haven't successfully yet developed strong integrated campaigns **consistently** that think about the full user experience to promote fundraising.





## ► CASE 1: RAISING MORE MONEY IN AN APPEAL



## ► THE SET UP



- The Actors Fund
  - Social service organization that helps everyone in entertainment industry in times of need, crisis or transition
  - 10,000 members
- Year End Campaign
  - Originally mail channel only
  - Had email addresses for 29,000 people – about 3,000 members
  - Reached 4,000 social media
- The Challenge
  - Leverage channels
  - Make the work “come alive!”

**The Actors Fund,  
for everyone  
in entertainment.**

729 Seventh Avenue, 10th Floor  
New York, NY 10019  
www.actorsfund.org



*Joan today at  
the Lillian  
Booth Home*

Dear Ms. Pratesi,

Joan came to The Lillian Booth Actors Home a little over a year ago.

Since the death of her husband, she had been living alone in a New York City apartment. In failing health, feeling isolated, and with a lease coming up for renewal, she realized she needed help. She turned to The Actors Fund.

Joan is an accomplished pianist, and the first time I heard her play at the Lillian Booth Home in the community room. You can just barely see her over the piano and I walked in at just the right angle, so it seemed like the piano was playing itself.

Thank goodness we were able to meet her needs—because of the remarkable impact on the Lillian Booth community. Today, Joan is performing arts and entertainers. No longer alone, this year with her new ‘family.’

Joan is one of more than 100 seniors we care for at The Lillian Booth Home, an assisted living facility. In addition to senior care at Lillian Booth Home in New York City and Los Angeles provide community to hundreds of seniors in one of the many ways The Actors Fund supports those who sacrifice their lives performing arts and entertainment.

I am so grateful that your support of The Actors Fund helps support the lives of women who bring the arts to life and stir our spirits. But, with your support...

**On behalf of all the dancers, musicians, lighting technicians, set designers, and others who will turn to The Actors Fund in the months ahead, I ask you to consider a generous tax-deductible holiday gift of \$50 or more today to help someone in need.**

Someone like Joan. Even though she suffers from severe arthritis and other health problems, Joan is anything but “retired.” She gets around just fine using her walker, quizzing everyone on how music impacted their lives, and recruiting them for the community sing-alongs she’s organized. At age 86, she still gives everything she’s got and makes a tremendous difference in people’s lives. She even teaches piano to young students who come to the Home for mentoring.

Once a week, the residents gather to sing, usually with Joan at the piano. Joan says she knows that even those who can’t sing along are ‘singing inside.’ Music can bring comfort when nothing else can—especially for those people who are suffering from loss of memory. The music often triggers the

**The Actors Fund,  
for everyone  
in entertainment.**

**YEAR-END CONTRIBUTION FORM**

**YES!** I want to support the vital work of The Actors Fund, providing a safety net for the men and women who sacrifice so much to enrich us all through their artistry. I've enclosed my tax-deductible year-end holiday gift. Please use this gift wherever it is most needed:

\$MRC  \$MRC1.5  \$MRC2  OTHER \$ \_\_\_\_\_

Ellen B. Generous  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036

Source Code

**The Actors Fund,  
for everyone  
in entertainment**

729 Seventh Avenue, 10th Floor,  
New York, NY 10019  
212.221.7300 • www.actorsfund.org

Enclosed is my check payable to The Actors Fund.

To give by credit card, please see reverse.

Thank you for your support!

Please do not detach. We will deliver your suggestions to Joan for you!



**Special Message from Joan at the Lillian Booth Actors' Home**

*With the holiday season upon us, we'll be doing a lot of singing here at the Lillian Booth Actors' Home ... and we're always looking for songs to add to our list. Will you take a minute to suggest one or two of your favorite songs for us?*

Thanks.

— Joan

*Song Request*

from Ellen B. Generous

\_\_\_\_\_

\_\_\_\_\_

The **Actors Fund**,  
for everyone  
in entertainment.

*Suggest a favorite holiday song  
for Joan and her friends to sing!*



Dear Victoria,

I'd like to introduce you to a very special lady – Joan, a resident of our Lillian Booth Actors Home.

A little over a year ago, Joan's husband died. She was alone and suffering from severe arthritis. She could no longer make it on her own – so she reached out to The Actors Fund for help.

Thank goodness we were able to be there for her.

Joan is an accomplished pianist who has always given others the gift of music – whether playing for wounded WWII servicemen or teaching piano to kids. She has never let her failing health get her down, and once a week, she gathers other seniors at Lillian Booth for a sing-a-long that fills everyone's hearts with joy.

[Music can bring comfort when nothing else can. So I hope you'll take a moment to suggest a song to share with Joan to play, and for her new "family" to sing this holiday.](#)

Joan is just one of the many seniors we care for at The Lillian Booth Actors Home – a full-time nursing and assisted living facility serving men and women who have dedicated themselves to the performing arts.

Your thoughtful [song](#) request will mean so much to the elders we serve this holiday season. It will remind them that they are not alone and forgotten. Thank you for participating and Happy Thanksgiving!

Sincerely,

Brian Stokes Mitchell  
Chairman of the Board

## 2 part Email Series

The **Actors Fund**,  
for everyone  
in entertainment.

