

Engaging Donors With Powerful Storytelling

DMA non-Profit Conference

March 2012

Today's Presenters

Tiffany Neill, CFRE, Partner
Lautman Masko Neill & Company

Lisa Schneider-Friedman, Director of Annual Campaigns,
Hebrew Home of Greater Washington

Betsy Wason, CFRE, Vice President of Development
Physicians Committee for Responsible Medicine (PCRM)



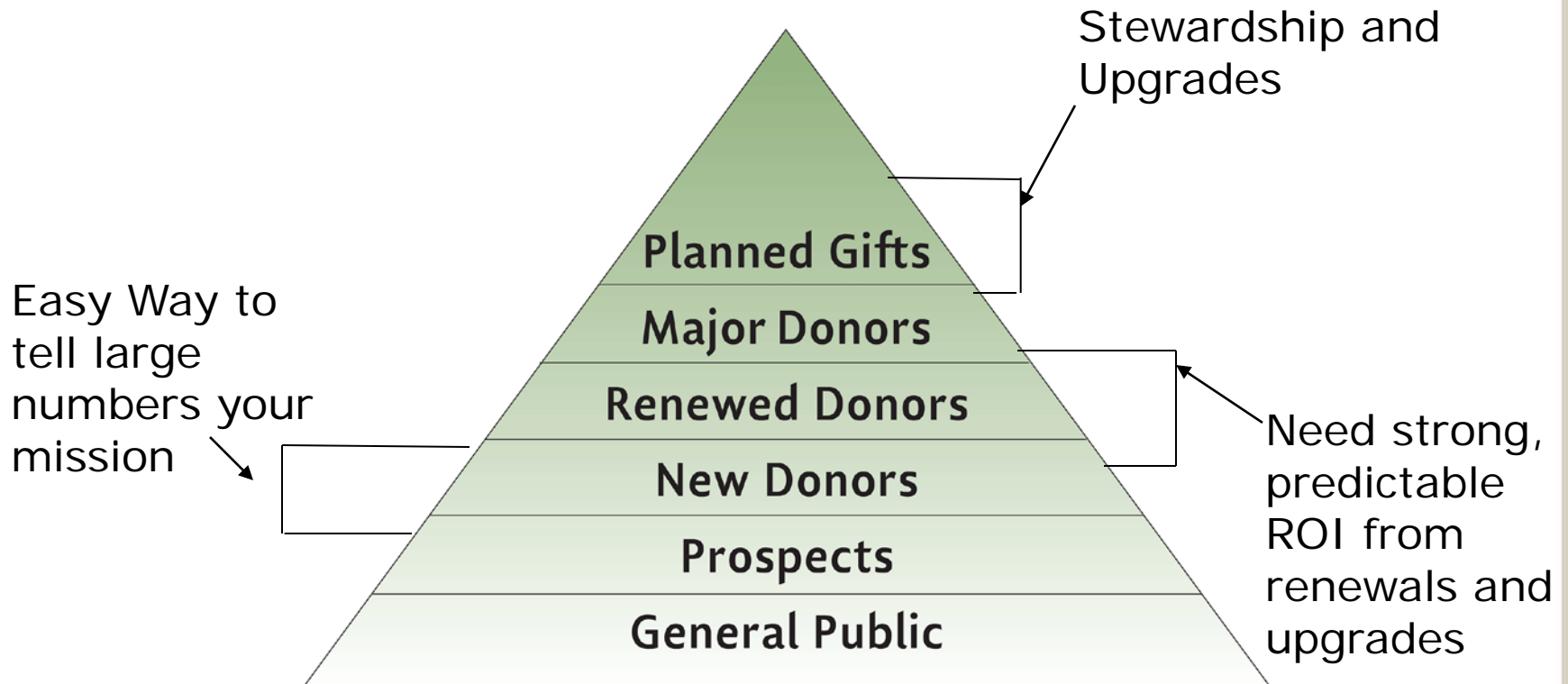
Today's Presentation

- Using Stories to engage your donors
- Channels and themes
- Case Study: Hebrew Home of Greater Washington
- Other Examples
- Case Study: PCRM

Using Stories to Engage Donors

- Makes your work come alive
- Forms a one-on-one connection between donor and outcome
- Can express gratitude and impact of contributions
- Useful at every step of the donor pyramid

Stories Help at all Points on the Donor Pyramid



Hebrew Home of Greater Washington: Fundraising Through Storytelling

Lisa Schneider-Friedman

Director of Annual Campaigns

Hebrew Home of Greater Washington



**HEBREW HOME
OF GREATER WASHINGTON**

A Charles E. Smith Life Community

- The Hebrew Home of Greater Washington is the largest, long-term skilled nursing facility in the mid-Atlantic region.
- 71% of our residents are Medicaid recipients.
- Our fundraising appeals focus on the budget shortfall due to lagging Medicaid reimbursement.
- We use storytelling about actual residents and their lives at the Hebrew Home to personalize our message.
- We tailor the storytelling to serve the objectives of the different “touches.”

