

**FUND RAISING DAY
IN NEW YORK**

2011

America's Premier
One-Day Conference
on Philanthropy

Unlocking the Secrets of Integrated Fundraising

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**Sponsored by
The Greater New York Chapter
Association of Fundraising Professionals**





- Vice President, Big Duck
- Adjunct professor, The New School
- Board member, NYC Anti-Violence Project
- Tweet @farra

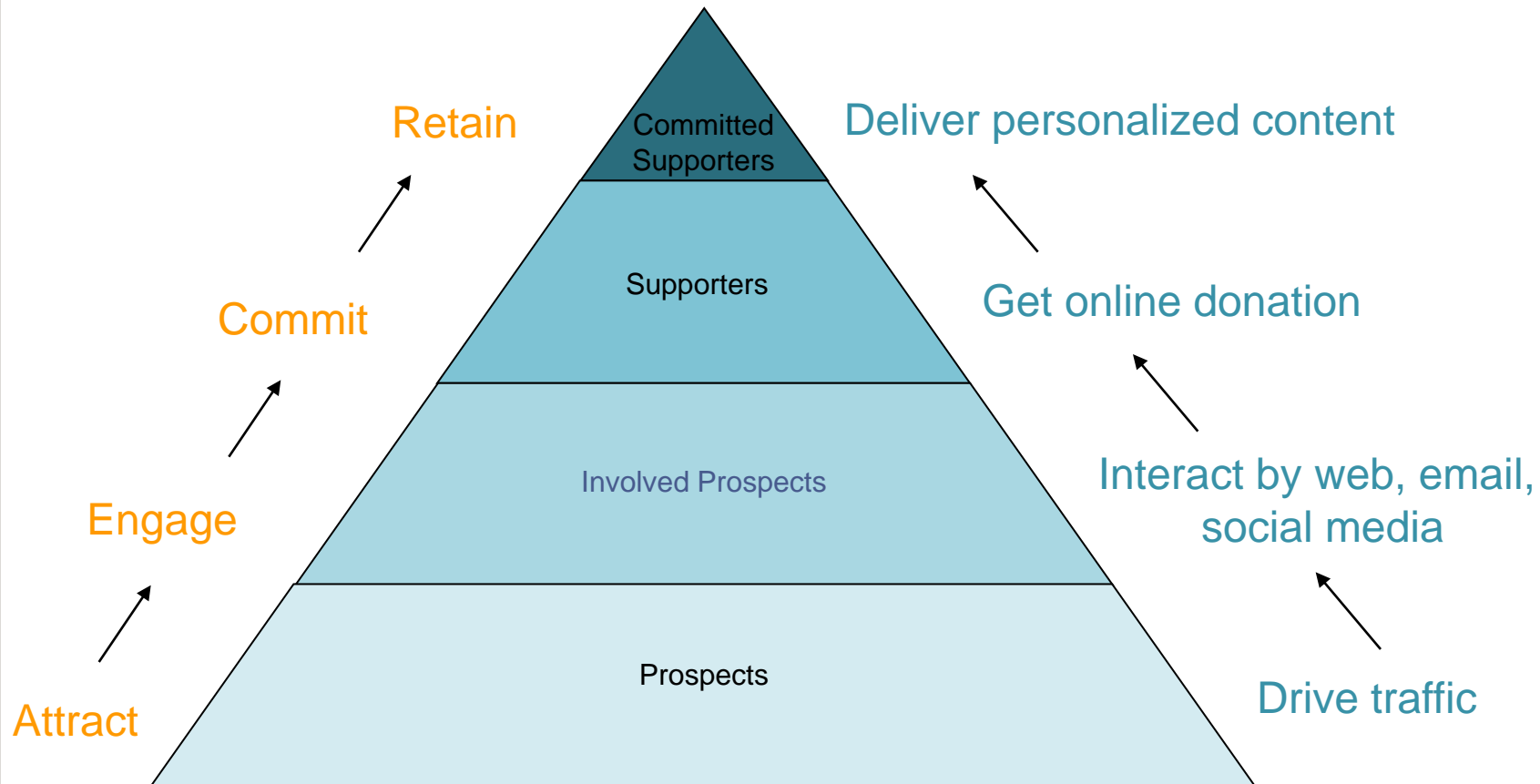
Overview

- What is integrated fundraising?
- Why should you care about it?
- How does it work? (Case Studies)

Raise your hand if you...

- Subscribe to at least 3 nonprofit email lists
- Have made a donation online
- Get text messages on your cell phone
- Collect emails through your website
- Process donations through your website
- Send out messages (enews, appeals)
- Have a page on Facebook, Twitter, YouTube
- Know people who are both donors + fundraisers

Raising \$ and building relationships





Know your audience



Definite Donor

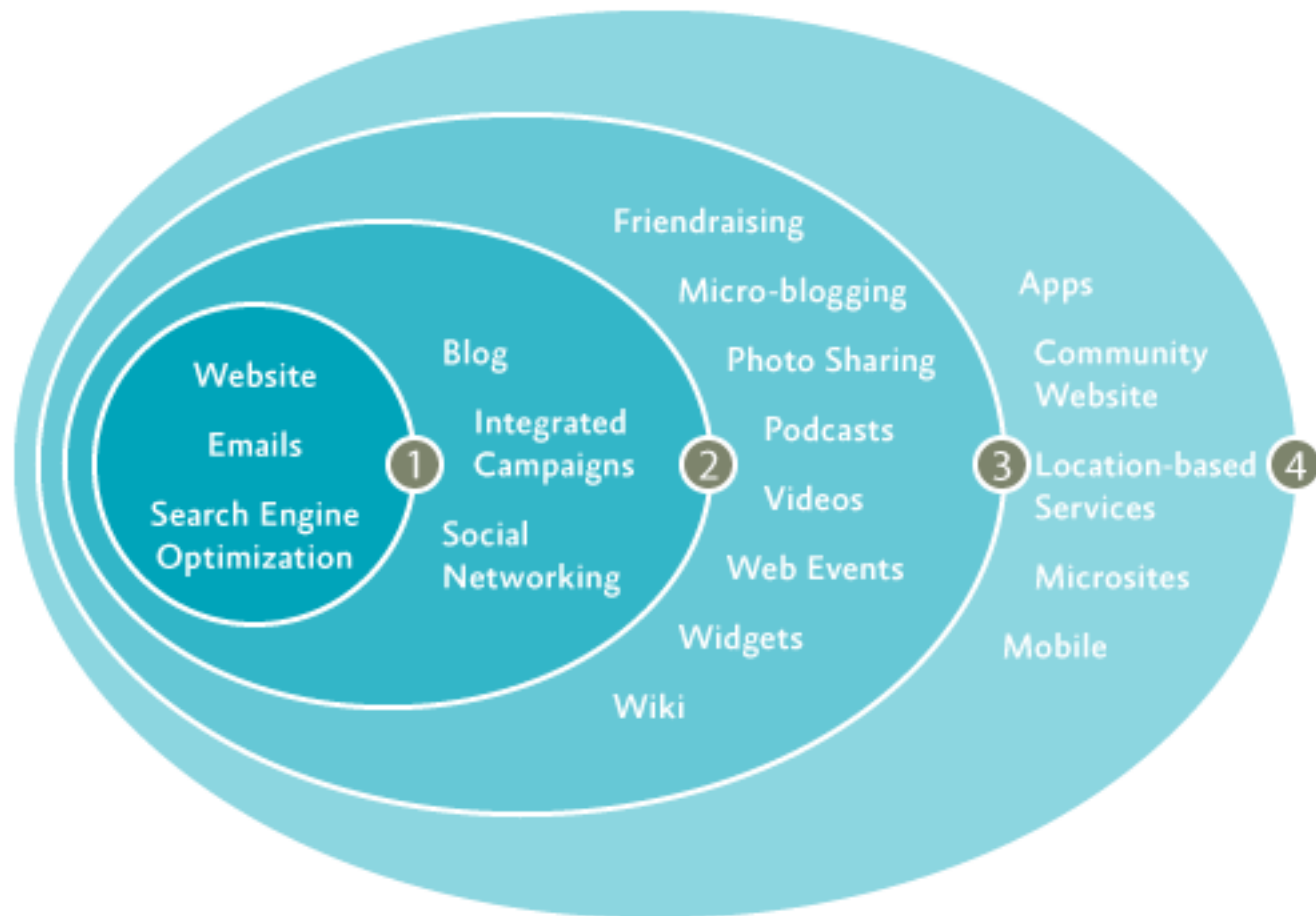


Likely Donor



“Maybe Later” Donor

Prioritize your online engagement



Create a calendar

Target Date	GOALS				Project	Audience	Theme/Creative Concept	Notes
	Names	\$\$\$	Action	Good will				
February								
2/8/10					Totallybaldacious.org		Site launch	
2/8/10		X	X	X	Campaign email #1	newsletter subscriber campaign; Alumni campaign	encourage people to go Totally Baldacious and set up fundraising pages; note: Local Chapter template available for current participant promotion	<i>if you want to get and incorporate feedback from Big Duck, send tests 1 week before</i>
2/8/10					LLS.org website	site visitors	post homepage feature barker; post press release; post Top Story blog post	<i>if you want to get and incorporate feedback from Big Duck, send tests 1 week before</i>
2/8/10					Facebook, Twitter, YouTube and Flickr	fans, followers, and subscribers	Conduct social networking sweep with campaign announcement; active ad for TB Fan Page; cross promote TB Twitter account	
2/8/10			X		LLS.org website - Community	site visitors, blog readers	LLS to post special announcement and write about campaign on @LLS blog all month long	<i>update all social networks when post blog updates</i>
2/8/10	X		X		Facebook, Google	external audiences	LLS ads launched for Totally Baldacious	<i>focus on 2-week push; extend if budget permits ar ads perform well</i>
2/8/10			X		LLS.org website - Community	site visitors, blog readers	LLS to post special announcement and write about campaign on @LLS blog all month long	<i>update all social networks when post blog updates</i>
TBD			X	X	Shavertown	Media, local politicians, community	invite press and others to event in town	<i>To be coordinated by Dan Kloris communications</i>
2/14/10			X	X	Campaign email #2	eNewsletter subscribers; TNT Alumni	Be Baldacious for Valentines Day; Donate, Feature on your Profile, Share	<i>if you want to get and incorporate feedback from Big Duck, send tests 1 week before</i>
2/14/10					Campaign email #3	Participants	Fundraising Competition, Share your story	
2/14/10			X	X	YouTube, Facebook and Flickr	viewers and fans	Donate, Feature on your Profile, Share - promote Twitter rally at 2:14pm on V-Day	<i>To be coordinated by Dan Kloris communications</i>
TBD			X	X	Terri Cousin	Media, local politicians, community	press conference and kick-off of Totally Baldacious weekend	<i>To be coordinated by Dan Kloris communications</i>
2/14/10	X	X	X	X	Valentine's Day		post messages on Facebook and Twitter to get people to Donate and Bald Yourself; host	

But why care about all of this?

- Overall giving declining, but online still growing
- Average gift size still bigger, but dropping
- Biggest giving still around disasters, December
- More orgs asking donors to recruit support online, give via social media
- Gifts above \$1,000 are increasing*

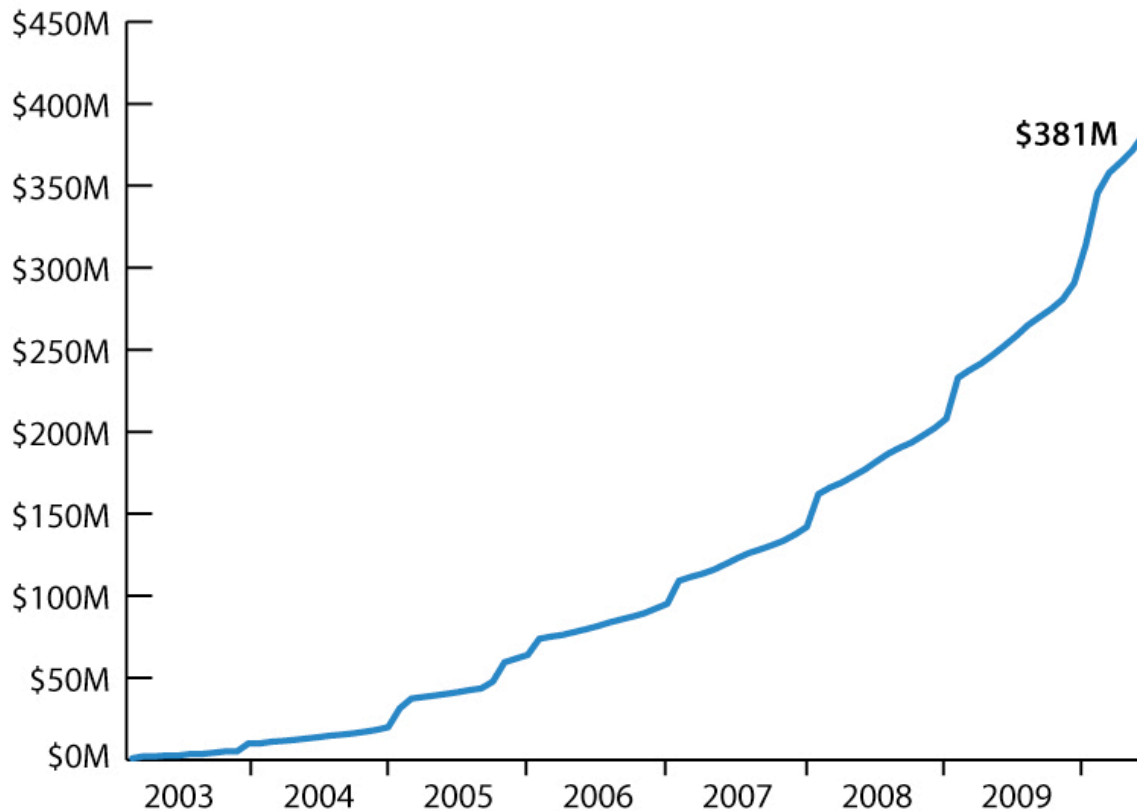
Online donors are typically...

- Younger
- Earning higher incomes
- Giving bigger gifts
- Easier to get... harder to keep
- Likely to renew through mail/other channels

But this is likely to evolve

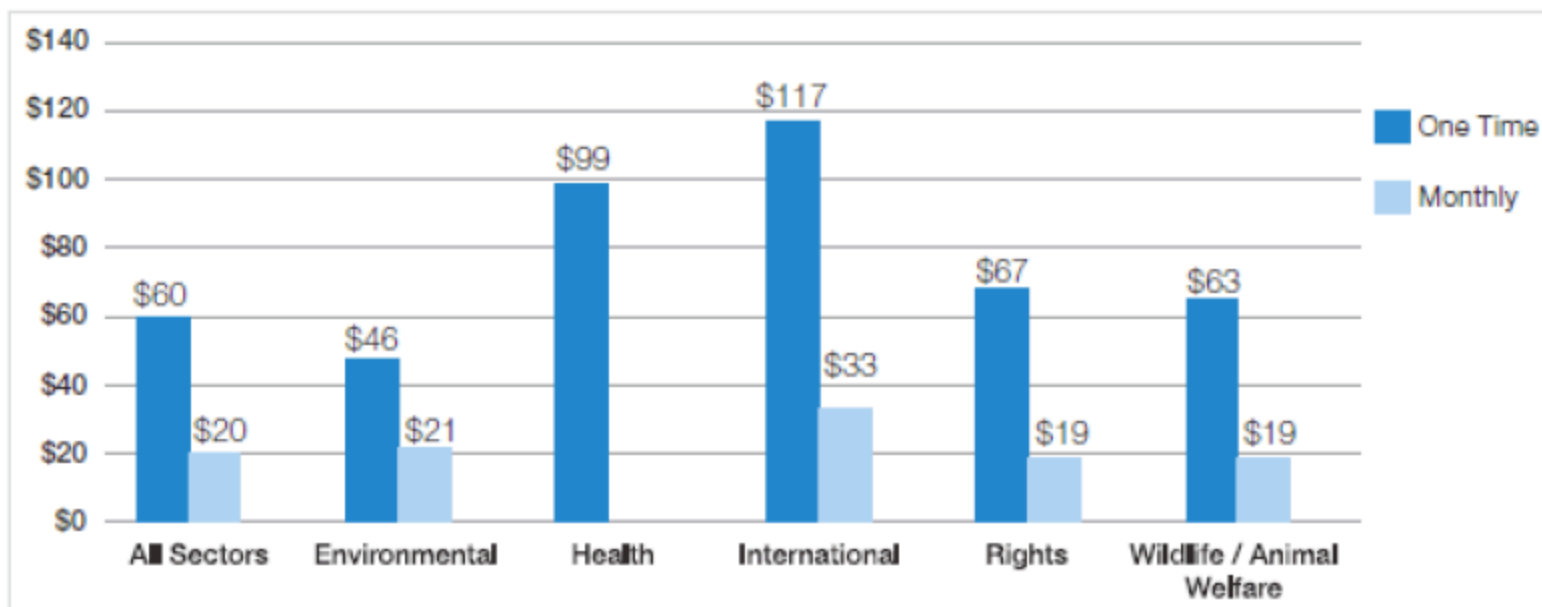
Online Giving Growth (2003-2009)

Cumulative donations through Network for Good yielded an average annual growth of 56%. The visible "stair steps" represent the annual December surge in giving, as well as Hurricane Katrina giving in 2005.



