

TOM AHERN PRESENTS...

Profitable
donor
newsletters

8 of 10 first-time
donors do NOT make
a 2nd gift

Source: Adrian Sargeant, 2010

Purpose of a donor newsletter

Job #1: Retain donors

Job #2: Make money

Don't reverse the order.

A 10% improvement in your
donor retention improves your
revenue 50% immediately.
And that's just the
beginning....

Merkle | Domain's proven formula:

- 11x17 format, folding to four 8.5x11 pages
- one-color, two-color, full-color
- NOT a self-mailer
- mail in a #10 envelope: “Your newsletter enclosed.”
- send exclusively to current donors
- include a reply envelope and reply device
- mail as often as possible
- use the newsletter for “accomplishment reporting”

Typical donor communications calendar

	Acquisition	Print newsletter	Renewal	Major donor	Lapsed donor	Emergency	E - newsletter
January			#1	Annual report			#1
February		#1					#2
March	#1		#2	Annual mtg. invitation	#1		#3
April		#2		Appeal #1			#4
May			#3				#5
June							#6
July			#4		#2		#7
August		#3					#8
September			#5	Progress report			#9
October	#2	#4					#10
November			Year-end appeal	Appeal #2	#3		#11
December							#12

Source: Alan Sharpe, Mail Superiority

Paper vs. electrons

Reviewing information on paper produces more emotional processing than viewing the same information on screen.

And emotional processing is critical to giving.

Source: Neuroscience blog; 2011 via Joyaux Associates newsletter

Why donors welcome newsletters

- Good newsletters are good guests, flush with chatty updates
- Newsletters entertain visually as well as verbally
- Newsletters don't ask for money (as obviously)

Why donors *don't* welcome
newsletters

Because they're as
boring as old toast.

Don't get the front page right?
You have no welcome.





CHRONICLE

WINTER 2010



AN INVITATION TO INVEST IN YOUR HEALTHCARE

Fairy Tale Ball Raises \$270,000 for Children and Families at Joe DiMaggio Children's Hospital

It was an unforgettable action-packed, two-day event filled with entertainment, golf, a gala and poignant moments of reflection as more than 550 guests danced the night away to classic rock's biggest names, including Clarence Clemons, Steve Augeri (formerly of Journey), and Wally Palmer from The Romantics. **The 7th Annual Fairy Tale Ball "Mulan,"** presented by the Diamond Angels of Joe DiMaggio Children's Hospital Foundation was hosted and sponsored in part by The Westin Diplomat Resort and Spa.

Guests enjoyed the festivities which ultimately help the latest members of our community. The impact of the Fairy Tale Ball was brought clearly into focus as

attendees heard the story of this year's ambassador, Maggie, a healthy eighteen-month-old who weighed only 11 ounces at birth.

The majority of funds raised will support the new recently expanded Waisie NICU at Joe DiMaggio Children's Hospital, a state-of-the-art 64-bed facility that cares for South Florida's most acutely ailing newborn babies made possible by The Waisie Foundation. Over \$19,000 of the evening's proceeds will support the Diamond Angels Family Fund, which provides families of children with life-threatening conditions being treated at the hospital, with emergency financial support for non-medical

expenses. During its seven years, the Fairy Tale Ball has raised nearly \$2 million.

"When we conceptualized this event, we chose to call it the Fairy Tale Ball and use a different fairy tale as the theme for each year," said Babette Ferre-Aouat, who along with Wendy Palmer, co-chaired this year's tales show central characters faced with overwhelming obstacles, but they all triumphed in the end."

Maggie is the smallest baby ever born and cared for at Joe DiMaggio Children's Hospital's Waisie Neonatal Intensive Care Unit (NICU) and is a living example of hope and survival. Born prematurely, Maggie underwent 35 blood transfusions and three surgeries and after five months was discharged from the hospital. She continues to meet milestones, amaze her parents and has not



This year's Diamond Angels ambassador, Maggie with her parents, Michael & Amy Robinson, and Dr. Bruce Robinson, Maggie's parents, Maggie and Dr. Bruce Robinson.

needed to be readmitted to the hospital, thanks to the extraordinary medical care she received early in her life. At birth Maggie's tiny body was fragile, but her will to live was strong. Thanks to the Diamond Angels and other donors, the Waisie NICU saved Maggie's life. Every day the NICU is full of babies like Maggie, struggling to survive. For more information on how you can help the tiniest of our patients, please contact the Foundation office at 954-285-3454.



Dr. Blair and Wendy Palmer with Babette Ferre-Aouat and Dr. Robert Davis.



Larry Allen, Wendy Palmer, Bob Trubbin, Eugene and Dr. Babette and Dr. Robert.



David Friedman, co-chair Babette Ferre-Aouat, Bonnie Finkler, and Diamond Angels President Sharon Truitt with her husband, Dan.



Sherry Skubala with her husband Mark, General Manager of the Diplomat Resort and Spa.



Liz and James DeLongor.



Jorge Flores, Janet Flores, Priscilla Serna, Editha Cacho, and Sylvia and Al Gil.



Dr. James Allen, Alexander Heller Allen and Dr. Nick and Wendy May.



Memorial Foundation • Joe DiMaggio Children's Hospital Foundation

CHILDREN'S HOSPITAL

WINTER 2010



1st

AN INVITATION TO INVEST IN YOUR HEALTHCARE

Fairy Tale Ball Raised \$100,000 for Children and Families at Joe DiMaggio Children's Hospital

2nd

It was an unforgettable action-packed, two-day event filled with entertainment, golf, a gala and poignant moments of reflection as more than 550 guests danced the night away to classic rock's biggest names, including Clarence Clemons, Steve Augeri (formerly of Journey), and Wally Palmer from The Romantics. **The 7th Annual Fairy Tale Ball "Mulan,"** presented by the Diamond Angels of Joe DiMaggio Children's Hospital Foundation was hosted and sponsored in part by The Westin Diplomat Resort and Spa.

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3rd



Dr. Blair and Wendy Palmer with Babette Ferre-Aouat and Dr. Robert Davis.

3rd



Larry Allen, Wendy Palmer, Babette Ferre-Aouat, and Dr. Robert Davis.

3rd



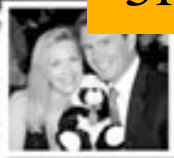
David Friedman, Wendy Palmer, Babette Ferre-Aouat, and Diamond Angels President Sharon Truitt with her husband, Dan.

3rd



Jorge Flores, Janet Flores, David Allen, Babette Ferre-Aouat, and John and Al Gil.

Sherry Skubala with her husband Mark, General Manager of the Diplomat Resort and Spa.



Larry and Janet DeLonge



Dr. James Allen, Alexander Heller Allen and Dr. Nick and Wendy May



- Trophy #s? Unimpressive
- “Case closed” headline
- Looks backwards, not forwards: low news value
- Cluster of photos = visual La Brea tar pits: eye walks in, can’t get out
- Dear child’s face is size of raisin; low empathy
- Buried offer
- Front page about party, not about impact of giving
- Clear message: “A good time was had by all!”
- Good for family feeling; **bad at raising funds**

Memorial Foundation • Joe DiMaggio Children's Hospital Foundation

M CHRONICLE
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This year's Diamond Angels ambassador, Maggie, her NICU doctors and her parents. Pictured (L-R): Dr. Ben Schellman, Maggie's parents, Maggie and Dr. Janet McIntyre.

Donor Frohman, event co-chair Bette Ferre-Aron, Bette Ferre-Aron and Diamond Angels President Sherrie Truitt with her husband, Tom.

Sherrie Truitt with her husband Mark, General Manager of the Diplomat Resort and Spa.

Don and Janet DiMaggio.

Joey Flores, Janet Flores, Piedad Soto, Roberto Casella, and Sylvia and Al Gil.

Dr. James Adler, Mercedes Butler Adler and Drs. Nick and Wendy Mao.

Dr. Allen and Frances Ockerman with Walter and Dr. Robert Davis.

Larry Kott, event co-chair Wendy Palmer, Sherrie Truitt, Bette Ferre-Aron, and Drs. Bette and Dr. Victor.

Before




The Newsletter of Merchants Quay Ireland Summer 2010

"Something had just clicked inside me . . ."

How Marie is Winning the fight of a Lifetime

A formerly homeless mother of four is beating overwhelming odds to overcome heroin addiction – thanks to gritty determination, a deep love for her kids and the 'whatever-it-takes' spirit of Merchants Quay staff. Read about the positive changes you're helping make possible . . .

Marie loves to laugh. You'd notice that first about this pretty mom with the sparkling blue eyes. And she's not above laughing at herself, at finding humour in all she's been through. Because on her journey toward a drug-free life, Marie has learned to face both good and bad.

She's forthright about it all. The beloved horse she rode every night as a teenager, her devastation when he was sold. Out of school at 14 . . . troubles with drinking and smoking hash . . . the violence at home.

Now in her 30s, she seems to have lived a lifetime. In and out of treatment while her mother cared for her children, Marie had issues with multiple drugs – typical for heroin users – making it doubly difficult to stop using.

She hit rock-bottom before realising her true source of strength: her children. By then her mom was out of patience – the kids would always have a home, but Marie was on the streets. "She was a great supporter, and I'd be lost without her . . . I ended up homeless then and in the hostels. I used to have a photograph of me kids on the shelf and I wanted to stop taking [the drugs] but I couldn't. No pride, no dignity – everything just goes out the window. So I decided I needed to get help."

Like many of Ireland's nearly 15,000 heroin users looking to break the addiction cycle, Marie faced an uphill battle. She'd decided to seek treatment, but was still surrounded by drug users at the hostel – including a friend who smoked heroin constantly. "I used to sleep with a T shirt over me face so's not to smell it . . ."

Even at High Park, our residential treatment programme, it wasn't easy . . . especially for a woman. Of every ten drug users in treatment, just three are female. Marie explains that it's tougher for women "With children especially. I don't think I could go through treatment knowing that my kids



Marie found strength in a photo she always kept of her children.

were in someone else's house being looked after . . . it's very hard on the mothers and I can only imagine what it's like on the kids."



She credits Merchant's Quay staff for helping her stay in the programme. "They sat up with me 'til one or two o'clock in the morning and if you were going through something they'd ask . . . they won't let you hide in any corner. With other places I never really got that."

Marie remembers when she'd turned the corner. It was, she recalls, "when my kids came up to see me. I just started to realise that I want to be there for my kids. From that moment on I really started putting the work in."

Today Marie is drug-free, in recovery housing and attending our aftercare sessions. She couldn't be more delighted, summing it up with customary wit: "I used to ring High Park when I left and I'd be havin' a chat with the staff and I'd say, 'I want to come back.' And they'd say, 'We miss you . . . but we don't miss you that much!' I'd be lost without the support from Merchants Quay. I'm grateful that I got the chance to go in there. Me kids they are benefitting so much from it."

For Marie, and for so many others, you are making a real difference. Thank you so much.

After

The Newsletter for Supporters of Merchants Quay Ireland | Autumn 2010

What's on at MQI? | Brendan Magee Graduates, page 3 | Merchants Quay Scholarship Fund, page 3 | Message from Tony Geoghegan, page 4 | How to Double Your Donation, page 4

"That Was When I Was Young and Innocent..."

Liam's story is one every parent fears. And with 15,000 people across Ireland who are caught in heroin's grip, it's a story that's all too real. Read how it's turning out, that is, for Liam.

"That was when I was young and innocent," Liam begins. "We used to go down to Seapoint, Dun Laoghaire baths. I used to love swimming . . ."

His story is one every parent fears. "I grew up too fast. Hit me teens, like. The ecstasy and smoking hash and I just tried to be part of the


scene ya know, experimented in trying heroin."

Heroin is one of the most addictive drugs available. In the span of 180 days, Liam was smoking heroin every day. "One day I woke up and I was shaking, bleeding, I had a fever, I was in pain."

He'd injected himself to a point where he had no idea where he was. He rolled over and was homeless for three or four years, in and out of hostels. Being on the street definitely increased my drug use."

With nowhere to turn, he came to Merchants Quay for meals. "I used to go into the drop in-at 7.30 when they opened for breakfast, just around the corner from the needle exchange." Then a staff member helped Liam get on our Stabilisation Programme (see story below). He'd sought help before, but the

continued on page 4 >>



"I wouldn't be here now if it wasn't for Merchants Quay Ireland. I'm very grateful for people who have helped out." Thank you!

Liam, pictured at left, learned new computer skills at MQI.

MQI's Stabilisation Programme: Behind the Scenes with David and Maeve

A chat with Team Leader Maeve O'Callaghan and Assistant Supervisor David Sherry, of Merchants Quay's Stabilisation Programme.

MQI: Can you tell us about the Stabilisation Programme?

Maeve: People are chaotic sometimes when they approach us. Some of them can be homeless and looking for a space to connect in with, some can be in apartments and are sorted in that direction but not sorted in their addiction levels. Some come

in from another part of the country. So before they can move in any other direction in their lives, we have to try and stabilise their drug habits, their living habits, their life skills. That's the whole point of stabilisation. It keeps them on the level – connected with us, connected with doctors,

continued on page 2 >>

Merchants Quay uses your donations wisely. See how, page 2...

www.mqi.ie

- Warmer colors
- Clean, dominant masthead
- Table of contents leads inside
- 2 front page stories instead of 1
- Uses real people in the photos (faces remain taboo)
- Written for skimmers (headlines, decks, long copy broken up)
- Thanks the donor repeatedly
- Taking readers “Behind the scenes” has automatic news value
- Looks good but not *too* good
- Includes offer

What's on at MQI? | Brendan Magee | Merchants Quay | Message from | How to Double
page 2 | Graduates, page 3 | Scholarship Fund, page 3 | Tony Geoghegan, page 4 | Your Donation, page 4

Quay Times

Merchants Quay Ireland
Homeless and Drug Services

The Newsletter for Supporters of Merchants Quay Ireland | Autumn 2010

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His story is one every parent fears. “I grew up too fast. Hit me teens, like. The ecstasy and smoking hash and I just tried to be part of the scene ya know, experimented in trying heroin.”