“Touches”	Objective		
	Cultivation	Solicitation	Stewardship
Acquisition Letters	x	x	
Donor Renewals		x	
Thank You Letters and postcards			x
Donor Newsletter			x
Lessons of 100 Lifetimes			x
Video			x



Hebrew Home of Greater Washington



Established 1910

- Mission: to pay room & board for homeless, elderly Jews
- Row house purchased in 1914 in Washington, DC housed 10 people



**HEBREW HOME
OF GREATER WASHINGTON**

A Charles E. Smith Life Community

Growing to meet the changing needs of the elderly

- Serving 1,000 seniors daily
- Charles E. Smith Life Communities Campus in Rockville, MD
- Independent Living, Assisted Living, Rehabilitation, Long-Term Nursing care
- New Memory Center



**HEBREW HOME
OF GREATER WASHINGTON**

A Charles E. Smith Life Community

Acquisition

- Two acquisition mailings a year.
- Letters to prospective donors highlight the Hebrew Home's skilled nursing care, religious services and need for charitable support.
- Letters also tell the moving story of the founding of the Hebrew Home by Hymen Goldman, who after meeting with a homeless, elderly man, collected nickels and dimes to pay his room and board at a widow's home.



HEBREW HOME
OF GREATER WASHINGTON

A Charles E. Smith Life Community

Donor Renewal

- Six appeals a year to our house file.
- Residents' stories emphasize the theme and message of each appeal.
- Passover appeals profile residents for whom religious services and kosher food are important or essential to their emotional well-being and feeling at home.
- For an appeal in which we highlighted our rehabilitative services, we profiled a resident who couldn't walk on his own until moving to the Home and receiving intensive physical therapy.



HEBREW HOME
OF GREATER WASHINGTON

A Charles E. Smith Life Community

HEBREW HOME OF GREATER WASHINGTON
SMITH-KOGOD & WASSERMAN RESIDENCES



A Charles E. Smith Life Community

January 4, 2012

Office of Development
& Public Affairs

Mr. and Mrs. Sidney Schneider
6121 Montrose Road
Rockville, MD 20852

Dear Mr. and Mrs. Schneider,

"I am so appreciative of the good care my father received at the hands of his care-givers. They are all so caring and kind, and treat him with humor and respect."

"My mind is at ease knowing you are there."

I am sharing these comments with you because they are not only intended for the staff of the Hebrew Home, but for you as well. Thousands of family members rely on the Hebrew Home to meet the medical, social and spiritual needs of their spouses, parents and even children. We appreciate your generous contribution to the Hebrew Home of Greater Washington. Your donation makes it possible for us to provide outstanding care to our community's most vulnerable citizens.

As the Hebrew Home enters its second century of service, our residents continue to benefit from the reassurance of 24-hour nursing care from our highly skilled staff, led by our six full-time physicians, while their social and spiritual lives are enriched through a variety of cultural and recreational programs. As another family member wrote, *"I cannot imagine a better environment! Thank you to everyone at the Hebrew Home!"*

Thank you for supporting us and sharing in our mission.

Sincerely,

Andrew S. Friedlander
Chair

Thank you for your generous donation of \$180.00 to the Hebrew Home of Greater Washington, charged to your MasterCard on 1/4/2012. In accordance with IRS regulations, this letter verifies that your charitable contribution provided you with no goods or services in exchange for this donation. Please retain this letter for tax purposes.



HEBREW HOME
OF GREATER WASHINGTON
Established 1818

6121 Montrose Road • Rockville, MD 20852-4636
Tel: 301.770.8409 • Fax: 301.770.8502 • www.hebrew-home.org

www.facebook.com/CESLC www.twitter.com/hghw

[@smmgw with #smmgw, #livingwithlife](#)

Thank you letter

Thank you letters to donors include quotes from grateful family members for the care we provide their loved one.

The donor is not only thanked formally by the Chair of the organization, but also by people who benefit from their support of the Hebrew Home.



HEBREW HOME
OF GREATER WASHINGTON

A Charles E. Smith Life Community

Thank You Postcards

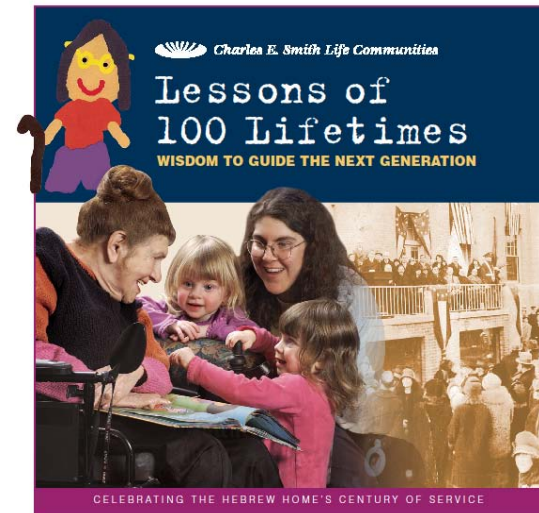
- Thank you cards are sent 2 – 3 times a year.
- Include an engaging photo of a resident with a brief story about the resident in the copy signed by the CEO and Chair.
- Testing found that the portion of our mailing list that received the card had a higher response rate to our appeals than those who did not receive the card.



HEBREW HOME
OF GREATER WASHINGTON
A Charles E. Smith Life Community

Lessons of 100 Lifetimes

- “Lessons of 100 Lifetimes, Wisdom to Guide the Next Generation” published in honor of the Hebrew Home’s Centennial in 2010.
- Hebrew Home residents dictated their ethical wills to teen volunteers. Their words of wisdom are shared in this book.
- The book is illustrated by children’s drawings that were submitted for an exhibit at the Hebrew Home, “What I Will Look Like When I Am 100.” The book was given to 500 guests at our Centennial Gala and can be viewed on our website.



