



# CREATIVE P<sup>W</sup>ER: 11 IDEAS TO ENERGIZE YOUR FUNDRAISING!

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DAVINCI  
DIRECT  
CREATE INVENT INSPIRE

# Test New Formats

- Create an arresting format that relates to your cause.
- “Paper Bag” format for Food Bank dramatized how lack of school lunch increased need for donor to help fight hunger in summer.
- “Seed Package” illustrated how “you can plant a healthy future for hungry kids”



# Rhode Island Food Bank Paper Bag



**Please help hungry kids!**

☐ **YES!** Here is my gift to food hungry children and families throughout Rhode Island:

JUNE	JULY	AUGUST
\$50	\$50	\$50
Other \$ _____	\$ _____	\$ _____
TOTAL AMOUNT: \$ _____		

☐ I cannot make a 3-month commitment right now, but please accept my gift of:

☐ SPG ☐ SUP1 ☐ SUP1 ☐ Other \$ \_\_\_\_\_

Mrs. Jane Sampersom  
DuVinci Direct  
36 Congate Park Circle  
Plymouth, MA 02360

RICFB ID# 0000000

Please make your check payable to Rhode Island Community Food Bank. Your gift is tax deductible. See the back of this bag to make a gift with your credit card.

**Thank you!**

The Food Bank has a variety of Planned Giving opportunities, including information on how to include the Food Bank in your will. For more information please contact Lisa Roth Blackman at 401-942-6125 x252 or lblackman@rifoodbank.org.

Andrew R. Schill, Executive Director  
Rhode Island Community Food Bank  
PO Box 817  
Providence, RI 02901-0817



June 2008

Dear Friend:

Summer is here, and while that means vacations and trips to the beach for some kids, for others it means long days of unrelenting hunger.

These are the kids who rely on school-sponsored food programs to provide them with nourishing meals during the school year. In fact, for some kids in Rhode Island the best and the only meals they have all day are the ones they have in school.

That's why hungry kids don't look forward to summer, they dread it.

That's where you and I can make a real difference, right now! Let's work together to make summer a time of happiness for hungry kids in Rhode Island.

Please, won't you open your heart and help us provide food for hungry kids by making the most generous gift you can to the Rhode Island Community Food Bank's 2008 Summer Drive!

Your tax-deductible gift will help us provide desperately needed food not only to children, but to all hungry people in Rhode Island who rely on us for help.

Please remember, these are tough economic times. No one suffers more during times like this than the unemployed, the working poor, the elderly and the children. Some lucky children participate in summer programs that provide food, but last summer three quarters of the kids who rely on free lunch during the school year weren't so lucky. All of them desperately need your incredible generosity to help them get enough to eat.

The numbers speak for themselves:

- One in six children lives in a household that struggles to put food on the table.
- 15% of all Rhode Island children (about 25,000) are living in poverty.

(over, please)



and care of food.  
es and buying food.



statistics show,  
children in need





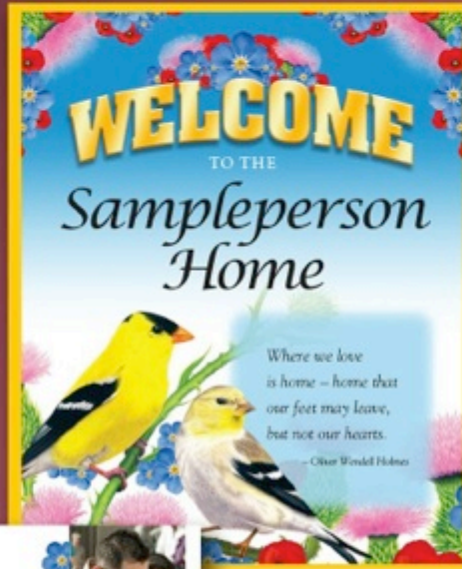
300 Niantic Avenue, Providence, RI 02907 [www.rifoodbank.org](http://www.rifoodbank.org)