www.OnlineGivingStudy.org

Average Online Gift – One-Time vs. Monthly By Sector



M+R

STRATEGIC SERVICES

N TEN

Nonprofit Technology Network

14

@MRCampaigns

#2011bench

Source: 2011 eNonprofit Benchmarks Study, 03/11

Social Media & Text Messaging



1000

Email Subscribers



110

Facebook Users



19

Twitter Followers



19

Mobile Text

@MRCampaigns

18

#2011bench

% who get info through channel with top charity

% importance (among those who get)
% very important - blue

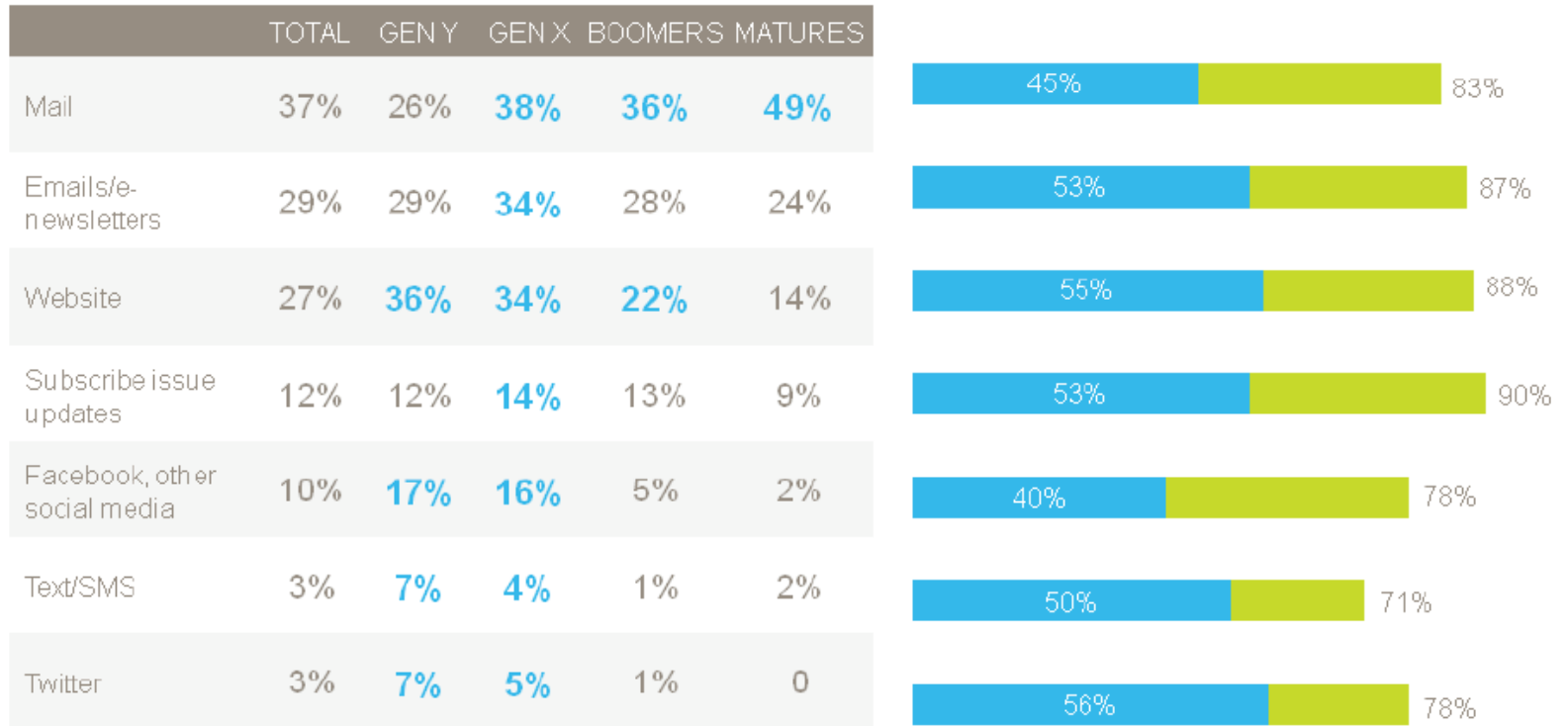


Figure 6: Top Charity Information Channels by Generation
(blue numbering represents statistically significant difference)

Source: <http://www.convio.com/signup/next-generation/next-generation-resources.html>, 03/10

Donors want to know...

- What is your org aiming to accomplish?
- What are your strategies for making this happen?
- What are your org's capabilities for doing this?
- How will your org know if you are making progress?
- What have/haven't you accomplished so far?

Parent Project Muscular Dystrophy

LEADING THE FIGHT TO END DUCHENNE



one voice



Each of us has a voice in the fight to end Duchenne. We are parents, grandparents, siblings, friends, doctors, researchers, and caregivers. Some of us have Duchenne ourselves.

And we all want one thing: we want to end Duchenne. We are many voices. But in this fight, we are all one voice.

Raise your voice with us and support our efforts, by making a donation today at ParentProjectMD.org/OneVoice.

We must—and we will—end Duchenne.

ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Fara,

Just days away from Thanksgiving, I'm sure many of you feel like I do—exhausted by the hustle and bustle of holiday preparation, knowing that there is still another month of running around to do.

But I'm hoping you'll stop for just a minute. Really stop—and take a moment with me to reflect on what we, as a community, have to be grateful for this year.

Years from now, when I look back at 2010, I will think about you—the Duchenne community. **This year, more than any other, I have felt people come together for one common goal: We're uniting as One Voice to end Duchenne.**

One Voice.

No two words better capture 2010 and the work we have done together.

You are part of that voice. Whether you are a parent, brother, sister, friend, researcher, scientist, care provider, donor, member of Congress, marathon runner, teacher, or someone living with Duchenne. You are our voice. And we are One Voice.

I am so thankful for what that unity has helped us accomplish this year. And that's why, through an online card called a Fobabble, I've recorded a short message about what One Voice means to me. **It is my message of thanks to you and your family.**

[I hope you'll check it out—and consider adding your own message, too!](#) It's easy. All you need is an internet connection and a microphone on your computer.

All you have to do is look at the progress we have made this year alone to know the definition of "One Voice."

[I've written out a list of specific accomplishments on my blog.](#) I think you'll agree that it's a pretty impressive list. But what's most important about the accomplishments is this, nothing on the list could have been accomplished by one individual—or even one group.

It has been possible only because we worked together. Because your family joined ours.

One Voice.

As a parent of a child with Duchenne, I know it is hard to see the silver lining, especially when so many days seem to be darkened by the black cloud of this disease. But if you take the time to look, if you take the time to pay close attention, you will notice the small, everyday miracles that surround you.

Sometimes it is the sound of your child's laugh or a brilliant observation only a child would make. Other times, it may be news of a clinical trial that could potentially help treat your son. Each day has its moments to be thankful for.

We are working together. We are working tirelessly for our children. We are working as One Voice.

And for that I am truly grateful.



Winnest Holiday Wishes,

Pat Furton
Founding President & CEO
Parent Project Muscular Dystrophy



I hope you'll watch my message of thanks—and consider adding your own!

Our Mission: To improve the treatment, quality of life and long-term outlook for all individuals affected by Duchenne muscular dystrophy through research, education, advocacy and compassion.

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401 Hackensack Avenue, 9th Floor, Hackensack, NJ 07601

Forward is a Good. Was this e-mail forwarded to you? [Subscribe Today.](#)



Parent Project Muscular Dystrophy

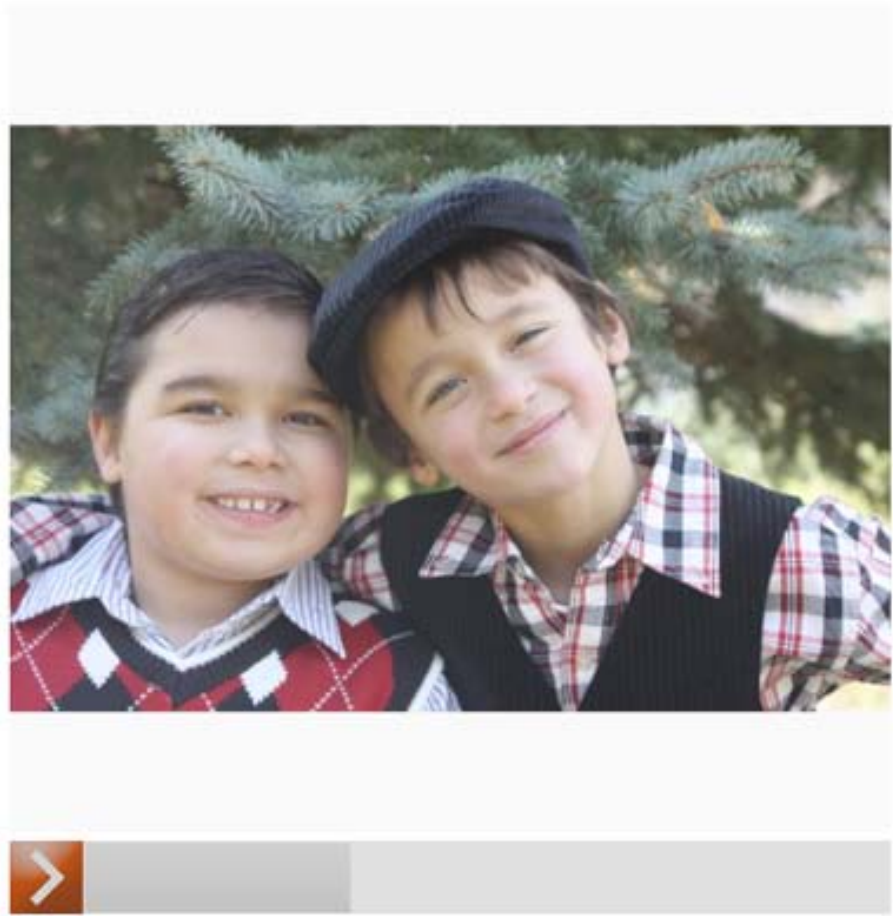
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Tags: garofalo danny smmy pprnd cardiac heart

Happy Thanksgiving from the Garofalo's



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Happy Thanksgiving ... 442 views

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More Fotobabbles



Happy Thanksgiving ... 442 views



Happy Thanksgiving ... 442 views



How to Share Your V... 203 views

Even More...

A COMMUNITY UNITED TO END DUCHENNE

Parent Project Muscular Dystrophy

- HOME
- MY PROFILE
- CONNECT
- WHAT'S NEW
- PPMD WEBSITE
- DONATE

All Blog Posts My Blog

+ Add

Welcome to PPMD Community

Sign Up
or Sign In



Giving thanks.

Posted by Pat Furlong on November 23, 2010 at 1:00pm
[View Pat Furlong's blog](#)

Deepest thanks to you, the PPMD family, for coming together to speak in One Voice over the past year. I had one conversation this year that really epitomized the idea of our community speaking as one voice. I've shared it with you through the Fotobabble video below.

Add to our voice, and **create your own Fotobabble "card"** to share what you're thankful for this year. It's easy.

It is because we have worked together that we've accomplished everything we have in 2010. Just look at what our community can do when we speak with One Voice:

- We published the Care Considerations to guide the experts, the primary healthcare providers, and all families.
- We are organizing a dissemination plan for the Care Considerations so that all children, all over the world, will have access to a higher standard of care.
- We gathered in Washington to discuss with Congress our progress to date and to enlist their help to provide FDA resources and expertise and to support a position within FDA for rare disease.
- We responded to Elizabeth McNeil, MD (OOPD)'s idea to organize a workshop with NIH and FDA to discuss exon skipping and how we might work together to expedite exon skipping for rare mutations.
- We were able to provide block grants to clinical sites to facilitate recruitment for Acceleron's ACE 031 trial and that plans are underway to provide block grants for additional sites in other clinical trials in 2011.
- The Duchenne Therapeutic Development Meeting was added to our already comprehensive Annual Connect Conference, providing a scientific track that hosted some of the most brilliant minds in Duchenne research and care.
- We promoted and participated in the Treat NMD TACT review.
- We organized a Task Force with healthcare providers and other neuromuscular disease groups to promote early diagnosis.
- We facilitated and provided support for the development of an access program for ataluren.
- We partnered to support the Follistatin gene therapy trial at Ohio State University.

I hope you'll watch my message of thanks—and consider adding your own!

Need help using this community site? Visit [Ning's Help Page](#).



MEMBERS

[View All](#)

Duchenne Connect

Testing, treatment, and trials.

[Learn more](#)

ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Farra,

During this holiday season, we are especially reminded how precious family is and how precious our children are.

Earlier this year—even as the Duchenne community was pushing forward promising research, clinical trials, and other amazing achievements—we were receiving terrible news. In the past four months alone, we have lost six boys due to cardiac complications.

None of them had yet reached the age of 15.

Heart issues don't just affect some of our boys; they affect all boys with Duchenne. And, in fact, even carrier moms and daughters can eventually develop heart problems. **We must face these issues of the heart as one community—as One Voice—and come together to find answers.**

That's why Parent Project Muscular Dystrophy is starting a new \$2 million cardiac initiative in 2011. But to fund the vital research and advocacy at the core of this effort, we need your help.

[Our goal is to raise \\$100,000 to launch our cardiac initiative by December 31st. Will you make a gift to kick-start this vital new effort?](#)

We cannot afford to let these precious lives slip through our fingers.

For the cardiac initiative, Parent Project Muscular Dystrophy will work with leading pediatric cardiologists, researchers, thought leaders, and the entire community to address the problem.

[When you donate to our new cardiac initiative](#), your money will help us fund vital research, support advocacy efforts with NIH funding, build consensus around care for the heart, and inform our community—including physicians around the world—about overall findings.

Every penny we raise online during this holiday season—and we're hoping for at least \$100,000—will be put toward this urgent cardiac initiative. We're not naïve. We know that it will take so much more to combat the heart issues every boy faces. But we have to start somewhere. And although we've taken great strides in improving and extending the function of our sons' bodies, we need to make sure their hearts are strong and healthy enough to handle the advances.

We've seen how powerful our community can be when we speak in One Voice. Let's save some hearts this holiday. [Make a tax-deductible donation today.](#)





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One Voice to End Duchenne

ParentProjectMD 34 videos



Like Share Embed **2,158**

ParentProjectMD November 30, 2010 6 likes, 0 dislikes
It's your voice to end Duchenne. Maybe you're a parent or sibling of a young ...

Donate to this organization

Choose Donation

Google Checkout

[Learn more about YouTube Nonprofits](#)

Suggestions

Micah and Addison's Story
by ParentProjectMD
14,038 views Featured Video



BrainPOP animation about Duchenne Muscular Dyst...
by ParentProjectMD
63,240 views



Sam's Day 2010
by ParentProjectMD
230 views



Stretches for Duchenne Muscular Dystrophy
by ParentProjectMD
69,764 views



Introducing Our Pledge to End Duchenne
by ParentProjectMD
3,161 views



Insane car battery hack
by daneboe
3,560,071 views



VCR Hack!
by daneboe
2,291,673 views



Justin Hines - Say What You Will
by JustinHinesVEVO
74,123 views



ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Farra,

We have amazing news.

You may remember we recently announced our ambitious goal: to raise \$100,000 to kick off our new cardiac initiative.

And now—in addition to helping strengthen the hearts of boys with Duchenne—you have even more reason to give today. I am thrilled to tell you that **the Getler family has just called and offered to match all online donations, up to \$50,000, to help us reach our goal!**

Your \$50 becomes \$100, \$100 becomes \$200, \$250 becomes \$500, and so on. [Will you donate now to double the power of your voice to end Duchenne?](#)

The Getlers' offer is a perfect example of the power our community can wield when we work together as One Voice.

Like most people whose families have been affected by Duchenne, the Getlers understand the daily challenges that come with it. Bob and Ruth Getler's son Kyle (pictured above) was diagnosed just this past June at the age of six. Since the diagnosis, they have thrown themselves into the fight to end Duchenne, hosting fundraisers, creating a guide for parents to help navigate the United Way system, and connecting to our community to give and receive support.

Even in the short months since Kyle's diagnosis, the Getlers have seen the importance of coming together as One Voice—and doing something that will help all boys with Duchenne, no matter the genetic mutation. Bob said to us, "That's why this initiative is so important. Heart issues affect all boys. After all, the heart is a muscle too."

By taking the Getlers up on their offer, you can help push research to keep boys' hearts strong and extend their lives.

[Give online before the December 31st deadline, and your tax-deductible donation will go twice as far.](#)

We are many voices, and yet just One Voice in this fight. Thank you for adding yours.

Let's save some hearts!



**HAVE YOUR GIFT
DOUBLED TODAY!**

From: Pat Furlong, Parent Project Muscular Dystrophy <will@parentprojectmd.org>
Subject: **Amazing-- a second match!**
Date: December 21, 2010 10:42:52 AM EST
To: Farra Trompeter
Reply-To: Pat Furlong, Parent Project Muscular Dystrophy <will@parentprojectmd.org>

Dear Farra,

When Rick and Lella Ginder read the email below -- announcing that the Getler family was matching all gifts up to \$50,000 to kick-start our soon-to-be launched cardiac initiative -- they stepped forward with an additional \$50,000!

Thanks to the Getler's and Ginder's tremendous generosity, we have a chance to start our cardiac initiative with \$200,000. Imagine the hearts that could be healed and the hearts that could be saved.

We have raised \$38,800 online so far - so it's up to the rest of our community to help take advantage of these amazing matched funds. No gift is too small.