HEBREW HOME
OF GREATER WASHINGTON
A Charles E. Smith Life Community

Donor Newsletter

- Donor newsletter mails twice a year.
- We profile a significant donor in each issue but we also always include a profile of a Hebrew Home resident.
- The resident profile describes the person's life before moving to the Hebrew Home. The stories enhance the image donors may have of Hebrew Home residents.

Summer 2011

GiftRap

Donor News from the  Charles E. Smith Life Communities

A MESSAGE FROM WARREN SLAVIN

Dear Friends,

The Centennial Campaign, the largest fundraising campaign in the history of the Hebrew Home, is closing in on its \$30 million goal, having raised \$27 million to date. The purpose of this campaign is to raise support for three essential needs of the Charles E. Smith Life Communities: resident care, capital improvements in our residences and related patient care areas, and endowment funding for a secure future. Learn more about this campaign by visiting our website, www.hebrew-home.org, where you will find a "sneak peek" of our plans for the new Cohen-Rosen House, assisted living residence for seniors with Alzheimer's, and the Elsie & Marvin Deikelbom Therapy Center. With your support, we are able to serve over 1,000 seniors on our campus every day. I am sharing this letter from a Hebrew Home family member, as I believe it expresses beautifully the value of our service to the community.

May 31, 2011
Dear Mr. Slavin,

My name is Rabbi Lopiansky, and I work at the Yeshiva of Greater Washington. I am writing this letter as an expression of personal gratitude.

I have a mother in her nineties, who is a Holocaust survivor, and has been living with us for the last five years. The past year she had a few health episodes that debilitated her quite a bit, and her cognitive functions began to decline as well. We were in a great predicament, for we wanted only the best for her, and the thought of leaving her in an "old age home" of the old stereotype was troubling to us. Yet her condition made it ever more difficult to properly care for her at home.

After a bout with pneumonia, she went to the Rakusin rehab facility, and she was thrilled. So were we. She then transitioned to the long term care facility. It is wonderful. The staff is ever so patient (no pun intended), and the care is constant and warmhearted. There is a "busy" and active day for her.

There are two things that I especially want to mention because they are so significant for us:

1. My mother has always been an uncompromising keeper of kosher. Even in the concentration camp she did not eat a soup that she suspected of being not kosher! When she was hospitalized recently at Suburban Hospital, and she was barely

continued on page 2 >>



HEBREW HOME OF GREATER WASHINGTON • SMITH-KOGOD & WASSERMAN RESIDENCES
LANDOW HOUSE • RING HOUSE • REVITZ HOUSE • HIRSH HEALTH CENTER



**HEBREW HOME
OF GREATER WASHINGTON**

A Charles E. Smith Life Community

Video

- For our 100th anniversary, Susan Stamberg, hosted a 3 part video about the Hebrew Home's past, present and future. Part of the video was shown at our gala and the entire video is available on our website.
- In 2011, we presented an interview with a Hebrew Home resident, Paula Wolff, at our gala event. The video is available on our homepage.



HEBREW HOME
OF GREATER WASHINGTON
A Charles E. Smith Life Community



Conclusion

- Use storytelling in multiple ways.
- Tailor storytelling to meet our fundraising objectives.
- Memorable stories leave a lasting impression on donors and make them feel good about supporting the organization.



HEBREW HOME
OF GREATER WASHINGTON

A Charles E. Smith Life Community

**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 was in the community room. You can just barely see her over the music stand 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 this very care has had a remarkable impact on the Lillian Booth community. Today, she enjoys the company of performing artists and entertainers. No longer alone, this year she will sit down with her new ‘family.’

Joan is one of more than 100 seniors we care for at The Lillian Booth assisted living facility. In addition to senior care at Lillian Booth, our other facilities in New York City and Los Angeles provide community to hundreds of people in one of the many ways The Actors Fund supports those who sacrifice so much to perform arts and entertainment.

I am so grateful that your support of The Actors Fund allows us to be able to bring the arts to life and stir our spirits. But, without your help,

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 their

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

Stories can be told across channels

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.**

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.

Joan came home in the fall and I walked with her to the piano.

It was a remarkable performance with her own music.

Joan assisted living in New York City is one of the best performing artists in the world.

I am proud to be a woman who...

One of the things that will turn to The Actors Fund deductible holiday.

Someone like Joan, Joan is anything but "retiree" music impacted their lives. 86, she still gives everything teaches piano to young stu...

Once a week, the retirement that even those who can't retire can—especially for those...

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

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SMRC SMRC1.5 SMRC2 OTHER \$ _____

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

Source Code

**The Actor
for every
in entert**

729 Seventh Avenue
New York, NY 10019
212.227.7300 • www.actorsfund.org

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To give by credit card, please see reverse.

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— Joan

Song Request

from Ellen B. Generous

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

Email not displaying correctly? View in your browser.

**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, 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.

Stokes

Brian Stokes Mitchell
Chairman of the Board

P.S. Please help us be there...