*Help us be there for those in need.  
Donate today!*



Dear John,

I'm thrilled that so many of you suggested songs for Joan and her fellow residents at The Lillian Booth Actors Home to sing this holiday! You are a true friend to the arts.

[That's why I'm hoping you'll make a gift today.](#) I'm depending on friends like you to ensure that those struggling in the performing arts community are not forgotten this holiday.

[Please, as we approach Thanksgiving, help us be there for all the members of The Actors Fund family by making a gift today. They may have nowhere else to turn.](#)

Whether they're a senior like Joan who can no longer make it on their own, a backstage hand struggling to pay medical bills, or an actor looking for a meaningful sideline job to make ends meet, The Actors Fund provides the critical services entertainment professionals need. But we can't do it without you.

Please know that you play a leading role in bringing the arts to life.

[Thank you in advance for your generous support.](#)

Brian Stokes Mitchell  
Chairman of the Board

P.S. Please help us be there for those in the performing arts community this holiday, [make a gift today!](#)

The **Actors Fund**,  
for everyone  
in entertainment.

## Campaign on Social Media

The screenshot shows the Facebook page for The Actors Fund, a non-profit organization based in New York, New York. The page features a navigation menu on the left with options like Wall, Info, Events, Photos, Video, and Discussions. The main content area displays a post from November 20, 2010, at 9:47am, titled "On Stage: Not-For-Profit Provides Support For Aging Performers | WJ11 News @ Time Warner Cable's 24-hour newscast in New York City, delivering breaking news and features about the five boroughs." The post includes a photo of a group of people and a link to www.nyc.gov. Below the post, there are comments from David Engelman and others. A prominent call-to-action is visible: "Actors Fund everyone Meet a very special resident at The Actors Fund Lillian Booth Actors Home. Joan is an accomplished pianist who has always given others the gift of her music and never let her falling health slow her down. Once a week she gathers other seniors at the Lillian Booth Home for sing-a-longs filling everyone's hearts with joy. Music can bring comfort when nothing else can. Take a moment to suggest a song for Joan to play for her 'family' for their weekly sing-a-longs at the Home this holiday season." This is followed by a "Suggest a Song for Joan! | The Actors Fund" link and a text box for users to suggest a song. The right sidebar contains various sponsored posts, including "Employment Opportunities" from Ryan Homes, "The Duke" real estate listing, "Live Well at Park Potomac", and "Spring Co-Ed Dodgeball".

## ► THE RESULTS!

- Raised **TRIPLE** the projected income
- The Actors Fund received hundreds of song suggestions
- Average gift was both higher than projected (\$111.64 vs. \$156.01) and the highest of any appeal for the year.
- The Actors Fund received mail, phone and e-mail communications from their members about how touching Joan's story was to them.
- All in all, a great result in both metrics and member/donor cultivation!



## ► CASE 2: WORLD REFUGEE DAY. A MULTICHANNEL AWARENESS & FUNDRAISING CAMPAIGN



## ► THE SET UP

MILLIONS OF FAMILIES HAVE LOST THEIR HOMES TO VIOLENCE AND WAR  
1 REFUGEE FAMILY WITHOUT SHELTER IS TOO MANY



### USA for UNHCR

- National association which supports the work of UNHCR, the UN Refugee Agency
- To raise funds to support the work of UNHCR and educate the US about the plight of refugees.
- ~42,000 0-12 month donors
- Challenge: Low visibility within the US



## ► THE SET UP

MILLIONS OF FAMILIES HAVE LOST THEIR HOMES TO VIOLENCE AND WAR  
1 REFUGEE FAMILY WITHOUT SHELTER IS TOO MANY



Multiple campaign goals:

- Raise awareness for the plight of refugees around the world.
  - Poor brand-recognition in the US
  - Lack of awareness for the national association, UNHCR, and the plight of more than 42 million refugees who need life-saving care.
  - Use international day of recognition on which to center efforts.
  - Align with international Dilemmas Campaign
- Raise funds.
  - WRD had never been a fundraising effort for USA for UNHCR in the past apart from an annual luncheon.



## ► BACKGROUND

Not a lot of resources at National Association:

- Total organizational staff of 9;
- Additional WRD budget of \$40,000 total which had to be used among all programs;
  - Had to produce an event;
  - Needed to raise more funds this year than in past year's
  - Prior best was just over \$40,000 (primarily driven by board giving).
  - Had to align with international campaign
- Needed to utilize international resources as well as take advantage of efforts already in place.
  - Timing to receive campaign materials was unknown

# ► RAISING AWARENESS

Unites multiple elements across channels to engage and build awareness...  
Online

## 1) Lead-generation campaign utilizing Angelina Jolie PSA

- Add your name to AJ's PSA which would launch on World Refugee Day
- 15,000 new leads

The screenshot shows a petition page on Care2's platform. At the top left is the Care2 logo and navigation links. At the top right is the USA for UNHCR logo. The main heading is "Join Angelina Jolie in Raising Awareness about Refugees". Below the heading are social sharing buttons for Facebook, Twitter, and others. A photo of Angelina Jolie and a child is featured. The text describes the global refugee crisis and the goal of the campaign. A "Sign Pledge" form is on the right, with fields for name, email, address, and a "sign now" button. A progress bar shows 20,561 signatures out of a goal of 20,000. A "share this" section offers options to post to Facebook, tweet, email friends, or get a widget.

care2 petitionsite Care2 | petitionsite | browse petitions | start a petition | my petitionsite | help

USA for UNHCR The UN Refugee Agency

### Join Angelina Jolie in Raising Awareness about Refugees

Recommend 1.3k Send Tweet +1

**Sponsored by: USA for UNHCR**

There are thousands of families who are right now faced with a terrifying dilemma: whether to stay in their home and risk their lives in a war zone or to flee—gambling everything they have and often leaving family—sons, daughters, husbands, wives, and parents—behind.

