

Love Stories

WRITING (AND EVALUATING)
EFFECTIVE FUNDRAISING COPY



Steve Maggio | President, Chief Creative Officer | DaVinci Direct

Why is storytelling important?



- Our brains are hardwired to respond to stories.
- Paul Zak: character-driven stories cause the brain to produce “oxytocin.”
- This neurochemical “enhances the sense of empathy, our ability to experience others’ emotions.”

Why is storytelling important?



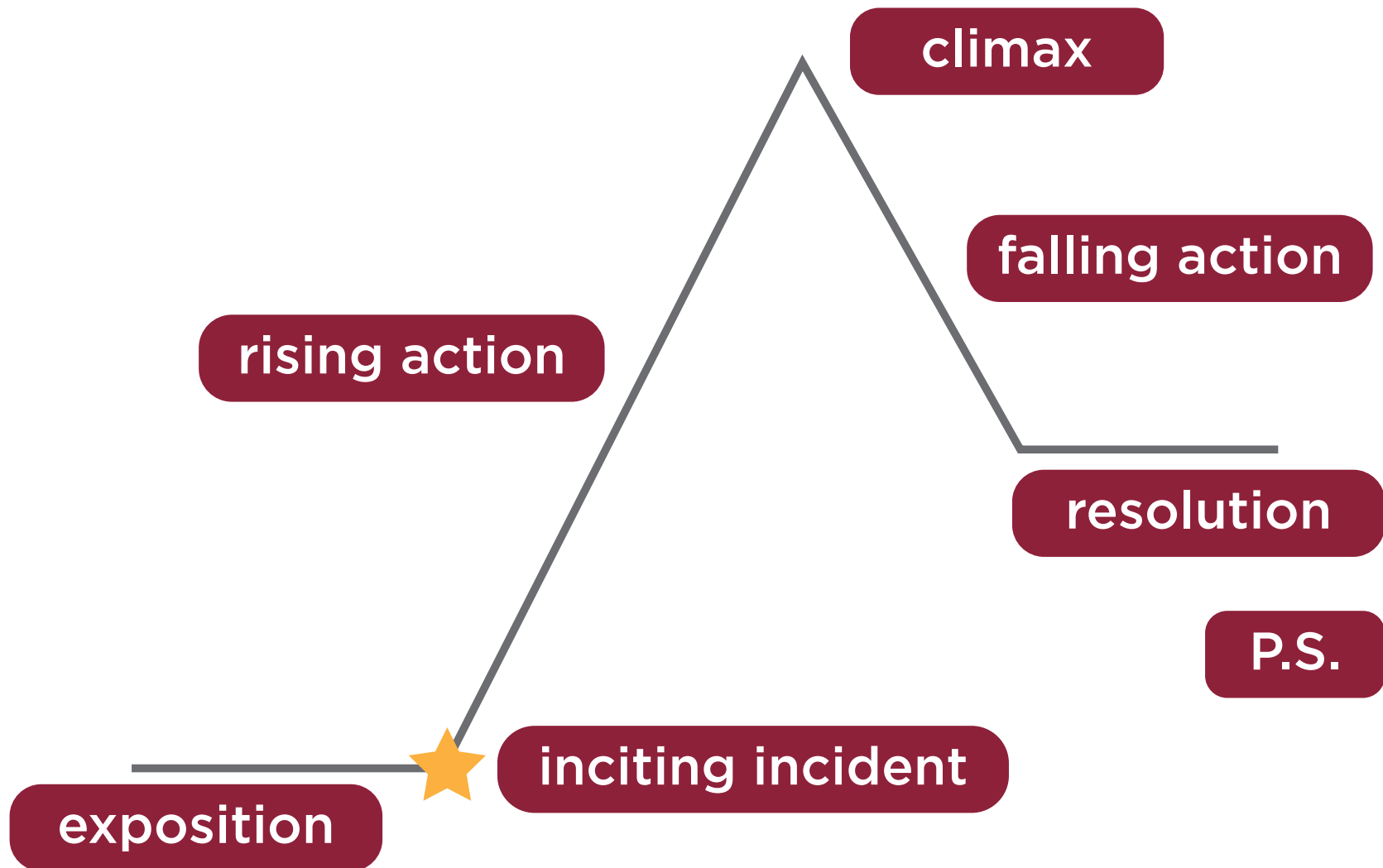
- “When you want to motivate... start with a story of human struggle and eventual triumph. It will capture people’s hearts – by first attracting their brains.”