Dianna L. Kunz
Meals on Wheels Program
Volunteers of America Colorado Branch
2660 Larimer Street
Denver, CO 80205

Special Program Update Enclosed



Here's a photo of Jewell as a young woman when she moved into the Five Points neighborhood. She never dreamed that she would be old, alone and dependent on others for her next meal.

Stories can steward donors

Volunteers of America
Colorado Branch



Our Goal is to feed, shelter and support the most vulnerable seniors in our community by providing them with the critical services they need to enhance their quality of life.

Our **Meals on Wheels** program was founded to prevent hunger among our elderly neighbors and to improve their ability to remain healthy and independent in their own homes for as long as possible.

We serve the poorest, most frail, and physically impaired adults in Denver and Fort Collins. Without adequate food and nutrition services, older adults lose their independence and suffer more disabilities.

Studies show that proper nutrition is the key to well-being for the elderly, and that half of all hospitalized seniors suffer from malnutrition so severe that it either caused their illness or prevents them from getting better.

Sadly, an increasing number of low income seniors are having to choose between food, rent or medications.



That's why we offer hearty, nutritious meals, along with friendly visits, to seniors in our community. Our Meals on Wheels program is a lifeline for homebound elderly in the Denver and Fort Collins area.

we feed. we shelter. we support.

PCRM: Connecting Through Stories

Betsy Wason, CFRE

Vice President for Development,

Physicians Committee for Responsible Medicine

PCRM P H Y S I C I A N S
C O M M I T T E E
F O R
R E S P O N S I B L E
M E D I C I N E



Every Organization
Has a Story to Tell

PCRM
PHYSICIANS
COMMITTEE
FOR
RESPONSIBLE
MEDICINE

Marketing Your Story

- Think like a donor
- Keep your target audience in mind

PCRM's Development Program

- 150,000 active donors
- Multi-channel campaign includes direct mail, online marketing, telemarketing, events, personal solicitation, grants, and planned giving
- Program raises \$11million annually
- PCRM president Neal Barnard, MD, well-loved by donors





Remembering Rodney Society

- Monthly Giving Program started in 2005
- 2700 donors
- 2011 Annual Revenue: \$449,000



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, 60 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.

Thanks for all you do to help!

Neal Bernard
Neal D. Bernard
Research and Education Programs
Coordinator

5100 WISCONSIN AVE., N. W., ST1

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

Remembering Rodney Society

MONTHLY GIVING ENROLLMENT FORM

- YES, Dr. Bernard,** 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** Other \$ _____
- I can't accept your invitation, but I'm enclosing a special one-time gift of _____.



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.
- 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 changes. Your gift is non-deductible to the fullest extent allowed by law.

IDENTIFYER

Please return this entire form done.

TERMS OF AGREEMENT: Please Keep This Portion For Your Records



2012 Remembering Rodney Society Certificate of Appreciation

Physicians Committee for Responsible Medicine
is pleased to recognize

Jane Q. Samplename

for vigilantly standing up to cruel and unnecessary animal testing,
calling for an end to using animals in medical training, and speaking out to protect human health.

Your dedicated commitment ends cruelty and saves lives.

Neal Bernard

Neal D. Bernard, M.D.
President

PCRM

Creating Brand Recognition

- Full story on Website
- Direct Mail Appeal
- Telemarketing
- Brochure
- Certificate
- Annual Conference Call

PCRM
 P H Y S I C I A N S
 C O M M I T T E E
 F O R
 R E S P O N S I B L E
 M E D I C I N E

Report from the Field

- Quarterly report is sent to all donors \$35+.
- Inexpensive self-mailer.
- Features “insider information” from different staff members to build familiarity with PCRM’s staff and campaigns.
- Donors feel more informed and engaged via this “peek behind the curtain” – which they can’t get from just the website or magazine.

PCRM **Report from the Field**
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE / SUMMER 2011



Dear PCRM Member,

At PCRM, taking the government to court is not something we take lightly. But when it comes to the lawsuit we filed against the USDA over its new *Dietary Guidelines*, I couldn't be more proud of our actions. I know they'll have a positive impact on human and animal lives.

Today, approximately 68 percent of Americans are overweight. Equally alarming, more than 60 percent of deaths in the U.S. today are caused by heart disease, cancer, and other diet-related diseases.

At the same time, the meat and dairy industries account for more than 19 billion animal deaths every year — more than 1 million deaths an hour.

With so many people and animals being harmed by diets rich in meat and dairy, PCRM is stepping up its work to force the government to act more responsibly by encouraging healthier eating.

Using PCRM's unique position as medical experts and scientists, we are educating when we can — and litigating when we must — to bring better health and well-being to people and animals alike.

I look forward to bringing you news of great progress and invite your continued involvement. Your support and actions are paramount to our success.

Neal D. Barnard
Neal D. Barnard, M.D.
President

It's Time for Honest and Meaningful Dietary Guidelines

Earlier this year, the USDA released its latest *Dietary Guidelines for Americans*. Upon first review, the new *Guidelines* are a step forward from those in years past, including important details on vegetarian and vegan diets that PCRM had been calling for. However, the *Guidelines* fall woefully short in cautioning people about the proven health risks of eating meat and dairy.



It seems the USDA would prefer to pander to agribusiness than to give consumers the honest information they need. The *Guidelines* continue to whitewash the harm that eating meat and dairy can do, resorting to terms like “cholesterol,” “saturated fat,” and “solid fat” that mean very little to the general public that the *Guidelines* are supposed to inform.