We are so deeply grateful for every penny this community donates to our fight to end Duchenne and to help us buy time with our sons. May the spirit of the season continue to bless you and your family. Thank you again for your generosity.

Warmest regards,
Pat Furlong

ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Farra,

We have amazing news.

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We are many voices, and yet just One Voice in this fight. Thank you for adding yours.



All the best,

Kimberly Galberaith
Executive Vice President

Let's save some hearts!



HAVE YOUR GIFT
DOUBLED TODAY!

Write a comment...



Parent Project Muscular Dystrophy AMAZING!! A second matching gift! Read more...



Parent Project Muscular Dystrophy: A Holiday Challenge

www.parentprojectmd.org

When Rick and Leila Ginder read the email below -- announcing that the Getler family was matching all gifts up to \$50,000 to kick-start our soon-to-be launched cardiac initiative -- they stepped forward with an additional \$50,000!

December 21, 2010 at 10:47am · Like · Comment · Share

Farra Trompeter and 25 others like this.



Cheryl Cliff Thank You for the Giving and the Gifts!!!

December 21, 2010 at 11:03am · Like · Flag



Raktim Singh Thank you Ginder and Getler family. Also a big thanks to PPMd for leading the fight for us.

December 21, 2010 at 11:07am via Facebook Mobile · Like · 2 people · Flag



John Woody Moore awesome

December 21, 2010 at 11:42am · Like · Flag



Allison Newman Kuller Fantastic!

December 21, 2010 at 6:00pm · Like · Flag

Write a comment...



Laura Hermann "Hello, my name is Laura and I have a younger brother with Duchene muscular dystrophy. I am a nursing student at the University of Vermont working on an undergraduate research project looking into the experiences of people who have grown up with siblings who have Duchene muscular dystrophy. The study is anonymous and d..."

Parent Project Muscular Dystrophy Launches Critical Cardiac Initiative in 2011 - December 2010

Research

Getting to the Heart of Muscular Dystrophy

University of Missouri School of Medicine professor Dongsheng Duan, Ph.D. has received a \$2.1 million grant from the NIH to help him develop a new synthetic gene that prevents heart muscles from weakening as a result of Duchenne. As many as 40% of patients with Duchenne die from heart failure because their weakened cardiac muscles can't pump enough blood to sustain life. This gene would benefit both cardiac and skeletal muscle. Earlier this year, Dr. Duan received an [End Duchenne Grant Award](#) to help him continue this cardiac study before resubmitting it to the NIH. To date, every recipient of an End Duchenne Grant Award has gone on to receive funding from the NIH. Congratulations to Dr. Duan! [Learn more about Dr. Duan's work.](#)



Current Concerns in Therapy of Neuromuscular Disorders

In light of the promising treatments on the horizon for Duchenne, Annemieke Aartsma-Rus recently published an article in ScienceDirect to explain that the preliminary introduction of incompletely tested drugs, while exciting, may lead to dangerous and harmful situations and endanger the continuation of drug development if not properly put through clinical trials. PPMD President Pat Furlong served on a committee of Duchenne experts to compile this informative article that insists treatments be put through well conducted trials to confirm safety and efficacy. [Read the article.](#)



Six Minute Walk Distance Validated as Outcome Measure

Data published in the December issue of the medical journal *Muscle and Nerve* confirm the utility of the six-minute walk distance as a clinically meaningful endpoint in Duchenne and Becker muscular dystrophy. The study was conducted at the University of California-Davis, sponsored by PTC Therapeutics, and funded in part by a grant from PPMD. [Continue reading the release.](#)



Phase III Trial Announced for Skipping Exon 51

A Phase III, randomized, double blind, placebo-controlled clinical study to assess the efficacy and safety of [GSK2402968](#) in subjects with Duchenne resulting from a mutation thought to be corrected by exon 51 skipping has been announced. The trial is not yet recruiting. Visit the [Clinical Trials website](#) for updated information. Please remember that your best resource for clinical trials is [DuchenneConnect](#) linking our entire community — patients and families, medical/research professionals, and the medical/pharmaceutical industry, and bringing you the latest information about current treatments and clinical trial opportunities. [DuchenneConnect](#)

Donate Now

Forward to a Friend

PPMD News



PERSON of the MONTH



In early 2011, PPMD will be launching a new \$2 million cardiac initiative. This initiative will include funding vital research, supporting advocacy efforts with NIH funding, building consensus around care for the heart, and informing our community—including physicians around the world—about overall findings. To this end, we have

Duchenne Connect

Testing,
treatment,
and trials.

➔ Learn more
and register
online today.

ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Friends,

My name is Bob McDonald. I am a Board Member of PPMD, a physician, and the father of nine beautiful kids. My wife, Annette, and I found Parent Project Muscular Dystrophy after our youngest son Mark was diagnosed with Duchenne.

I am writing you because today is the birthday of an extraordinary woman, Pat Furlong, founder and president of Parent Project Muscular Dystrophy.

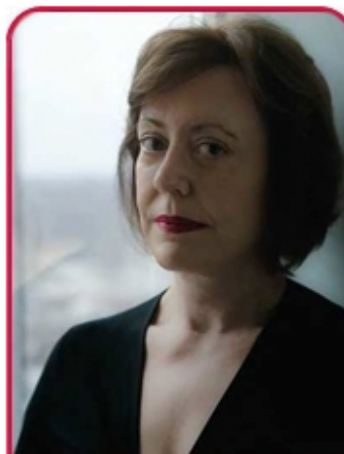
I wanted to tell you about a wonderful article in *The New Yorker* magazine profiling Pat that has just come out in their year-end double-issue called "World Changers". The article, aptly titled "Mother Courage", tells Pat's story...and, in telling Pat's story, it helps to tell all of our and our sons' stories. To read the article, you have to subscribe to *The New Yorker* online. You can, however, [read the abstract](#) for free online and then head to your local bookstore or newsstand and pick up the December 20/27, 2010 issue which should be out by now. Why can't Wikileaks post stuff like this for free?

The article talks about Pat's never-ending quest to end Duchenne; from the diagnosis of her two sons through today. It is compelling, candid, and at times brought back the same tears and emotions that, like all of you, seemed to suck the winds of life from our hearts. The initial parts of the story outlining Pat and her husband Tom's horror at realizing their only two sons had Duchenne and that there was NOTHING available for them, except waiting for an inevitable loss of function and an early death, really hit home. Like Tom, I diagnosed our son and was in shock at the thought.

But the empty landscape of "no hope and no help" was never accepted by Pat. The article does a great job telling the story of a fledgling group of parents, led by Pat, that "forced the issues" and created, for the first time, standards of care for our sons. They brought together scientists and physicians from around the world, along with larger scale funding through the MD-CARE ACT, to create the infrastructure that has led to 50 active studies in Duchenne today and is the springboard for truly promising therapies.

I know from my personal dealings with Pat of her absolutely tireless efforts to push the envelope and prod researchers, scientists, regulatory agencies, pharmaceutical companies, and anyone that might be able to help all of our sons to grow up to be men with their own children and bring about the day when the word Duchenne no longer brings tears to our eyes.

Whenever anyone in this community is featured in a national publication, on television, in the local press or even in a blog or on Facebook, it is a victory for our sons by creating awareness and it is important. My family has really embraced the idea of One Voice to End Duchenne because we know it is essential to work together as a community to give Mark and all the young men with Duchenne the resources, talents, support



DONATE TODAY

ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Farra,

As many of you know, I'm Parent Project Muscular Dystrophy's board chair, and my son Sam has Duchenne.

Like any parent, I want to do anything I can to keep Sam and other boys with Duchenne healthy. And that's why I'm writing you now.

With New Year's almost upon us, **we only have three days to [take advantage of the Getlers' and the Ginders' generous \\$100,000 matching grant](#) to help kick-start our new cardiac initiative in 2011.** But as of today we're still \$24,250 short of our new goal to launch this initiative with \$200,000.

Our community desperately needs to get to the bottom of the heart issues that affect every boy with Duchenne. We've made great progress so far, but we can't meet our goal without your help. Your gift now will make twice the difference for all boys with Duchenne.

[Please, join us by making a final end-of-year tax-deductible donation today.](#)

This year has hit home just how crucial it is that we advance heart research for boys with Duchenne. In the past four months alone, our community has lost six boys due to cardiac complications.

It has to stop. That's why my own family has donated \$10,000 to help get this cardiac initiative up and running. And if we can count on you to add your support as well, Parent Project Muscular Dystrophy will have the funds they need to work with leading pediatric cardiologists, researchers, thought leaders, and the entire community to address the problem.

[Please, have your tax-deductible gift doubled to help kick start our cardiac initiative in 2011.](#)

PPMD is dedicated to uniting the Duchenne community, and **one of the things that makes me so proud to support this great organization is that when they see a community need that isn't being met, they take action.** This program to keep young hearts healthy is just the latest example.

Thank you for being a part of the PPMD family—and mine.

Help put us over
the top!



**Give by midnight
December 31st
to have your
tax-deductible
gift doubled!**

ONE VOICE TO END DUCHENNE

Parent Project Muscular Dystrophy

Dear Farra,

Thank you for being part of the PPMD community. **And thank you for speaking in One Voice to kick off the New Year.**

It was another season of surprises. When Bob and Ruth Getler offered their initial \$50,000 match for our new heart initiative, we didn't expect Rick and Leila Ginder to extend the match with \$50,000 of their own.

Making the most of this match was up to you and, as you so often do, you came through and gave more than \$156,000 to kick off our cardiac initiative.

We were amazed by your show of support. **Your generosity not only doubled our original goal, but with the matching funds we now have over \$250,000 to save hearts in 2011!**

During 2010, we had some setbacks and suffered much heartbreak. But even through the darkness, we see the light of hope. You—the PPMD community—are that light. And when we see you come together as One Voice, we know that this is a fight we can—and will—win.

Every day, and especially during the holidays, you give us the strength to keep moving forward. Because of you, we will end Duchenne.

We are many voices, and yet in this fight, we are just One Voice. Thank you for being part of that One Voice, thank you for joining our effort to save hearts, and thank you for all that you do.



Here's to a happy and healthy 2011,

Pat Furlong

Results

- \$471,175 raised
- \$267.77 average gift (online)
- Response rates: 242% above industry standard

Lessons Learned

- Community continues to respond well to matching gifts. In 2011, introduce match in first appeal for an early start.
- Interactive element on Fotobabble attracted a lot of viewers, but ask to create a 'talking e-card' was too high. Next year, focus on an easier action throughout messages and landing pages.
- Average online gifts dropped 29% from 2009. Use custom gift-strings based on HPC in the future.

**TOTALLY
BALDACIOUS**
Shave one for the Team



*The Leukemia &
Lymphoma Society*



Totally Baldacious: Key Messages

Totally Baldacious

Shave one for the Team.

Why go Totally Baldacious

The Totally Baldacious Campaign is a fun way to help raise awareness and funds to help find a cure for blood cancer.

Why you should give Baldaciously

When you give Baldaciously, you're helping to save lives. Your support improves the lives of people with blood cancer.



Shave One For The Team

Do you know someone with cancer? Have you wondered how you can show your support? Here's a great way to demonstrate your love:

Go Totally Baldacious. When you "Shave one for the Team" you show your solidarity with cancer patients, raise awareness about cancer, and help raise money for The Leukemia & Lymphoma Society.

So guys, shave your heads. Gals, lighten up or color your hair to honor someone with cancer. If you're already bald, wear a temporary tattoo, shave your face or get creative.

You can also mix it up! Guys can color their hair, Gals can shave. Bald yourself virtually. However you want to do it is great. We're all on the same Team here, people.

Actor and acute myelogenous leukemia survivor **Evan Handler** is our Totally Baldacious National Spokesperson.

Amy Bartlett is the Totally Baldacious Honored Hero. Amy holds a special place in our heart as a non-Hodgkin lymphoma survivor who's also a multi-event Team In Training alumna! When Amy lost her hair during treatment, she found the silver lining...noting that, "When you're bald you don't have to worry about a bad hair day." Read more about Amy's story on the @LLS Blog.

Let Amy's winning spirit inspire you to go Totally Baldacious for cancer patients. There's no better way to show your love!



Evan

Amy

Evan Handler photo courtesy of Kirk Edwards/Shawline Networks

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Canadian Residents - Register Here

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Canada Site Refund Security Privacy Link Copyright Disclaimer



TOTALLY BALDACIOUS

Shave one for the Team

The Leukemia & Lymphoma Society



Be Baldacious

Show your love and solidarity with cancer patients. Use our Be Baldacious widget or [Facebook Application](#) to share your support of this campaign with your friends. Update your profile image and spread the word about the importance of funding life-saving cancer research.

Be Baldacious. Show your love and solidarity for cancer patients this Valentine's Day then ask your friends to do the same.
Simply upload a picture and alter to fit, or snap a photo using your webcam. Then [sign up for The Leukemia & Lymphoma Society's Totally Baldacious campaign](#) and help find cures.

1. Select your Picture

- From a file
- From my webcam

2. Position and Size Photo

Use your mouse and the controls below.

- Zoom: - +
- Rotate: ↻ ↶



3. Select Cap Color

Use the color selector to sample a color from your face to match your bald head.

Turn color selector on



4. Compose Emails

- I'm going Totally Baldacious
- I'm just balding myself and want to share

I'm showing my love for people with cancer by going Totally Baldacious and helping The Leukemia & Lymphoma Society find cures.
Baldacious enough to join me? [Participate](#) and give blood cancer patients hope. [Donate](#) and support life-saving research for cures. Show your Totally Baldacious love today.

- Download Image Only
- Preview / Share

From: Farra Trompeter
Subject: **Farra is Totally Baldacious. Are you?**
Date: February 14, 2010 4:25:58 PM EST
To: Farra Trompeter
Reply-To: Farra Trompeter

If you are having trouble viewing this email, you can see it [online](#).



I'm showing my love for people with cancer by going Totally Baldacious and helping The Leukemia & Lymphoma Society find cures.

Baldacious enough to join me? [Participate](#) and give blood cancer patients hope. [Donate](#) and support life-saving research for cures. Show your Totally Baldacious love today!



© 2010 Small Army for a Cause

- > **Register and go Totally Baldacious.**
- > **Be Baldacious.**

[Donate today!](#)



You have received this email because someone you know entered your email address at the website www.TotallyBaldacious.org. This site is operated by [The Leukemia & Lymphoma Society](#), the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services.

The Totally Baldacious campaign gets people to show their solidarity with cancer patients, through the simple act of shaving or coloring one's hair, to raise money for life-saving cancer research funded by The Leukemia & Lymphoma Society (LLS). When you support LLS, you help provide assistance to patients and their families, advance medical research and reduce the suffering of everyone affected by blood cancers.

The Leukemia & Lymphoma Society will not sell, rent, or share your information with any organization.



Be Baldacious. Show your love and solidarity for cancer patients, then ask your friends to do the same.

Simply upload a picture and alter to fit, or snap a photo using your webcam. Then sign up for The Leukemia & Lymphoma Society's Totally Baldacious campaign and help find cures.

1. Select your Picture



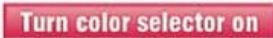
2. Position and Size Photo

Use your mouse and the controls below.



3. Select Cap Color

Use the color selector to sample a color from your face to match your bald head.



Invite your friends to help cure blood cancers.

Add up to 16 of your friends by clicking on their pictures below.





View Photos of Me (83)

Edit My Profile

nonprofit web/strategy geek

Information

Networks:

New School Alum '06

Birthday:

April 17

Current City:

Brooklyn, NY

Political Views:

Very Liberal

Religious Views:

Jew-ish

Website:

<http://www.BigDuckNYC.com>

Friends

1,088 friends

See All



Farra Trompeter

Wall

Info

Photos

Catbook

Boxes

Notes

+

What's on your mind?

Attach:



Share

Options



Farra Trompeter I'm Totally Baldacious for Valentine's Day. Will you join me?

<http://apps.facebook.com/bebaldacious/>

apps.facebook.com

apps.facebook.com

about a minute ago · Comment · Like · Share



Farra Trompeter I'm Totally Baldacious (<http://apps.facebook.com/bebaldacious/>)



Be Baldacious Photos

5 minutes ago via Be Baldacious · Comment · Like · Share



Farra Trompeter Give Valentine's a little meaning. Show your Totally Baldacious love for people with cancer today. It's fun and it matters!



Be Baldacious

Farra is Totally Baldacious. Are you?

Show your love and solidarity for cancer patients this Valentine's Day then ask your friends to do the same. Simply upload a picture and alter to fit, or snap a photo using your webcam. Then sign up for The Leukemia & Lymphoma Society's Totally Baldacious campaign and help find cures.

category: Helping The Leukemia & Lymphoma Society find cures

ratings: 5 stars

10 minutes ago via Be Baldacious · Comment · Like · Be Baldacious



Farra Trompeter Getting bagels for vday breakfast---but not these. Red baqels = scary

twitter

Login Join Twitter!



Show your love for cancer patients this Valentines Day - go Totally Baldacious online and tell your friends, see:

www.totallybaldacious.org

about 6 hours ago from web



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Welcome to John Walter's Fundraising Page

Milestone: Looking forward to fund with dignity in research

Please click here to make your donation!



John Walter
CEO and President

I'm Going Totally Baldacious! — But I need your help to reach my goal!

To show my love and solidarity for cancer patients I've decided to go **Totally Baldacious**. By raising funds for the life-saving cancer research supported by The Leukemia & Lymphoma Society, I will make a difference in the lives of everyone affected by blood cancers like leukemia, lymphoma and myeloma.