One family torn apart by war is too many. **Tell these refugees that you support them and won't forget them.**

World Refugee Day is Wednesday, June 20. Join Angelina Jolie, Special Envoy of the UN High Commissioner for Refugees, to raise awareness about the global refugee crisis, and your name will be displayed on the U.S. version of Angelina's World Refugee Day video for UNHCR, debuting on June 20, 2012.

signatures: 20,561

deadline: June 21, 2012

signature goal: 20,000

share this & help it succeed

post to facebook tweet this email your friends get the widget

### Sign Pledge

Prefix First Name Last Name

don't display my name

Email

Country

Street Address  City

State  Zip

(optional) Add your comments here.

**sign now**

Share my signature on Facebook

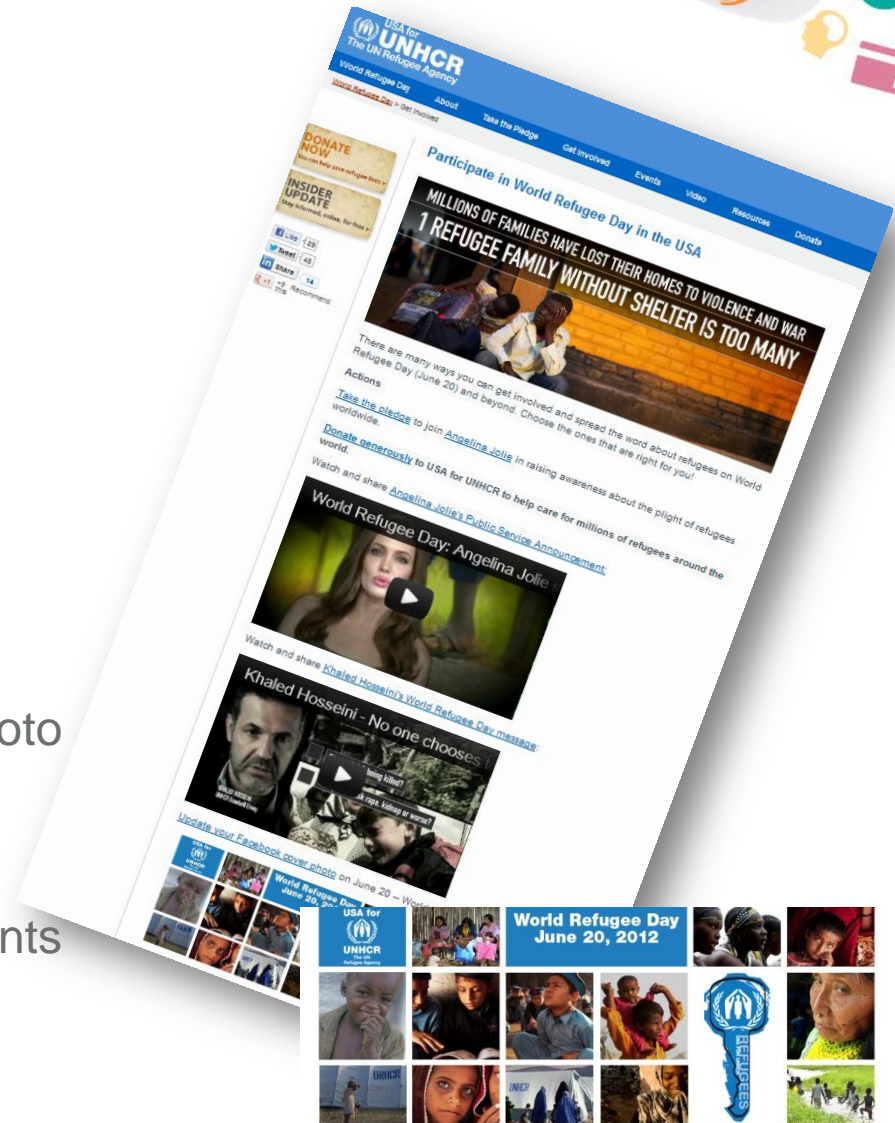
By signing, you accept Care2's terms of service. Your email and postal address will remain private.

Having problems signing this? [Let us know.](#)

## ➤ RAISING AWARENESS

2) WRD-microsite created which featured:

- WRD info
- Take the pledge: AJ PSA
- Khaled Hosseini videos
- Download your Facebook cover photo
- Ways to get involved
- National events
- Posters and other collateral for events
- Sign up for U4U communications
- Donate





## ► RAISING AWARENESS

- 2) Outbound emails to subscribers in preparation for WRD
- 3) 2 Tweetathons
- 4) Other announcements made via social – Facebook and LinkedIn



## ► RAISING AWARENESS

### Other channels

- Posters on Metro
  - Text to give
- F2F team promoted WRD
  - Mall posters
  - Stickers passed out; event promotion
- Event at Kennedy Center
  - One-woman show at Millennium Stage
  - Refugee video exhibit
  - VIP reception featuring Khaled Hosseini
  - Lead-generation at public exhibit and Millennium Stage.
  - Send message of hope to refugees