Paul Zak, “Why Your Brain Loves Good Storytelling”
Harvard Business Review 10.28.14

How do I structure my story?



Freytag's Pyramid



How do I structure my story?



Exposition – set the scene & set your “hook” into reader. Describe the problem that your org solves (a child is hungry, a cancer patient needs a cure, an animal needs rescue).

Rising Action – as the story builds, put your donor or prospect at the CENTER of it!

Climax – the moment of greatest tension. State offer and PIVOT to the ASK!

How do I structure my story?



Falling Action – Your org & DONOR are the solution

Resolution – this problem is solved... but need continues!

P.S. – Restate the offer/introduce a deadline/add a final “reason why” they should give

What makes a great story?



- Emotion
- Details
- Quotes
- Actions that paint a picture
- Strong lead

How do I get good stories?



- Make storytelling a part of your culture of philanthropy.
- Circulate stories with staff.
- Conversational interviews — dialogue.
- Some organizations use a form to capture stories.
Empower staff to take part in gathering stories!

How do I get good stories?



CLIENT'S NAME

BIRTH DATE

CITY OF RESIDENCE

HOW DO YOU PREFER TO BE CONTACTED? ☐ PHONE ☐ EMAIL

SIBLING NAME(S) AND BIRTH DATE(S)

BLOG OR WEBSITE

SCHOOL

FAVORITE HOBBIES/ACTIVITIES

(ORGANIZATION) STAFF INVOLVED

DATE OF YOUR FIRST (ORGANIZATION) VISIT

REASON FOR NEEDING (ORGANIZATION) (Please include as much detail as you can)

(ORGANIZATION) STAFF WHO ARE SPECIAL TO OUR FAMILY

CLIENT'S CURRENT PROGRESS

WHY WE LOVE (ORGANIZATION) (Note: we may use your quote in a publication)

☐ I am interest in learning more about other ways to support (Organization).

MEDIA CONSENT FORM

The undersigned hereby transfers and grants to (Organization) the exclusive right to use and to authorize others, including but not limited to (Organization), (Organization), and (Organization) to use all or any part of my (his/her) interview/photography/video or film likeness, regardless of the medium by which it is recorded.

The undersigned also hereby transfers and grants to (Organization) the exclusive right to use and authorize others to use all or any part of my (his/her) interview/photography/video in related media such as books, magazines, journals, pamphlets, electronic (internet) and other written and video formats. The undersigned also hereby releases (Organization) and its Board of Governors, officers and employees as well as (Organization) and its agents, from any and all claims, demands, cause of action and suits, including but not limited claims for invasion of privacy, defamation, breach of contract or other breath of duty arising out of or in connection with the use of this interview, photography or video.

REQUIRED INFORMATION

CLIENT'S NAME

BIRTH DATE

PRIMARY STREET ADDRESS

CITY

STATE

ZIP

PARENT/GUARDIAN

PARENT/GUARDIAN 2

PHONE NUMBER

PHONE NUMBER

MAIL ADDRESS

EMAIL ADDRESS

SIGNATURE OF PARTICIPANT (OR PARENT/GUARDIAN IF PARTICIPANT IS UNDER 18)

PLEASE RETURN COMPLETED FORM TO

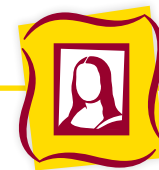
(Organization)

What style should I use?



- Use short sentences and paragraphs. Avoid “50-Cent Words.”
- Be Donor-centric, be personal and create urgency.
- Know the signer. Male or female? Is it a doctor, priest, social worker, activist? Adjust your style to fit the signer.
- Use underlining, bolding and/or highlighting to direct reader’s focus to key points: the offer, the ask.

How do I start writing?



- Know your audience. A donor to a Cancer Center is different than someone who gives to an animal rescue mission. Create versions for different donor segments.
- Do a Creative Audit to learn which stories have worked in the past, and which have not.
- Read everything: website, annual reports, press releases, blogs, newsletters.

How do I start writing?



- Make gifts to competing organizations and learn what the competition is doing.
- Don't forget that **LIST, OFFER & ASK** are most important!

How do I start writing?



- Find one great story that crystallizes a key aspect of your mission.
- Don't try to explain every aspect of your mission in every letter.
- Use your series of donor renewals to create a narrative arc for your organization build the relationship with the donor.
- Tell your full story over time.

What kind of emotions can I tap into?