As President and CEO, I'm challenging my social network of friends and colleagues to help me reach my fundraising goal of \$50,000. Please, give today.

Then tell your friends just how baldacious you are by sharing the **Be Baldacious Widget** and spreading the word about the importance of finding cures.

For more information about LLS, please visit www.lls.org.



My Fundraising Progress and Status Report

- Number of donations received: 128
- Goal Achievement: 69% (\$34,309.00 of \$50,000.00)
- Number of Fundraising Page Visits: 1799



Please click here to make your donation!



Links on "The Leukemia & Lymphoma Society"



[Back to The Leukemia & Lymphoma Society](#)

Displaying 11 – 20 out of 117 links.



The Leukemia & Lymphoma Society

<http://community.lls.org/blogs/atlls/2010/02/24/it-happened-today--our-ceo-went-totally-baldacious>



The Leukemia & Lymphoma Society Community: @LLS: It Happened Today -- Our CEO Went Totally Baldacious
community.lls.org

Still fundraising to meet his \$50,000 goal, The Leukemia & Lymphoma Society President and CEO, John Walter, showed just how serious he was about showing solidarity with cancer patients by "shaving one for the team today."

February 24 at 4:54pm · [Comment](#) · [Like](#) · [Share](#) · [Report](#)

Todd Whitley and 99 others like this.



Kathie Volante Thats nice but how much of his salary does he donate to research for a cure? Its great to get donations but come on all these ceo's with big salary are taking money that could go into research.

February 24 at 4:57pm · [Report](#)



Natalie Bering Love it!
As a survivor, I hope he is getting paid well because if the LLS is run well, they'll be able to raise and donate even more money. Talent isn't recruited by offering below market salaries.

February 24 at 5:00pm · [Report](#)



Diane Kerstein He's the CEO of the LLC, not ING, Kathie.

February 24 at 5:02pm · [Report](#)



Mary Helen Williams Kathie Volante, John Walter makes \$343,056 a year. This information is available at <http://www.charitynavigator.org/index.cfm?bay=search.summary&orgid=3993>

February 24 at 5:03pm · [Report](#)



Ann Marie Moore Jones Many times the CEO of these Non-Profits give back more to the organization the work for then they could ever be compensated for. I think you would be surprised to find out how much of their salaries they donate back to the organizations they help run. Yes, there are some out there that are not so honest and dedicated but I think they shows up in ...

[See More](#)

February 24 at 5:08pm · [Report](#)



Sandra Aaron Kathie, speaking as someone who has

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The Leukemia & Lymphoma Society

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LLS President and CEO, John Walter, Is Going Totally Baldacious

From: @LLS | February 10, 2010

Friends, I wanted to write a blog post here to let you know that I have decided to take my support for people touched by cancer to the next level. I am going to shave my head as a participant in The Leukemia & Lymphoma Society's new [Read more at @LLS](#) »

Comments (2)



That's a real radical and incredible way to show your commitment!

By **Nicole R** Administrative Assistant & Oncology Coordinator at Memorial Hospital
posted 1 month ago
19 followers | [Follow Nicole](#) | [See Nicole's activity](#) »



My Son-in-Law did that a couple months ago, after he helped shave off the rest of my daughter's hair (that was falling out due to chemo) He went in the bathroom, grabbed the shaver and off it came... Of course, here in Wisconsin.. kind of cold for that in the winter.... (my daughter offered him some of her head scarves...) hee-hee

By **Karen Wenzel** Executive Realtor Realty Executives Integrity
posted 1 month ago
87 followers | [Follow Karen](#) | [See Karen's activity](#) »

Add a Comment:

Follow this discussion. Get notified about new comments.

Note: Email notifications will be sent to farra@bigducknyc.com [Change](#)

 or



Q & A with Totally Baldacious Honored Hero, Amy Bartlett

Posted by [Christine Lazzari](#) on Feb 8, 2010 11:12:23 AM

Do you know someone with cancer? Have you wondered how you can show your support? This Valentine's Day, we're launching an exciting new fundraising campaign - **Totally Baldacious**. When you shave or color your hair, you are showing your solidarity with cancer patients, raise awareness about cancer, and help raise money for The Leukemia & Lymphoma Society.

Amy Bartlett is the Totally Baldacious Honored Hero. Amy holds a special place in our heart as a non-Hodgkin lymphoma survivor who's also a multi-event **Team In Training** alumna! When Amy lost her hair during treatment, she found the silver lining...noting that, "When you're bald you don't have to worry about a bad hair day."



Read this Q&A with Amy:

LLS: In May you celebrate 3 years in remission. Congratulations! When you began treatment and lost your hair did anyone shave their head to show their solidarity with you?

Amy: Twenty of my male friends all let me shave their heads before my sister shaved mine in front of about 100 of my family and friends. I shaved mullets, mohawks, tails...you name it.

LLS: How did you feel when you realized that they were doing that?

Amy: The day I found out I was going to lose my hair I decided I wanted to throw a party and lose it on my own terms. Over 100 people showed up to the party. I was amazed and honored. When the boys lined up, it was so unexpected yet made the evening more fun. For us, it was about turning a sad part of cancer in to a happy memory. When I think of losing my hair, I go back and look at the pictures of the party. It was seriously one of the best nights of my whole life.

LLS: Part of the reason we've launched **Totally Baldacious** just before Valentine's Day is to spread love to our patients and raise awareness for the importance of showing support for patients. When you were undergoing treatment, how important was your support system to you?

Amy: Having a support system is extremely important. I am fiercely independent and had a hard time accepting help at first. Asking for help actually makes you stronger. It is not a sign of weakness. Knowing my friends shaved their heads to be "on my team" meant everything to me.





Broadcast Yourself™

totally baldacious

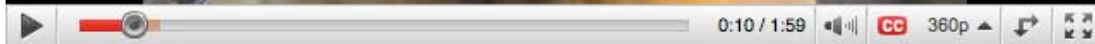
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Going Totally Baldacious



★★★★★ 3 ratings

256 views

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February 16, 2010
[\(more info\)](#)

I'm going Totally Baldacious to help fight cancer with the Leukemia & Lymphoma Society! Find out more at <http://www.totallybaldacious.com>

URL <http://www.youtube.com/watch?v=AMzPvcC>

Embed `<object width="425" height="344"><param`

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March 15, 2010

Running Away From Home Page

Microsites must be unique but tied back to your mission

By Kate Rogers



Friends and lovers alike scrapped their standard 1 and chocolates this past Valentine's Day in exchange razors and hair dye. Through the Leukemia and Lymphoma Society's "Totally Baldacious" campaign showed their love and support for cancer patients shaving or dying their hair. And for those afraid to plunge, the campaign created a widget that allow supporters to "bald" their Facebook and Twitter pictures, just for fun.

The campaign was designed with social networking key component. It launched on Feb. 8 using the r eMarketing for the White Plains, N.Y.-based charity microsite allowed the nonprofit to cut loose from standard marketing techniques, and educate constituents in a lighthearted, interactive

standard marketing techniques, and educate constituents in a lighthearted, interactive

"It allows you to break out of a current messaging mode that might be a little bit staid said. "We are using language that just doesn't fit in with our other sites. You can revitalize brand with a microsite in a complimentary way." Microsites, which have been used by for more than five years, are a unique way for organizations to create buzz for specific and campaigns. They can be effective in appealing to an audience that is different from an organization usually aims to reach. It can also combine the efforts of several different organizations under a single platform.

Nonprofit home pages are littered with missions, news, fundraising opportunities and Creating a microsite is a way to have a distinctive call to action, according to Mike Johnson president and co-founder of Hewitt and Johnston Consulting in Toronto. "Home pages: be horrific creatures with 67 links and fundraisers can't always catch enough eyeballs Johnson said. "Donors get distracted and move to different places. To make enough we have to get away from cluttered home pages and make destination pages."

Charities should also keep in mind that microsites are just a part of multi-stage engage and moving donors back to the original site is important, he said. "There's limited marketing dollars for an organization," Johnston said. "The impact has to be as effective and pre possible. Home pages are lower response, so we have to have places like microsites best results."

For holiday shoppers in search of giving dad something more useful than yet another this past Christmas BRAC USA came to the rescue with a microsite. Donors were asked enter an item they pledged not to buy during the holiday season on www.whatdidnot and donate the money they would have spent on a pair of shoes or sweater to BRAC. charity created a destination separate from its home page as a way to draw new donors educate them about BRAC's mission. While the charity is the largest non-government organization in the world, it is not a household name in the United States. Johnson said: worked with BRAC to create the donor acquisition campaign. "Our motivation was pro way for people to channel that money that would meet someone else's needs, and co them with BRAC," said Michelle Chaplin, program coordinator for BRAC USA in New BRAC raised \$1,500 via the microsite campaign, and also increased its end-of-year giv



Topics Include:

- > Top 10 Fundraising Tips in 2010
- > Real Life Brand Stories
- > Social Media & Donor Dollars
- > Raising More Money
- > 26 Tips: Turning Donors into Partners
- > And More!



Outrageous Hope

By Margaret Battistelli

About Margaret

Margaret's life in six words: Bountiful blessings, glorious chaos ... glitter included.

Margaret has been with FundRaising Success since its inception in 2003. Before joining the magazine as its founding editor, she was an editor and writer for America Online; published PhillyFeast, a monthly magazine about food in and around Philadelphia; and held chief editor positions at a variety of newspapers and magazines in the Philadelphia area. She is a graduate of Temple University in Philadelphia. Contact her at mbattistelli@napco.com.

E-mail Margaret

RSS Feed

ProSpeak



Faster Than A Speeding Donor
Mar 5, 2010

While time might be on your side if you're the Rolling Stones, just the opposite is true if you're attempting...

RSS Feed

Shavin' One for the Team

By Margaret Battistelli | Posted on February 17, 2010

Text Size Print E-mail Comments (1)

Not two minutes after lauding Holly Ross and her NTE team for putting it all out there to raise money for the 2010 NTC Scholarship Fund, I got a message from Todd Whitley, vice president of e-marketing at The Leukemia and Lymphoma Society, telling me about how that organization's CEO, John Walter, would be taking it all off for the cause.

Settle down now, folks. I'm talking about his hair.

LLS' new Totally Baldacious campaign is in full swing, encouraging supporters to shave their heads — or, less drastically, color their hair — in support of cancer patients.

And to show he has the guts to put his mane where his mouth is, John is going under the razor. I don't think it's happened just yet, but I'm sure there will be a real — ahem — buzz about it when it does. (By the way, he also has committed to personally raising a minimum of \$50,000 from his own circle of friends, family, neighbors and business associates.)

You can read about John's commitment and get other Totally Baldacious news at the Totally Baldacious blog.

And so we say to John, thank you for being so bold, so Baldacious, so willing to shave one for the team, and so, so full of outrageous hope!

Companies Mentioned:

- > Leukemia and Lymphoma Society

Share & Save Comments (1)



« Top 5 from Stanford Social Innovation Review View your favorite examples of Social Media for Social Good »

A Totally Baldacious Campaign

Published in campaigns and case studies. 6 Comments
Tags: campaigns, cancer, community building, movement building, online campaigns.

5 levels
Don't worry, I'm not trying to start an adjective revolution! Totally Baldacious is the latest campaign from The Leukemia & Lymphoma Society and it's turning heads! Well, it's turning them bald...

"The Totally Baldacious campaign is a great way to show your love and solidarity with cancer patients while you help raise awareness and funds for cures. Whether you decide to shave your head or color your hair, you will be helping The Leukemia & Lymphoma Society raise money for much-needed, life-saving cancer research."

I really like so many aspects of this campaign that instead of simply changing my profile picture or tweeting about the campaign, I wanted to take a closer look, share with you some of the elements that are making it a great campaign, and some suggestions for ways it can be improved.

What Works:

Microsite: Creating a space for your campaign that is separate from your organization's website can be really helpful for those new to your work or finding your campaign via social media. People know they are in the right place, any tabs or links they click on will help them learn more about the campaign (and not get lost in the various sections of your organization's website) and target information to them about the rest of your work based on their interest in the campaign. Creating a separate web space isn't always necessary, but in this example it really works.

Options: The barrier to entry to the Totally Baldacious campaign is low enough that everyone can participate in a way that contributes to the campaign, but that they are still comfortable with. Asking people to shave their heads is a big deal, so creating innovative ways for them to join together without having to commit to something they just can't commit to is really essential to high participation numbers. Encouraging people to lighten the color of their hair instead of shaving it, or changing their online profile picture to a bald head to raise awareness all play on the same theme for support of those who've lost their hair from their fight with cancer, but don't make people feel bad if they don't want to "go all the way."

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Totally Baldacious: Lessons Learned

“We were truly committed to aggressively communicating and celebrating the campaign. The increase in posts was new for us; and we virtually tapped everyone possible to participate among our celebrity contacts.

Our CEO’s participation was a game changer--a daring shift for him that impressed our Board and generated a true fan base. From this, we created a monthly national email message from him that remains very well received. He became a recognizable personality through this campaign.”

- Todd Whitley, Vice President, eMarketing,
The Leukemia & Lymphoma Society

Totally Baldacious: Lessons Learned

- Team was agile—Haiti earthquake days before launch
- Campaign embraced by chapters, friends, and survivors
- Campaign was great for visibility/appeal, but not a huge fundraiser
- Profiles of patients on blog offered great content for all online properties; lots of compelling stories
- CEO's pledge endeared him to community and press
- Smart and unique use of tools (microsite, FB app)
- Not enough time/resources to deeply engage participants



Three Case Studies

Lesley Hostetter

Senior Account Executive and

Director of Integrated Marketing

Lautman Maska Neill & Company

It's not as difficult as you think

- Multi-channel campaigns are possible, even if you don't have:
 - A matching gift offer
 - An emergency
 - Urgent legislation/petitions
 - Celebrity endorsers
 - A 5-person social media team

Case Study #1



- The situation: animal welfare organization learns that toxicity tests are killing massive amounts of animals.
- The challenge: complex subject, new issue for donors.



Must engage and raise money




- The solution: use email to educate donors, use direct mail and email to appeal for funds.
- Came up with a creative email strategy using tactics that were new for this group.

Email #1 – Toxicology Quiz

- Fun, quick way to learn and participate.
- Sent to donors receiving mailed appeal, and to donors + non donors not scheduled to receive mailed appeal.
- After quiz was taken, supporters landed on a thank you page that also had a donation form.

Email #1 – Toxicology Quiz

How Much Do You Know About TOXICOLOGY TESTS?
PCRM Physicians Committee for Responsible Medicine

SHARE   

Nonanimal Chemical Testing

Congress is playing an instrumental role in the revision of the Toxic Substances Control Act. They could help prevent the deaths of hundreds of thousands of animals in chemical tests by including language that PCRM and other animal protection organizations submitted to their office. This language will modernize toxicity testing to ensure that any new legislation offers true public health protection and relies on human-relevant, nonanimal methods for toxicity testing.

How much do you know about toxicology testing? Take the quiz!

Are only mice and rats used to test chemicals?
 Yes
 No

How long may some animals be used to test a chemical?
 A) One day, for six or more hours
 B) One week, for 24 hours a day
 C) Their entire life
 D) All of the above

Will the legislation currently being considered before Congress which will reform chemical regulation reduce the number of animals used in chemical testing?
 Yes
 No

If chemical companies have to test more chemicals, what humane options are available?
[check all that apply]

- A) No humane options exist
- B) In vitro or in silico testing methods
- C) Sharing existing data to eliminate redundant testing
- D) Using scientists' best guesses

A series of animal tests on one chemical can cost up to \$6 million and can take three or more years to complete.

Direct Mail Appeal

- Focused on horrors of testing on animals.
- Imagery created synergy with email.
- Emotional, urgent case for financial support.

Neal D. Barnard, M.D.
President

Dear PCRM Member,

Millions of laboratory animals need your help — quickly.

Every day, rabbits, dogs, fish, mice, hamsters, and even monkeys are exposed to doses of chemicals and observed for toxic effects: vomiting ... diarrhea ... respiratory distress ... paralysis ... tumors ...

*Help end
this
cruelty!*

... the painful chemical exposure can go on for hours, days, months, and even years. Many animals succumb to the toxins and dies.

And unless we work quickly, millions more animals will soon be added to the list.

You see, Congress is seeking to modernize the outdated Toxic Substances Control Act (TSCA), requiring companies to provide more information on chemicals used in consumer products — everything from plastics to carpeting to cosmetics.

The new reforms will call for thousands more chemicals to be tested — and in some cases, current protocols call for 12,000 animals to test just one chemical! The math speaks for itself.

So, PCRM is pushing for Congress to go one step further: modernize testing by using nonanimal methods! Without this change, tens of millions more animals could suffer and die in testing laboratories.

*We can
stop their
suffering!*

As a member of PCRM, you've shown that you care about the plight of helpless lab animals — so I hope you will make an urgent gift today to help PCRM give helpless animals a voice during this fight for their lives.

PCRM has one straightforward message: Modern testing should be based on modern science — and that means expanding the use of nonanimal testing methods that will be more reliable and efficient than cruel animal tests.

Too many people still believe that animal testing is somehow necessary to protect consumer safety. That's clearly incorrect, and we need to change hearts and minds across the country before millions more animals are harmed. **Your support will help us gain momentum.**

We've already made encouraging progress — after speaking with numerous congressional offices, PCRM was invited to weigh in on the toxicity bill.

Animals need people like you!