# ➤ RAISING FUNDS

## Online Efforts

- 8-part email series
  - First 5 promoted WRD, Angelina Jolie PSA
  - Final three had an ask for funds
- Microsite
  - worldrefugeeday.us
- Landing page for DM effort

The collage displays various digital assets used for fundraising:
 

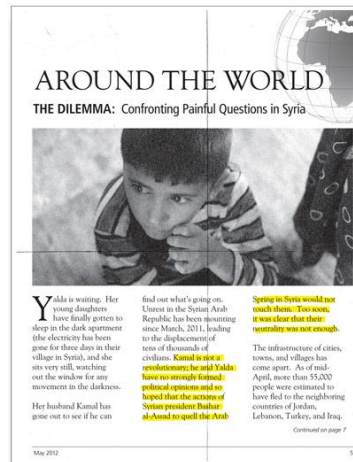
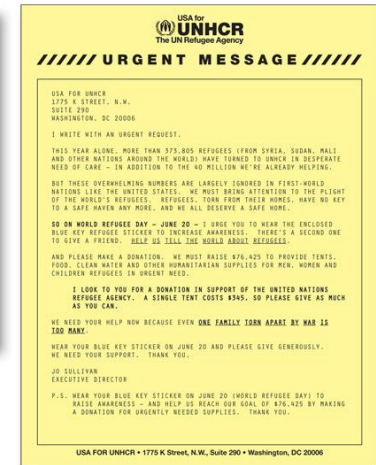
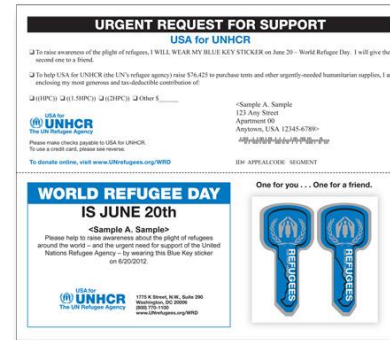
- Top Right:** A banner with the headline "MILLIONS OF FAMILIES HAVE LOST THEIR HOMES TO VIOLENCE AND WAR. 1 REFUGEE FAMILY WITHOUT SHELTER IS TOO MANY" and a photo of a woman and child.
- Center:** A large email newsletter layout with a similar headline, a "DONATE NOW" button, and a video player.
- Bottom Left:** Another email version with a detailed text body, including a "DONATE NOW" button and social media links.
- Bottom Right:** A social media-style post featuring a video of a man speaking and a "DONATE NOW" button.



# ➤ RAISING FUNDS

## Direct mail appeal

- Urgent carrier
- Asked donors to give and to wear their blue key sticker on WRD
- Maintained theme of this year's WRD campaign



## ► RAISING FUNDS

- F2F Mall Events
  - WRD posters utilized in malls in Pentagon City, Phoenix, LA and Atlanta;
  - Atlanta event garnered a \$250 sustainer
- Kennedy Center Event
  - Major donor giving increased to \$35,000 in support of WRD this year.
- Text to give
  - Used on all posters in metro and in mall events: \$300

## ► RESULTS



- Total giving for the campaign amounted to more than \$115,000.
- Online efforts generated more than \$35,000.
  - Second-best online effort ever. Prior best was an emergency appeal.
- Direct mail appeal
  - Raised just under \$50,000 on a 2% response rate and a \$60 average gift.
  - Never mailed on WRD in the past;
    - Better performer than the previous two years of non-emergency appeals mailed around this time.



## ► WHAT WE LEARNED

- Follow your plan. (We didn't.)
  - We had a plan for Care2 names for conversion which we side-stepped in the face of an emergency campaign.
- WRD can be an effective annual campaign
- Need to set and agree to goals for qualitative metrics.



## ► CASE 3: INTEGRATED SUSTAINER APPROACH

## ► THE SET UP



- PCRM
  - Advocacy and service organization that fights against using animals in research and better human health.
  - 90,000 members
- Monthly Donors
  - Animal rights market produces many lower dollar members
  - Have donors who support animal rights AND other donors who support human health initiatives
- The Challenge
  - Talk with different audiences appropriately
  - Make the work “come alive!”

May 2011

Mr. Robert W. Dobek  
125 Fernwood Drive  
E Longmeadow, MA 01028-1384



*I'm Rodney*



*I'm Rodney*



*I'm Rodney too ...*

*In memory of  
a loving dog, who  
was a school lab.  
Remembering  
monthly giving  
invited to help  
help us save  
"Rodneys" who  
suffer from  
pain and trauma in live animal labs.  
Please enroll today!*

**PCRM** PHYSICIANS  
COMMITTEE  
FOR  
RESPONSIBLE  
MEDICINE

5100 Wisconsin Ave., N.W., Ste. 400  
Washington, DC 20016-4131 www.PCRM.org



## Remembering Rodney Society

### MONTHLY GIVING ENROLLMENT FORM

**Yes**, Dr. Barnard, I accept your invitation to become a member of the Remembering Rodney Society. I want to help you save all the "Rodneys" who are suffering pain and trauma, and provide regular support for all of PCRM's essential programs with my monthly gift of:

\$8  \$10  \$15  \$\_\_\_\_\_

I can't accept your invitation, but I'm enclosing a special gift of  \$HPC  \$\_\_\_\_\_ OTHER AMOUNT

Jane D. Sample  
123 Main Street  
Anytown, MA  
12345

### PLEASE CHOOSE YOUR MONTHLY GIVING PAYMENT OPTION:

**Option One BANK TRANSFER:**

According to the terms of the agreement below, I authorize my bank to pay PCRM the amount I've entered each month. I've enclosed a check payable to PCRM for my first month's gift from my account and have signed below to authorize my gift. (This option results in lower processing fees and therefore helps animals the most!)