# Test Multiple Premiums

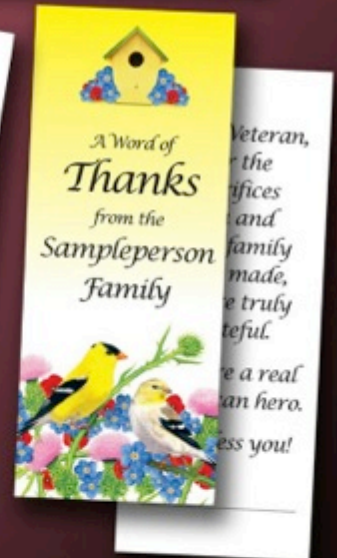
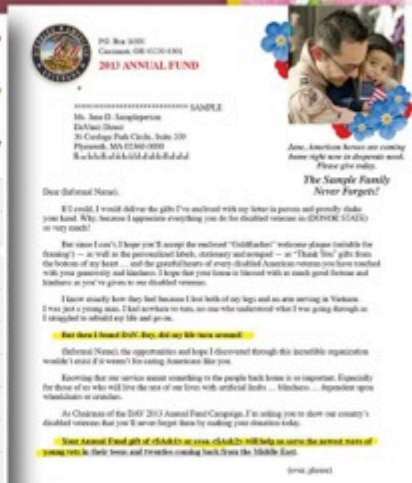
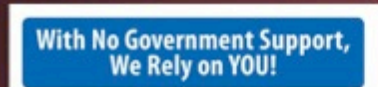
- Test using “stacked premiums” to try to increase response rates.
- Add a note pad or other premium to an address label package to see if increase in response justifies the increased costs.



# DAV Finches Note Pad



	<b>OFFICIAL RECEIPT DOCUMENT</b>		
	Disabled American Veterans • P.O. Box 3031 • Canton, MA 02041-0303		
	<input checked="" type="checkbox"/> <b>YES! I'll help support DAV services in (City)</b> Endowed in my will checkable gift box		
	<input type="checkbox"/> \$500 <input type="checkbox"/> \$1001 <input type="checkbox"/> \$1502 <input type="checkbox"/> Other \$ _____		
<b>PRINT:</b> Full Name _____ Secondary _____ Primary Address _____ City, State, Zip+4 _____		<b>PAYMENT INFORMATION:</b> Please charge to: <input type="checkbox"/> VISA <input type="checkbox"/> American Express <input type="checkbox"/> MC <input type="checkbox"/> Discover Card Card# _____ Expiration _____ Exp. _____ Please make sure you allow 4-6 weeks for processing. Please allow 4-6 weeks for card to arrive. American Express orders will be shipped in 10-12 business days. www.dav.org/usa    1-877-474-1155	
SCAMANT1    SCAMANT2    ACCTNO/CHECK/DIGET    JOB CODE			





# Improve Lapsed Recapture

- Design a highly personalized greeting card for lapsed recapture.
- This one for Perkins School for the Blind more than doubled response rate over the control.



# Perkins "Future Is Bright"



Mr. John D. Sampleperson  
DaVinci Direct  
36 Cordage Park Circle  
Plymouth MA, 02360

## 2010 Challenge Match Appeal

**YES,** I'll continue to help children like Isabelle to build bright futures, and understand that my gift will be doubled during this Challenge Match Appeal.

☐ \$XX  
will be worth  
**\$XX**

☐ \$XX  
will be worth  
**\$XX**

☐ \$  
will be  
**doubled!**

Please see reverse side to charge your gift.



Mrs. Jane D. Sampleperson  
DaVinci Direct  
36 Cordage Park Circle  
Plymouth, MA 02360-7332

Please make any needed corrections in your name and address above and return this form for our records. Your contribution is deductible for income tax purposes. Please make your check payable to Perkins School for the Blind. Thank you.