(over, please)

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

Direct Mail Appeal

Help PCRM speak out for animals in testing labs.



They suffer so much!

PCRM 0910 App
Jane D. Sample
1730 Rhode Island Ave, NW
Washington DC
20036

Check payable to PCRM. If a credit card, please see reverse. Contribution is tax deductible to the extent allowed by law.

Thank you for your support!

How much do you know about toxicity reform?
Take our online quiz at www.pcrm.org/toxquiz.

PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE • 5100 WISCONSIN AVE, N.W., SUITE 400 • WASHINGTON, DC 20016-4131 • WWW.PCRM.ORG • 202-686-2210

It can take 12,000 animals to test 1 chemical — there is a better way...

Current — OUTDATED — Ineffective Testing



Exposing rabbits, mice, dogs, and cats to high doses of chemicals in toxicity tests kills innocent animals, and fails to produce data that reliably predicts human effects.

Nonanimal — MODERN — Proven Testing



More effective tests are available that do not use animals. These tests, based on human biology, provide much more useful results, and computer based techniques can efficiently test many chemicals at once.

Help modern, humane science become the new "gold standard" for toxicity testing. Support PCRM Today!

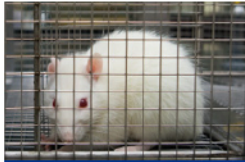
Email #2

Unless We Act Quickly, Millions of Animals Will Die.
PCRM Physicians Committee for Responsible Medicine

Dear Ms. Hostetter,

It makes me incredibly sad.

Lab rats are jammed into tubes the size of their bodies—all they can breathe is a toxic chemical for six hours per day—for up to two years. They almost always die.



DONATE NOW >

Lesley, chemicals should not be tested on rats, mice, rabbits, dogs, or any other animals! It's cruel, inhumane, and unnecessary. [Please make a gift to PCRM today to help us stop this incredible cruelty.](#)

[Your support is critical](#) for this effort, and all our programs. Right now, PCRM scientists are meeting with Congress to educate them on toxicity tests that use nonanimal methods. The adoption of currently available methods, such as using human cell tissues and computer modeling, and the funding and incentives to harness new technology to create others, are imperative given that Congress wants to expand chemical testing. Otherwise, millions more animals will suffer in the years to come.

[As a PCRM supporter, you understand that animal testing is just plain wrong. But too many people still believe that testing on animals is necessary. That's why your gift today is so critical.](#)



Your support will help PCRM continue to change hearts and minds across the country. With your grassroots efforts and our scientists, together, we are giving animals a voice. And we are being heard.

Thank you for your incredible dedication to our cause.

Best regards,


1

PCRM Physicians Committee for Responsible Medicine



Thank you for helping us stop toxicity testing on animals!

Testing chemicals on animals is wrong and cruel. With your help, PCRM will do everything in our power to spare the lives of dogs, monkeys, mice, fish and more from painful toxicity tests. Using nonanimal methods is more humane—and produces more reliable results for humans! **Your gift will help us spread this message far and wide.**







DONATE NOW >

*Enter Your Gift Amount Below

\$100.00 \$100.00 \$60.00

Enter an Amount

Payment Information

Credit Card Type:    

*Credit Card Number:

*CVV Number: [What is this?](#)

*Expiration Date: 03 2011

Billing Information

*Title: Ms

*First Name: Lesley

Middle Name:

*Last Name: Hostetter

Suffix:

*Street 1: 8 E Chapman Street

Street 2:

*City: Alexandria

*State/Province: VA - Virginia

*ZIP/Postal Code: 22301-2212

Country: United States

*Email Address: lhostetter@lautmandc.com

Results

DM donors raised 61% of the total revenue.

PCRM September 2010 Toxicology Email Appeal

"Test your knowledge" "Help Stop Animal Testing"

Email/Segment	Date	Emails Sent	Emails Delivered	Opens	Open Rate	Clicks	Click Rate	Unsubs	Unsub Rate	Gifts	Response	Gross Rev	Avg Gift
Email #1: Tox Quiz, No Ask - DM Donors	9/20/10	12882	12824	2829	22.06%	1155	9.01%	19	0.15%	19	0.15%	\$443.00	\$23.32
Email #2: Tox Appeal, Ask - DM Donors	9/27/10	12790	12735	2790	21.91%	259	2.03%	13	0.10%	130	1.02%	\$6114.00	\$47.03
Email #3: Tox Appeal Resend, Ask - DM Donors	9/30/10	8910	8875	530	5.97%	57	0.64%	7	0.08%	28	0.31%	\$1525.00	\$54.46
Email #1: Tox Quiz, No Ask - Non DM	10/4/10	30922	30774	5944	19.32%	2254	7.29%	70	0.23%	9	0.03%	\$245.00	\$27.22
Email #2: Tox Appeal, Ask - Non DM	10/11/10	30482	30377	6292	20.71%	355	1.16%	48	0.16%	76	0.25%	\$2340.00	\$30.79
TOTAL		95986	95585	18385	19.23%	4080	4.27%	157	0.16%	262	0.27%	\$10667.00	\$40.71
Budgeted Projection			20800							218	1.05%	\$8736.00	\$40.07
Variation			74785							44	-0.77%	\$1931.00	\$0.64
				Quantity						Gifts	Response	Gross Rev	Avg Gift
Direct Mail Appeal	9/13/10		52584							3095	5.89%	\$112091.00	\$43.55

10% of gifts were made on the post-quiz thank you page.

Results

- Strong open and click through rates.
- Initial email appeal response rate for DM segment was 1.02%! Resend was a lower 0.31%, or 28 gifts.
- Mail appeal beat response and revenue projections.

Case Study #2

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

- The situation: social services group helps people who work in the performing arts. Wanted new way to connect donors to beneficiaries.
- The challenge: need to be authentic and offer a meaningful way to engage donors both online and offline.

New take on “Sign and Return” card

- The direct mail appeal focused on the organization’s senior citizen’s home and a pianist there named Joan.
- Donors were asked to write a song request on the reply form and return it with their gift.

**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 performing 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.**

Direct Mail Appeal included personal note from Joan, and song request reply.

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


Use the same theme in email

- First, a cultivation email was sent. Supporters were introduced to Joan and asked to send her a song request.
- Then, an email appeal was sent. It reinforced the message in email #1, but asked donors to make a special gift.

Emails reflected design and message of direct mail appeal.

**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 make ends meet, an actor looking for a meaningful sideline job to make ends meet, The Actors Fund provide 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 to

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

**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

Results

- Mail: raised 85% more revenue than projected!
- Cultivation Email:
20% open rate, 2.31% click through rate
- Email Appeal:
9.16% open rate, 0.19% click through rate

Not much money was raised online, but the emails engaged people. We believe the emails helped boost mail results.

Case Study #3



- Integration should happen all the time – no matter what type of mailing.
- Mercy Corps set out to make their Newsletter Appeal a multi-channel piece.
 - Two articles included unique URLs



MercyReport

news and notes from the front lines

Mercy Corps and Sesame Street to Haiti's Children

The children of Haiti were simply being themselves going to school, doing chores, playing – when the January 12 earthquake shattered their normal day. Thousands of children were killed or injured. Many lost their mothers or fathers. Some lost both parents. Their world has been turned upside down.

With the help of our caring supporters, Mercy Corps remains committed to Haiti's children. We're reaching them through Comfort for Kids, a program that we've used widely for the past 10 years to help children recover from traumatic experiences.

Now, for the first time, Comfort for Kids is incorporating beloved pals of children worldwide: Elmo, Big Bird, Cookie Monster, and other friends from Sesame Street characters.

In a new partnership with Mercy Corps, Sesame Street Workshop – the nonprofit educational organization behind Sesame Street – has dubbed into Creole feature films, "Cinderelmo" and "Happy Health Monsters," and created original programs for Haitian children. The films incorporate healing messages.



Out of the Streets, Into the Classroom

In a sprawling school in one of Bogotá, Colombia's poorest and roughest neighborhoods, a classroom of 20 energetic kids greet an afternoon visitor with a song. They clap and burst out in Spanish:

*I have a friend whose name is oon!
He's in "spaces to grow!"
Hello, oon! Hello, oon!
How great to have you here!*

A year ago, many of these children would have shown up to their afternoon school session tired and hungry, if they had shown up at all.

But now they spend that time in "Spaces to Grow," a Mercy Corps program that offers a fun, informal environment for 5,000 children ages 7 to 15 who are at risk of being taken out of school and forced to work. All of the children come from broken homes and some have been sexually abused.

Each day, students complete homework assignments with support from tutors, and take part in classroom exercises designed to catch them up to their grade level. They participate in recreational activities designed to reinforce values and lift self-esteem.

"We're creating a space to protect



"Spaces to Grow" gives students a safe place to learn.

Prostitutes and drug addicts abound. Families are crowded in dilapidated apartment buildings.

Eleven-year-old Lorena moved here with her mom and stepdad two years ago. Lorena is shy, but says she's come out of her shell more since enrolling in the program last year.

"It's a lot of fun," she says. "We do things here we don't do in school," like playing games and painting.

Parents of children in the program are required to get involved, too. Social workers and family psychologists visit homes and run mandatory Saturday-morning workshops on good parenting that emphasize the importance of keeping children focused on learning.



"It just felt right to give."

MONTHLY SUPPORTERS IN ACTION

Personal faith and a heartfelt desire to do more led Brian and Cyndy Unwin to support Mercy Corps. Seven years ago, the Unwins first heard about Mercy Corps at a concert by John Michael Talbot, a popular Catholic singer and guitarist.

"It just felt right to give," said Cyndy, who works as an elementary school special educator. Brian and Cyndy joined Partners in Mercy, pledging monthly support for Mercy Corps' work in some of the world's toughest places. Since 2003, this partnership has helped deepen their understanding of important issues.



To read Mercy Corps' six-month progress report about our work in Haiti, please visit www.mercycorps.org/Haiti.

Mercy Corps and Sesame Street: Healing Haiti's Children

(continued from front)

deal with their feelings and regain a sense of stability.

Mercy Corps created Comfort for Kids to help children recover and resume normal life after a crisis. It teaches parents, teachers, doctors, and caregivers how to use storytelling, workbooks, art, and sports to help children heal.

We have used this program around the world to help children recover from the effects of Hurricanes Katrina and Rita, the 2008 Gaza conflict, and earthquakes in Peru, China and, most recently, Haiti.

Comfort for Kids is just one element of Mercy Corps' response to the massive Haiti earthquake.

With your generous support, our team on the ground is also facilitating water projects and helping people get back to work.



To read Mercy Corps' six-month progress report about our work in Haiti, please visit www.mercycorps.org/Haiti.

"It was so nice to express thanks and support," Cyndy said. "And it also meant a lot to get a personal thank-you phone call from Dan O'Neill."

We believe that organizations like Mercy Corps can help soften peoples' hearts. Brian said, "Mercy Corps has helped soften our hearts to do more."

For more information about Partners in Mercy, email partners@mercycorps.org.

My Special Contribution to Mercy Corps!

Yes, I am proud of Mercy Corps' efforts to assist people in need around the world, and I want to do even more to help. Please use my enclosed donation where it is most urgently needed:

\$25 \$50 \$75 \$100 \$500 Other \$ _____

NAME _____
ADDRESS _____
CITY/STATE/ZIP _____

To see a video of the students singing in Spanish, log on to mercycorps.org/Bogota.

where there is some kind of abuse. We want them to regain a sense of childhood."

In the Las Cruces neighborhood, youthful innocence is easily lost. Trash litters the streets.

responsible, more disciplined. We both know that school is the only way for her to go forward."



To see a video of the students singing in Spanish, log on to mercycorps.org/Bogota.

Emails expanded on one of the stories in the Newsletter

Dear Friend,

The rains didn't come this year to Niger.

Without rain, families can't grow food. Millions of people are already suffering from malnutrition, and without help, many people will starve.

Mercy Corps has mobilized support for the people of Niger -- with a particular focus on women and children, who often have the least to eat. [Your support will help us rush aid to hungry families](#) in Niger, as well as provide vital assistance in more than 40 countries around the world.

With reports of women foraging for grasses and wild plants to eat, there is no time to lose. The situation is so critical that the Government of Niger has requested urgent assistance from the international community. Sadly this emergency has received very little attention worldwide -- but Mercy Corps is responding.

We were there for Niger's children and families when the rains didn't fall in 2006, providing emergency feeding and health services that saved tens of thousands of lives. Today, our team is planning to deliver food and other urgent assistance to more than 211,000 people affected by this latest hunger crisis. Niger's drought is a looming disaster that requires a huge response -- and we're there to help.

[Please help us rush food to families](#) so they will survive this hungry season.

Thank you.



Dan O'Neill
Founder

P.S. Together, we can make sure that some of the world's poorest families have enough to eat, today and in the future. [Thank you for supporting our lifesaving work.](#)

Mercy Corps - Dept. W - 45 SW Ankeny St. - Portland, OR - 97204

[Donate Now](#)
[Privacy Policy](#)



Photo: Thatcher Cook for Mercy Corps

With drought and crop failure, mothers and children face long months without enough to eat. [Your donation can help them get the food they need.](#)

Email Results

Email Campaign	Emails Delivered	Open Rate	Clickthrough Rate	Unsubscribe Rate	Gifts	Response Rate	Avg. Gift	Gross Rev\$
July Niger Email, 7/22/10	213,885	8.32%	0.17%	0.13%	164	0.08%	\$94	\$15,361
Niger Resend, 7/29/10	192,764	3.29%	0.19%	0.11%	180	0.09%	\$67	\$11,997
TOTAL	406,649	5.93%	0.18%	0.12%	344	0.08%	\$80	\$27,358



These metrics fall below industry benchmarks for fundraising emails. That's okay! **Not every email wins awards.** But it's important to keep trying new things.

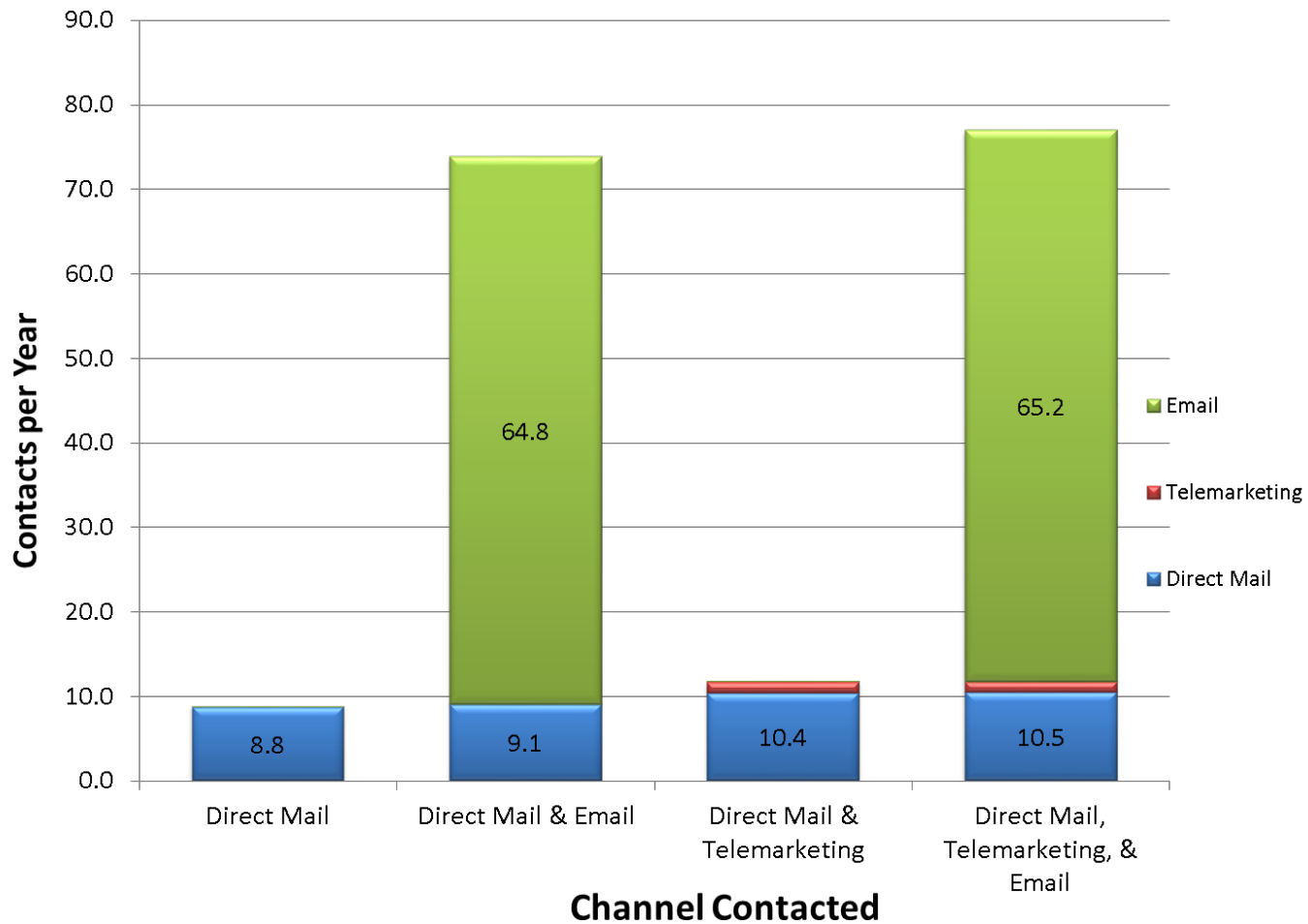
American Civil Liberties Union

- Defend and preserve the individual rights and liberties that the Constitution and laws of the U.S. guarantee.
- More than 500,000 members and supporters
- 200 ACLU staff attorneys and thousands of volunteer attorneys handle countless civil liberties cases every year
- Legislative advocates on Capitol Hill and in state legislatures
- Staffed offices in all 50 states, Puerto Rico and Washington, D.C.