**Option Two CREDIT CARD:**

I authorize PCRM to charge my credit card each month for the amount I have entered. Please charge my:

MasterCard  Visa  Discover  American Express

CREDIT CARD #: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_  
NAME ON CARD: \_\_\_\_\_

I've signed below to authorize my charges. Your gift is tax-deductible to the fullest extent allowed by law.

**PCRM** PHYSICIANS  
COMMITTEE  
FOR  
RESPONSIBLE  
MEDICINE



If you could save more animals from pain and trauma — wouldn't you?

(To see how, look inside.)

Mailed invitation  
introduces  
Rodney



**1**

## THANK YOU

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear PCRM supporter,

First of all, I'd like to say welcome!

Thank you for signing PCRM's petition on Care2.com last week. You are among the more than 30,000 concerned and compassionate people from a number of sites who write to the president of Wayne State University urging him to put an end to the use of dogs in heart failure research.


I look forward to keeping you updated on any response we receive from Wayne State. The university's cruel experiments on dogs are just heartbreaking. I'm glad that you agree and are willing to help stop dogs from suffering in the Wayne State lab.

Animals are still being harmed in the name of "science" and "education" to a shocking degree. [I encourage you to learn more right here.](#)

Thankfully, PCRM is lucky to have you by our side, giving a voice to animals. To get more involved today, [click us out on Facebook](#), and our own site [PCRM.org](#)! Through regular updates you can learn more about the depth of our programs and the urgency of our work.

I am really touched by your enthusiasm. Once again, welcome to the PCRM family.

Sincerely,



**2**

## SPARE CHIMPANZEES FROM CRUELTY

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear PCRM supporter,

I've been able to count on you to take action for animals in the past, and I hope I can count on you again today.

Because chimpanzees need you.

You see, there are chimpanzees currently living in U.S. laboratories, undergoing invasive research. Many were captured as babies and are now 50 or 60 years old. They have never known life outside a cage.


We must save these chimpanzees from further stress and trauma—and ensure that no chimpanzee is ever subjected to such cruel treatment in the future. [Please, sign our petition to Congress in support of the Great Ape Protection and Cost Savings Act now.](#)

You might be surprised to learn that the United States is the only developed nation still using chimpanzees in large-scale invasive research. It's ineffective. It's heartbreaking. And it's cruel.

Thousands of PCRM supporters have stood up already and urged Congress to pass this important, lifesaving legislation. [Please, urge you to join them by signing your petition to your elected representatives today.](#)

Combined, our voices will be a powerful voice for change. I know if we all come together, we can save chimpanzees and make our world a kinder place.

Sincerely,



**3**

## Stop Cruelty to Dogs. Join Our Lifesaving Work Now!

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear PCRM supporter,

You recently helped PCRM stand up to Wayne State University, urging it to spare dogs from cruel heart failure experiments. Thank you so much for your efforts!

You and I both believe that experimenting on dogs and other animals is just plain wrong. Sweet, gentle dogs are forced into major surgeries and exercises, and then killed. And other animals face pain and death in the name of science every day.

**If you think this is outrageous, please support PCRM's work to stop this with a tax-deductible gift of \$20 today.**

Your contribution will ensure that we have the resources to fully invest in this campaign without neglecting our other critical work to promote ethical research and promote healthy, cruelty-free, plant-based diets. As a new supporter of PCRM, I know you will feel proud to have played a role in saving countless dogs and other animals from heartless experiments.

This is one of the cruelest situations I've encountered. That's why we're working so hard to stop Wayne State's experiments on dogs. The cruelty must end now and we are committed to make it happen.

PCRM has proven time again—when compassionate people come together—we're an unstoppable force for change! Thank you for your enthusiasm and...



**GIVE TODAY to Spare Animals from Pain! >**

**4**

## Stop Cruelty to Dogs. Join Our Lifesaving Work Now!

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear PCRM supporter,

It's incredibly sad that animals are still used for experiments.

PCRM has made strides in eliminating cruelty to animals in countless medical schools and laboratories. We know that we can stop animal testing. [But it takes a mighty effort, and that's why I hope you'll support our work with a gift of \\$20 today.](#)

You and I both believe that experimenting on any type of animal is just plain wrong. And in this day and age we have technologically advanced—and superior—methods for testing drugs and chemicals, research, and training future doctors. It's unconscionable to harm animals in the name of "science" or "education."

**I think you're a compassionate animal lover who agrees with me. And if you are, I would like to send you a Stop Animal Testing Bumper Sticker. Just make your tax-deductible gift of \$20 today.**

Your contribution will ensure that we have the resources to fully invest in our critical work to promote ethical research and promote healthy, cruelty-free plant-based diets. As a new supporter of PCRM, I know you will feel proud to play an important role in saving countless dogs, chimpanzees, and other animals from heartless experiments and support all of our lifesaving work.