PERKINS  
175 North Beacon Street  
Watertown, MA 02472  
www.Perkins.org

XXXXXX  
XXXXXXX

Thanks to friends like you, Mr. Sampleperson,

Dear Mr. Sampleperson,

Your gift of \$XX to Perkins School for the Blind provided young students like Isabelle with the education and skills they need to go on to live, work and learn as independently as possible. However, from your gift, we hope to encourage increasing your contribution to this mission of giving.

As your support, which means more children. Now, during our Challenge Match Appeal, every gift you send will be a total of \$XX.00.

Thank you for your support. Our goal is to build bright futures and we can't do it without you. Thank you.

Sincerely yours,  
Steven M. Rothstein  
Steven M. Rothstein  
President

Steven M. Rothstein, President  
Perkins School for the Blind  
175 North Beacon ST  
E. Watertown, MA 02472-2790



Her Future is Bright...





# Create a “Pre-lapsing” Strategy

- It's crucial to get a second gift from a new donor within the first 12 months.
- Improve retention with a conversion package that renews first-time donors more effectively.
- We use a “mini-note card format” with an anniversary theme to convert new donors. Package celebrates the donor's “one year anniversary of giving” in a positive way – instead of saying, “we haven't heard from you in a while.”
- Targeting 10 – 12 month and 13 – 15 month segments, this package lifted response rate for one client by more than 50% and decreased CPDR significantly.



# MDA Anniversary Card

**Mr. & Mrs. John D. Sampleperson**  
Muscular Dystrophy Association  
123 Main Street  
Tucson, AZ 85718-9299  


## YOU Can Fight Muscular Dystrophy

**MUSCULAR DYSTROPHY AND RELATED DISEASES** usually involve destruction of



Dear [[Donor First Name(c)]], Your support is vital! Please help again by repeating your prior gift of \$[[PG]]. Thanks!

☐ \$\_\_\_\_\_ ☐ \$[[PG]] (Your Prior Gift)

☐ CHECK ☐ AMEX ☐ DISC ☐ M/C ☐ V

# \_\_\_\_\_ Exp \_\_\_\_\_

To enhance awareness through fundraise its mailing list with

Dear [[Donor First Name(c)]], Your support is vital! Please help again by repeating your prior gift of \$[[PG]]. Thanks!

☐ CHECK      ☐ \$ \_\_\_\_\_      ☐ \$(PG) (Your Prior Gift)      ☐ M/C      ☐ VISA

# \_\_\_\_\_  
You can also donate at: [give10mfa.org/XXX](http://give10mfa.org/XXX)

((Mr. & Mrs. John D. Sampleperson  
Muscular Dystrophy Association  
123 Main Street  
Tucson, AZ 85718-3299))  
XXXXXXXXXX

Please correct name and address, if necessary, and return this slip with your gift. All gifts are tax deductible as allowed by law. Please make checks or money orders payable to MDA. Thanks for your help!

1234567891234 12345678901

**Muscular Dystrophy Association**  
1300 E. Sunrise Dr., Tucson, AZ 85718  
(520) 461-9824 / (520) 436-7501

MDA is committed to finding treatments and cures for more muscle disease, offers help through programs worldwide, and comprehensive advocacy, professional and health education.

MDA 2013

JANUARY							FEBRUARY							MARCH							APRIL						
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Display Name

HAPPY  
ANNIVERSARY

THANK YOU  
FOR YOUR  
SUPPORT!

**MDA**

HAPPY ANNIVERSARY 

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<sup>11</sup> See, e.g., *Leahy v. Weisman*, 512 U.S. 467 (1994) (plurality opinion).

For a summary, see the first two pages of the last issue of *ESQ* for the December 1997 special double issue of *ESQ* is proud to welcome our guest editor, Robert R. Ruppel, and thank him for his excellent comments on this issue.

