

LAUTMAN MASKA NEILL & COMPANY
@ DMFA BROWN BAG LUNCH SERIES

OCTOBER 21 · 2013

Logistics

- Our clients send 4-5 December emails
- In November, emails tend to support year-end mailing.
- In December, emails “stand alone” and focus on 12/31.
- Simple segmentation is helpful:
 - Donor vs. Non donor
 - DM vs. Non DM recipient
 - Low Dollar vs. High Dollar vs. Sustainer
 - By Affinity

From: PCRM President Neal Barnard, M.D. [mailto:neal@autmandc.com]
Sent: Wednesday, December 12, 2012 10:55 AM
To: Lesley Hostetter
Subject: It's absurd.

SIGN OUR PETITION TODAY!

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear Mr. Llewellyn,

What I'm about to tell you is outrageous but true.

Animals could be forced to "smoke" in terrible tobacco experiments. And our own government is allowing it—actually recommending it!

In this day and age, it is very clear that tobacco is bad for human health. But until the FDA makes drastic changes, rats and mice and even monkeys could be subjected to experiments that force them to inhale smoke for hours at a time.

This is a big deal. And PCRM cannot with good conscience stand by and watch this happen. [If you feel the same, then sign our petition to the FDA today. Ask them to stop recommending tobacco companies test on animals!](#)

We're calling this our No Butts About It campaign—this play on words is intended to show the absurdity of the situation. No animal should ever come near a cigarette butt, let alone inhale smoke all day.

I hope we can count on all PCRM supporters—and John R—to help us stop these outrageous experiments so we can save more animal lives!

Thank you for taking action quickly.

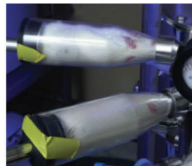


Neal Barnard, M.D.
President

CONNECT WITH PCRM



Share This



Do you agree that animals shouldn't smoke? Then, sign our petition now!



NO BUTTS ABOUT IT Animals Don't belong in Tobacco Research!

Did you know that the FDA recommends that tobacco companies test their products on animals? They do, and those tests are inhumane and ineffective. I just signed a petition to Food and Drug Administration Commissioner Margaret Hamburg, asking her to drop those recommendations.

Will you sign it too?

You have received an e-Card and message from Lesley Hostetter at lhstetter@autmandc.com:

SIGN THE PETITION!

LEARN MORE HERE

Sign the petition!

Help free animals from pain and suffering! Give now and your gift will be matched.

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear Ms. Dogood,

Fantastic news! We met our \$100,000 matching gift goal thanks to dedicated PCRM supporters like you.

And—thanks to our friends at Worldwide Priority Services—the challenge is now increased to \$125,000. [So you still have time to make your year-end donation go farther. Give now and your gift will be matched dollar-for-dollar.](#)

Donate Today and Make
TWICE the Difference!

\$20 becomes \$40
\$35 becomes \$70
\$50 becomes \$100
\$100 becomes \$200

Make a Donation

able to have the opportunity to up to \$102,500. I'm sure—with the funds we raise today will help save the lives of animals and people in 2013 by

got to put a stop to experiments on animals! It's inexcusable that our nation tests tobacco, painful medical procedures, and worse. There is a better way to keep animals safe.

our lifesaving work, including our No Butts About It campaign to spare animals from smoke—there's "no butts" about it!

["No Butts About It" photo card to Food and Drug Administration's which card to send!](#)

these cards, she'll realize the absurdity of testing tobacco on animals and call a

call us at 202-527-7374 to make your gift over the phone. We will have staff on hand, please leave a message and someone will call you back.

GET PCRM ACTIVE



Sign up for Action Alerts

Forward to a Friend

Improve Response Rates by
Engaging Donors BEFORE the Ask

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

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



*Joan today
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 at The Lillian Booth Home in the community room. You can just barely see her over the music stand of the baby grand 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 energetic elderly lady has had a remarkable impact on the Lillian Booth community. Today, she enjoys the camaraderie of fellow performing artists and entertainers. No longer alone, this year she will sit down to Thanksgiving dinner with her new 'family.'