To protect the health of humans and save the lives of billions of animals in the process, PCRM filed suit against the USDA on February 15 of this year demanding that the *Guidelines* be rewritten to become meaningful to the public.

The USDA also recently introduced its new “MyPlate” graphic to replace its vague and confusing Food Pyramid. Similar to the *Guidelines*, “MyPlate” takes a step forward, closely resembling the PCRM Power Plate, which we unveiled last year. Unfortunately, once again, the government's version caters to agribusiness by adding a dairy group and replacing the healthy “Legumes” portion of the PCRM Power Plate with an ambiguously named “Protein” group.

People's health and billions of animals' lives are too important to take a backseat to food industry profits. We need government to stand behind nutrition policies that best serve the health of consumers, and the well-being of animals.

PCRM is making progress and building momentum toward a day when fewer animals are eaten, and more people live healthfully. This is a growing area of our work through which we hope to improve and save many lives. And, I'm so glad you are a part of it!

Go to www.PCRM.org/take-action — ask the USDA to revise the *Dietary Guidelines* for the health of people and the well-being of animals!

5100 WISCONSIN AVE., N.W., STE. 400 • WASHINGTON, DC 20016-4131 • WWW.PCRM.ORG • 202-686-2210

PCRM
PHYSICIANS
COMMITTEE
FOR
RESPONSIBLE
MEDICINE

PCRM Report from the Field

PCRM REMEMBERING RODNEY SOCIETY / SUMMER 2010



Dear PCRM Member,


This year, Congress is seeking to modernize the outdated Toxic Substances Control Act (TSCA) that regulates how chemicals must be tested.

Thankfully, with your help, PCRM is speaking up for animals in this process.

PCRM played a key role in drafting important sections of the new Senate bill, and joined House members in critical stakeholder dialogues.

Millions of animals' lives are on the line, and PCRM is determined to remain an active participant in the TSCA reform process, and to speak out to minimize and replace cruel animal-based testing.

I hope you'll get involved by following this issue online at www.PCRM.org/Toxicology. And be ready to join the fight if we need you to contact key decision makers to express your commitment to modern testing methods that spare animals' lives. Thank you.


Chad B. Sandusky, Ph.D.
Senior Director of Toxicology
and Research

Giving Animals a Voice in Toxicity Testing Reform

Every day, animals, such as mice, dogs, rabbits, rats, and guinea pigs suffer and die as they are exposed to high doses of chemicals in toxicity tests. These tests attempt to determine the potential danger chemicals may pose to human health. However, animals often react differently from people when exposed to chemicals — so the results are not even reliable for predicting human effects.

As Congress seeks to reform the Toxic Substances Control Act (TSCA) to require companies to provide more information on chemicals used in manufacturing and various consumer products—everything from plastics to carpeting to computers—PCRM is delivering a crucial message to our leaders: modern testing should be based not on animal tests, but on valid scientific methods.

And with PCRM member support, we're being heard. After speaking with numerous congressional offices, PCRM was asked to provide specific language for portions of the Senate bill. We were also invited to participate on a stakeholder committee to weigh in on the House of Representatives' version of the bill.



PCRM's effective involvement is evident. Both the House and Senate bills currently include lengthy sections entitled "Reduction of Animal-Based Testing" as well as many of PCRM's most important recommendations, including:

- Using existing data to prevent duplicate testing that sacrifices animals.
- Funding research to replace animals in chemical testing.
- Using nonanimal alternatives when they are available.