Direct marketing program includes:

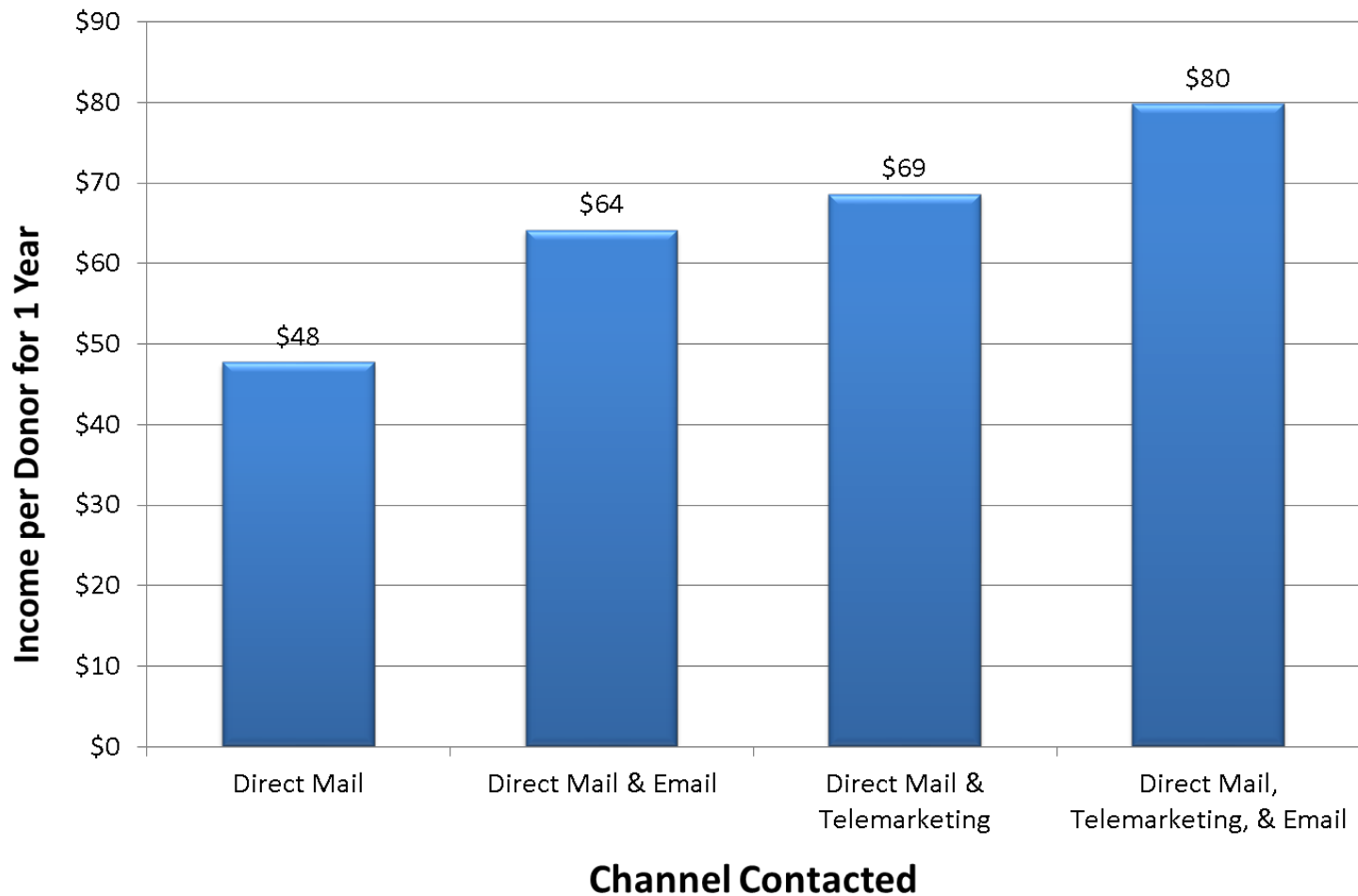
- Mail
- Telemarketing
- Canvass
- Online, including:
 - Email list
 - Fundraising
 - Advocacy and engagement
 - List growth
 - Website
 - Social media

Number of Donor Contacts by Channel



Cross-Channel Analysis of All ACLU Donors

Donors with email addresses give 20-35% more

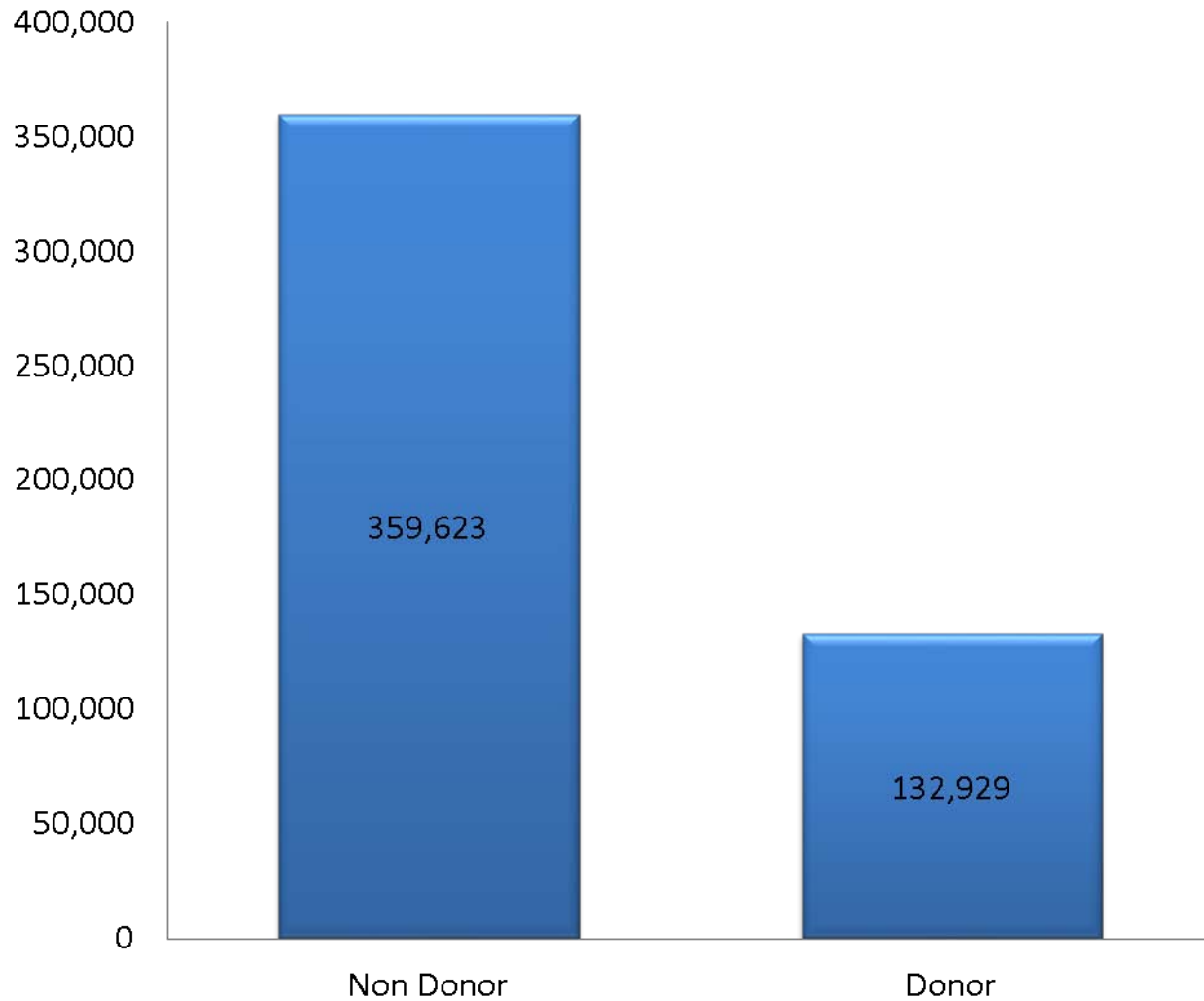


Overview of online program

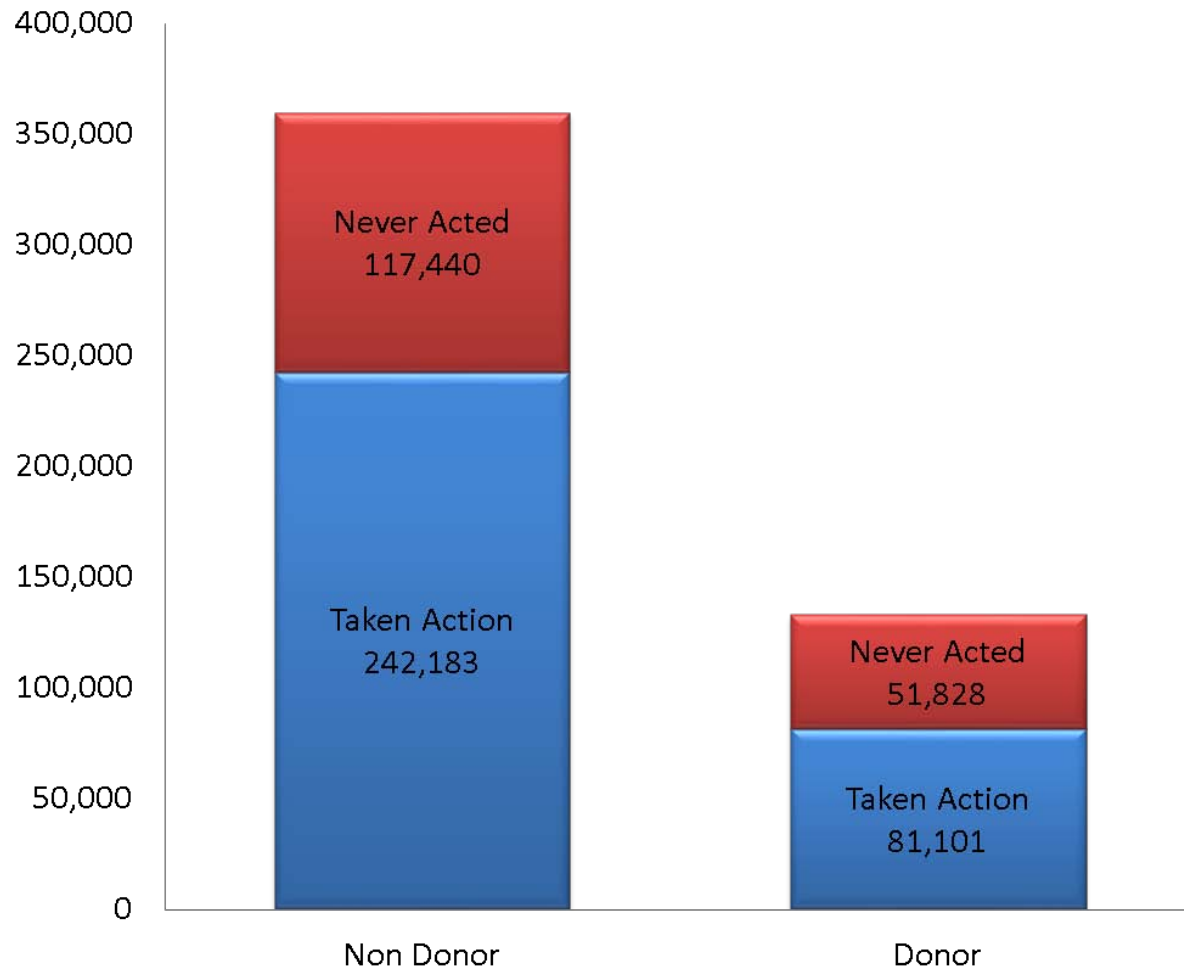
- Raise more than \$3m online annually
 - \$1.3 million during December
 - \$2 million came through the ACLU website
 - \$630k from non-donors who joined
- Generate more than 1 million actions (petition signatures, letters to Congress, etc.)
- Add 100,000 new names to the list annually