Heroin is one of the most addictive drugs available. In the span of 180 days, Liam was smoking heroin every day. “One day I woke up I was vomiting, shivering, bleeding. It had a hold on me.”

He was injecting by 19, to a point where he “had no veins left.” He robbed and was homeless for “three or four years, in and out of hostels. Being on the street definitely increased my drug use.”

With nowhere to turn, he came to Merchants Quay for meals. “I used to go into the drop in-at 7.30 when they opened for breakfast, just around the corner from the needle exchange.” Then a staff member helped Liam get on our Stabilisation Programme (see story below). He'd sought help before, but the

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continued on page 2 >>

Merchants Quay uses your donations wisely. See how, page 2...

www.mqi.ie

M O M E N T U M

A Newsletter for Patients, Families and Friends of Gillette Children's Specialty Healthcare



Kristin and Jay Berley have scoliosis. Kristin, who had surgery, plays basketball and golf. She also volunteers to help with patients undergoing similar surgery. Doctors are treating Jay with a brace. They are avid golfer who work in a family in the automotive.

The John E. Lonstein Spine Care Fund was created in honor of Lonstein by his wife and children. Lonstein is an orthopedic surgeon at Gillette. Family, friends, colleagues and patients provided additional funding. The fund supports projects and programs benefiting Gillette patients who have spinal disorders. Projects include picture books for children and patient education materials. Web information for teachers. For information about the fund, contact Dr. Neilson at 612-228-1720 or neilson@gillettechildrens.com.

INSIDE

- 2 Creating Visions
- 3 Donor Profile
- 4 Children's Miracle Network
- 6 Children's Miracle Network Champions
- 7 Tributes
- 8 Benefit Event

At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1947, doctors and specialists at Gillette Children's Specialty Healthcare have established principles that are still considered the highest standards of care for children with spine deformities. Kristin and Jay Berley are one in a long line of patients who have benefited from the hard work and dedication of Gillette's medical pioneers.

Kristin Berley is an elegant, statuesque 17-year-old with a warm smile. As a high school junior, she plays basketball and golf. In addition she takes jazz, ballet and tap dance lessons and plays harmonica in the school band. Her brother, Jay Berley, 13, is a well-spoken young man whose confident demeanor belies his young age. He plays basketball, tennis and golf and is a troubadour.

Both Kristin and Jay have scoliosis, a sideways curvature of the spine that can shape it into a single curve (like the letter C) or into two curves (like the letter S). About 3 percent of children have some type of scoliosis. One in every 200 of those children requires treatment. Doctors customize treatments to each child's particular needs.

Tailoring Treatments

When Kristin was in third grade, her pediatrician grew concerned about the curve of her spine, especially in light of her family history of scoliosis. "Kristin's grandmother didn't have treatment," explains Kat Berley, Kristin's mother. "She has a noticeable curve, is unable to lift things and can't walk for any distance."

"Kristin's doctor said her curve looked different from the type of scoliosis curve," Berley adds. "Typically, the curves go to the right. Kristin's went to the left and didn't have any rotation." She had pain in her back and sometimes trouble sleeping for any length of time.

As a result, Kristin began to lose weight, and her mother was worried. Because of the unusual curve, the doctors discussed the possibility of one fusion surgery. But Kristin's mother, Dr. Berley, an orthopedic surgeon at Gillette, knew that a fusion surgery involves joining several vertebrae together with one unit. The procedure is used to prevent further movement, so surgeons implant a smooth rod attached to the spine by hooks, screws and wires to hold the spine in place while fusion occurs.

Doctors also kept an eye on Jay. At 9, he had an S-curve indicating that he, too, has scoliosis. For the past 18 months, he's been wearing a brace for 23 hours a day. The brace is lightweight and worn under clothing. He'll wear it until he's done growing. "The brace really doesn't prevent me from doing anything," he says. "I can take it off when I play basketball, tennis or golf."

The Berleys' experience is markedly different from that of past patients.

The Story Unfolds

In the early years at Gillette and elsewhere, doctors treated scoliosis with exercises or casts, which often failed to keep the curve of the spine from progressing. In 1947, John Mose, M.D., established the Spine Service at Gillette. He brought together a team — including brace makers, nurses, surgery staff and physicians — to work with children who had spine deformities. Working with the team of special nurses, Mose used advanced braces for treating scoliosis and developed practical surgical techniques that resulted in a good fusion.

By the time he retired, Mose was known as the father of modern scoliosis surgery.

A Breakthrough Idea

Throughout the 1950s, doctors treated spine deformities, such as Kristin's, with a Milwaukee brace to support the entire spine and to keep a spinal curve from progressing. The brace extended to the neck and wasn't easily hidden under clothing. Surgeons also did fusion surgery, using bone grafts without screws and rods to stop the progression of the curve. Following surgery, patients spent one year in casts. Often the braces didn't last properly, and patients had second surgeries, which meant another year of casts.

In 1959, Robert Winter, M.D., was an orthopedic resident at the University of Minnesota. He completed his rotations in pediatrics, orthopedics at Gillette. "During my first rotation, significant things happened," he says.

A friend, surgeon, L. Harrington, M.D., had developed a system of wires, hooks and rods that he surgically implanted in scoliosis patients to straighten and hold the natural curvature of the spine. Mose, a skilled surgeon, understood the value of the technique for spine fusions, and he invited Winter to come to the technique at Gillette. Winter assisted with the surgeries. We became one of the first hospitals in the country to use Harrington rods.

"With internal rods, and a good cast, children healed better, and we could get them up walking within two weeks," Winter explains. When Winter completed his residency, Mose invited him to join the Gillette Spine Service. Throughout their tenure, these and other Gillette physicians and staff assembled surgical techniques and bracing technology to revolutionize spine care.

Spine Care is featured on Page 10

\$4,470 in gifts

\$49,600 in gifts




Bringing You Closer to the Lives You Help Change

Connections

Fall 2008 • Volume 7 • Number 1



Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an emphatic, "Thank you!" Before you can grasp why you deserve such adoration, you catch a mischievous glint in her eye. "No catch me!" she taunts, running in the opposite direction. Another game of tag has begun, and — just like that — you're it.

It's an idyllic scene, but Zawadi's story doesn't begin here. Before she could even dream of chasing about in sparkly sneakers, Zawadi needed feet on which to stand.

Her Community Believed She Was Cursed

Zawadi was born with two clubfeet in an impoverished village outside Arusha, Tanzania. Her community saw the disability as a curse, and local children threw stones at her.

Zawadi's father abandoned the family the day she was born, leaving her mother to raise her three children alone. "Zawadi's mother was sure if something happened to me, she says, 'Zawadi's mother' said this with an air of surprise."

How Could He?

Zawadi's father, a former missionary Tom and Polly Wiley, found her. "She had huge brown eyes and a penetrating look," Tom Wiley recalls. "We knew we had to help her."

The Wileys discovered that Zawadi's case was too severe for treatment in Tanzania. She needed a surgeon trained in the Iizarov method — a complex technique for reshaping bones, developed by Gavril Iizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

But a Google search quickly uncovered one of the few surgeons in the world who could help Zawadi: Mark Dahl, M.D., pediatric orthopaedic surgeon at Gillette Children's Specialty Healthcare. In fact, Dahl trained in Siberia with Iizarov himself.

"My Daughter Has a Future!"

Within weeks, Zawadi flew to St. Paul for a treatment that Dahl had performed thousands of times, but on only a few children with Zawadi's condition. During a five-hour surgery, Dahl

Zawadi continued on Page 4

Because of You!

Zawadi wears sparkly new shoes
Page 1

Douglas can visit in imaging center without crying
Page 2

Katie's memory continues to inspire
Page 2

Grace can say, "I love you!"
Page 3

Without treatment in Tanzania, Zawadi might have learned to walk on the rough surfaces that formed where her feet should be.

Recently, Zawadi was shopping for "first pairs of shoes!" She hugged her feet, "I will keep them, I will keep them, I will keep them," she growls.




(old) 8 pages long

(new) 4 pages long

(old) Features 1,200-word front-page article

(new) Features 500-word front-page article

(old) Can't be skimmed; a slow read

(new) Easily skimmed; a fast read

(old) Doesn't use "you"; impersonal

(new) Uses "you" copiously; personal

#2:
Wonderful
solution

Gillette Children's
Specialty Healthcare
LITTON, COLORADO

Bringing You Closer to
the Lives You Help Change

Connections
Fall 2008 • Volume 14 Number 1

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Zawadi's father abandoned the family the day she was born, leaving her mother to care for three children alone. "Zawadi would have no future if something happened to me," says Zawadi's mother, Sofia, through an interpreter.

Few Could Help Her
Zawadi's fate changed when missionaries Tom and Polly Wiley spotted her. "She had huge brown eyes and a penetrating look," Tom Wiley recalls. "We knew we had to help her."

The Wileys discovered that Zawadi's case was too severe for treatment in Tanzania. She

needed a surgeon trained in the Ilizarov method — a complex technique for reshaping bones, developed by Gavril Ilizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.



But a Google search quickly uncovered one of the few surgeons in the world who could help Zawadi: Mark Dahl, M.D., pediatric orthopaedic surgeon at Gillette Children's Specialty Healthcare. In fact, Dahl, trained in Siberia with Ilizarov himself.

"My Daughter Has a Future!"
Within weeks, Zawadi flew to St. Paul for a treatment that Dahl had performed thousands of times, but on only a few children with Zawadi's condition. During a five-hour surgery, Dahl

Zawadi continued on Page 4

Without treatment in Tanzania, Zawadi might have learned to walk on the rough calluses that formed where her feet should be.

But today, Zawadi (above) is shopping for her first pair of shoes! WellMed helped her find shoes that fit around her braces, which will keep her feet straight while she grows.


#3:

The donor
gets the
credit

#1:

Awful
problem

Good headlines...

- Concise
- Specific
- Include a benefit for the reader
- Interesting for some reason (*added*)

Source: For Impact blog



At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1997, doctors and specialists at Gillette Children's Specialty Healthcare have established principles that are still considered

The 'Betty's' experience is markedly different from that of past patients.

\$4,470 in gifts



Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an

needed a surgeon trained in the Ilizarov method — a complex technique for reshaping bones, developed by Gavril Ilizarov, M.D., in a remote Soviet hospital. It was a tall order, to say the least.

\$49,600 in gifts

Does God Like You?

The headline is interesting because it...

- is taboo (by virtue of introducing the subject of deity)
- is a question for which there is no “obvious” answer

Source: Roy H. Williams, Wizard of Ads

Four out of five people think the fifth is an idiot

The headline is interesting because it...

- is funny
- says far more than it says
- reminds you of foolish-sounding statistics
- or maybe made you angry (readers would rather be angry than bored; the only sin is being boring)

Source: Roy H. Williams, Wizard of Ads

The Economist

FEBRUARY 12TH-18TH 2011

Economist.com

Europe loses the mobile-phone war

Africa's new wealth

Japan's tea party

How to switch off the internet

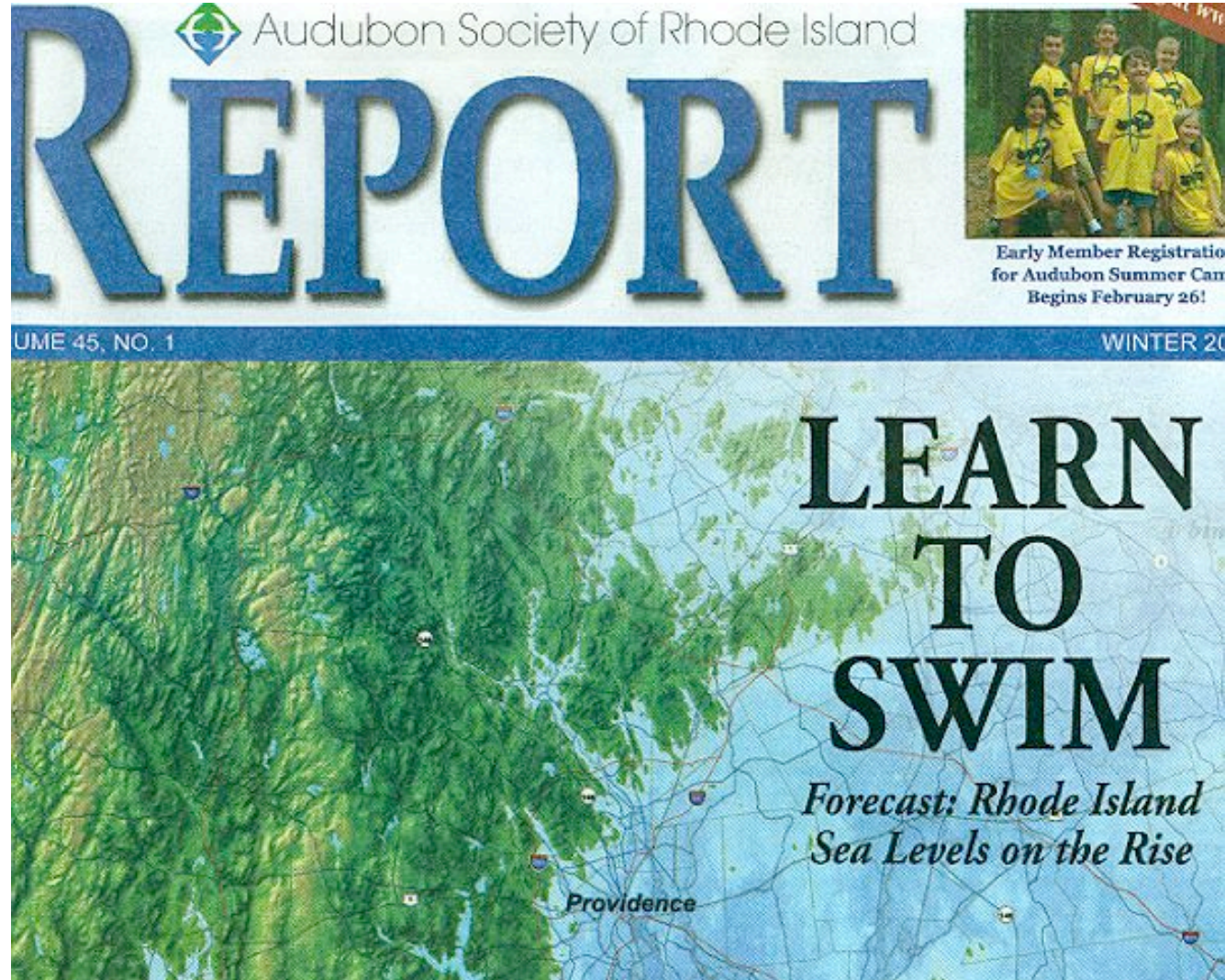
The shoe-thrower's index

Print me a Stradivarius

The manufacturing technology that will change the world

This violin was made using an EOS laser-sintering 3D printer (and it plays beautifully)