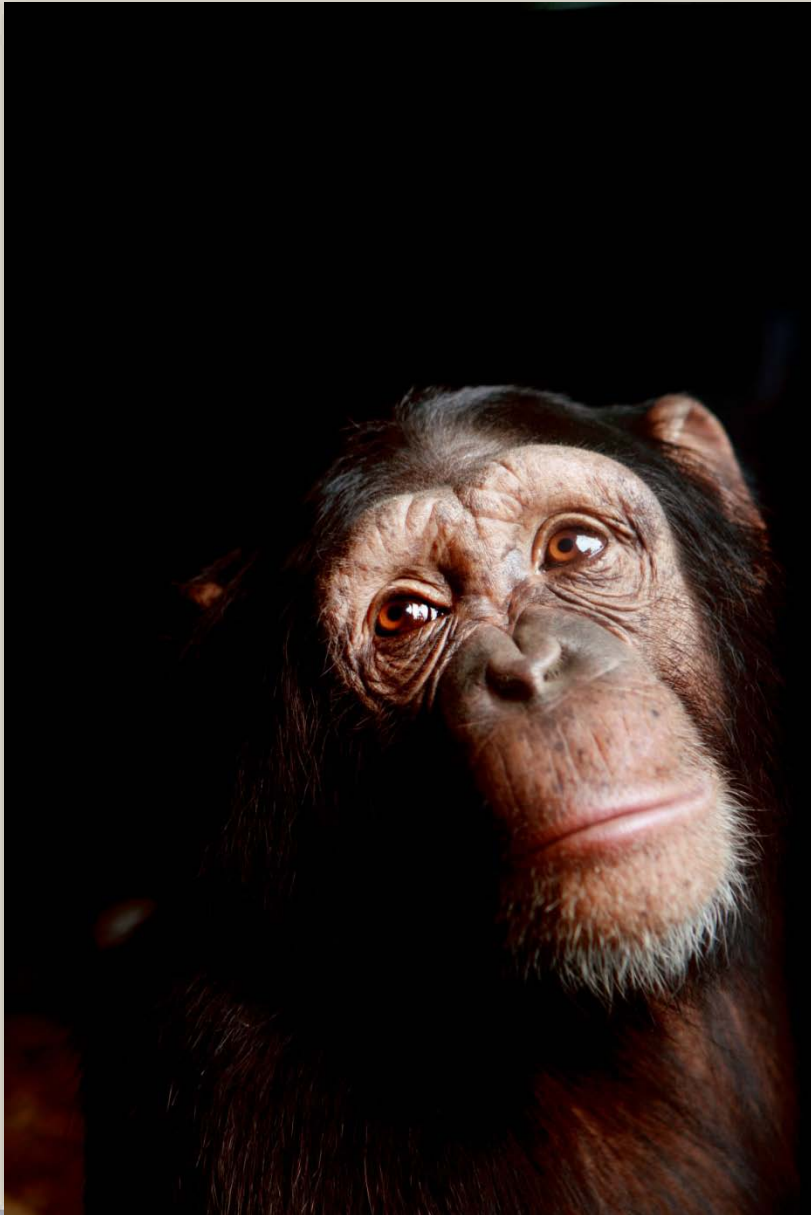
Now, PCRM must work to ensure that this language remains in the bill, and that detrimental measures that would result in more animal suffering are not inserted. Your involvement is critical to our success. Please go to www.PCRM.org/Toxicology to learn more about this essential issue and find out how you can help.



We're making progress every day with your support. Thank you!



Report from the Field can make science accessible by using stories.



A Story Comes to Life: The Great Ape Protection Act

PCRM
P H Y S I C I A N S
C O M M I T T E E
F O R
R E S P O N S I B L E
M E D I C I N E

Direct Marketing: Reaching Numbers

- Mail appeals to donors
- Articles in PCRM's quarterly magazine
- Action Alerts
- E-appeals

Using Video

- Web-only is easy and quick to produce
- Can reach a lot of people quickly
- Inexpensive way to support and strengthen your message



A man in a dark suit, white shirt, and red patterned tie is speaking into a microphone. He is holding a black remote control in his left hand. The background is a large projection screen showing a close-up of a human face. The text "Special Events: Performance Art" is overlaid on the left side of the image.

Special Events:
Performance Art



In Conclusion

Coordinate Your Story Telling

- Consistency across channels – Does your website reflect the messages you are sharing in your direct marketing pieces?
- Consistency within the organization – Are all departments using the same names, numbers, and updates?



45 SW Ashby Street
Portland, OR 97204

PLEASE DO NOT BEND

PHOTOS ENCLOSED



45 SW Ashby Street
Portland, OR 97204
888.842.0842
mercycorps.org

2011 YEAR-END CONTRIBUTION FORM

Yes! I am proud of how my support of Mercy Corps is changing lives around the world, and I want to continue helping those who need it most. My year-end gift is enclosed for:

\$Ask1 \$Ask2 \$Ask3 Other \$ _____

Ms. Jane Q. Sample - LOS Control
1730 Rhode Island Ave NW
Suite 301
Washington DC
20036

Your gift to Mercy Corps is tax-deductible to the full extent allowed by law.

Please make your check payable to Mercy Corps and return it in the envelope provided. To make your gift by credit card, please see the reverse.

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Make your Mission Come Alive!



mercycorps.org

December 2011

Dear Friend of Mercy Corps,

Thank you. You've restored hope and opportunity for so many suffering people around the world this year.

I am grateful for your generous support in 2011. You helped Mercy Corps expand our lifesaving programs into five new countries – and helped thousands more people transcend the grip of poverty and devastation to begin building a brighter future.

Our larger worldwide presence could not have come at a more critical time – because as you know, all too many families were devastated by disasters this year. From the earthquake and tsunami that ravaged Japan to the humanitarian crisis in the Horn of Africa, the suffering has been immense. But person by person, family by family, your support of Mercy Corps brought lifesaving aid and lasting hope.

As we near the close of the year, I would like to introduce you to two of the people whose lives are better today... because of you.

Their names are Herma and Nimo. And while they live in different countries and speak different languages, their stories of tenacity and spirit transcend all borders. Likewise, the gratitude they feel for your assistance is limitless.

As I share Herma's and Nimo's photos and stories of courage with you, I hope you will feel proud of how you have made a difference in their lives. You can continue providing lifesaving aid and heartfelt support to more people by mailing your generous year-end gift to Mercy Corps today.

One look at the enclosed photos and you'll see the power of your donation.

The photo of the young girl is Herma. Herma is just 13 years old, but she has endured so many hardships in her life that she exudes the wisdom of someone much older. Growing up in Haiti, Herma lived through the catastrophic earthquake that killed 200,000 people nearly two years ago. But even before the tragedy, Herma spent years living in one of Haiti's toughest slums under the constant threat of gangs and guns.

Today, with your help, so much has changed for Herma! Every week she participates in Mercy Corps' *Moving Forward* program, which uses sports to teach kids the team-building and communication skills they need to feel empowered and secure in their lives.