Email File Composition

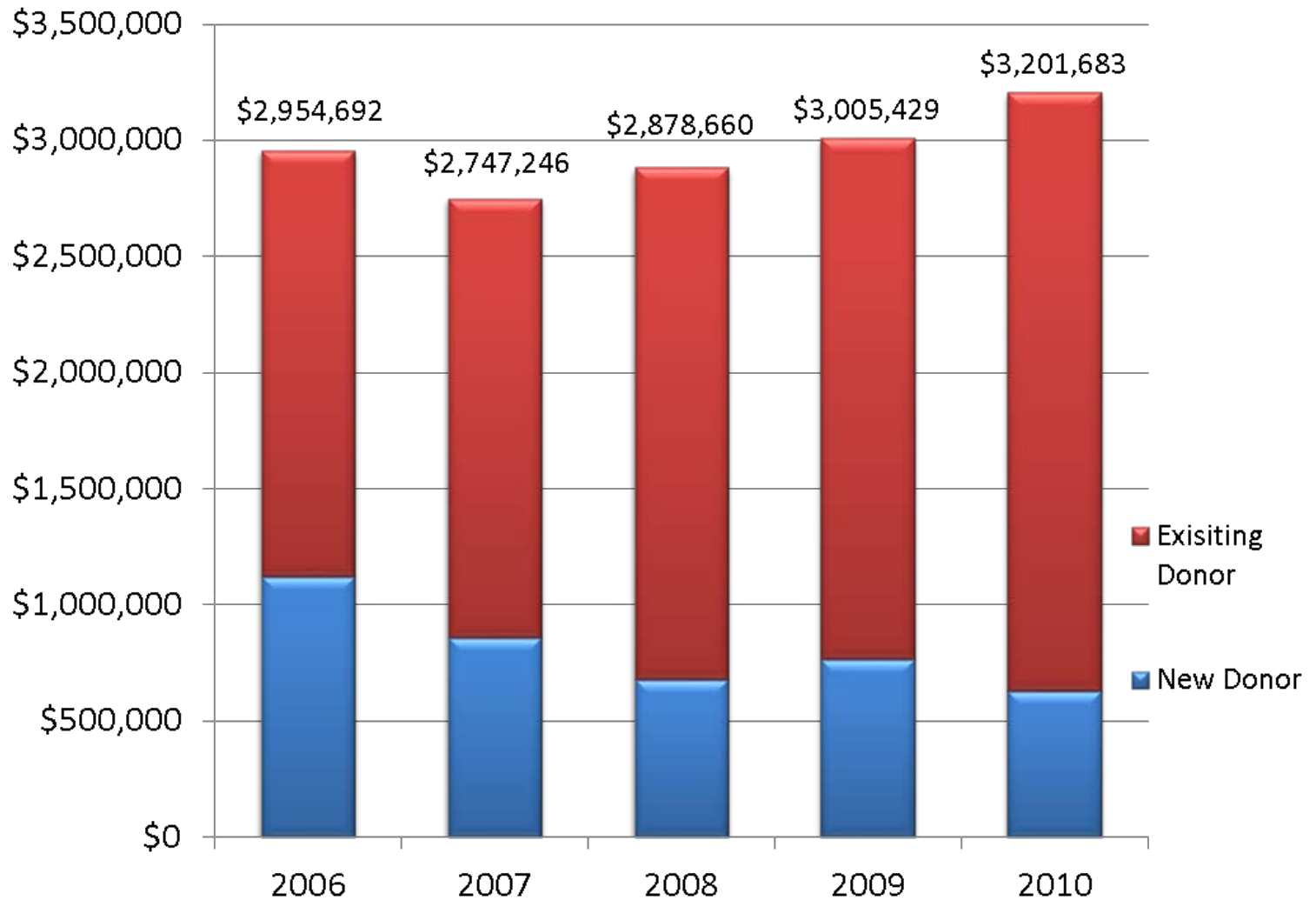
As of May 2010



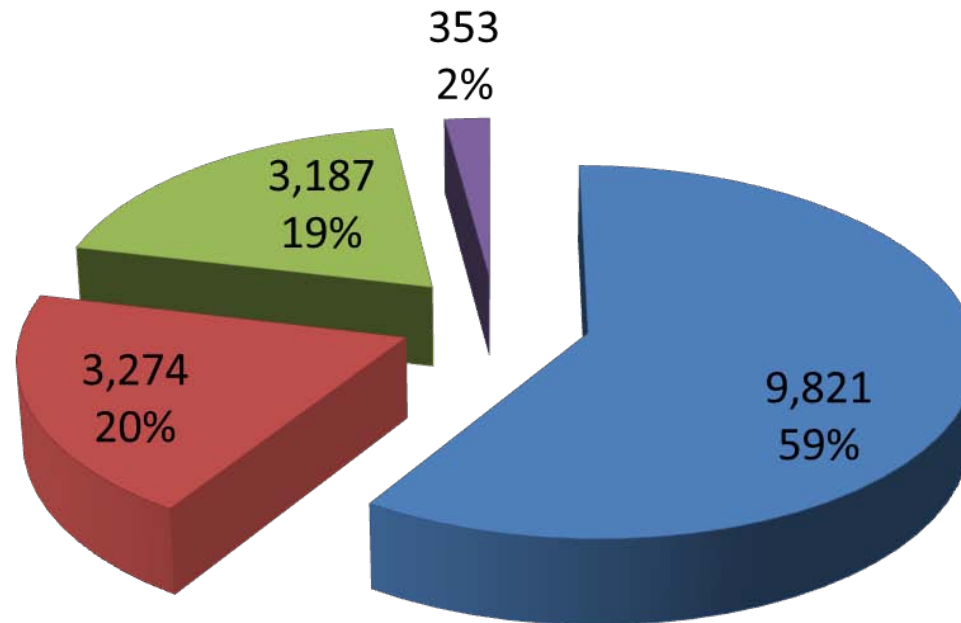
2/3 of the list has taken action online



5 Year Online Income Trend



Sources of New Online Donors

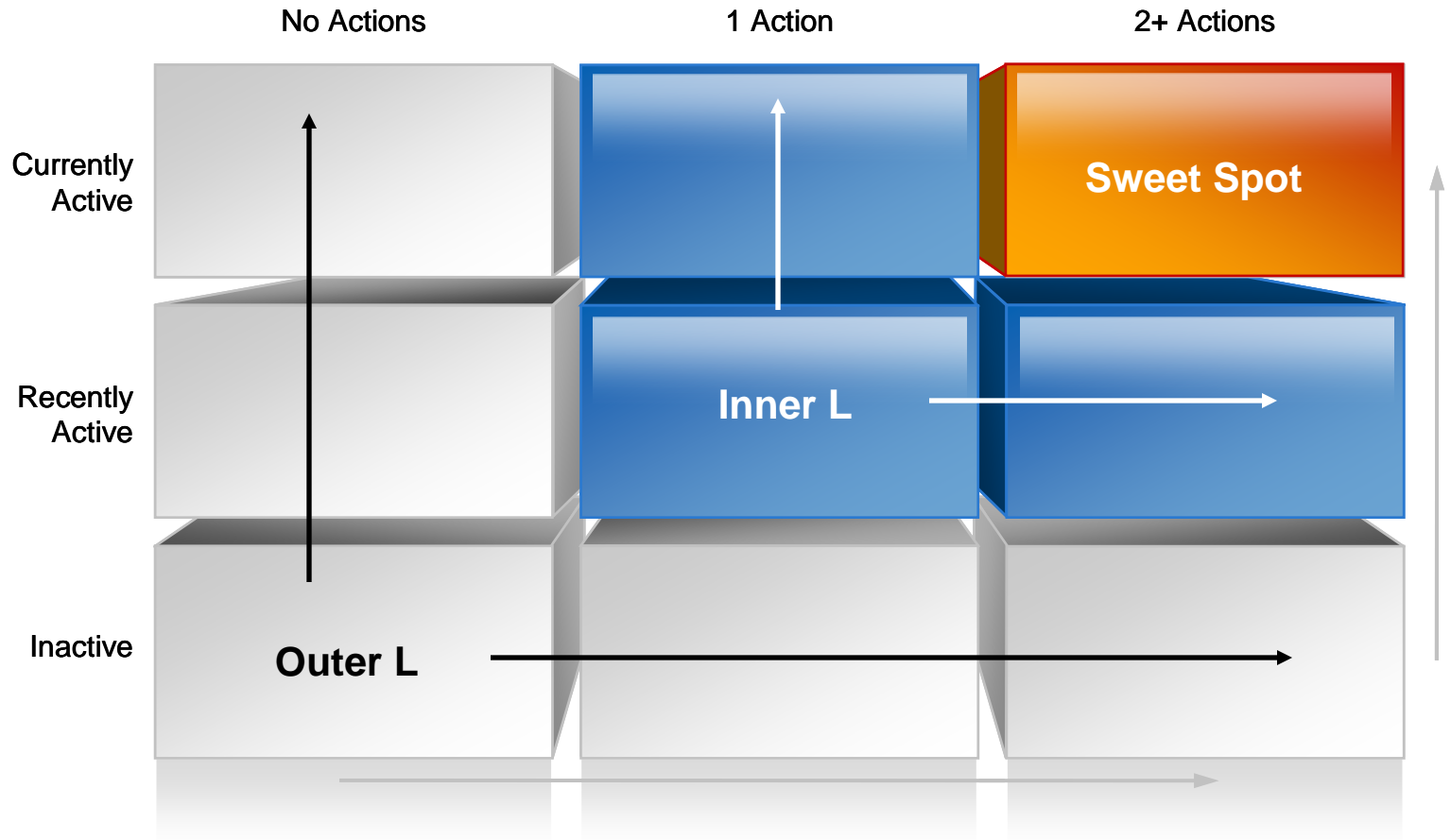


- Joined via Website
- Activists converted via Email
- Activists converted via Telemarketing
- Activists converted via Direct Mail

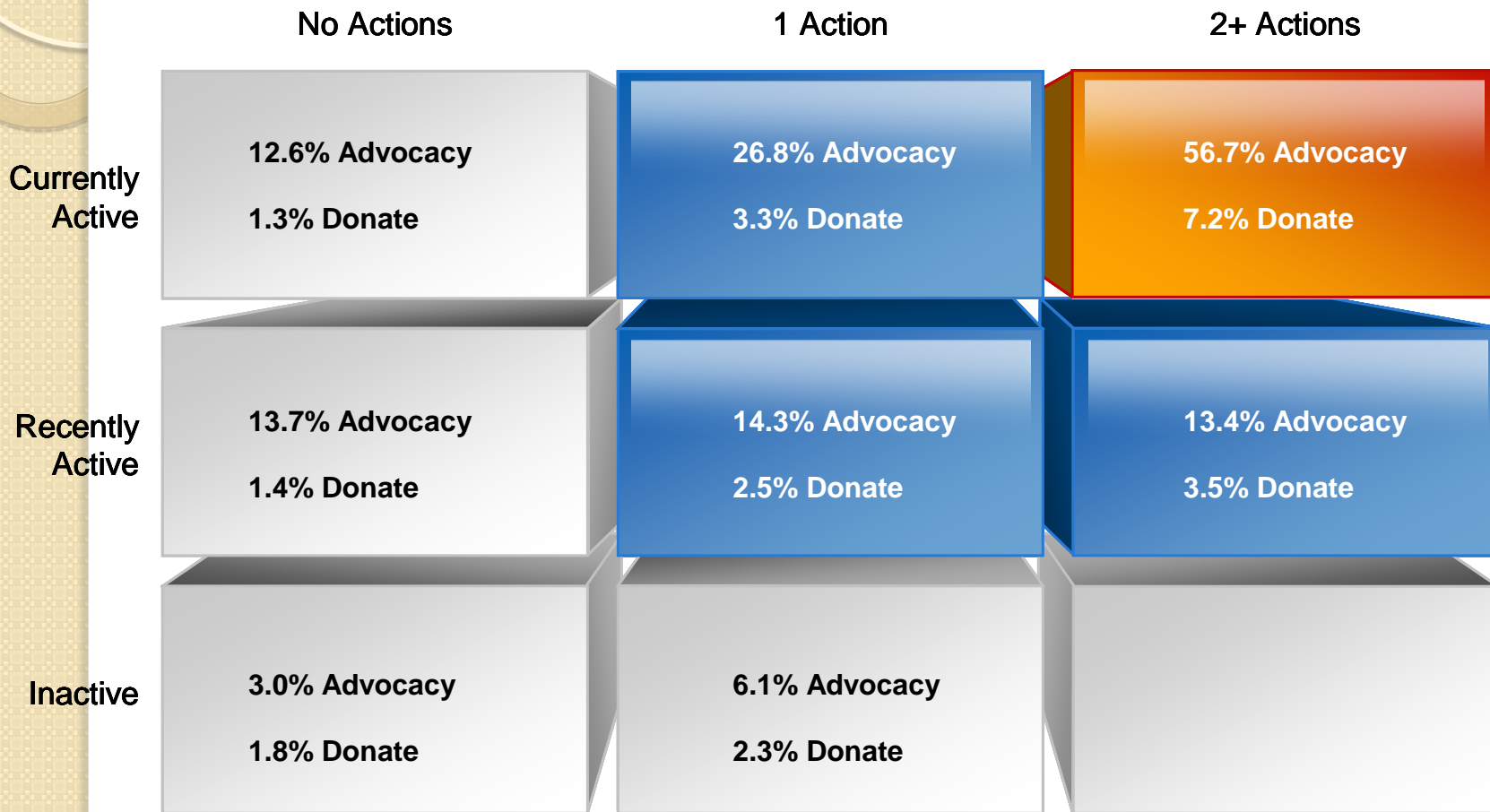
Where's the greatest potential?

- File analysis revealed primary targets for conversion
- Identified 180,000 activists that are 1 action away from being highly responsive to online and offline acquisition efforts

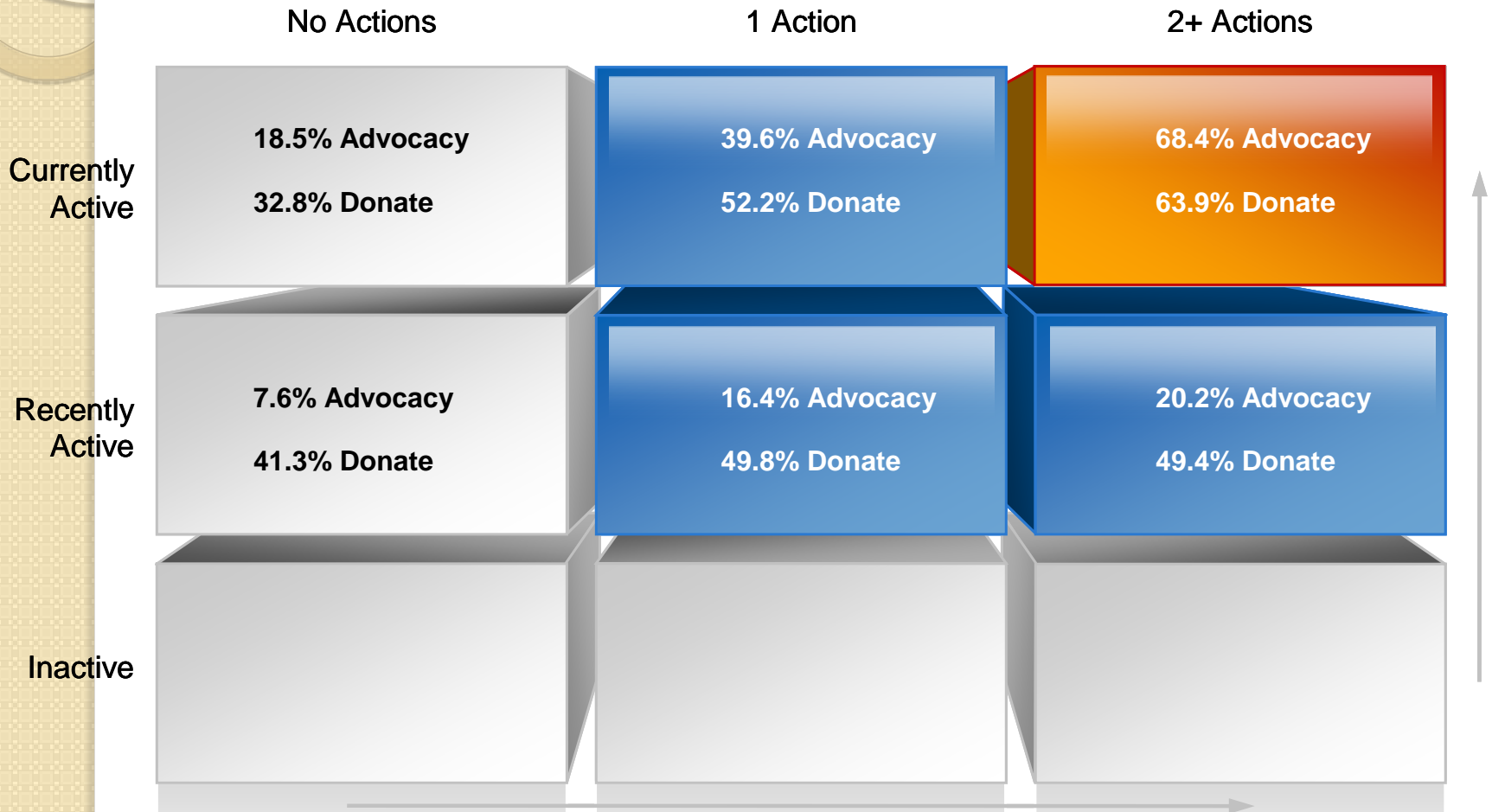
Email list falls into 3 distinct groups



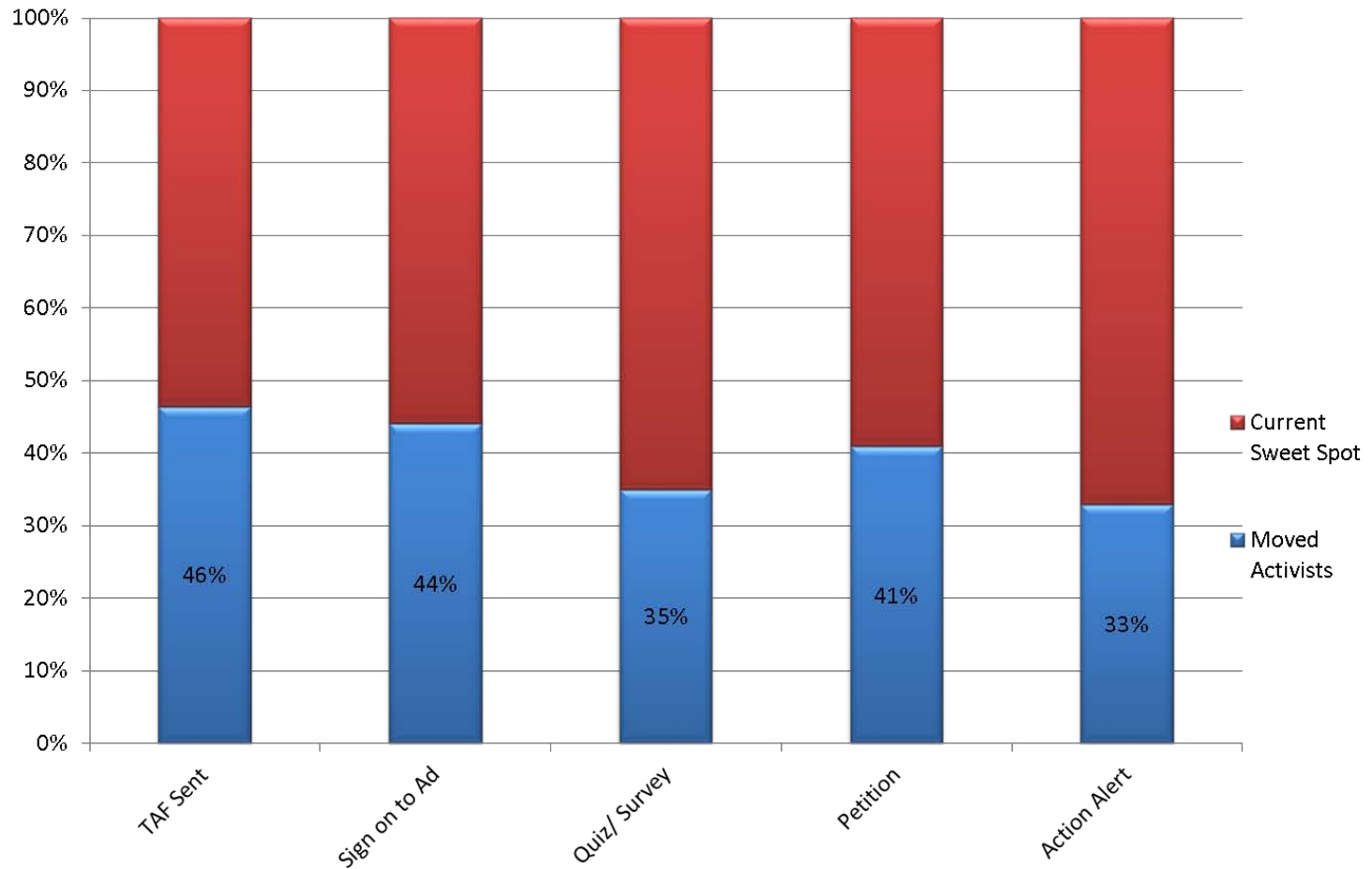
Highly active non-donors are 2-3 times more likely to join and take action



Highly active donors are 25-50% more likely to give and take action



Tell-a-friends, sign on to ads, and petitions tend to be most successful at moving people



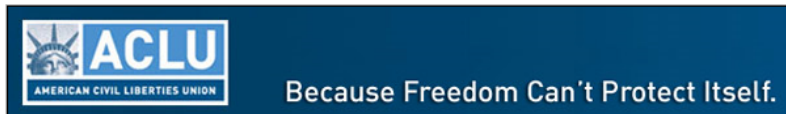
Why is this important?

- 15,000 donors fell out of the “sweet spot” in the last year
- These donors now give 50% less online
- Approximate loss: \$105,000

Best Online Fundraising Opportunities (advocacy)

- Step 1: Urgent, timely issue
- Step 2: Clear, compelling way for constituents to take action
- Step 3: Ask for a gift

Strong advocacy messages



Dear ACLU Supporter,

As the debate over a proposed Islamic center in downtown Manhattan rages on, critics like Sarah Palin have settled on a new argument. Palin says she's "all about religious freedom," but those planning to build the center should just take their plans to exercise that freedom "down the road."