For the 1990-91 marketing program, we have found that the distribution of food items was not as uniform as it had been in previous years. This was due to a number of factors, including the fact that the distribution of food items was not as uniform as it had been in previous years.

that it is impossible to find a single, simple, and unambiguous way to measure the "quality" of a person's work. The quality of a person's work is a complex phenomenon that can be measured in many different ways. For example, one could measure the quality of a person's work by looking at the number of errors they make, the time it takes them to complete a task, or the amount of feedback they receive from their supervisor. However, each of these measures has its own limitations, and no single measure can capture the full range of factors that contribute to the quality of a person's work. Therefore, it is important to use a variety of measures to get a more complete picture of a person's work quality.

[illegible]

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[illegible]

*Thank you for your support!*

Name \_\_\_\_\_  
Street \_\_\_\_\_ Apt. # \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Your Stamp is an Extra Gift

[illegible]

REGISTRATION WITH ANY OF THESE GOVERNMENTS  
OR RECOMMENDATION BY THE STATE.

Happy Anniversary

From:  
**MIDA**

MDA

MUSCULAR DYSTROPHY ASSOCIATION  
PO Box 79071  
Phoenix, AZ 85062-9071

Phoenix, AZ 85062-9071



# Develop Giving Clubs

- Cultivate Mid-level and Major direct mail donors with a branded donor club with tiered benefits.
- MDA “Research Leaders” Donor Club puts donors on a separate communications track to cultivate bigger gifts and reinforce the donor’s connection with the nonprofit.
- We created an initial invite/welcome/renewal, plus a special acknowledgement, newsletters, DVD self-mailer with research highlights and Summer Camp Invite.
- RL segment received special copy variables in other packages throughout the year.





# MDA Research Leaders Campaign



# Use Real Handwriting

- Use real handwriting to add the ultimate personal touch (along with first-class postage) for your major donors.



# Atlanta Humane Society Holiday Card



Please charge my:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

**Yes!** I want to help animals at Atlanta Humane Society during the holiday season. Please use my gift to help wonderful pets find loving homes.

Enclosed is my tax-deductible contribution in the amount of:

☐ \$15 ☐ \$25 ☐ \$50 ☐ Other \$\_\_\_\_\_

Give online at: [www.atlantahumane.org/holiday](http://www.atlantahumane.org/holiday)

**atlanta humane society**

**HOWELL HILL CAMPUS**  
981 Howell Hill Road NW  
Atlanta, GA 30318

**MANSSELL CAMPUS**  
1565 Mansell Road  
Alpharetta, GA 30009

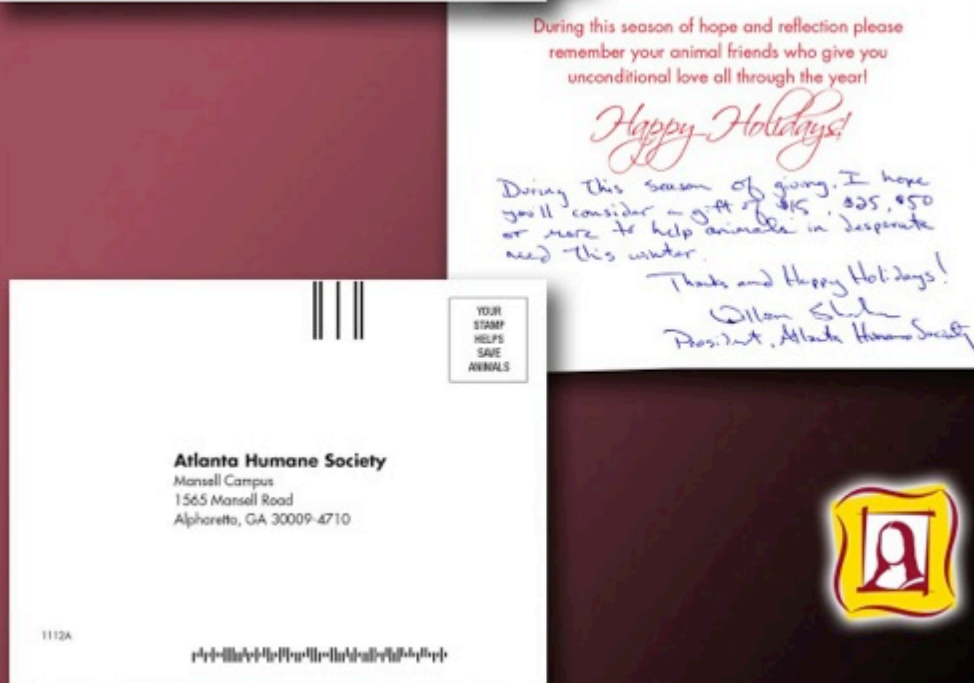
[www.atlantahumane.org](http://www.atlantahumane.org)