- **Anger** (“This is wrong! I need to do something!”)
- **Joy** (“I know from my own experience that it’s better to give than to receive.”)
- **Fear** (“This scares me. This could happen to me or a loved one!”)

What kind of emotions can I tap into?



- **Sadness** (“This disease took a loved one. I’ll give to fund a cure.”)
- **Exclusivity** (“Me? You want me to join your Circle of Friends?”)

Adapted from Chris Hartman, NonProfit Quarterly, 9.9.11

How do I judge someone else's writing?



Storytelling Checklist

- ✓ Does the story have a strong hook at the beginning?
Does it pull me in?
- ✓ Does the story elicit emotion?
- ✓ Does it present a problem the donor can solve through her support?
- ✓ Does it contain a clear and compelling offer?
- ✓ Does it contain a strong ask on page 1?

How do I judge someone else's writing?



Storytelling Checklist

- ✓ Does it put the donor at the center of the story?
- ✓ Does it build the brand and reinforce the brand's relationship with the donor?
- ✓ Is it thankful? Does it help cultivate the donor relationship?
- ✓ Is it memorable?
- ✓ Do photos help tell the story?
- ✓ Does it contain too many statistics and "institutional language?"

Riley Children's Foundation

“Clare's Cancer Story”

Donor Renewal



DAVINCI
DIRECT

Blending art & science to build donor relationships.

#LoveStories



"My dream? One day, no family will ever have to endure the heartache of childhood cancer."

Clare Scheller, Riley Kid

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



"I'm walking everywhere, driving again, and I'm in college. Thanks to you I have a normal life!"

—Clara Scheller

(Month XX), 2013

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

Dear Mrs. Sampleperson,

When I started feeling sick in the summer of 2010, I have to tell you, the word "cancer" never entered my mind.

I had just graduated high school. I was working two jobs. I was looking forward to attending college in the fall. There was no time to be sick.

So when doctors at Riley Hospital for Children first told me “*you have cancer*” I saw it as a challenge. As a three-sport athlete, I felt optimistic, and I was ready to do everything it took to get through my treatment with no complications.

Little did I know, my life would soon be changed forever.

I was diagnosed with acute lymphoblastic leukemia or ALL. The best treatment course was chemotherapy. Within a month of starting chemo, I developed a bacterial infection in my calf that had a good chance of killing me.

The solution? On July 23, 2010, my left leg was amputated above the knee. But this was just the beginning. I had to fight harder than I ever thought I could to get my life back.

Through it all, my family and I never felt alone. The generosity of our friends, neighbors and parish was amazing. We also took a great amount of comfort from the Riley community—people like you who make life-saving childhood cancer research and treatment possible.

(Mrs. Sampleperson), I'm told you've been very generous in helping to save Riley Kids like me.
I can never thank you enough. But I can tell you that you do touch lives like mine.

Because of my experience, it's my dream that one day, no family will ever have to endure the heartache of childhood cancer. Will you share in my dream, and send a special gift of SPG, SUP1 or SUP2 to Riley Hospital for Children today? Riley Kids need your help to keep fighting.

(over, please)

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



Support my dream and help end childhood cancer!

YES! I want to support life-saving childhood cancer research and treatment at Riley.

Enclosed is my gift of:

☐ SPG ☐ SUP1 ☐ SUP2 ☐ Other \$☐ My check made payable to Riley Children's Foundation is enclosed

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

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

CHECK CASH NUMBER _____ EXP. DATE _____

CREDIT CARD NUMBER _____ EXP. DATE _____

NAME ON CARD SIGNATURE

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

Ms. Jane D. Sampleperson
DaVinci Direct
36 Cordage Park Circle, Suite 339
Plymouth, MA 02360-0000
<123456> <M1108 A10>
Give online at www.GivetoRiley.org

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

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

featured in the August 2014 Best Hospitals edition of U.S. News & World Report.

to me. It's a privilege to be entrusted with the care of so many children who need us. We never take that for granted."

The Best Children's Hospitals rankings are the most extensive

Thanks for supporting your children's hospital!

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



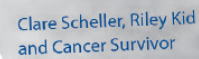
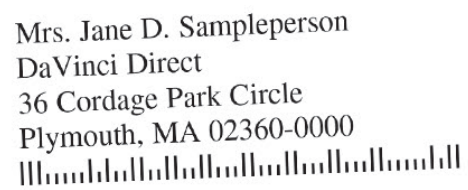
**Your
Gift Starts
Here!**

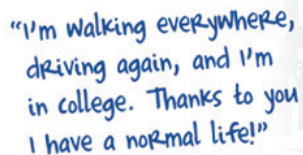




"My dream? One day, no family will ever have to endure the heartache of childhood cancer."