Editor: Jeff Hall

offers

accomplishments

(i.e., how donors changed the world)

trust

tribe

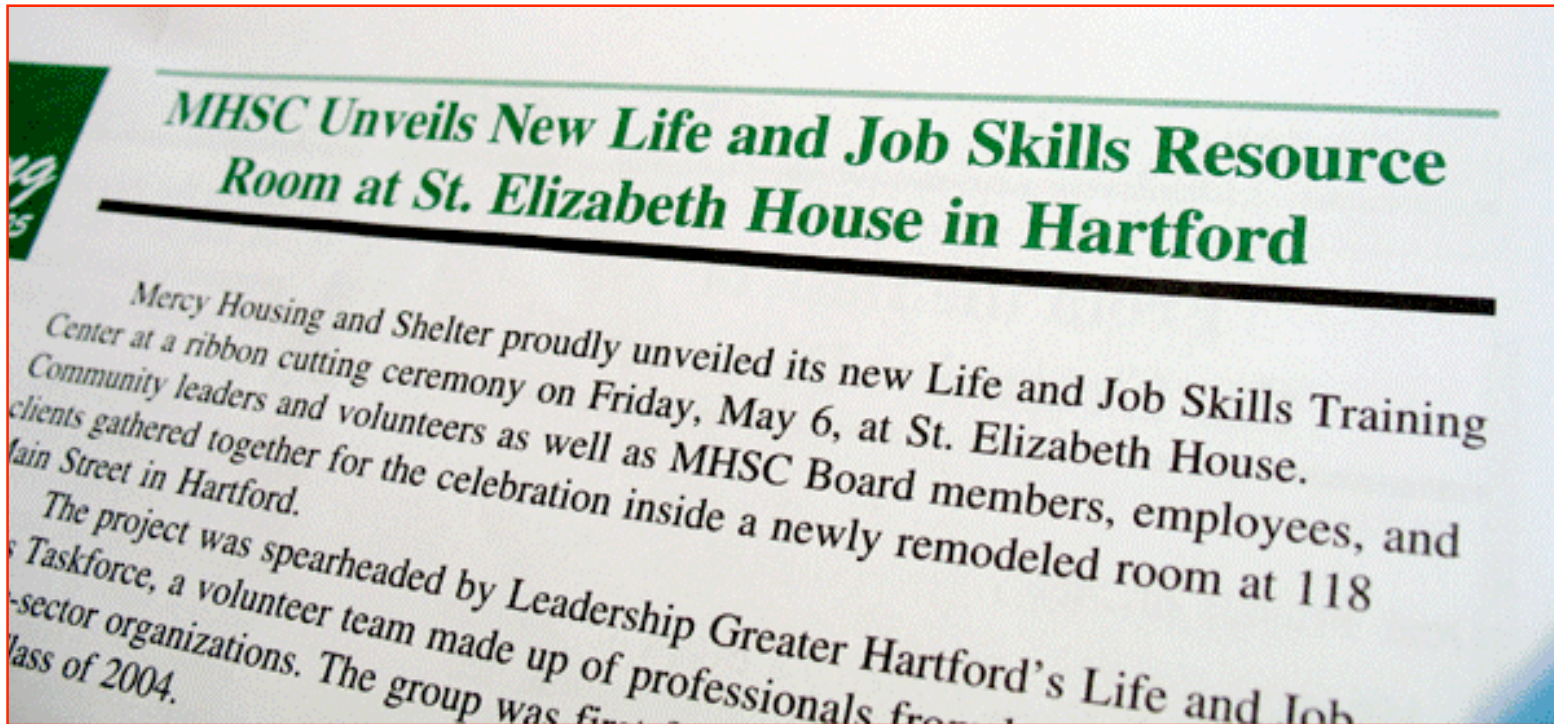
It is not pure reporting.

It's reporting crossed with a
Hallmark greeting card.

“Accomplishments” have rosy
glows about them.

I feel something.

This is NOT an accomplishment.



This is *merely* an untranslated activity.



ICA's home in Cambodia offers safety for girls rescued from sex trafficking.

CAMBODIA

Your giving has made it possible to open our first home for girls rescued from sex traf-

vide a new life for more than 100 girls this year.

You also built a community center in a village approximately

Accomplishments

Numbers are *not*
accomplishments, BTW.

Stats are false ports. They are NOT safe havens.

The basic problem with statistical evidence?

Data does not stir
empathy.

Cape Breton are able to get the care they need at home.

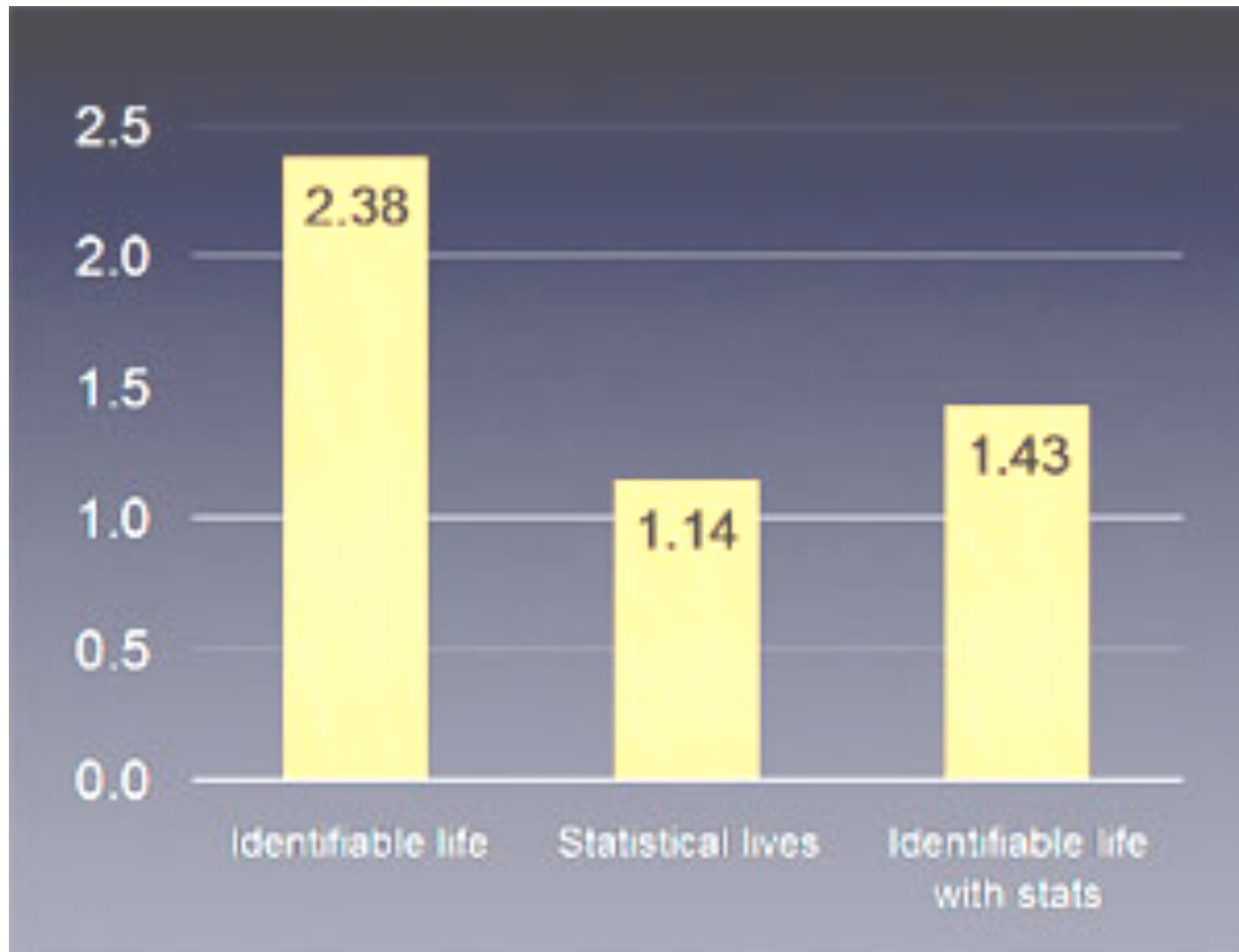
The nurses, doctors and staff of the Regional Hospital work very hard to treat thousands babies and children from every corner of the Island for a variety specialized health care needs, including life-threatening illnesses, like cancer, diabetes, neuro-muscular diseases and cardiac diseases, as well as, hearing and speech issues, general surgeries, and physiotherapy. Also, our Neonatal Intensive Care Unit provides exceptional care to pre-mature and ill babies.

Last year:

- more than **250** pre-mature and ill babies were treated in the Neonatal Intensive Care Unit;
- more than **900** babies were born in the Obstetrics Unit;
- more than **1,800** children stayed in the Pediatrics Unit;
- more than **8,500** children visited the emergency room;
- and more than **10,000** babies and children received care from outpatient services and clinics.



Since she was 10 weeks old, Ava Newman has been visiting the Kiwanis Cardiac Clinic at the Regional Hospital. (Photo courtesy of Scott McIsaac Photography)



Source: Dan Ariely, Duke U., 2010

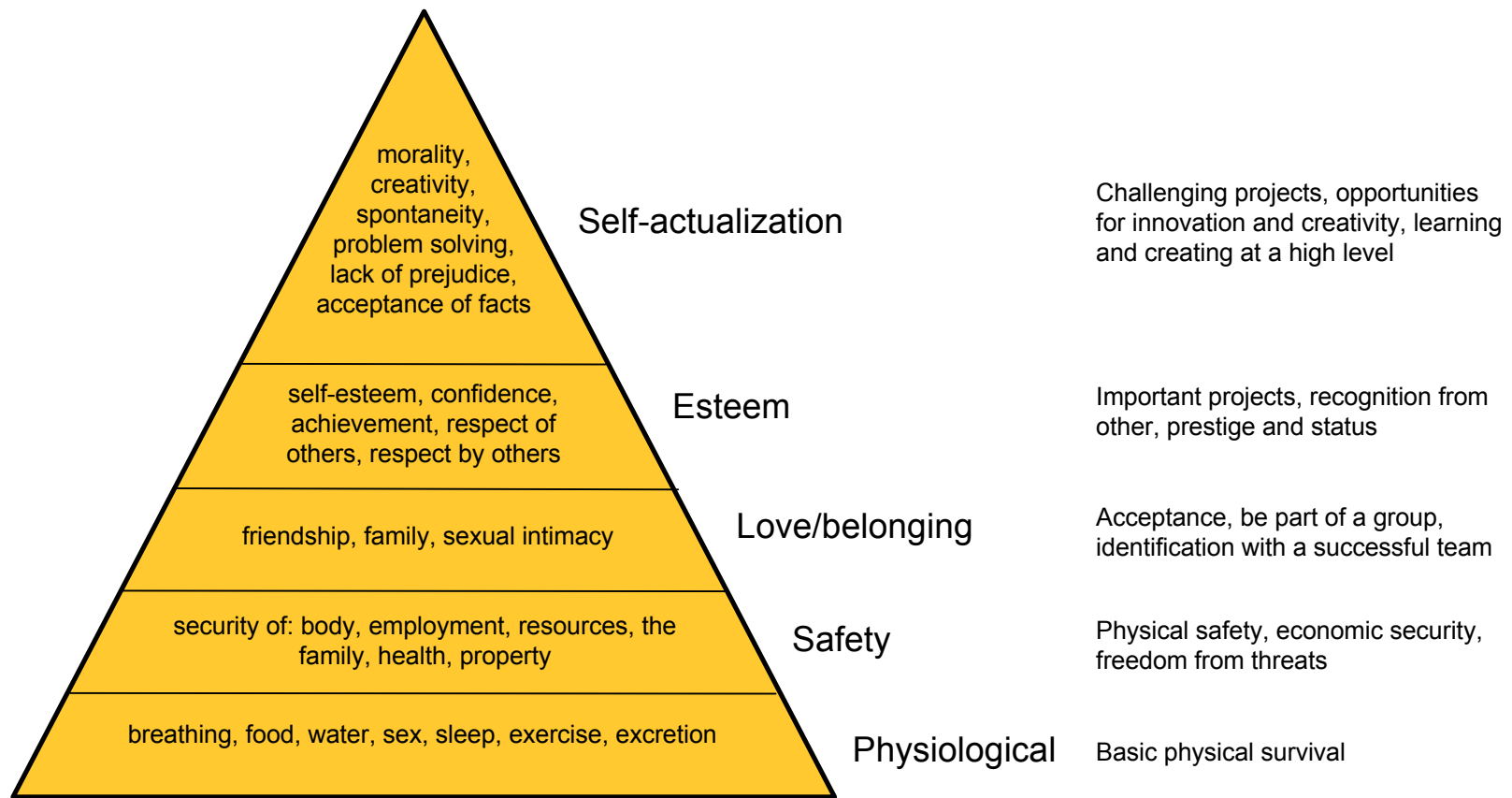
“The essential difference between emotion and reason is that *emotion leads to action*, while reason leads to conclusions.”