PCRM has proven time and again—when compassionate people come together—we're an unstoppable force for change! Thank you for your enthusiasm and generosity.

Sincerely,



**GIVE TODAY to Spare Animals from Pain! >**



You'll get this bumper sticker with your gift of \$20 today!

Series of Emails lead to monthly ask

## Special Gift Reserved For You!

PCRM *Remembering Rodney Society*



Dear Ms. Hostetter,

You have been such a great friend to PCRM. Because of your incredible generosity and support, [I would be honored if you would join the Remembering Rodney Society.](#)

This is a special group of individuals who make monthly contributions to PCRM. They fuel our work and allow us to act immediately whenever lives are at stake. I think you'll be interested in hearing the story of Rodney, a sweet dog who the Society is named after.

Rodney lived out his life in a school lab. His bones were broken, organs removed, and he was cut and sewed numerous times before he was euthanized—all in the name of "science."

Rodney represents every dog, cat, chimpanzee, pig, mouse, and every other animal forced into a research or medical training lab where they suffered and died.

PCRM stands up, every day, for animals without a voice. You, too, can help animals every day by taking your dedication of our mission to the next level. [And if you join today, I will](#)



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Calling integrated  
into invitation  
channel



# Report from the Field

PCRM REMEMBERING RODNEY SOCIETY / MAY 2011



Dear PCRM Member,

PCRM's campaign to end the cruel and unnecessary use of live animals in medical schools is in full force!

We've launched legal efforts against Johns Hopkins University's School of Medicine and a letter-writing campaign to the executive dean of the University of Tennessee College of Medicine. At several other schools, we're engaged in behind-the-scenes efforts with students, physicians, and faculty members.

I know that with your help, our hard work will pay off. Largely due to PCRM's efforts, 95 percent of all U.S. medical schools have stopped using live animals in their courses. Each victory is a huge step forward in the march toward the day when animals are no longer used to teach future physicians.

**But we must pull out all the stops to push the last seven holdouts** to leave their cruel animal use behind and embrace modern, human-based training methods.

## Campaign Targets Cruelty at Johns Hopkins University

PCRM's efforts are heating up at each of the last remaining seven medical schools in the United States that still use live animals to teach students. **But nowhere has our campaign seen more action in the past few months than in Maryland, where PCRM is using every resource available to push Johns Hopkins University to stop using live animals in its teaching program.**

Almost weekly, students in Johns Hopkins University's surgery clerkship use live pigs to practice suture and knot-tying skills and to perform simple surgical procedures. **At the end of each session, the pigs are killed.**

To protect pigs from this cruelty, PCRM and two Maryland physicians who are also Johns Hopkins graduates, filed a criminal complaint against the medical school detailing how Johns Hopkins is violating Maryland's animal cruelty law. This action is part of PCRM's continued high-profile campaign to push Johns Hopkins to stop digging in its heels and end the heinous cruelty going on in its medical school.



Johns Hopkins is the only top-20 U.S. medical school still using live animals in its medical student curriculum. All other top schools, including Stanford, Duke, and Yale, have done away with old-fashioned laboratories in favor of modern, effective, and compassionate alternatives.

Yet Johns Hopkins continues to train its students using intelligent, sensitive pigs that are killed at the end of each session. **This practice promotes suffering and also provides an inferior education.** A pig's anatomy is different from a person's, and medical students would get a better education using state-of-the-art technology and human simulators that are already widely available at Johns Hopkins.

**Do not relent in our campaign to end the use of live animals at Johns Hopkins. Please go to [www.pcrm.org/JHU](http://www.pcrm.org/JHU) to find out the latest report.**

**Please send us your e-mail address so we can include you in future action alerts and petitions to help animals. Thanks!**

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People who join get special branded mailings



## 2011 STATEMENT OF GIVING Remembering Rodney Society

PREPARED FOR:	TOTAL 2011 GIVING:	SUPPORTER SINCE:
Victoria I 1 Summer Street Unit 7 Somerville, MA 02143-1772	\$240 <i>Gifts to PCRM are tax-deductible to the full extent allowed by law. There were no goods or services of substantial value returned for your contribution.</i>	April 1998
		DONOR ID: 40540

January 30, 2012

Dear Friend:

Thank you again for supporting PCRM's vital work to save human and animal lives every month as a Remembering Rodney Society member.

Your generosity in 2011 allowed PCRM to take on the powerful corporations and institutions that harm animals, making lifesaving changes in research and medical training practices. And to show our gratitude, we have prepared this Statement of Giving to help with your tax planning.

Friend, the \$240 you invested in PCRM last year was used as efficiently as possible to end cruelty to animals and promote better nutrition. This year, I hope you will consider boosting your Remembering Rodney Society sustaining gift to \$20 or more in 2012.

Just look at w

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### REMEMBERING RODNEY SOCIETY CONTRIBUTION FORM

**YES!** I want to help PCRM step up its lifesaving work in 2012. To help fuel PCRM's vital efforts to save animals from cruelty and protect human health, I am boosting my sustaining gift amount from \$20 to:

\$24     \$30\*     \$40     Other \$ \_\_\_\_\_

\*Friend, please consider increasing your sustaining gift level to \$30 to give a critical boost to PCRM's work in 2012.

Without your thank you.