XXXXXXXXXX

Ms. Jane D. Sampleperson  
DaVinci Direct  
36 Cordage Park Circle, Suite 339  
Plymouth MA 02360

|||||

Please return this form — along with your gift made payable to **Atlanta Humane Society** — in the envelope provided. Please see reverse side of this form for credit card payment options. Your contribution is tax-deductible to the extent provided by law. Thank you!





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# Lift Response of Your Newsletter

- Change newsletter self-mailer to a component package.
- We found that positioning the newsletter as an appeal – with a personalized letter/reply slip and RE – can increase results ten-fold over a self-mailer with bangtail envelope as response device.



# American Fondouk Newsletter



# Challenge Your Donors

- Use a “Challenge Match” in your strongest mail slot. It can increase both response rate and average gift.
- For one of our Children’s Hospital clients, their holiday challenge match has been the highest performing package for several years running.
- It also includes a bounce-back “ornament” created by a child at the hospital.





# Riley Holiday Challenge Match

 Riley Children's Foundation  
30 S. Meridian St., Suite 200  
Indianapolis, IN 46204-1500

 Riley Children's Foundation  
30 S. Meridian St., Suite 200  
Indianapolis, IN 46204-1500

2011 Holiday Challenge Match 

Double the Healing Power of Your Gift!

Mrs. Jane D. Sampleperson  
DuVinci Direct  
36 Cordage Park Circle  
Plymouth, MA 02360-0000  
XXXXXXXXXXXXXXXXXXXX

A Little Note of Comfort from: **Riley Supporters Save Lives!**  
Thank you for helping to make miracles happen.



**Holiday Challenge Match PLEASE RUSH!**

Riley Children's Foundation  
P.O. Box 1787  
Indianapolis, IN 46206-1787

Your Gift Starts Here!

XXXXXXXXXXXXXXXXXXXX

**Riley: One of the Nation's Best**  
Ranks in 10 out of 10 categories nationally.

**Get your Riley**

2011 Holiday Challenge Match 

YES! I want to help save the lives of children like Matt. I understand that my gift will be doubled during this Holiday Challenge Match Appeal.

☐ \$XX BECOMES \$XX ☐ \$XX BECOMES \$XX ☐ \$XX BECOMES \$XX ☐ Other \$ BECOMES TWICE AS MUCH!

☐ My check made payable to Riley Children's Foundation is enclosed.  
☐ Please charge my gift to my card below (check and accepted only for Visa or MasterCard).  
☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

CREDIT CARD NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_


PHONE NUMBER: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

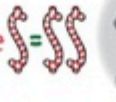
☐ I would like to make this a monthly recurring donation on my credit card.

 Riley Children's Foundation  
P.O. Box 1787, Indianapolis, IN 46206-1787

Give online at [www.GiveToRiley.org/Matt](http://www.GiveToRiley.org/Matt)


Please send your gift in accordance to the guidelines of the law. All personal information that you provide will remain confidential.

 Riley Children's Foundation  
30 S. Meridian St., Suite 200  
Indianapolis, IN 46204-1500

2011 Holiday Challenge Match 

(((DONOR CITY))) DRIVE

Mrs. Jane D. Sampleperson  
DuVinci Direct  
36 Cordage Park Circle, Suite 339  
Plymouth, MA 02360-0000



"Miracle baby" Matt is now 8 and doing well thanks to your gift to Match his gift.