-- neurologist Donald B. Calne



Assume you know nothing.

Create an
“emotional profile”
of your donors.



Maslow's Hierarchy of Needs – a useful checklist for figuring out impact, as well as for understanding donors

I want to feel good about giving.

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*

You Helped Give Grace a Voice!

Mom Hears "I Love You!" for the First Time

Imagine going through childhood unable to ask questions, whisper secrets — even tell people your name. Until this spring, life without words was Grace Wright's reality. The lively 4-year-old was born with cerebral palsy, a form of brain damage that affects her ability to speak.

"We relied on rudimentary sign language and pictures to communicate," says Grace's mom, Linda Wright. "Conversations were a guessing game."

Grace's Voice — and Personality — Emerge

Grace understands language, but she couldn't express herself before coming to Gillette. Here, she tried using an augmentative and alternative communication (AAC) device. It shows pictures that represent words and phrases. When Grace touches the screen, the device "speaks" the corresponding word for her. "I learned that Grace's favorite color is red and she loves pancakes!" exclaims Wright.

Grace Inspires Mom During Cancer Battle

Shortly after Grace received her device, her mom was diagnosed with cancer and her dad lost his job to staffing cuts. Although Grace qualifies for Medicaid, her family faces limited insurance options. Wright, who also cares for two other sons with special needs, is undergoing chemotherapy. Amidst these challenges, Wright's bright light is Grace's new voice. "I never thought I'd hear my daughter say, 'I love you,'" she says. "My dream came true."

Help Us Help Families in Need

Your gifts to Gillette support state-of-the-art technology so children, like Grace, can express themselves. They also help us bring Gillette services within easy reach of struggling families. Most of all, they make



Grace says "hello" using her new device. Children's Miracle Network sponsors help Gillette purchase communication devices for patients to test at home. Each device costs at least \$8,000.



The **impact** of the
donor's gift.

- A brick and a flag ... OR (2)
- “With that \$1,000, we can train a person to treat 80% of the illnesses in an entire village for a year.” (123)

Source: Nick Fellers, The Suddes Group

*I want to feel involved, a
part of something.*

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*





I want to be inspired.

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*

YOUR KIDS IN ACTION

Baby Brian Defies the Odds,
page 2

Tammy Can Count to Ten,
page 3

Area Restaurants Open
Hearts to KID, page 3

Cl
St

He's headed for Harvard, thanks to you...

A rocky childhood left David facing felony charges at just nine years old. Read his story and discover how your generous support of KID painted a different future for David.

Summer school at Harvard, one of America's top Ivy League colleges, isn't the future you might have predicted for David Gagne if you'd met him as a boy.

He was taken out of the family home at age five due to his mother's severe dependency issues. By nine years old, he was in a courtroom facing felony and misdemeanor charges. And without resources in place, you could just as easily be reading his name in the newspaper—as an unlucky statistic, the victim of a troubled past.

Fortunately the judge had a place where David could go for safe haven, and for help: Kids In Distress. David was put



David Gagne (seated, center) hopes to become a judge

"When his caseworker gave me his file, I put it off to one side. The boy

himself—by his adoptive

Despite str a fifth grade p David had th skills of a ten challenged," s structure, the

Placing ch homes—and support—is a provide the s missing in th story shows, t it's an import

During hi school, David at Florida Ar continue this senior, so he credits of a co

And just t accepted into summer prog college fresh Psychology, a

*I want to know how my
money will be used and
what difference it will
make.*

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*



P.O. Box 510167
St. Louis, MO 63151-0167
USA

Tom Ahern
10 Johnson Road
Foster, RI 02825

April Newsletter Enclosed
You Saved 5,000 Afghans!

02825\$1230 R004

Free tax-prep program helps hundreds in Dutchess County uncover and recover legitimate refunds

\$879,372 reclaimed for wallets of local seniors and low-income residents; your United Way is program's "main supporter"

Hope, Security, Stability, That's what the Hudson Valley CASH Coalition provides for those in need.

Through free tax preparation for

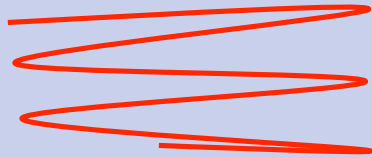


Vo

I have
done
Cour
thou
and
com

I cou
the b
in m

*I want to be recognized
and valued for my gift.*



Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*

A large, vibrant red heart is centered on a white background. Inside the heart, the words "Donor" and "Love" are written in a bold, black, serif font, stacked one above the other. The heart has a slight gradient and a soft shadow at its base.

**Donor
Love**



“Is this
all I am
to you?”

The Society for Nice,
Middle-Class, Older
People (SONMOP)
needs your help to feel
good about themselves

Source: Mark Phillips, Bluefrog, via Jeff Brooks

Donor-NEGLIGENT:

“We did this. We did that. We were amazing. Oh, by the way, thanks.”



Donor Report

The Board of Directors, staff and volunteers wish to thank each and every donor and partner who contributed during the fiscal year beginning January 1, 2006 and extending through December 31, 2006.

4 Season's Recreational Outfitters
 541 Lounge
 A Systems Integrator, Inc.
 A.E. Willis, Inc.
 Dorothy W Altamson
 Acrovision Sports Center
 Action Donation Services
 Action Earth Movers
 Jim and Maryanne Adame
 David A and Audrey P Adams
 Marian Adams
 After School Buddies
 Diana Almese
 Art Alamo
 Alder Creek Ranch
 All Trade

Joshua and Melanie Ausborne
 Awbrey Glen Golf Club
 David and Rhonda Ayling
 Azila Nora
 Robert and Diane Babcock
 Kathryn Bailey
 Debra Baker
 Heather Baker
 Lisa Baker
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 Bama Companies, Inc
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 Tom and Lori Barber
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 Norma Barnes
 Rachelle Barnes

Bend Wine Cellar
 Benjamin Moore and Co
 Alan and Debra Bennett
 Raymond Bennett
 Betty Berg
 Karen Bergin
 Beta Sigma Phi Preceptor Alpha Tau
 Betastat, Inc
 Bill Moore and Associates
 Daniel and Theresa Bilyeu
 Jalin and Brett Bingham
 John and Robyn Bischoff
 Karen and Douglas Bish
 Bissell, Inc
 Bits
 Blaine's Lawn and Garden Service

Donor-CENTRIC:

“With your help, all these amazing things happened. And without your help, they won’t.”



I am a VIPS success
because of you!

Thank You

increased two grades.

Sarah is a VIPS success. Her grade went from D to B in science because of her hard work at VIPS' Learning Center.

Elvis is a VIPS success. He used to say he didn't understand his schoolwork because he wasn't smart. His mentor changed his attitude and his love for drawing.

We need your help to

Annie Laurie Palmer

Lynne Parker

Harold & Carlos Parkman

Daniel Perkins

Ed Perry

Don, Noel, Jared & Breanne Peyton

Randall V. Prewitt

UMS-Wright Preparatory School

Sylvia Walding

Jane Whitehead

Curt Wilson

Lois Yoder-Swaim

pe or
y.org.

*...Your Support is
Essential to Preserving
Our Environment!*



Boys & Girls Club of Pawtucket News

One Moeller Place, Pawtucket, RI 02860 • 401-722-8840 • www.bgc pawt.org

New accounting system reveals huge, unsuspected funding gap

Club needs your help now!

- Prior estimates: Club spends \$600 per child. True cost turns out to be \$1,000+, new accounting methods find
- Donors step in to rescue summer programs
- Kids keep on coming, more every year

Savings a kid's life costs a lot more than anyone realized, is the dismaying conclusion reached by the Club's new accounting system.

CPA Frank Monti, a respected

meant to overhaul a system that had been adequate in 1988, when the Club had 2,200 children and teens under its care.

Today the Club serves 3,500

lies, and an alternative to the streets for teens.

The Club has also expanded its physical plant and outreach, with a new Arts Center and branches in the city's public housing developments, where many of the neediest youngsters live. More than half the Club's members come from single-parent households.

Donors save the season

Thanks to quick donor response, summer programs at

Thank you for caring!

At last, she can count to ten: Challenge Grant to help more children like Tammy

At four years old, she couldn't say her ABCs. She didn't know the name for a circle, or a square. She couldn't count from one to ten.

Things were chaotic at home. Tammy's biological father had been in and out of jail. She lived with her grandmother, who had just taken in two more family members. Their house was too small, and money was tight.

have a greater chance of academic success. And success in school can bring success for life.

A 2009 study conducted at the University of Delaware showed solid 'number skills' in kindergarten predicted future success in math as late



Reaching Tammy was a race against time

they were able to move to a bigger, safer home.

Tammy is thriving. She loves school, and KIPP therapists and teachers continue to work with her.

Today, she can count to ten and name the President of the United States!

The Jim Moran Foundation, Inc.

We couldn't help them, without you...

You've come a long way, Baby!

Like many substance-exposed babies, the odds were stacked against Baby Brian. Your support meant KID could be there from the start. Now look how far he's come!

Baby Brian already had two strikes against him when he was brought to our KID Infant and Toddler Emergency Shelter, just weeks after his birth: he was born prematurely and had suffered prenatal exposure to substances, such as drugs and alcohol.

With the support of shelter staff, nurses and other professionals on our team, young Brian was eventually placed



Born Addicted?

Facts on Substance-Exposed Babies and How KID helps

- It's estimated that more than one million babies born in the U.S. each year have prenatal exposure to substances like alcohol, heroin and marijuana
- Babies with prenatal exposure to certain drugs can suffer withdrawal symptoms for as long as six months, including high-pitched crying, seizures and unstable temperature
- KID's Infant and Toddler

Brighter futures, because of you.

Healthier smiles and better vision coming for children this fall

Thanks to all who donated! KID Dental and Optical Clinics open this fall, helping an underserved population in our community—children from six months to 18 years—to get expert care for teeth and eyes.

Healthier smiles and better vision for children comes to Broward County this fall, with the opening of the Kids In Distress Dental and Optical Clinics on the agency's five-acre campus in Wilton Manors. The state of the art facility will be open five days a week, bringing preventative, comprehensive

and optometry students and residents will provide care to more than 5,000 children and families each year.

"The KID-NSU Dental and Optical Clinics reflect our long-standing commitment to the communities we serve," said KID President and CEO Tom Tomczyk. "By expanding services to include



Ready, set...smile!

Dental & Optical Clinics Will Offer:

- Dental check-ups and diagnostics
- Digital radiography
- Emergency dental services
- Eye exams/prescription glasses
- Optical laboratory
- Plus much more!

Don't lose this easy battle.

“We” vs. “You”

Corporate communications are about how great the organization is. Favorite pronoun:

we

Donor communications are about how great
the donor is. Favorite pronoun:

you

[corporate communications]

I feel very fortunate because in my travels I am able to meet the people that **Amnesty** has helped...

[donor communications]

I feel very fortunate because in my travels I am able to meet the people that **you** have helped...

Did you get my good news letter?

[Save the Children](#) to you - Sep 14 [More Details](#)

Add to: [To Do](#), [Calendar](#)

Good News! Help is on the way



Dear Thomas,

I'm following up on my recent letter to you because the good news you help make possible is worth repeating:

**Every four seconds, a child's life is saved
by a Save the Children health worker.**

Baby Aisha is one of those children. Struck by a serious infection when she was just a few days old, Aisha is alive today because one of our health workers recognized the symptoms and administered antibiotics.

In total, it cost only \$8 to save Aisha's life. Just imagine how many children you can help us save if we reach our \$300,000 funding goal! [Support Save the Children today.](#)

Your gift will be used exclusively to train more health workers, supply them with vital medicines, and save children's lives through low-cost, high-impact interventions. It takes just \$20 to vaccinate a child in the developing world against deadly diseases ... \$150 is enough to train a new health worker who can care for hundreds of children.