For girls like Herma, who grew up afraid to play in their neighborhoods and whose lives

(over, please)

45 SW Ashby Street
Portland, OR 97204
888.842.0842



Thanks to you, Herma has survived against overwhelming odds.

Mwen te deklarese anpil apre tranbliman te a. Men y
sa moutre nou anpil kondisyon lavi li a, tankou nou pa
ka jann desespere. Ye jis avèk nou esp y a se nou
koman jan pou n viv pi byen. Gen pou fi jwèt, ou
trase men li wotabe ou revize. Sa se leson lavi a!

"After the earthquake, I was very discouraged. But they're showing us a lot about life here, including never losing hope. They play with us and are instilling good values in us. There's this game where you fall down but you have to get right back up. That's a life lesson!"

Photo: B. Duggan/Mercy Corps



Thanks to you, Nimo and her children are healthy and thriving.

Herma'n kiyas la wasyon kase d'ansan jinye man'yete no injirite
kavasyon iyo ayo kilomitar, wasyon se enjinye maelin d'ans.
Hade kiyas ayo melak'ansa an'walye, kiyasna w'ing n'ing fi'an
ou can'be ayo k'alye.

"Before we had to fetch water from the only place we could – more than 24 kilometers away. The walk would take all day. Now it is much better – we know that we will get water here regularly, so we can have enough water for all my children to drink."

Photo: E. Gray/Mercy Corps

ISRAEL'S YOUNG LEADERS DEPEND ON YOU.

Jane Q. Sample
1730 Rhode Island Ave., NW
Suite 301
Washington DC 20036
11111111111111111111

CONTRIBUTION FORM

Yes, I want to help American Friends of The Hebrew University support all the efforts of Hebrew University. Enclosed is my tax-deductible contribution of:

\$MRC \$1.5MRC \$2MRC Other \$ _____

09_11 App CONTROL
Jane Q. Sample
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036



Please return this form with your contribution in the envelope provided. Make your check payable to: AFHU. For credit card gifts, please see reverse.

Thank you for your support!



On arrival from America, I enlisted as a combat soldier for three years - then enrolled in the University. I don't like to talk about it, but a car accident left me in a coma and a wheelchair - but I recovered. My advisor believes I'll make a good doctor. He says I have the high test scores, but I also understand people which he says must come first. I thank the University for making my dream possible.

"Rejoining civilian life after three years of Army service, I doubted my financial ability to go to university. Your generous support enables me to pursue my education. When I finish, I hope to become a productive part of the Israeli economy and perhaps start my own business ... and help other students."

—Ariel, Hebrew University

Dear Friend of AFHU,

Your support of the American Friends of The Hebrew University (AFHU) reflects your understanding of a basic, vital truth. Israel's greatest asset is – and always has been – the intellectual strength of its people.

Thanks to you, Israel won't miss out on the intellectual strength of young people like Ariel, who depends on scholarship aid to achieve his Hebrew University degree in political science and Jewish Studies. Your contributions to AFHU and your support for our mission on behalf of The Hebrew University of Jerusalem truly changes the lives of young people and improves our world.

As Israel's premier institution of higher learning and research, Hebrew University (HU) provides students with a world-class education. As a result, extraordinary scientific innovations are taking place – from lifesaving advances in medicine to pioneering research in environmental science, agriculture and green energy. New generations are being educated to lead – in law, public policy, social work and the humanities.

As a dedicated supporter, you've helped to make this success possible. And as we prepare to mark the beginning of a new year, I urge you to help us do even more by making a gift to AFHU today.

Just consider Ariel. The son of immigrants who worked hard to support their family, Ariel served in the Israel Defense Forces (IDF) on the front lines. Returning from military service, Ariel feared his dreams of a university education were out of reach after his father lost his job. Fortunately, HU, helped by support from our community in the U.S., was able to offer a scholarship to this exceptional young man.


But not all bright and aspiring new immigrants like Ariel are academically equipped for a university education right away. For them, the innovative *Mechina* program at the Rothberg International School (RIS) can be of enormous educational assistance. This intensive preparatory year is the largest and finest educational program of its kind in Israel. Students who do not have the benefit of a strong high school education become "university ready" by spending a pivotal *Mechina* year at RIS, acquiring the skills they need to thrive in a degree program.

(over, please)

Help donors connect with the mission

Mark Gold

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BAY CHAMPIONS


BAY CHAMPIONS RENEWAL REPLY FORM

To: Mark Gold, D. Env. President, Heal the Bay From: Mr. David B. Hunt
Mrs. Patricia Heaton-Hunt
C/O Reback, Lee And Co.
12400 Wilshire Boulevard, #1275
Los Angeles, CA 90025-1078

12XAD2RC
49960

YES! I am proud to renew my *Bay Champions* membership at the Marina level to help Heal the Bay meet the challenges of 2012. I've enclosed my membership renewal of

\$500 \$1,000 Other \$ _____
Marina Level Ocean Level

I am unable to renew my membership at the Marina level, but I am continuing my support for Heal the Bay with a contribution of \$ _____.

Please see reverse to pay with credit card and help us save resources and reduce costs.