Dear Ms. Sampleperson,

This time of year, when so many families come together to celebrate their love for one another, we reflect on what your generosity to Riley Hospital for Children truly means.

It means that this year, and in future years, there are children who will still be alive to share the holidays with their loved ones because of you.

Your donations are about the joy of sharing life with the people we love ... particularly helping children to heal from serious injury or disease.

There is another reason to be joyful at this time of year. Our generous friends at The Kroger Co. have established a Holiday Challenge Match Fund, designated to match gifts from friends like you, up to a total of \$100,000.


Any gift you send in response to this letter will be matched, dollar for dollar. That means your gift of \$XX is doubled to become \$2XX. A gift of \$XXX becomes \$2XXX ... and your very generous gift of \$XXX will make \$2XXX available to help support our critically important patient care and medical research programs.

If we succeed, and I know we will with your help, \$200,000 will have been raised to help fund our life-saving work at Riley Hospital!

I'm truly thankful for your support, and I'd like to tell you about one of the children who will be celebrating the holidays this year, thanks to the leading-edge care you help make possible.

Matt Kiser, of Bloomington, Indiana, is now a happy, healthy little boy, but he certainly didn't start life that way. He was known as a "miracle baby."

Matt was born 18 weeks early — at 22 weeks instead of the typical 40 weeks of pregnancy.

 (over, please)



# Remind Your Donors to Give

- Use a follow-up mailer 2 – 4 weeks after original mailer for important appeals (Annual Fund, Matching Gift, Member Drive, Monthly Donor.)
- Follow-up can typically raise up to 60% of the total revenue for campaign.





2012  
ANNUAL  
FUND



2012   
ANNUAL  
 FUND  
(DONOR CITY) DRIVE



Attending Camp Riley has helped Gatti strive to smelt her soil problem.

Dear Mr. Sampleperson,

I am pleased to have this opportunity to tell you that our 2012 Annual Fund Drive is now underway in (Donor City).

As a generous member of the Riley Hospital for Children community, you inspire every doctor, nurse and staff member here to work even harder to do more of what we do best — save children's lives.

(Mrs. Sampleperson), thanks to your wonderful friendship, Riley remains on the leading edge of pediatric care initiatives with groundbreaking medical research and advanced patient care that are recognized as among the best in the nation.

Riley is the only children's hospital in Indiana that ranks in 10 out of 10 categories in the 2011-2012 Best Children's Hospitals national rankings. From a premature baby who is having trouble breathing, to a girl like Katie who has endured nearly 30 surgeries in her 16 years of life, you can be sure Riley is ready to provide the best care possible.

Before I tell you more about Catie's struggle to reach her full potential, I wanted to tell you how much we appreciate your last gift of \$PGP. It came at a critical time, and made an impact on real lives. Today, as we plan to make even greater strides in 2012, I hope you'll renew your support with a special Annual Fund gift of \$PGP, \$UP1 — or even \$UP2! or more.

You'll be helping children like Catie Cox who was born 16 years ago with spina bifida — literal translation "split spine." Her prognosis was unsure at best, with many warnings about what she would never be able to do. But today, she does all of that. And more.

"The doctors at Riley have followed up on Cade ever since her birth," Cade's mom, Sheila said. "I can't say enough good things about them."

One thing that has helped Catie strive to reach her full potential is attending Camp Riley, a summer camp for children with disabilities. The camp takes place at Bradford Woods, Indiana University's outdoor recreation center.

(over, please)

2012  
ANNUAL  
FUND

(DONOR CITY) DRIVE

Ms. Jane D. Sampleperson  
GalVinci Direct  
16 Condrage Park Circle, Suite 319  
Plymouth, MA 02360-0000  
<123456> <M0011 A10>

To give online go to [www.GivetoFiley.org/Catie](http://www.GivetoFiley.org/Catie)

**YES!** I want to help make sure children like Catie have the chance to reach their full potential. Enclosed please find my special 2012 Annual Fund gift of:

☐ \$XX    ☐ \$XX    ☐ \$XX    ☐ Other \$\_\_\_\_\_

☐ My check made payable to Riley Children's Foundation is enclosed.