**Every four seconds, a child
like Baby Aisha is saved by a
Save the Children
health worker**

Photo credit: Michael Bisceglie

Get yourself one of these





Donor Story

Couple Uses Fund to Simplify Their Tradition of Giving

Donors to the Fremont Area Community Foundation (FACF) find that beginning a fund with the Foundation provides them the giving experience they desire, while relieving them of many administrative responsibilities associated with operating a private foundation. One Fremont couple, who chose to remain anonymous, shared their story.

In 1995, the couple decided to roll over the contents of their private foundation to create a donor advised fund with the

Northern California in 1959 because the husband was transferred by his employer. Gerber. Fifty percent of the

Benefits of a Donor Advised Fund through FACF:

- Maximize your tax savings and simplify your charitable giving
- Gain advice and information on local nonprofit organizations and community needs
- Create a fund without having to dedicate your gift to a single charitable organization or local cause
- Expose your children or grandchildren



One Moeller Place
Pawtucket, RI 02860

Non Profit
Organization
U.S. Postage
PAID
Permit #43

*Dear believer in the kids of
Pawtucket...*
Your newsletter is inside.



FOOD BANK

news

SPRING
2005

If You Had to Choose Between Paying Your Bills and Feeding Your Children, What Would You Do?

This past winter, the Food Bank was invited to work with representatives from the Governor's office, gas, electric and oil dealers, the Public Utilities Commission and fellow non-profits to gather information for the Energy Assistance Group about low-income Rhode Islanders and their difficulties in paying energy bills.



"Sometimes I cry because I don't have the money to

The Food Bank created an Emergency Fuel Assistance Survey in order to speak with clients of our member agencies who were willing to share personal information with us. Food Bank staff spoke with over 100 individuals using the

"I have 2 kids and 2 jobs, but I just don't have enough money to cover everything. I use my food money on utilities and go to pantries for help."

Juanita - Pantry Client

survey to talk with them about their hardships, financial struggles, fears concerning household expenses and their efforts to keep their utilities on. This helped shed light upon the distressing stories of our fellow Rhode Islanders and helped us realize the urgency of their situations.

"I don't know what we

The personal accounts that Food Bank representatives compiled from our struggling neighbors will be used to educate the Energy Assistance Group. It is our hope that new policies and legislation may spring from our efforts.



"I really don't know how I am going to do it. You can't tell kids not to eat. How are you going to tell

and your role in it

Our Five-Year Plan

Haiti Program Snapshot

Program areas:

Shelter and community infrastructure, health, water and sanitation, food and livelihood security, and protection of women and children.

Reach:

An estimated 900,000 displaced people living in Port-au-Prince, the southern departments, and the northern border between Haiti and the Dominican Republic.

Partners:

Caritas Haiti and Caritas Internationalis members, the local Catholic Church, the U.S. and Haitian governments, private and Catholic health institutions, private aid organizations, and United Nations agencies.

Timeline: 2010 to 2015 Overlapping Phases:

Emergency Response (first six months): Immediate response for lifesaving, critical needs.

Long Term Rebuilding (between two and five years): Reconstruction and restoration of major infrastructure, as well as strengthening people's options for leading self-sufficient, prosperous lives.

Transition (up to two years): Intermediate programming for people to regain stability and have temporary means for shelter, education, work and health care.

CRS will ensure that families have a safe and dignified environment.

Four Key Components for Haiti's Recovery

Improving Communities

CRS will ensure that families have a safe and dignified environment in which they can live, work, learn and play. CRS will accomplish this through two key areas: shelter, and water and sanitation.

Shelter

CRS is providing emergency shelters and sturdy transitional shelters, and helping to make the camp settlement and relocation sites livable. We will invest resources in the restoration of schools, hospitals, clinics and orphanages.

To date, CRS has provided emergency shelter material to more than 100,000 people. We are poised to help 40,000 people with transitional shelters and their relocation to safer areas.

Water and Sanitation

CRS has been providing water infrastructure, toilets, bathing areas, hand-washing stations and means for sanitation at camp settlements and health care facilities across the city. Through cash-for-work activities, we have cleared canals of their pollution and debris, and promoted hygiene awareness within the densely packed camps. Measures such as night lighting,

gender-separated latrines with locks, and 24-hour community protection groups help to keep people safe.

On average, every month in Haiti, CRS provides 375,000 gallons of water. Currently, we are helping prepare means for water infrastructure and sanitation at the relocation sites.

Health and Safety

People in good health are most likely to be productive and able to take care of themselves. CRS is working to ensure the health and well-being of the Haitian people through health care and protection of women and children.

Quality Health Care

CRS has provided medical care to more than 60,000 people through camp-based clinics and the remains of the Notre Dame de Lourdes and St. Francois de Sales hospitals.

Our partner, the University of Maryland Medical System, sent in rotations of doctors, nurses, anesthesiologists and technicians, and Haitian Ministry of Health

teams worked around the clock to provide the best possible care in the traumatic conditions.

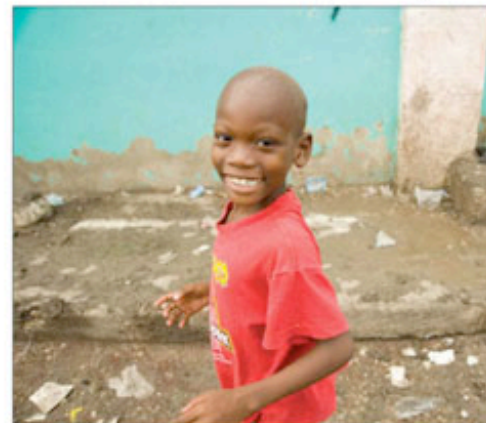
Postoperative patients are referred to CRS-supported rehabilitation centers at St. Charles Seminary and at the temporary St. Francois de Sales Hospital site. In the camps, we recruited workers to carry out public health campaigns. We are supporting hospitals with administrative and management costs, medical training, equipment, supplies, and pharmaceuticals.

And we continue to provide services to people with HIV, previously our largest program in Haiti.

Protecting Women and Children

CRS has set up large tents as "child-friendly spaces" to meet children's psychological, health and education needs in camps. These places are of tremendous aid to parents who are looking for a safe place for their children, especially when trying to find work to support their families. CRS is collaborating with the United Nations, peer agencies, care centers and the government to register

The earthquake destroyed 70 percent of Haiti's hospital buildings, including at least 50 health care facilities and two of the country's three nursing schools. CRS will work with Haiti's Ministry of Health and Catholic health partners to rebuild Haiti's health care system.



A young boy in Port-au-Prince's Solino camp, where CRS carried out a cash-for-work program to clear canals in advance of the rainy season. Photo by David Snyder for CRS.

you will

Contribute now and help break
the cycle of child abuse & neglect.



DONATE ONLINE TODAY.

Your gifts help support these programs in Pennsylvania

Our programs in Pennsylvania

Children, Youth & Families Programs

The Children's Center – Allentown 610-432-8352
Affordable childcare for children 13 months to 10 years old. Playgrounds for toddlers, pre-school and school-age children.

Foster Care – Philadelphia 215-930-0129
Foster and kinship homes provided for abused and neglected children from birth to age 18.

All of Us Care – Pittsburgh 412-782-6855

Toy Drive – Central PA 717
Toys donated from businesses, organizations and individuals are given to underserved children at Christmas.

PA Workwear Program – Luzerne Co. 570
Work appropriate clothing is provided to help transitioning back into the workforce.

Thrift Stores
Clothing, furniture, appliances and household

How much is a
personal pronoun
actually worth?



\$4,470 in gifts



\$49,600 in gifts

Donor-centricity =
A warm soak in a
flattery bath

“The difference between appreciation and flattery? One is sincere and the other insincere. One comes from the heart out; the other from the teeth out.” *Dale Carnegie*

Donor-centricity =
A warm soak in an
appreciation bath

Hello, I'm Ken Hackett, president of Catholic Relief Services. Welcome to our 2009 interactive annual report.

The generosity of you, our donors, is one of Catholic Relief Services greatest blessings. Your support gives us the resources we need to bring innovative solutions to tough humanitarian problems. Your compassion transforms lives.

(Psssst)

Almost no one reads the
articles.

What do “readers” really see

- Artwork: 80 percent
- Photos: 75 percent
- Headlines: 56 percent
- Briefs: 31 percent
- Captions: 29 percent
- Text: 25 percent*

*This number is abnormally high, according to Poynter Institute researchers. They tested prototypes rather than actual publications. Prototypes invariably produce higher, more positive numbers than real publications. *Source: Ann Wylie*

Good places to insert donor love

The Wooden Bell is published five times a year to keep our donors informed about the lifesaving work of Catholic Relief Services.

Archbishop Timothy M. Dolan
Archbishop of New York
Chair, Board of Directors

Ken Hackett
President

Michael West
Executive Vice President,
Charitable Giving

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Mike Gehler

Designer:
Ann Dikana

Senior Editor:
Ellen Gortler

Associate Editor:
Deborah Stein

The Gift of Education

By Debbie DeVoe

Ayen Deng is a 17-year-old attending her third year at a school built with Catholic Relief Services' assistance in a remote village in South Sudan. Even though most families across the country send their daughters to spend their days in the fields and cooking huts, Ayen's parents value education. Somehow they found the money for the mattress, washtub, cup, plate, spoon and personal items Ayen needed to attend Anyidi Girls' School. The education itself is free, with the government of South Sudan covering the salaries of the nine teachers and CRS providing food donated by the U.S. government for meals.

Ayen, who is just starting sixth grade, says, "I love going to school so much because my future is my choice. If I wasn't in school I would just dig in the garden and cook. Now I'm reading and getting an education."

Photo by David Snyder for CRS



Even though most families in the village of Anyidi, South Sudan, send their daughters to the fields and cooking huts, Ayen's parents value education. Photo by Debbie DeVoe

Ayen stays in school even though the village of Anyidi is threatened by men raiding cattle and even kidnapping children to care for the cows. "They cannot take me because I am so big, but they can take the small ones or kill the teachers," Ayen explains. "At night we must stay quietly. We cannot play."

Her desire for knowledge is stronger than these fears. In a country where few women are literate and most are expected to tend to their families, Ayen is thankful for the opportunity to receive an education. Catholic Relief Services is now building its third boarding school in Bor county, where Anyidi is located, to offer additional girls this chance.

For Ayen and poor, vulnerable children all over the world, education is a precious gift. CRS is committed to giving that gift to as many impoverished children overseas as possible. CRS believes access to a quality education is a human right. ■

Debbie DeVoe is CRS' regional information officer in East Africa based in Nairobi, Kenya.



These children benefit from a CRS project that works to eradicate child labor and promote education throughout Ecuador. Photo by CRS staff



Photo by David Snyder for CRS

Challenges We Face

According to the United Nations, 75 million children of primary school age are not in school. Girls are at a particular disadvantage: Education opportunities for boys far exceed those for girls in much of southern Asia and sub-Saharan Africa.

What CRS is Doing

CRS supports education programs in more than 60 countries worldwide in Africa, Asia, Latin America, the Caribbean, the Middle East and Eastern Europe. Every day, more than 1 million children around the world attend a school supported by CRS.

We promote and support access to quality basic education for all. ■

Catholic Relief Services The Wooden Bell™ 3

Emergency Services Program meets urgent

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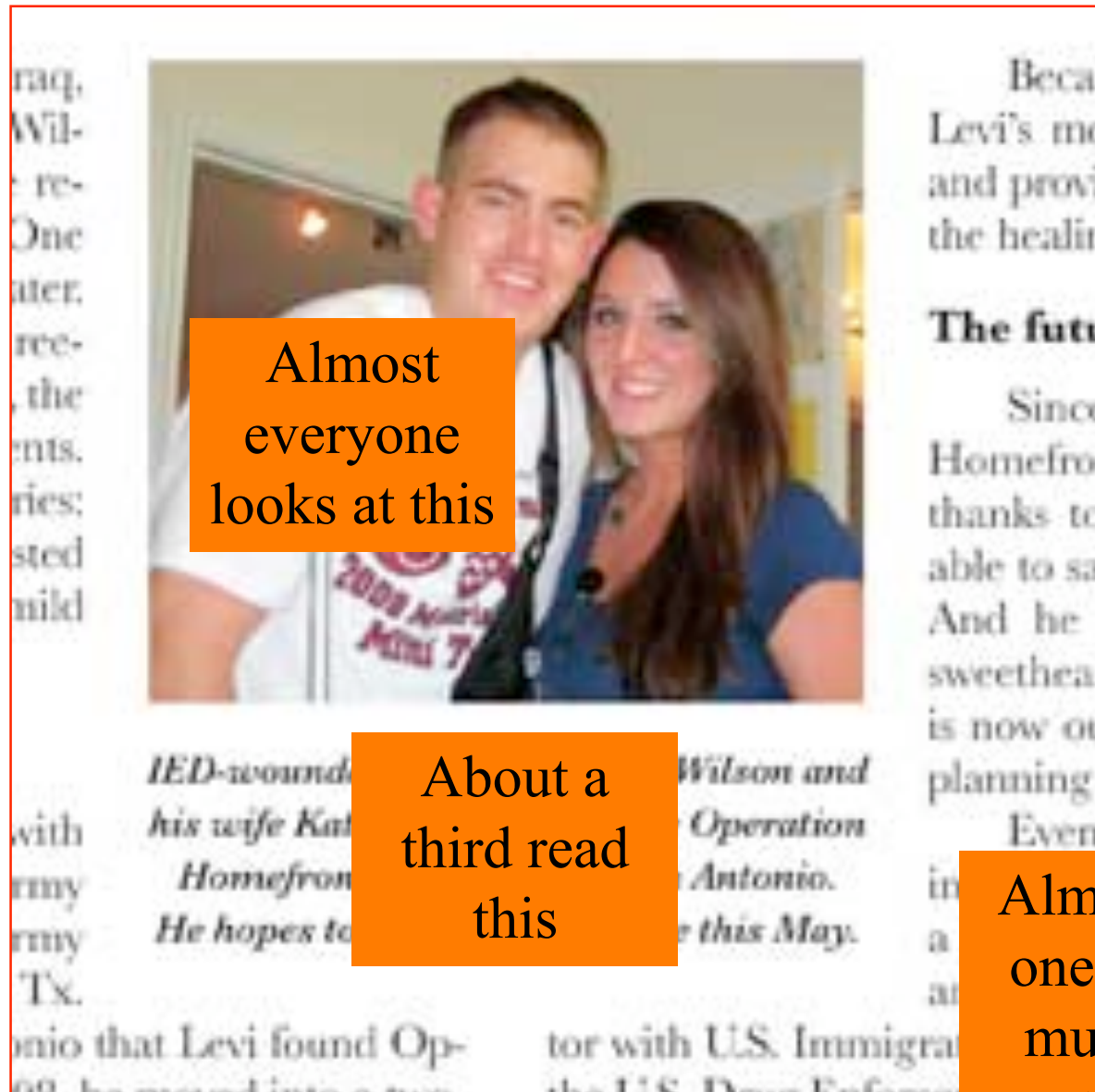
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Alan Garner, president of Volunteers of America of Pennsylvania, accepts a check from Rosemary Browne, director of programs and community investment for The Foundation for Enhancing Communities.