Clare Scheller, 11





—Clare Scheller

When you have cancer, there's a lot of concerned faces around you all the time. People mean
ask a simple question like "How are you?"

someone wanting to keep a positive attitude, I would always answer "fine" or "good" even if chemo treatment in 2012.

h was, I was nowhere near "fine" most of the time. Usually, I felt nauseous, tired, or like I flattened out by a truck. I can remember falling asleep in the middle of conversations.

There is a breaking point.

realization that no, I was not fine. I remember crying, thinking about how my life had changed. I went from being a happy 18-year-old, preparing for my freshman year at college, to a one leg in a wheelchair.

help of my family, friends, Riley and my faith, I began to understand every struggle and going to make me a stronger person. The fact that I was surviving meant God had a plan and good would come of my illness.

I've learned so much about how so many people work so hard to help Riley Kids in their life. For example, the first annual Dance Marathon at my high school, started by my brother, raised over \$20,000 in 2011 while I was in treatment.

to be involved in Dance Marathons at Indiana University which raised millions of dollars. Today, we are both on the Dance Marathon executive committee at the University of

the money projects like Dance Marathons raise—and you contribute—save lives. cancer research and treatment at Riley, we are helping doctors and scientist discover be seemed impossible.

he heartache of childhood cancer, one Riley Kid at a time.

Love love love,

Clare Scheller ☺

Clare Scheller
Riley Kid and Cancer Survivor

w I'm doing well. I had to have a hip replacement, but I'm walking, driving, and his past January at USI. At my last check up, my test results were great! So, please o Riley to help fund childhood cancer research and treatment can change lives for
Thank you, thank you, thank you!

For more information online, please go to www.GivetoRiley.org

(over, please)





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

<123456> <M1108 A10>

Give online at www.GivetoRiley.org

Support my dream and help end childhood cancer!
YES! I want to support life-saving childhood cancer research and treatment at Riley.

Enclosed is my gift of:

☐ \$PG

☐ \$UP1

☐ \$UP2

☐ Other \$ _____

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

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

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

CREDIT CARD NUMBER

EXP. DATE

NAME ON CARD

SIGNATURE

PHONE NUMBER

E-MAIL 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

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

Riley is One of the Nation's Best Children's Hospitals

Ranks in 10 out of 10 categories nationally for third consecutive year; Remains the only children's hospital ranked in Indiana

From a premature baby with trouble breathing to a teenager with aortic valve disease and everything in between, Riley Hospital for Children at Indiana University Health receives top honors for its pediatric care. U.S. News Media Group has again named us one of the best children's hospitals in the country.

The distinction is based on Riley ranking in 10 out of 10 categories in the 2013-2014 Best Children's Hospitals, with two of our programs ranking in the top 10 nationwide: Urology (5th) and Diabetes & Endocrinology (9th). The rankings were featured in the August 2014 Best Hospitals edition of *U.S. News & World Report*.

The Best Children's Hospitals rankings are the most extensive

listing of its kind and recognize the top 50 children's hospitals in 10 specialties: cancer, cardiology and heart surgery, diabetes and endocrinology, gastroenterology, neonatology, nephrology, neurology and neurosurgery, orthopedics, pulmonology, and urology.

"We've long known we have the most dedicated and skilled physicians and nurses, and rankings from our colleagues nationwide confirm the extraordinary care we provide," said Dr. Jeff Sperring, President and Chief Executive Officer, Riley at IU Health. "It's a privilege to be entrusted with the care of so many children who need us. We never take that for granted."

Thanks for supporting your children's hospital!



How the Clare story works for Riley



- Clare's cancer diagnosis is the **“hook.”** “When Riley doctors told me ‘you have cancer’ I saw it as a challenge.”
- This show's Clare's fighting spirit, and makes donor root for her.
- The line, “I'm told you've been very generous in helping to save Riley Kids like me,” **puts the donor at the center of the action.**

How the Clare story works for Riley



- **Offer** is to “support my dream to end childhood cancer.” Letter **pivots to ask on page 1**, “Will you share my dream and send a special gift of \$PG \$UP1 or UP2 today? Riley Kids need your help to keep fighting!”
- This first person approach was tested against control — and won with similar response rate but higher average gift.