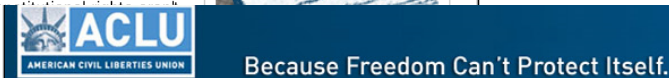
Here's what those fanning the flames of this so-called controversy just don't get: People's civil liberties are not subject to Sarah Palin or anyone else's whims. Freedom can be exercised and where they can't.

[Speak out now. Join the ACLU and other Americans who are saying "I Stand for Freedom."](#)

Political leaders like Mayor Bloomberg are standing up for religious freedom in the face of pressure. Yet, the voices of prejudice are still being heard.

Especially in times of controversy, we must resist those who seek to trade away our religious freedom for political advantage.

Let's be absolutely clear: Our laws or



Dear ACLU Supporter,

Meet Major Margaret Witt.

- In 1993, as an Air Force Nurse, she was the "poster child" for the Air Force Nurse Corps recruitment flyer.
- In 2003, she was awarded an Air Force Commendation Medal for saving the life of a Defense Department employee who collapsed aboard a flight from Bahrain.
- In 2006, she was fired by the Defense Department. Why? Because of the discriminatory policy known as "Don't Ask, Don't Tell."



Major Margaret Witt

Maj. Witt is one of 13,500 men and women whose military careers were prematurely terminated because of this policy.

[The outrage of the "Don't Ask, Don't Tell" policy has gone on long enough. Contact your senators right now and urge the repeal of "Don't Ask, Don't Tell."](#)

The ACLU is helping Maj. Witt challenge her military discharge in court so she can continue to serve the country she loves.



The Obama administration is seeking greater power to invade your privacy online.¹

The administration has mandated that all online technologies that would allow the government to collect and decode encrypted communications includes social networking platforms, BlackBerries, "peer to peer" file sharing, and Skype.



The Obama administration and law enforcement officials are seeking greater power to invade your privacy.

Sign the ACLU's petition to Attorney General Holder:

While the country tends to other issues, the administration and law enforcement officials are seeking greater power to invade your privacy. We must take a stand against this proposal before it even makes its way to Congress.

[Sign the ACLU's petition to Attorney General Holder: Rein in FBI surveillance power.](#)

Followed by fundraising

Special occasion. Special t-shirt.

Want to wear it? Three days left.



BECAUSE FREEDOM CAN'T PROTECT ITSELF

Dear ACLU Supporter,

The ACLU is celebrating nine decades of standing up for the Constitution. But, we're not looking back—we're moving forward. Our goal: strengthen freedom's defenses by signing up 20,000 new ACLU supporters by November.

And, if you act today to support our October membership drive, we'll send you a special ACLU 90th Anniversary t-shirt designed by acclaimed artist, Shepard Fairey.

Become a member today and get your limited-edition ACLU t-shirt.

Ninety years ago, a passionate group of people came together to form an organization that would make the liberties in the Constitution and Bill of Rights a reality. And today, we still count on that kind of support from people like you.

Too many politicians are afraid to stand up to Tea Party-style extremists who use fear and bullying to get their way. With the help of friends like you, the ACLU is vigorously responding to threats to our most fundamental freedoms.

By joining in our anniversary membership drive, you can strengthen the ACLU's ability to take on Sarah Palin, Newt Gingrich and others out to undermine religious freedom . . . help win more victories like our recent case reinstating a lesbian Air Force Major wrongfully discharged under "Don't Ask, Don't Tell" . . . expose efforts underway to rewrite America's privacy laws and turn the internet into a gateway for government spying . . . and more.

Support our anniversary membership drive and get your limited-edition ACLU t-shirt.

You have been a special friend to our organization. Now, we need you to help reach our goal of 20,000 new ACLU supporters by our November 1 deadline.

Send a membership donation of \$35 or more, and before long, you'll be proudly wearing your one-of-a-kind ACLU t-shirt letting everyone know you've taken a strong stand for freedom.

We're eager to hear from you.

For freedom,



A. Romero

Anthony D. Romero
Executive Director
ACLU



Become an ACLU member with a gift of \$35 or more, and we'll send you our limited-edition 90th Anniversary t-shirt.

[Join Today](#)

Dear Friend,

Three days! That's all the time left to receive a 90th anniversary ACLU t-shirt with your donation of \$35 or more.

Become an ACLU member today and get a limited-edition Shepard Fairey t-shirt!

Thanks,
Lisa Sock

From: Lisa Sock

Sent: Tuesday, October 26, 2010 1:30 PM

Subject: The next big thing



BECAUSE FREEDOM CAN'T PROTECT ITSELF

Dear Ms. Sock,

Every once in a while, a t-shirt comes along that you just have to have.

Maybe it sends a message you really agree with. Maybe it was designed by someone famous. Or, maybe it just makes you smile.

This is your chance to get a t-shirt like that from an organization that matters to you. But you'd better act quickly—these shirts will only be available through October 31st.

Make a donation of \$35 or more to get your limited-edition ACLU t-shirt designed by acclaimed artist Shepard Fairey.



Get your ACLU
T-Shirt Today!

[Donate Now](#)

Success!

- Strong actions resulted in a successful membership drive.
 - More than 1,000 new members and \$44k
 - 375 sustainers
- Due to the success of the online campaign, we offered it on the phones to new members who became sustainers.

Renewals

- 6 part email renewal series
- Audience and schedule is coordinated with other efforts
- Salutation and ask string mirror what someone receives in the mail
- Timing:
 - First email sent on or near the 15th of the month.
 - Mail arrives two days later
 - A reminder email is sent nine days after first email is sent

Next steps

- Constant testing within renewal series
- Testing “sweet spot” retention program prior to fundraising campaigns
- Greater segmentation based on issues you’ve shown interest in
- Test different kinds of low-bar actions to non-action takers

Acquisition

- Email list generates income in additional channels
 - Telemarketing to 100,000 online activists in FY10 convert more than 3,700 to donors at a net/donor of (\$27)
 - Direct mail acquisition to 20,000 activists with a Net/Donor of (\$6)

Strong, timely actions



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AMERICAN CIVIL LIBERTIES UNION KEY ISSUES OUR WORK NEWS ABOUT THE ACLU DONATE

Oppose New Worldwide War Authority

A few top congressional insiders are aiming to sneak new worldwide war authority into a "must pass" piece of legislation: the Defense Authorization bill.

This new war authority would give the president – *any president* – the power to unilaterally take our country to war wherever, whenever and however he or she sees fit. It would essentially declare a worldwide war without end.

It is shocking that Congress is entertaining such legislation at a time when many are looking to see an end to escalating conflict and abuses of power in the name of fighting terrorism.

Take action! Tell your representative to oppose new worldwide war authority.

Contact

Required fields

Title:

First Name:

Last Name:

Your Email:

Address 1:

Message

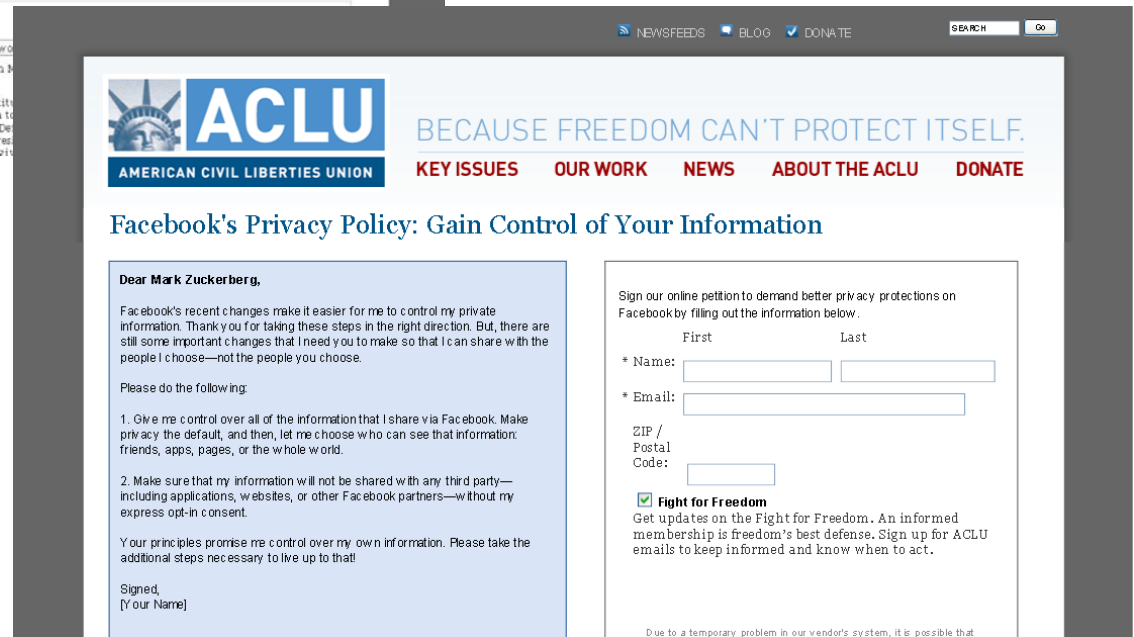
Subject:

Dear [Decision M...]

As your constitu...
to the National De...
over to the Pres...
Constitution of...

Oppose New Worldwide War Authority:
2,000 new list joins

Facebook privacy policy:
5,200 new list joins



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AMERICAN CIVIL LIBERTIES UNION KEY ISSUES OUR WORK NEWS ABOUT THE ACLU DONATE

Facebook's Privacy Policy: Gain Control of Your Information

Dear Mark Zuckerberg,

Facebook's recent changes make it easier for me to control my private information. Thank you for taking these steps in the right direction. But, there are still some important changes that I need you to make so that I can share with the people I choose—not the people you choose.

Please do the following:

1. Give me control over all of the information that I share via Facebook. Make privacy the default, and then, let me choose who can see that information: friends, apps, pages, or the whole world.
2. Make sure that my information will not be shared with any third party—including applications, websites, or other Facebook partners—without my express opt-in consent.

Your principles promise me control over my own information. Please take the additional steps necessary to live up to that!

Signed,
[Your Name]

Sign our online petition to demand better privacy protections on Facebook by filling out the information below.

First Last

* Name:

* Email:

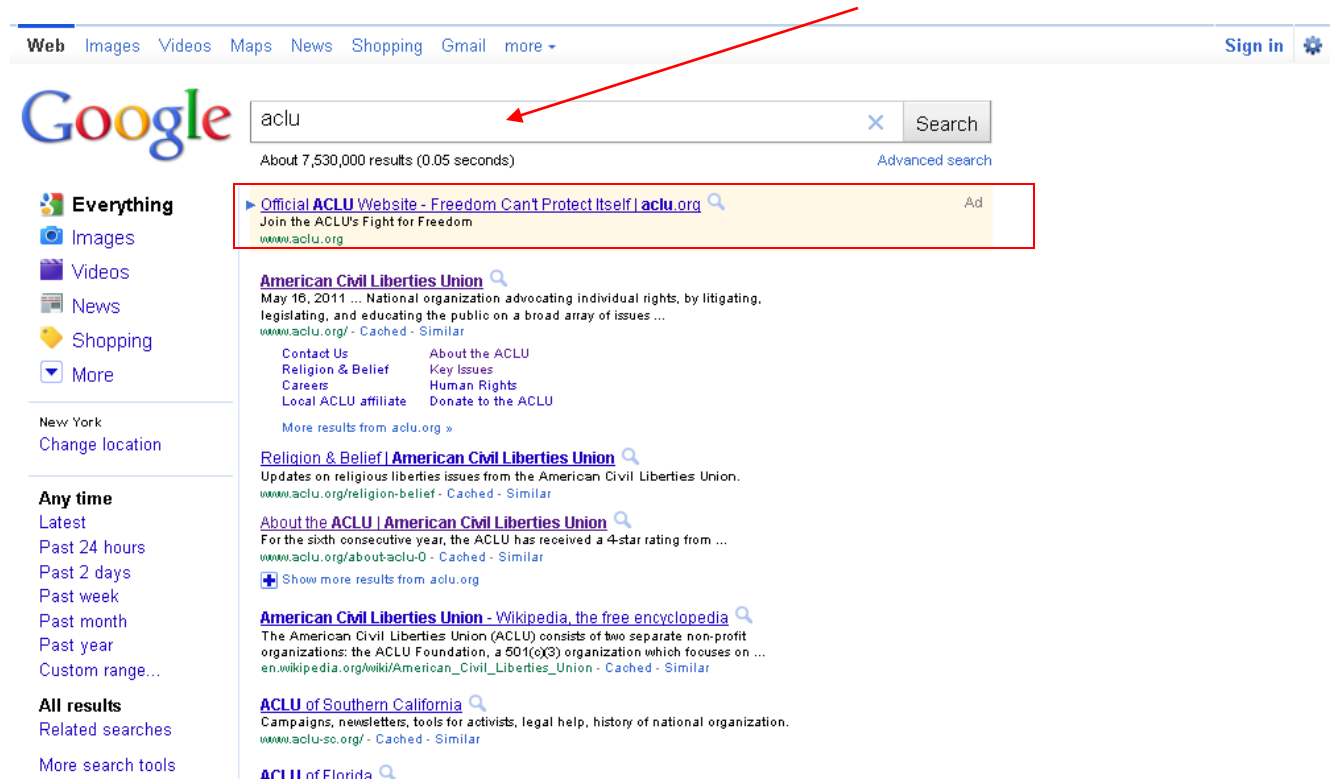
ZIP / Postal Code:

Fight for Freedom
Get updates on the Fight for Freedom. An informed membership is freedom's best defense. Sign up for ACLU emails to keep informed and know when to act.

Due to a temporary problem in our vendor's system, it is possible that

Search engine marketing

- Averaging 1,700 new names/month



The image shows a screenshot of a Google search page for the term "aclu". A red arrow points to the search bar. The search results are displayed on the right side of the page, with the top result highlighted in a red box. The left side of the page shows navigation options and filters.

Web Images Videos Maps News Shopping Gmail more - Sign in

Google aclu Search

About 7,530,000 results (0.05 seconds) Advanced search

Everything Images Videos News Shopping More

New York Change location

Any time Latest Past 24 hours Past 2 days Past week Past month Past year Custom range...

All results Related searches More search tools

Official ACLU Website - Freedom Can't Protect Itself | aclu.org Ad
Join the ACLU's Fight for Freedom
www.aclu.org

American Civil Liberties Union
May 16, 2011 ... National organization advocating individual rights, by litigating, legislating, and educating the public on a broad array of issues ...
www.aclu.org/ - Cached - Similar

Contact Us About the ACLU
Religion & Belief Key Issues
Careers Human Rights
Local ACLU affiliate Donate to the ACLU

More results from aclu.org »

Religion & Belief | American Civil Liberties Union
Updates on religious liberties issues from the American Civil Liberties Union.
www.aclu.org/religion-belief - Cached - Similar

About the ACLU | American Civil Liberties Union
For the sixth consecutive year, the ACLU has received a 4-star rating from ...
www.aclu.org/about-aclu-0 - Cached - Similar

Show more results from aclu.org

American Civil Liberties Union - Wikipedia, the free encyclopedia
The American Civil Liberties Union (ACLU) consists of two separate non-profit organizations: the ACLU Foundation, a 501(c)(3) organization which focuses on ...
en.wikipedia.org/wiki/American_Civil_Liberties_Union - Cached - Similar

ACLU of Southern California
Campaigns, newsletters, tools for activists, legal help, history of national organization.
www.aclu-sc.org/ - Cached - Similar

ACLU of Florida

Co-registration

change.org Home News Victories Start a Petition Join Login Search All Petitions...

Tell Walmart: Intervene Before Labor Activists Are Sentenced to Death

SIGN THIS PETITION

First Name

Last Name

Email

Address

City

State Select Outside the U.S.

Zip Code

[Add a Personalized Message](#)

SIGN

Display my signature publicly

Keep me updated on this campaign and others from International Labor Rights Forum

By signing, you accept Change.org's Terms of Service

Press Inquiries


SIGNATURES
27,181 

PETITIONING
CEO, Walmart
[+ 1 other](#)



STARTED BY
 International Labor Rights Forum



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



Stop Canada's Cruel Seal Hunt

 Like  8632 likes. Sign Up to see what your friends like.

signatures: 155,889

deadline: ongoing

signature goal: 175,000

[share this action](#)

Target: Canadian Prime Minister Stephen Harper
Sponsored by: International Fund for Animal Welfare (IFAW)

Canada's 2011 commercial harp seal hunt has begun, and the government of Canada has sanctioned the slaughter of 400,000 baby seals.

In a stubborn and defiant challenge to the rights of other countries to say "no" to seal products, the Canadian government continues fighting the EU ban on seal products and ignores the facts. But there is no economic, scientific or ethical argument that can support the shooting, clubbing and skinning of defenseless seal pups.

People have the right to refuse products from Canada's cruel commercial seal hunt, and the

overview **letter**

Send Letter

Prefix First Name Last Name

don't display my name

Email

Country United States

Street Address City

State Zip

Why do you want Canada to end its commercial seal hunt? (optional)

I agree to Care2's [terms of service](#)

sign now



Thank you!

Join our list at www.aclu.org

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IN NEW YORK**

2011

America's Premier
One-Day Conference
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Thank you!

Farra Trompeter

farra@bigducknyc.com

Lesley Hostetter

lhostetter@lautmandc.com

Lisa Sock

lsock@aclu.org

Sponsored by
The Greater New York Chapter
Association of Fundraising Professionals