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Readers read at 100 mph. The big check says, “Problem solved!”

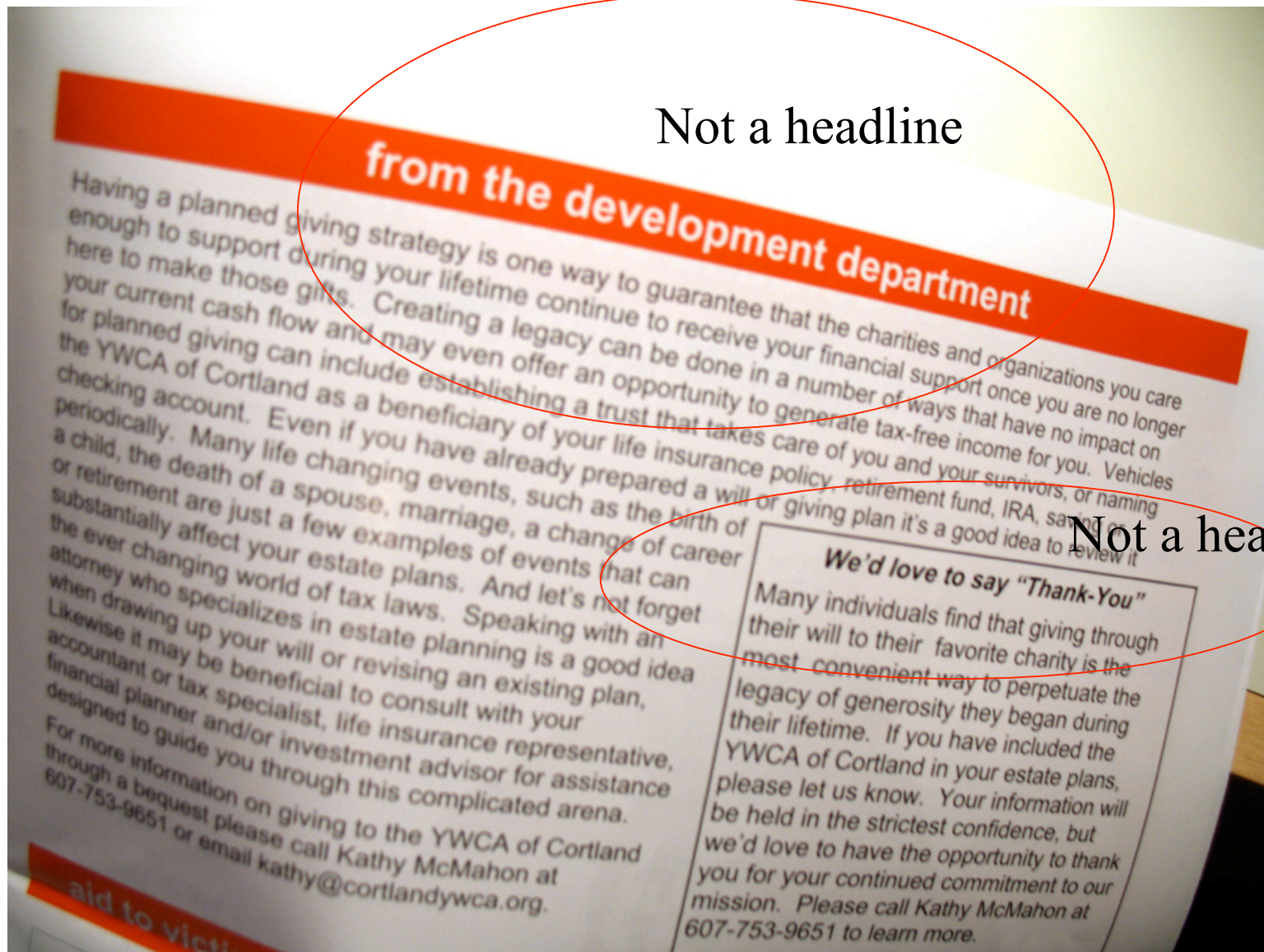


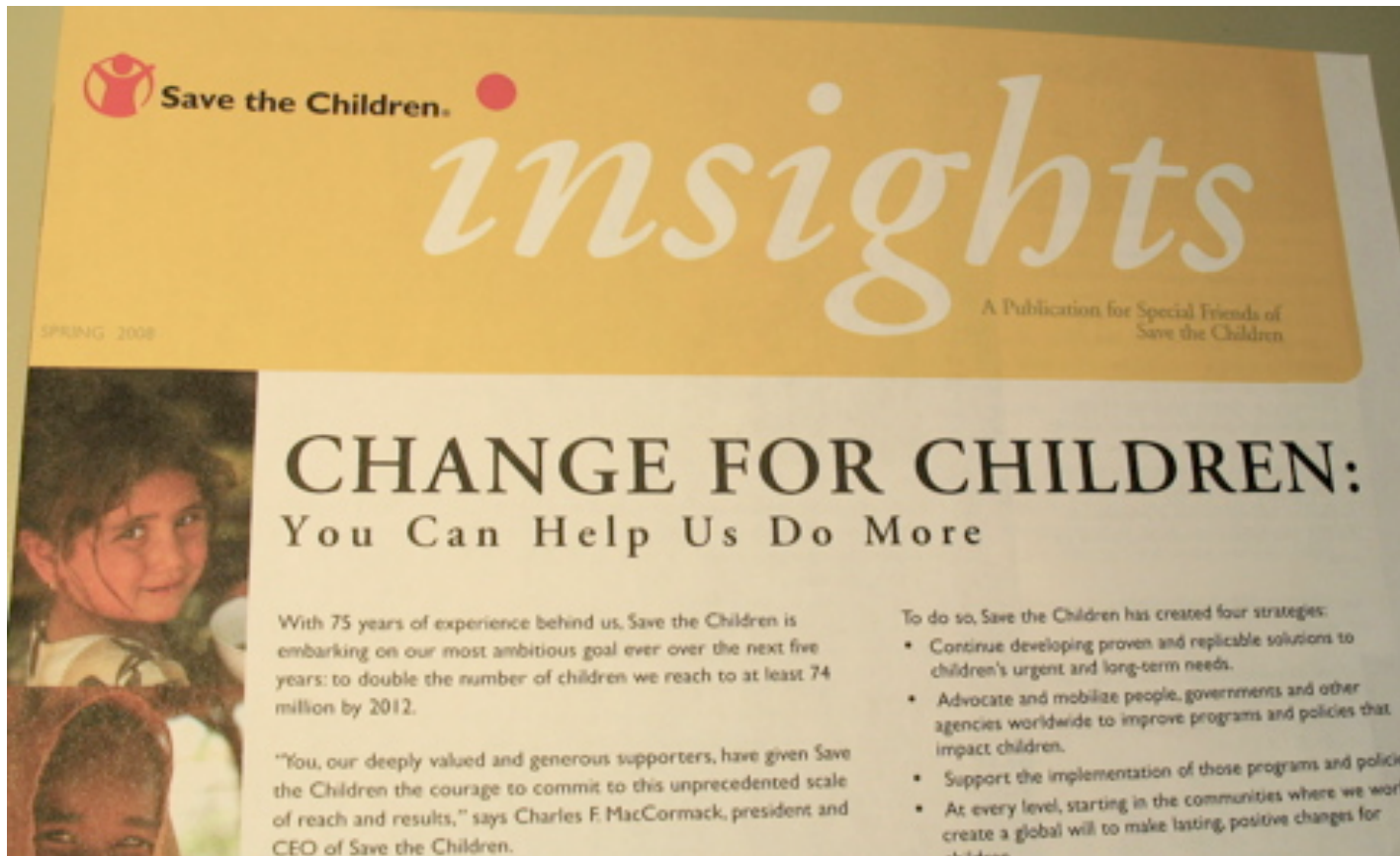
The most common –
and **fatal** -- flaw in
donor newsletters are
fake, weak, or non-
existent headlines.

Your e-newsletter's opening rate depends on (1) your reputation (*dull or interesting?*) and (2) your subject line (*ditto*).

This is *not* a headline. It's simply big type.







Not a headline

Great photo...
great recognition...
but what's the story?

By land, by air, and by sea, they have traveled the world. **David and Sylvia Izen** have visited big cities, like London, Paris, and Hong Kong, and journeyed through vast countryside, as in China, Australia, and New Zealand. They love the adventures, yet there is no place like home.

Massachusetts is their home. It is where they raised their two daughters, Joan and Susan. And where, in 1966, David Izen took over a bankrupt carpet wholesale business. He created a family atmosphere and emphasized quality products and professional service. With hard work and perseverance, he transformed the company into a successful enterprise.

The Izens appreciate a similar focus on quality and service at Lahey Clinic. They are both longtime Lahey patients, having been cared for by Lahey physicians and clinical staff in numerous occasions. And, like many others, Izen each have successfully battled cancer and other serious health concerns. They are grateful for the high-quality, compassionate care that enables them to stay healthy enough to travel the world.

The Izens have found many ways to express their gratitude on, as David Izen says, "give back some of the generosity that has been given to us." In one instance, they honored their beloved Lahey physician, Burt Mandel, M.D., when they established a charitable remainder unitrust.

This trust offers many benefits. When it was created, it generated a sizable charitable deduction that reduced the Izens' income taxes. It also helped to diversify their portfolio. Today, this professionally managed trust provides Mr. and Mrs. Izen with quarterly payments—income that they use to travel and to spoil their grandson, Ethan. Someday, the trust will advance patient care in General Internal Medicine and Radiation Oncology.

David and Sylvia Izen journey around the globe, but they come home to receive world-class health care. Their generosity will help to ensure that this high-quality, compassionate care is available for generations to come.

If you would like information about establishing a charitable remainder unitrust, contact the Office of Gift Planning at 781-744-3333.

World Travelers Come Home to Receive World-Class Care





HGOco

COMPANY. COMMUNITY. COLLABORATION.

■ “Houston Grand Opera is...successfully creating, developing and implementing programs that bring untapped communities together...a celebration through collaboration while shaping community engagement.” - *CultureMap*, January 2011



bereaved youngsters at **Bo's Place** and talented young choristers at **Americans For the Arts**, and with recent arrivals to Houston at **Neighborhood**

As a cultural service provider, HGOco strives to make art that is relevant, innovative and affordable. Your support helps to ensure that we can continue to reach more students, teachers, parents, and communities every day with opportunities to experience the arts through observation, participation and creation. *For*

Before

Opera Ball 2011: My Fair Ladies...

■ **WOULDN'T IT BE LOVERLY (TO RAISE A MILLION DOLLARS)?**

Mark your calendars for April 9, 2011...Rudy Avelar, HGO's "dean of patron services," is chairing this season's Opera Ball! As you'd expect, Rudy's special touch promises to make "My Fair Ladies" a truly glorious evening.

A favorite part of the Ball is the annual silent auction, co-chaired this year by Anna Dean and Wade Wilson. It will feature a wide-ranging collection of luxury items: jewelry, clothing, vacations, spa services, artworks, and more. Proceeds benefit Houston Grand Opera and all its extraordinary programs.

Here are just a few ways that you can enhance this auction:

- Donate a bottle of your favorite wine.
- Underwrite dinner for four at a restaurant you love
- Sponsor a spree at a special store you know your fellow opera lovers would enjoy
- Offer tickets to an upcoming concert – show off Houston's magnificent performing arts scene!

You can dance all night...and you can help make Rudy's Opera Ball even more special. To purchase tickets or to donate to the silent auction, please call Guyla Pircher at 713-546-0277.



Rudy Avelar, this season's Opera Ball Chair.

Ride of the Valkyrie

■ **HGO & THE ART CAR PARADE**

This unforgettable Wagnerian is Brünnhilde, the only (as far as we know!) Valkyrie with a career as an art car. Proudly sitting atop a modified Ford F-150 pickup truck, she was designed by Houston Grand Opera's technical department and built by dedicated volunteers, and she has been a wonderful ambassador for the company. Besides winning the Houston Art Car Parade's overall first place award (2008) and first place in the music category (2009), she has also travelled to Miller Outdoor Theatre, as well as Houston-area schools, to support the Opera's activities.