Victoria I  
1 Summer Street Unit 7  
Somerville, MA 02143-1772

HTR121CIC/40540

I'd like to inv  
conference ca  
your question  
wait for an av

If you choose to increase your support, your new amount will be shown on your credit card statement next month. Thank you!  
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Thank you for your continued support as a Remembering Rodney Society member. I am profoundly grateful for your friendship and your exceptional dedication to PCRM's mission.

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21-DAY VEGAN KICKSTART

Celebrity nutrition tips from Marilu Henner



Dear PCRM supporter,

Once again, congratulations on completing the 21-Day Vegan Kickstart program. Even though our latest three-week program has concluded, we don't want to lose touch with you!



PCRM is here to be an ongoing resource for you to help reinforce your new healthy eating habits. If you have not done so yet, please sign up for our recipe-of-the-week.

PCRM also offers its acclaimed Food for Life nutrition and cooking classes around the country. These classes, provided by certified PCRM nutritionists, are designed for people with various health conditions such as cancer, diabetes, and heart disease. Learn how to prepare healthy and delicious meals. See our class schedule.

I'd also like to encourage you to let us know how you're doing with your nutrition policies and practices, and please share your thoughts on our website, www.PCRM.org and while you're reading our publications!

With warm regards,

Neal Barnard, M.D.

Neal Barnard, M.D.

21-DAY VEGAN KICKSTART

PCRM Physicians Committee for Responsible Medicine

Kris Carr



You are currently logged in as Lesley Hostetter. If you are not Lesley Hostetter, click here.

- 1 Gift & Payment Information 2 Review Gift

Be a Part of PCRM Today!

I'm inviting you to join PCRM today with a membership contribution of \$20 or more. We hope the Kickstart has shown you how a change in your diet can have a positive impact on your health. With your donation, we can continue to provide helpful programs and resources like the Kickstart. Together we can make a difference in your health—and the health of your family, friends, and community.

Join PCRM today!

Thank you, in advance, for your compassion and generosity.

Best regards,

Neal Barnard, M.D.

Neal Barnard, M.D.

President



Neal Barnard, M.D.

Kick Start prospects - not responsive to animal messages


**21-DAY KICKSTART**  
Celebrity nutrition tips from Marilu Henner  
PCRM Physicians Committee for Responsible Medicine REGISTER NOW

Dear Ms. Hostetter,

Thanks for registering for the 21-Day Vegan Kickstart! Your countdown starts today. Just five days until we begin the journey to a new, healthier you. Go to [21DayKickstart.org](http://21DayKickstart.org) now to watch Dr. Barnard tell you about the Kickstart's all-access pass to nutrition advice from celebrities and more. Then [forward this message to your friends and family](#) who need a kickstart, too. We can't wait to get started!

Best regards,  
PCRM Nutrition Department

Pass it on...  
Send to your family and friends ▶



Follow the Kickstart on Your iPhone  
Download the app on Jan. 2 >

**21-DAY KICKSTART**  
Celebrity nutrition tips from Alicia Silverstone  
PCRM Physicians Committee for Responsible Medicine

Dear Ms. Hostetter,

The Kickstart begins tomorrow! Over the next 21 days, your good health is going to blossom. Are you planning on eating out tonight before you start cooking at home? The [Savvy Dining Out with the 21-Day Vegan Kickstart card](#) for simple tips that healthy vegan meals in your favorite restaurants. Or look for a vegan-friendly restaurant in our [vegan restaurant guide](#).

Best regards,  
PCRM Nutrition Department

P.S. We have some exciting th...

Pass it on...  
Send to your family and friends ▶

Developed a special "conversion series"

**21-DAY KICKSTART**  
Celebrity nutrition tips from Brendan Brazier  
PCRM Physicians Committee for Responsible Medicine

Dear Ms. Hostetter,

Welcome to the 21-Day Vegan Kickstart! This program gives you everything you need to explore and experience the health benefits of a vegan diet: [Each day's e-mail message](#) provides an all-access pass to celebrity support, nutrition webcasts, a menu for the day, and much more!

CONNECT WITH BEN

RESTAURANT GUIDE  
Add your favorite to our interactive vegan restaurant guide.

COMMUNITY FORUM  
Get answers from dietitians and social support to keep you motivated.

21-DAY MEAL PLAN  
Delicious and easy recipes that help you break cravings for unhealthy foods.

NUTRITION RESOURCES  
Download the new Kickstart iPhone app and more.

**21-DAY KICKSTART**  
Celebrity nutrition tips from Alicia Silverstone  
PCRM Physicians Committee for Responsible Medicine

Dear Ms. Hostetter,

👉 Celebrity leader Alicia Silverstone shares her Crocodile Crunch recipe.

👉 The Kickstart team has a welcome video greeting for you!

👉 Today's Kickstart Quiz: Which of the following foods promote energy?

👉 Watch a cooking demo on how to make today's Hoppin' John Salad.

👉 Today's Menu:

- § Breakfast: Apple Cinnamon Oatmeal
- § Lunch: Couscous Confetti Salad and Carrot and Red Pepper Soup
- § Snack: Toast with apple butter and banana
- § Dinner: Hoppin' John Salad and Kwick Kale

RESTAURANT GUIDE  
Add your favorite to our interactive vegan restaurant guide.

COMMUNITY FORUM  
Get answers from dietitians and social support to keep you motivated.