☐ Please change my gift to my card below (debit card accepted only for VISA or MasterCard)

☐ VISA   ☐ MasterCard   ☐ American Express   ☐ Discover

RIGHT CASE NUMBER: EXP (W):

Name (in JAR)	signature
---------------	-----------

PATIENT NUMBER	E-MAIL ADDRESS
----------------	----------------


☐ I would like to make this a monthly recurring credit card donation.


Riley Children's Foundation  
PO Box 1783, Indianapolis, IN 46206-1783

Your gift is tax-deductible to the full extent of the law. Thank you! All personal information which you provide will remain confidential.





 Riley Children's Foundation  
30 S. Meridian St., Suite 200  
Indianapolis, IN 46204-3509



*Your gift helps kids like Catie not only to survive, but to thrive!*

Ms. Jane D. Sampleperson  
DaVinci Direct  
36 Cordage Park Circle, Suite 339  
Plymouth, MA 02360-0000  
llulllullllullllullllullllullllullllullllullll

Dear Ms. Sampleperson,

March 15, 2012

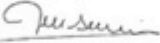
A few weeks ago, I wrote to you about our Annual Fund drive, which is now coming to a close in (Donor Town). I also told you about a wonderful young lady named Catie Cox.

Born with spina bifida, Catie Cox has endured nearly 30 surgeries in her 16 years. She and her parents heard many warnings about what she would never be able to do. But with the world-class care she received at Riley Hospital for Children and an amazing amount of grit and determination, Catie is living life to the fullest.

She still uses a wheelchair at times, but Catie can walk with her leg braces and crutches. Catie even learned to scuba dive this past summer, an experience that freed her from the confines of having a physical disability. She's a perfect example of what kids can overcome — and you play a vital role as a supporter of our lifesaving work.

If your gift and this letter have crossed in the mail, please excuse this gentle reminder and accept my heartfelt thanks. However, if you have not yet made your gift — or would like to give again — I hope you'll take the opportunity to do so now.

Your 2012 Annual Fund gift of SPG, or perhaps even \$UP1, \$UP2 or more will make a world of difference to children like Catie. Our Annual Fund Drive is almost over, and I'm still hoping we can reach our goal. Your ongoing support could help put us over the top! Thank you.

Sincerely,  
  
Jeff Sperring, M.D.  
President and CEO

P.S. If you could send your gift by April 30th, we would be most appreciative. Thanks again for helping kids like Catie strive to reach their full potential!

# Integrate Across Multiple Channels

- In this Humane Society campaign, a traditional direct mail campaign was integrated with print and online ads, posters, social media, and a series of email blasts to drive donors to web landing page.
- Campaign creative must be consistent across all media.
- Test and improve timing & content.



# MSPCA Holiday Tree Campaign





# Tell a story that intrigues donors and prospects

- Don't talk about "ME" (the institutional "nonprofit speak" that some organizations use).
- Talk about how "YOU" the donor make great work possible.
- Make it emotional & personal.
- Test long copy – it works for many!



# IRC Darfur Special Report



**DARFUR Special Report**

**"We ran from the village. I lost my children  
and couldn't find them for three days ..."**

Mrs. Jura D. Sarriperson  
DaVinci District  
36 Conlage Park Circle  
Plymouth, MA 02560-0000  
Blessed are the merciful and the meek



**MAKE A CREDIT CARD GIFT**

☐ Please charge my gift amount of \$\_\_\_\_\_ to the card below.

## EMERGENCY RESCUE FORM

**YES!** I want to help lifesaving help to refugees who are struggling to survive.  
Use my gift to help the IRC respond to crises in 40 countries worldwide.