Every year, HGO volunteers work to keep Brünnhilde looking great. This year, in addition to sprucing her up, we plan to festoon her helmet with used



Brünnhilde, Houston's first Valkyrie turns heads and captures hearts at the Art Car Parade (2008)

CDs. If you have old CDs you'd like to contribute, we'd love to take them off your hands! And if you really want a hands-on experience, you might also enjoy helping to refurbish her for this year's Art Car Parade in May.

To help make 2011 Brünnhilde's best parade yet, please contact Megan at 713-546-0239.

After

Rudy invites you to make Opera Ball 2011 unforgettable

Mark your calendars for April 9, 2011...Rudy Avelar, HGO's "prince of patron services," is chairing this season's Opera Ball! As you'd expect, Rudy's special touch promises to make "My Fair Ladies" a truly glorious evening.

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Rudy Avelar, this season's Opera Ball Chair.

■ **BRÜNNHILDE NEEDS VOLUNTEERS!**

Ride of the Valkyrie

This unforgettable Wagnerian is Brünnhilde, the only (as far as we know!) Valkyrie with a career as an art car. Proudly sitting atop a modified Ford F-150 pickup truck, she was designed by Houston Grand Opera's technical department and built by dedicated volunteers, and she has been a wonderful ambassador for the company. Besides winning the Houston Art Car Parade's overall first place award (2008) and first place in the music category (2009), she has also travelled to Miller Outdoor Theatre, as well as Houston-area schools, to support the Opera's activities.

Every year, HGO volunteers work to keep Brünnhilde looking great. This year, in addition to sprucing her up, we plan to festoon her helmet with



Brünnhilde, Houston's first Valkyrie, sings her way down the street at the Art Car Parade.

used CDs. If you have old CDs you'd like to contribute, we'd love to take them off your hands! And if you really want a hands-on experience, you might also enjoy helping to refurbish her for this year's Art Car Parade in May.

Even better, if you have room, we're looking for a (large!) new space to garage Brünnhilde. If you have

storage space appropriate for an art car of Wagnerian proportions, you can help protect her from the elements between public appearances!

Volunteers wanted! Please contact Megan at 713-546-0239.

It's a “news”-letter.

Go a little wild.

A shot taken of me just
before we left Mexico...
it's my good side...





LILU

Lilu - (3 year old, female)

"Hey ya'll! I'm easy, breezy and beautiful. If you are looking for "Kitty Kisses", I'm the girl for you. I don't like to share, so I would prefer a home where I can have "my people" all to myself. I'm a talker too, so you can tell me your story and I will tell you mine."



Neuroscience says...

“Coming across new information triggers a chemical reaction that makes us feel good, which in turns causes us to seek out even more of it.”

Source: Wall Street Journal article by Lee Gomes, on USC neuroscientist, Dr. Irving Biederman; published March 12, 2008

Acclaim for *To Cross the Face of the Moon*



HGO'S WORLD PREMIERE OF FIRST-EVER MARIACHI OPERA

🎵 This unprecedented
work... stole every heart. 🎵

— Culturemap

🎵 A multicultural winner...Houston
Grand Opera's *To Cross the Face of
the Moon* (*Cruzar la Cara de la Luna*)
succeeded on all fronts in its four
sold-out weekend performances at
Talento Bilingüe de Houston. 🎵

— Houston Chronicle

🎵 Achingly beautiful...grand, somber,
celebratory, melodic...effortlessly
touching to the soul. 🎵

— Examiner.com

🎵 Houston Grand Opera embraces
bold new ventures...upholding its
reputation for excellence. 🎵

— The New York Times, February 9, 2011

Coming in Fall 2011 – CD recording of
To Cross the Face of the Moon.

Donate \$250 or more to the Song of Houston New
Works Fund by June 30, 2011 and we will send you a
copy of this new CD—scheduled for release in
the fall—with our thanks!

Anything
New

Will Grab My Attention
(including the word “new”)

Planned Parenthood launches chic new condom brand

- Released for Valentine's Day under the trade name Proper Attire™
- New "fashion statement" condoms come in choice of styles
- Waiting for a man to provide the condom? That's so "last season," says PPFA

PLANNED PARENTHOOD HAS SOMETHING NEW to offer women who are sexually active, stylish, and want to protect their health: a line of attractively packaged condoms called *Proper Attire*,™ FDA-approved and rigorously

tested for quality assurance. The new condom brand has a remind-your-man subtitle: *Required for Entry*.™

"From the chic packaging to the playful brand



Also “new-ish”

Words like *secret, hidden, hints, tips, update, private, confidential, mystery, discover, unveil, expose, reveal, divulge.*

Phrases like "Did you know?", "Myths and Facts," "Frequently Asked Questions," "Heard on the Blog."

..... Myths & Truths

A child's hearing cannot be tested until 2 years old.	Your child's hearing can be tested at any age—as early as birth.
My baby responds to a hand clap, so the hearing is fine.	Many hearing-impaired children can hear sharp, explosive sounds. Others respond because they feel the vibration, puffs of air, or see the sound being made.
Parents are poor judges of their child's hearing.	Family members are most often the first to suspect a problem.

Tell me something I don't know,
and I'll tell others.

Make lists:

The Top 3 Kinds of Help Military Moms
on the Homefront Need Most

Connect with the news:

How the Foreclosure Crisis is Putting
Military Families Out on the Street

*Inside this envelope ...
one of Thunder Bay's darkest secrets*

Newsletters are not sales
brochures, but you can sell a little.

Make offers

E-newsletters are action-oriented

- Adopt an **urgent** theme. NOT “the July newsletter.” INSTEAD: the “Surge newsletter,” “Food shortage newsletter,” “Back to school newsletter.”
- Give your readers **3-5 actions** related to the topic, for instance: *Find out more. Donate now. Buy something like a backpack. Browse current needs. Watch a video online.*

Source: Jeff Brooks’ Power Blog July 2009

Special Offer...

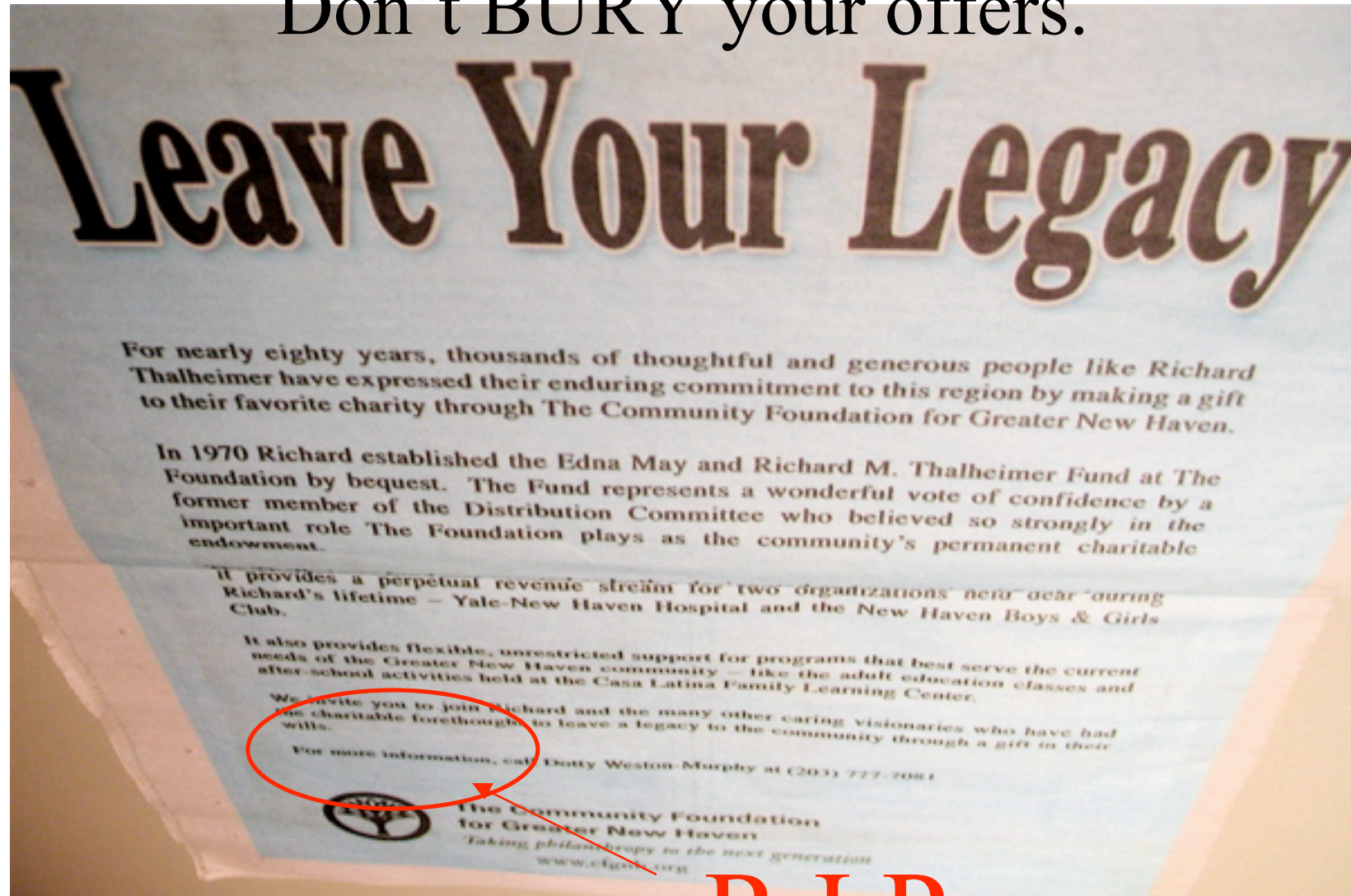


The Hidden Zoo Tour

Take our special “behind the scenes” V.I.P. (W.L.A.) Tour*

Spend a little time with us on your own personal, expert-guided tour of the Hidden Zoo... and we guarantee you'll be talking about it to everyone!

Don't BURY your offers.



R.I.P.

of solving homelessness," says Suzanne Purpura, executive director of The Planning Council. "Foundation investments in bricks and mortar, people, services, planning and outcome measures" are all part of the solution.

The January merger of the Norfolk and Virginia Beach foundations "helps us in our work," says Andrew Friedman, director of housing and neighborhood preservation for the City of Virginia Beach. "Tackling these issues can't be done by any one city." #

*Foundation grants since 2005 were
supportive housing, providing operating*

Seton Youth Shelters
St. Columba Eumenical Shelter
United Way of South Hampton Roads
Union Mission Ministries
Virginia Beach Community Development Corp.
Virginia Supportive Housing
YWCA of South Hampton Roads

Total: \$2,397,166

Unburied offer



Free. New. And yours for the asking...

Just published by the Hampton Roads Community Foundation: our informative — and inspiring — booklet about charitable bequests.

You'll get straightforward answers to all your questions. And you'll meet some wonderful people here in southeastern Virginia who have already added charity to their estate plans. Discover why charitable bequests are so wonderfully meaningful.

For your free copy, simply call us at (757) 622-7981 or email us at bequests@hamptonroadscf.org.

www.hamptonroadscf.org

Brighter futures, because of you.

Healthier smiles and better vision coming for children this fall

Thanks to all who donated! KID Dental and Optical Clinics open this fall, helping an underserved population in our community—children from six months to 18 years—to get expert care for teeth and eyes.

Healthier smiles and better vision for children comes to Broward County this fall, with the opening of the Kids In Distress Dental and Optical Clinics on the agency's five-acre campus in Wilton Manors. The state-of-the-art facility will be open five days a week, bringing preventative, comprehensive and urgent care for teeth and eyes to boys and girls up to age 18.

The services will be offered in collaboration with the Colleges of Dental Medicine and Optometry at Nova Southeastern University (NSU). Featuring a 12-chair Dental Clinic and eight fully equipped Optometry exam rooms, third- and fourth-year dental

and optometry students and residents will provide care to more than 5,000 children and families each year.

"The KID-NSU Dental and Optical Clinics reflect our long-standing commitment to the communities we serve," said KID President and CEO Tom Tomczyk. "By expanding services to include dental and optometric specialties, we are helping to meet the needs of a vulnerable population within our community."

Tomczyk noted the Office of the U.S. Surgeon General calls dental and oral diseases a 'silent epidemic.' It states over 51 million school hours annually are lost to dental-related illness.



Ready, set...smile!

Dental & Optical Clinics Will Offer:

- Dental check-ups and diagnostics
- Digital radiography
- Emergency dental services
- Eye exams/prescription glasses
- Optical laboratory
- Plus much more!

The Clinics will focus on helping underserved children in the community and on providing care to those with special needs. Presently a handful of licensed dentists in Broward County treat patients with Medicaid; the KID-NSU Clinic will add ten dentists to that number.

Sincere thanks to all who have donated so far, and especially to the Nick Cassas Family Foundation, the Lillian S. Wells Foundation, Inc. and the Health Foundation of South Florida. For more information, call KID at 954-567-5650, or email Jeff at jeffbyrd@kidsindistress.org.

CHALLENGE GRANT: YOUR GIFT DOUBLES THIS FALL!

KID Preschool Plus Challenge Grant will match your donation dollar-for-dollar, up to \$75,000, when you give to help the children now. Thank you!