21-DAY MEAL PLAN  
Delicious and easy recipes that help you break cravings for unhealthy foods.

NUTRITION RESOURCES  
Download the new Kickstart iPhone app and more.

**21-DAY KICKSTART**  
Celebrity nutrition tips from Rory Freedman  
PCRM Physicians Committee for Responsible Medicine

Dear Ms. Hostetter,

Incredible! You did it! It's the last day of the Kickstart. We're so proud of you!

- 👉 A heart-felt group hug and congratulations in our final webcast.
- 👉 Be sure to check your e-mail this week and complete the Kickstart survey in order to get your certificate of completion!
- 👉 Today's Menu:
  - § Breakfast: Banana Oat French Toast with soyage (Gimme Lean or another vegan brand)
  - § Lunch: Homemade loaded baked potato with leftover Chunky Ratatouille Sauce
  - § Snack: Cantaloupe
  - § Dinner: Hearty Chili Mac
  - § Dessert: Blueberry Muffins

**Beginning Friday, Jan. 27, the Kickstart site will be unavailable while we prepare for the April Kickstart. Make sure to download the menu plans if you want to continue using them!**

View Previous MESSAGES

VIEW TODAY'S MESSAGE HERE

RESOURCES FOR LIFE AFTER KICKSTART  
[NutritionMD.org](http://NutritionMD.org)  
[PCRM.org](http://PCRM.org)  
[ThePowerPlate.org](http://ThePowerPlate.org)  
[Meal Planner](#)  
[Make Over Your Diet](#)  
[Recipe of the Week](#)  
[Healthy Snacks for Kids](#)  
[Foods to Avoid](#)

RESTAURANT GUIDE  
Add your favorite to our interactive vegan restaurant guide.

COMMUNITY FORUM  
Get answers from dietitians and social support to keep you motivated.

21-DAY MEAL PLAN  
Delicious and easy recipes that help you break cravings for unhealthy foods.

NUTRITION RESOURCES  
Download the new Kickstart iPhone app and more.



Invited On the  
Phone





Special nutrition-  
focused appeals



November 2010

Dear Friend of The Cancer Project,

The lifesaving issues we both care so deeply about gained a lot of ground this year, thanks to the dedication and support of people like you.

Together, The Cancer Project and the Physicians Committee for Responsible Medicine (PCRM) commissioned a landmark study that revealed a long-suspected fact: Grilled chicken from America's most popular fast-food chains contains substantial amounts of a carcinogenic chemical that increases cancer risk. As you'll see, we took immediate action.

This year, we also worked together to fight America's childhood obesity epidemic by making school lunches healthier for our children — and made significant strides by bringing more nutritious plant-based diets into the mainstream.

Now, PCRM is joining forces with you in a more complete way to build on our past successful work as a stronger organization. We need you!

Please, show your support for our goals.

**First, please help us set our 2011 agenda. Share Your personal opinions and feedback with us about The Cancer Project and PCRM's work.**

**Second, help PCRM and The Cancer Project reach our 2011 goal by including a generous tax-deductible gift.**

Your feedback and support are urgent. The preventable deaths in the United States are due to dietary choices you can do right now to reduce this shocking toll.

You can combine *your* voice and *your* gift to give us even more power to take on the big battle against sugar-filled foods!

As a part of PCRM, you'll be there with us in the courts, legislatures and town hall meetings. Your support is a top priority. Because of you, PCRM's work is a top priority.

Let's look at the ways PCRM made marks in 2010:



### Help PCRM Hit the Ground Running in 2011!

**YES,** I want to support the lifesaving goals of PCRM and The Cancer Project so I'm rushing my tax-deductible, year-end gift of:

I've completed the attached PCRM Member Survey and I'm including it with my year-end gift.

Please make your check payable to **PCRM**. To donate by credit card, please see reverse.

All contributions are tax deductible to the full extent allowed by law.

Thank you for your support!

(Please complete and return the survey below with your year-end gift. Do not detach.)

#### PCRM 2011 Survey

Help us set PCRM's 2011 agenda by completing this brief survey. Return it today with your most generous possible year-end gift. Thank you!

Do you think PCRM and The Cancer Project's message of better nutrition for human health is moving into the mainstream?  
 YES  NO  NOT SURE

Do you support PCRM efforts to end America's epidemic of childhood obesity by helping schools offer more healthful plant-based meals?  
 YES  NO  NOT SURE

Do you want PCRM to continue fighting aggressively for warning labels about the cancer dangers of grilled chicken and other foods on fast-food menus?  
 YES  NO  NOT SURE

Do you think PCRM should continue to promote ethical research and medicine?  
 YES  NO  NOT SURE



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## ► THE RESULTS!

- 6% of animal rights donors are now giving monthly
- In testing, 2% of health prospects converted to new monthly donor society
- Monthly donors continue to give to regular appeals
- Win – win – win!



## ► DON'T FORGET THE BORING STUFF

- Test “experience” – check all links, follow up, fulfillment, etc.
- Manage data appropriately
- Follow up promptly
- Acknowledge appropriately
- Consider the overall donor experience



## #BBCON TWEET YOUR TRACK:

#bbinteractive

#bbcultural

#bbk12

#bbanalytics

#bbfundraising

#bbcrm

#bbfinancial

#bbprodev

#bblearnlab