1444 9th Street | Santa Monica CA 90401 | 800 HEAL BAY | www.healthebay.org

BAY CHAMPIONS


PROTECT WHAT YOU LOVE

Bay Champions is Heal the Bay's circle of extraordinary community leaders. Members contribute gifts of \$250, \$500, or \$1,000 to provide the financial foundation for Heal the Bay's core programs and initiatives to ensure safe, healthy and clean beaches and coastal waters ... now and for generations to come. Please read more about the benefits of membership on the back. ➔

“One thing I learned in my lifetime of activism, change doesn't come easily. But without it, the environment will continue to degrade ... along with our quality of life.”

— Heal the Bay Founding President
Dorothy Green

www.healthebay.org



Dear Mr. Hunt and Mrs. Heaton-Hunt,

I recently shared with you – one of Heal the Bay's most committed supporters – a story of seeing a blue whale swimming in a Bay that was once so polluted it had a dead zone at the sea floor. Still marveled by that amazing sight, I've enclosed a photograph taken that day.

After all, it's your support as a Bay Champion that makes successes large and small possible. I hope the photo gives you a sense of all that we have accomplished so far.

But, while the many blue whale sightings this year remind us why perseverance is critical, we need to keep fighting for our Bay.

That's why I hope you will renew your support as a Bay Champion at the Marina Level with a gift of \$500, so we can put your gift to work right away ...

... fighting for the passage of the single-use plastic bag ban in the City of Los Angeles this March, and across the state this year, stepping up community action efforts like our Annual Coastal Cleanup Day, expanding our successful MPA (marine protected areas) Watch volunteer program, opening the Santa Monica Pier Aquarium's new interactive watershed exhibit, and so much more.

It's people like you who hold the promise of our coastal waters and pristine natural environment in their hands! So, please renew your Bay Champions membership today to ensure our Bay and beaches stay safe, healthy, and clean.

Sincerely,



Mark Gold, D. Env.
President

P.S. If our letters crossed in the mail and you've already renewed, thanks for your continued commitment. Please enjoy the enclosed photo of how your dedication has helped!



Help Donors learn what larger gifts can do

Cultivate and upgrade

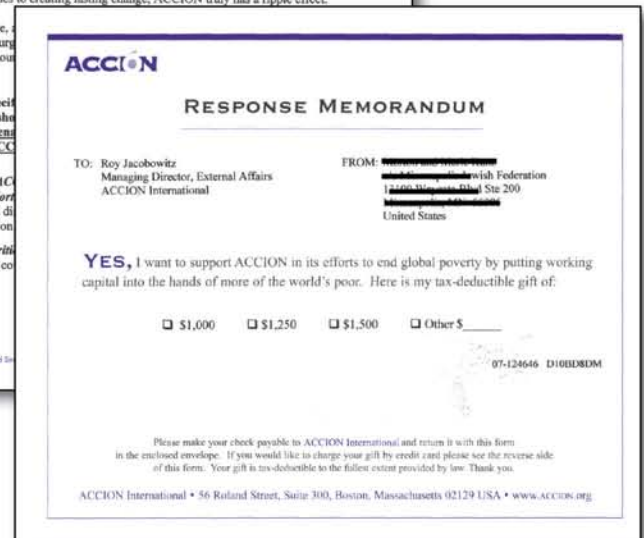
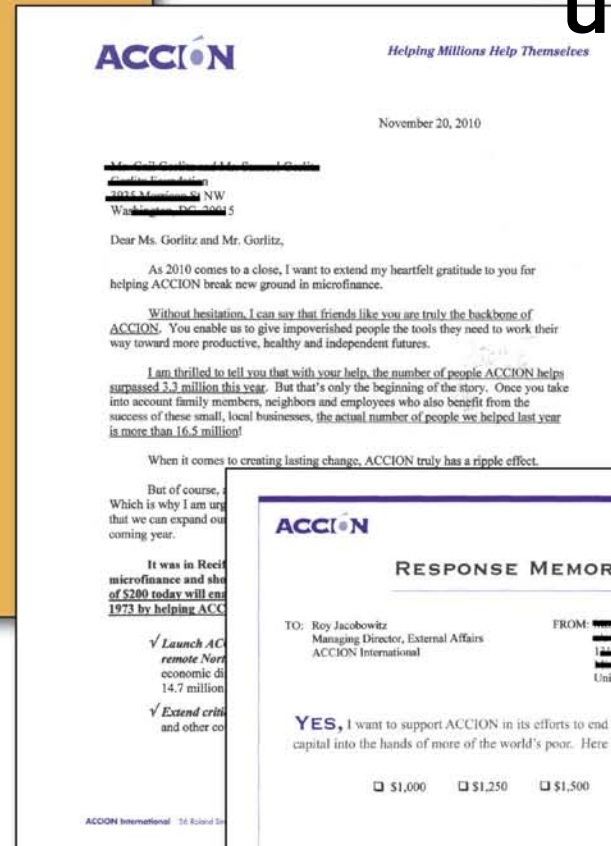
FIRST CLASS POSTAGE



Most people in the world are born into poverty. Few are given a real chance to pull themselves and their families out of poverty. You gave ACCION that chance.

Thank you for all of your support of ACCION and our mission to eliminate poverty worldwide.

Photo: John Rose for ACCION International



Thank You!



Tiffany Neill

Partner

Lautman Maska Neill & Company

202-296-9660

tneill@lautmandc.com