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:

\$50 \$75 \$100 Other \$_____

1809699
H110831MX

San Juan, PR 00907-1400

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

Special Message from Joan at the Lillian Booth Actors'

*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 Act
for ever
in ente**

729 Seventh A
New York, NY
212.221.7300

Enclosed is
payable to Th

To give by cre
please see rev

Thank you fo

subject: share a favorite song this holiday season:

Email not displaying correctly? View it in your browser.

**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 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 side 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:

Thank you in advance for your generous support.

Stokes

Brian Stokes Mitchell
Chairman of the Board

P.S. Please help us be there for those in the perform

**The A
for eve
in ent**

**Create a 1-1 Connection
Authenticity Works**

Choose Your Favorite Card!

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear Ms. Dogood,

This year, we're asking you to help us pick the image for PCRM's 2013 Membership Card.

Vote NOW!

Choose your favorite from the three cards shown below. Then cast your vote!

PCRM 2013 MEMBERSHIP CARD
Chris Scott | Member Since 1986
I save the lives of animals!
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

PCRM 2013 MEMBERSHIP CARD
Chris Scott | Member Since 1986
Speaking up for voiceless animals!
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Your membership card is an important symbol of the work we do together in on which card you'll carry in your wallet in 2013. Every time you that you play a key role in saving lives by promoting better research and r

Which card should become the official 2013 PCRM Membership C

We must decide the winning card by midnight on Dec. 7 so please cast yo as all the votes are in.

Thanks for your participation. Your enthusiasm and commitment are an in of our work!

Sincerely,

Neal Barnard, M.D.
PCRM President

P.S. Not a current PCRM member? [After you cast your vote, please m your personalized membership card in the mail!](#)

CONNECT WITH PCRM

Facebook Twitter YouTube Flickr

Choose Your Favorite Card!

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear Ms. Dogood,

There are only a few hours left. I really want your opinion—so please let us know which Membership Card we should choose for 2013—by midnight tonight.

Vote NOW!

Cast your vote for your favorite from the three cards shown below!

PCRM 2013 MEMBERSHIP CARD
Chris Scott | Member Since 1986
I save the lives of animals!
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

PCRM 2013 MEMBERSHIP CARD
Chris Scott | Member Since 1986
Speaking up for voiceless animals!
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

PCRM 2013 MEMBERSHIP CARD
Chris Scott | Member Since 1986
PCR protects lives!
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

This is about so much more than a membership card—it's about the welfare of all living beings.

now. The first card, "I save the lives of animals!" is currently es in the next few hours so anything is possible!

vote, please make a donation of \$20 or more to receive

GET PCRM ACTIVE

Flickr Sign up for Action Alerts Forward to a Friend

PCRM's 2013 Membership Card!

PCRM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Dear Ms. Dogood,

We have a winner! PCRM is pleased to present the winning 2013 Membership Card, which received 54 percent of all the votes.

PCRM 2013 MEMBERSHIP CARD
I save the lives of animals!
PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Because you aren't a PCRM member yet, you won't automatically be getting a 2013 Membership Card.

But you've shown that you care about promoting ethical research and education, ending cruelty to animals in labs and classrooms, and advocating for lifesaving nutrition policies and practices. **So I hope you'll become a member with a gift of \$20 today so I can mail you your card!**

Your online support of PCRM has meant a lot to me. Today, I hope that you'll proudly support PCRM with a \$20 tax-deductible contribution. As a member, you'll join with other goodhearted individuals who help us:

- Stop the use of animals in medical education once and for all.
- Stand up to research facilities that cruelly experiment on innocent dogs.
- Persuade Congress to pass laws that promote lifesaving nutrition practices—to protect people and animals!

Your contribution of \$20 more will be used immediately to save animals and improve human health. Your gift will make an enormous difference.

Thanks in advance for joining with PCRM—I'll be so glad to have you on board!

Sincerely,

Neal Barnard, M.D.
PCRM President

Reinforce a Sense of Community and Interaction at Year-end