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ E-mail: _____
 Please accept my gift of: ☐ \$15 ☐ \$25 ☐ \$50 ☐ Surprise us! \$ _____
☐ Yes! Double my donation in the KID Preschool Plus Challenge Grant
 I enclose: ☐ Check ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover
 Card Number: _____ Exp. Date: _____

Or Give online at www.kidsindistress.org/donations.asp

A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352. Registration does not imply endorsement, approval or recommendation by the state. Kids In Distress registration number is CH-215.

Your donation may be tax-deductible under section 501(c)(3) of the IRS code.

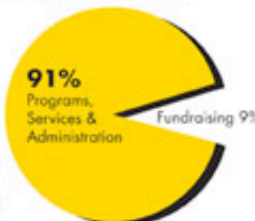


Main Campus | Broward County
 819 NE 26th Street
 Fort Lauderdale, FL 33305
 Phone: 954-390-7854

Palm Beach County
 5861 Heritage Park Way
 Delray Beach, FL 33445
 Phone: 561-272-9619

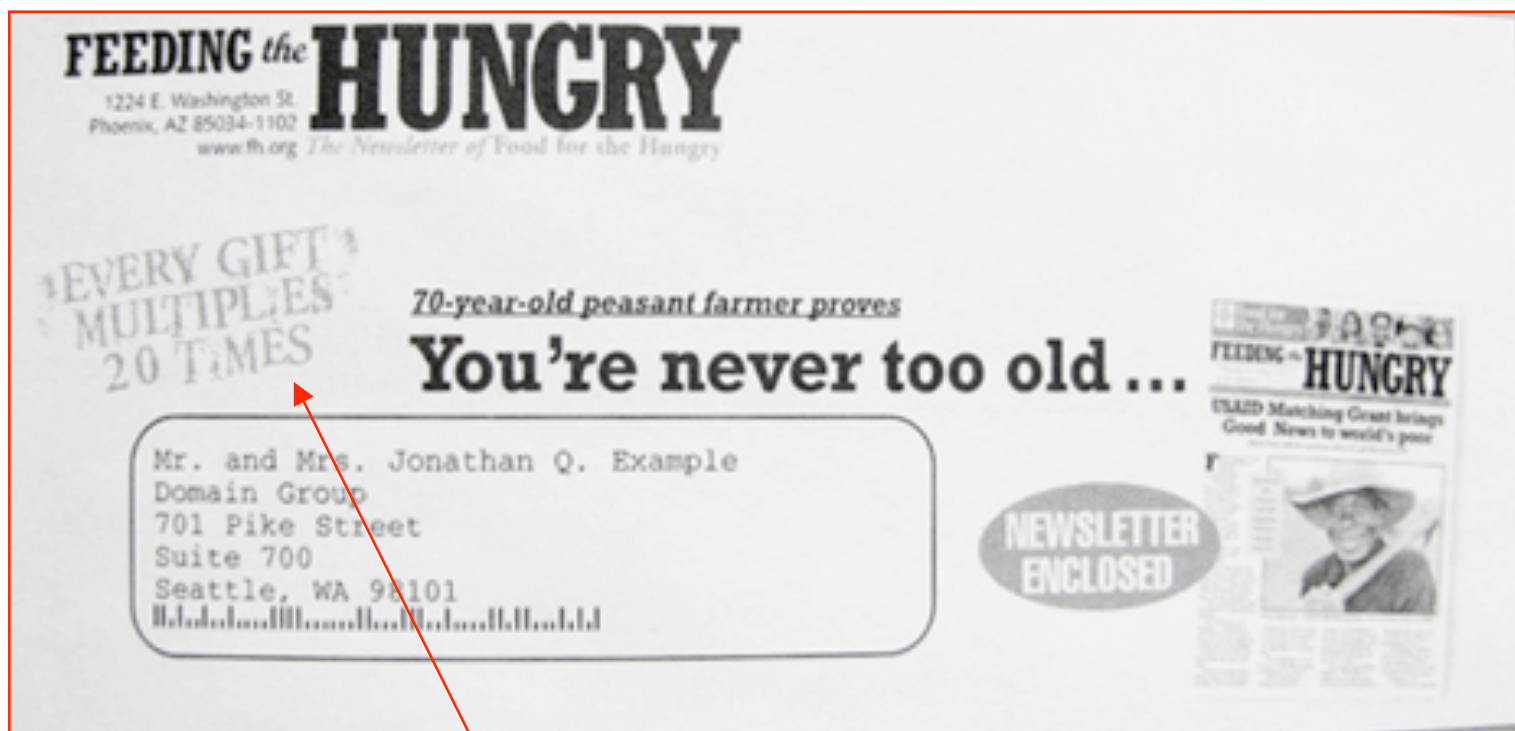


Your donations are used wisely. Here's how:



Inertia is your real
enemy in fundraising.

Give people things to do.



Offer

(footer on every emailed newsletter)

Greenpeace relies almost entirely
on the support of individuals,
remaining independent of any
government or corporate money.
Please donate now if you can.

Totally.

Emotions rule

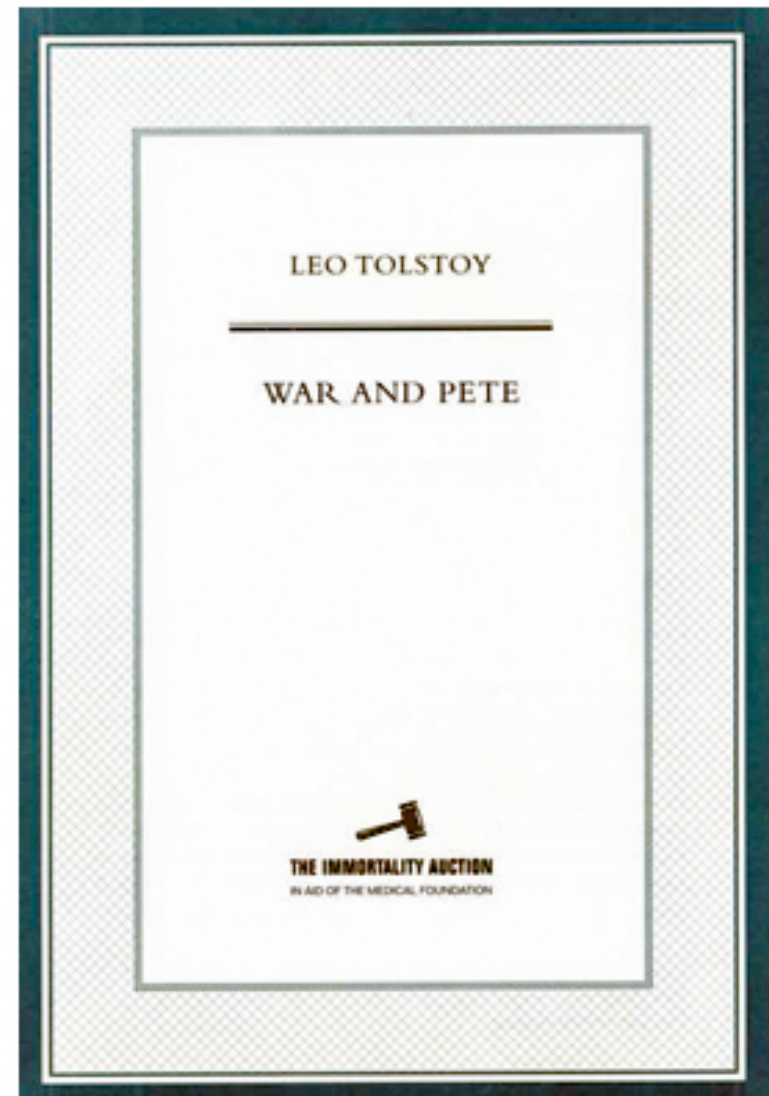
(Direct mail industry trade secret!)

Seven emotional triggers cause people to respond to direct mail:

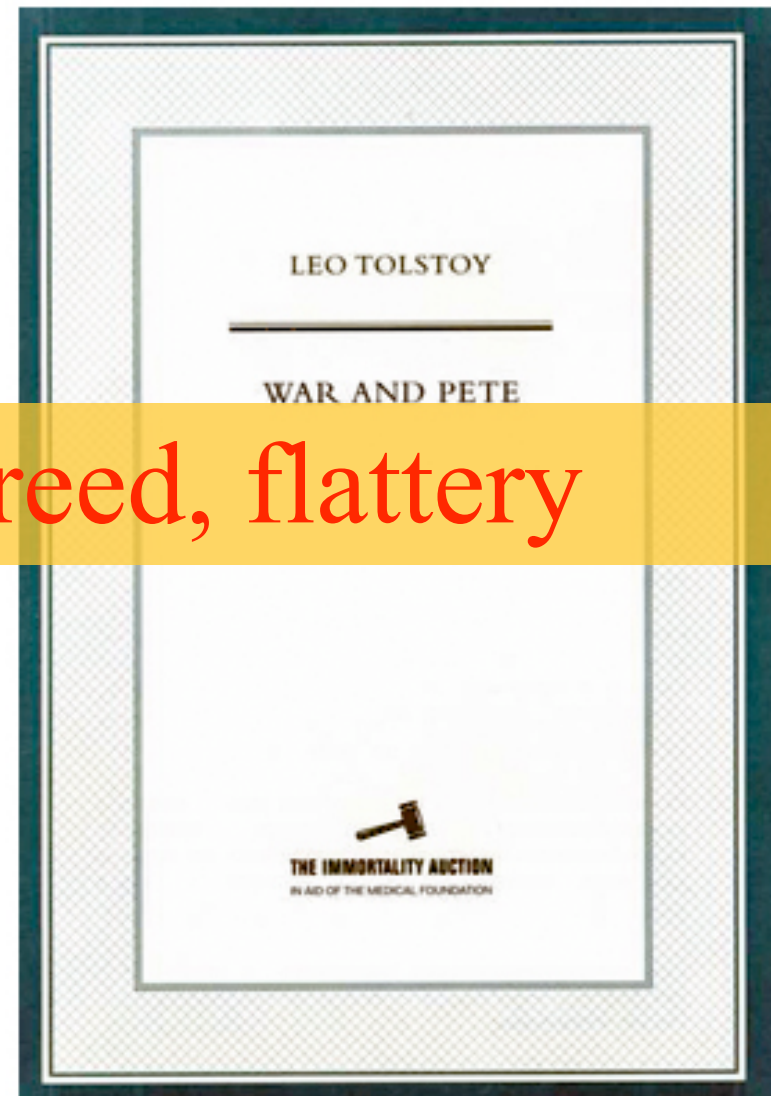
- Anger
- Exclusivity
- Fear
- Flattery
- Greed
- Guilt
- Salvation

Judge everything you put in your
newsletter by one standard:

Is this likely to make the
donor *feel* good (or bad,
for that matter)?



Exclusivity, greed, flattery



Mal Warwick's 5 positive triggers

- Hope
- Love
- Compassion
- Duty
- Faith

Dr. Adrian Sargeant: *Why donors stay loyal*

*They're aware of
consequences*

Believing “Someone might be
hurt if I don’t give.”

Mali cover story

Donkeys working on the rubbish tips of Bamako, Mali, face very dangerous conditions. The new system for collecting rubbish means they are carrying heavier weights in the boiling heat for longer periods of time.

Thanks to your support, SPANA is working to ease their suffering – and with your help, we will continue to be there for the working animals of Bamako in 2010.

More from Mali

- Capital city: Bamako
- Population: 13 million
- Languages: French, Bambara, Berber, Arabic
- Major religions: Islam, indigenous beliefs
- Main exports: Cotton, gold, livestock

Turn over to find out more about a new threat that donkeys in Bamako face and how you are helping us to combat it...



Weighed down and weary



A donkey struggles under the weight it is carrying



His legs have given out, and he falls to the ground



After a full health check, he is back on his feet



He is exhausted, but the owner is pleased to give him a rest

A heavy load to bear

Day in day out, thousands of donkeys perform a vital service for the people of Bamako, Mali. They collect tonnes of rubbish from the city streets, carrying the waste on two-wheeled carts piled high, struggling on the muddy roads, only a few of which have tarmac. It's a hard, exhausting job – and a dangerous one, now more than ever before.

A new system means that the donkeys have to take the rubbish to various collection points across the city. There, they often have to stand for hours in the heat, waiting for unreliable trucks (that often break down), to come and collect all the waste. The donkeys' owners know they will not get paid until the trucks arrive, so despite their animals' visible suffering, they must carry on waiting.

A distressing sight

On a visit to one of the collection points in Bamako, we found a long queue of exhausted donkeys pulling heavy, overloaded carts in the sweltering sun. Then, suddenly, as you will see from the pictures above, a donkey crumpled under the load it was carrying. It fell to the ground but we were there within minutes, lifting the animal carefully back on to all fours and checking for injuries.

Thankfully, on this occasion, the donkey was not injured. We advised the owner to give the animal some water, shade and a good rest.

With your help, SPANA's veterinary clinic and mobile clinic, based in Bamako have successfully treated many donkeys working to collect

the rubbish in the city. We have given them the care they desperately needed, such as regular worming, wound treatment and padded harnesses.

What you can do today

We simply could not carry out this life-saving work without your support. If you would like to give a gift to help more donkeys in Mali, please visit the appropriate box on your donation form. CSD could provide a health check for 10 working animals.

Thank you

Turn over to find out more about a new threat that donkeys in Bamako face...



Dr. Adrian Sargeant: *Why donors stay loyal*

They're learning

Are you taking them on a
journey?





My
free
how-to
e-newsletter...
www.aherncomm.com