☐ \$20   
 ☐ \$25   
 ☒ \$35   
 ☐ \$50   
 ☐ \$100   
 ☐ Other \_\_\_\_\_

*This amount could help us rescue more lives!*

To make a donation online,  
please visit [Rescue.us/tooc](http://Rescue.us/tooc)

This young girl was displaced from her home due to war. Children are the most vulnerable victims of the fighting, and often suffer from hunger and malnutrition.



Your gift is used efficiently


Mrs. Jane D. Sampson  
Deliver Direct  
36 Cottage Park Circle  
Plymouth, MA 02060-0000

Please return your fee-deferible contributor payable to the IRC and return it with this form in the envelope provided, or to: IRC, P.O. Box 40900, Atlanta, GA 30361-0900  
To change your contribution by credit card, please see note


International Rescue Committee  
120 East 41st Street  
New York, NY 10018-1200  
[Rescue.org](http://Rescue.org)



0123456789012      0123456789012      0

[illegible]

Aggravating all is a growing risk of food shortages. In one response, the IRC constructed a wellness center where assault survivors receive medical treatment and counseling, as well as legal and financial assistance. Women and children continue to be badly hurt.



# CRISIS UPDATE

Drought Famine  
Persecution War  
Violence Hurricane  
Crisis Rape Flood  
Natural Disaster  
Flood Emergency  
Displacement Civil  
Unrest Torture Exile  
Tsunami War Crime

FROM **HARM**  
TO **HOME**

Protection Health Care Aid  
Safety Research Rescue  
Resettlement Humanitarian  
Child Education Encouragement

The International Rescue Committee (IRC) responds to the world's worst crises and helps people to survive and rebuild their lives. At work in over 40 countries and 23 U.S. cities to restore safety, dignity and hope, the IRC leads the way from harm to home.

The Humanitarian catastrophe in the Horn of Africa continues, as new threats to life emerge in Syria and ethnic violence in South Sudan worsens.

The IRC is providing water, health care, and other critical aid to hundreds of thousands of desperate refugees, while responding to concurrent crises in dozens of other countries. As millions count on us, we count on you. Please send an especially generous contribution today.

**SYRIA.** The besieged civilians of Syria have endured more than a year of shelling, sniper fire, blackouts, and food shortages. In-country, the UN estimates that one million people are in need of humanitarian assistance and are internally displaced. Many who prayed months for a different outcome — or one that would allow them to remain in their way of life — have now given up and fled by the hundreds of thousands, with little more than the clothes on their backs, to neighboring Jordan, Lebanon, and Turkey. The IRC has launched emergency programs in border cities to assist desperate people with hygiene items, clothing, and shelter. In Turkey, the IRC provides shelter, medical care, and other essential services. In Jordan, the IRC provides shelter, medical care, and other essential services. In Lebanon, the IRC provides shelter, medical care, and other essential services.

To escape violence in neighboring Sudan's Nuba Mountain region, clashes between the Sudanese army and ethnic Nubians have exiled in recent months 10,000 people and evicted them from their homes. The IRC is providing shelter, medical care, and other essential services. In Sudan, the IRC provides shelter, medical care, and other essential services.

80% of the world's refugees are women and children.

Bombing and ground assaults have uprooted thousands of civilians, including over 55,000 now settled in the beleaguered Yida refugee camp. Aerial strikes pose an added threat.

(encls. please)

By using your own stamp to return this envelope, you will help us save much-needed funds.

POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 2271 NEW YORK, NY

International Rescue Committee  
PO Box 6068  
Albert Lea, MN 56007-9847



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# Thank You!

For more ideas on how to energize your fundraising program  
contact Steve Maggio or Tony Genovese today!

Steve Maggio  
Chief Creative officer  
[Steve@davinci-direct.com](mailto:Steve@davinci-direct.com)  
508-746-2555 ext. 511

Tony Genovese  
Chief Executive officer  
[Tony@davinci-direct.com](mailto:Tony@davinci-direct.com)  
508-746-2555 ext. 512