Homes For Our Troops

“One Veteran’s Combat Story”

Donor Renewal



DAVINCI
DIRECT

Blending art & science to build donor relationships.

#LoveStories



Homes For Our Troops
6 Main Street
Taunton, MA 02780

Building Homes, Rebuilding Lives

Army SSG Michael Lage is the sole survivor of an IED blast.
Now you can make his homecoming complete...

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



Please charge my gift to:

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Name on Card _____



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

1234567 A1700X

A life-changing gift from (Mrs. John D. Sampleperson)

YES! I want to help build homes and rebuild lives for severely injured post 9/11 Veterans. Enclosed is:

☐ \$(UP1) ☐ \$(PG) ☐ \$(UP2) ☐ \$(UP3) ☐ Other \$_____

To learn more about participating in events to support Veterans in your area, please provide your email address below:

Please make your check payable to Homes For Our Troops. To make a credit card contribution, see reverse side of this form or donate online at www.hfotusa.org. Thank you!

Homes For Our Troops
6 Main Street
Taunton, MA 02780



HFOT is Building Homes & Rebuilding Lives In

(DONOR STATE)

(Mrs. Sampleperson), severely injured Veterans in (Donor State) rely on support from proud and loyal Americans like you. Please help Homes For Our Troops complete the XX specially adapted homes currently under way in the great state of (Donor State).



PLEASE RUSH!



Homes For Our Troops
P.O. Box 51658
Boston, MA 02205-1658



Operation Lasting Support

☐ Please enroll me in your monthly giving program *Operation Lasting Support*.

Please charge my credit card

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100
☐ Other \$_____ on the 1st or the 15th of the month. (Circle one)

To find out if your employer will match your gift, visit <https://doublethedonation.com/hfotusa>.

☐ Please send me information on legacy giving.

apart?

Charity Navigator has awarded Homes For Our Troops with its highest rating of Four Stars for SIX consecutive years. HFOT ranks in the top five percent of all charities rated by Charity Navigator.



Since 2004, nearly 90 cents of every dollar donated has gone directly to our program services for Veterans.

PLEASE
PLACE
STAMP
HERE



Homes For Our Troops
6 Main Street
Taunton, MA 02780



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

(DATE)

Dear (Mrs. Sampleperson),

On June 20, 2007, during his third tour of duty, Army Staff Sergeant Michael Lage set out with his brothers in arms on a night raid in Baghdad, Iraq. It was a mission for which he had volunteered, so somebody else didn't have to go.

It was a night that would change his life.

His vehicle struck an improvised explosive device (IED), and the blast flipped the vehicle upside down, sending him flying from the wreckage. SSG Lage was gravely injured, but still clinging to life. He was the only survivor.

After the incident, Michael underwent a life-saving operation. The explosion caused severe facial burns, left hand amputation, right thumb amputation and smoke inhalation injuries as well. Michael has endured terrible pain and more than 100 surgeries, including major facial reconstruction, due to his combat injuries.

However, today, instead of being filled with bitterness, he is filled with hope.

Homes For Our Troops (HFOT) is helping to provide some of that hope. (Mrs. Sampleperson), and so are you. Your past gift of \$(PG) came at a crucial time and brought hope to America's severely injured Veterans.

Today I urge you to repeat your gift of \$(PG) during our vital Veterans Day Appeal, or perhaps increase it to \$(UP1) or even \$(UP2) or more. Your gift will help Homes For Our Troops build homes and rebuild lives for Veterans like Michael.

As fate would have it, Michael spent time recuperating at Brooke Army Medical Center, where he met his wife, April. She, too, was recovering from service-related injuries. The two became support for one another and formed a friendship that grew into love.

"She was a light for me when I was full of darkness," he says. "I love her with all my heart." April remembers, "The very first time I met him, he reminded me that laughter is the greatest medicine... he would not let his injuries hold him down. Michael was my second chance."

Today Michael and April are fighting a new battle: dealing with the barriers imposed by their current home. Michael has trouble using his kitchen, retrieving items from cabinets, and just getting

(over, please)

"Thank you for supporting those who have served this great country."

— Michael Lage



Honoring Your Service and Sacrifice On Veterans Day

Thank you for bravely serving America, and for our freedom. God Bless you!

Signed (optional) _____ City, State _____

Military Branch (if applicable) _____





Homes For Our Troops
6 Main Street
Taunton, MA 02780



(DATE)

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

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It was a night that would change his life.

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Today Michael and April are fighting a new battle: dealing with the barriers imposed by their current home. Michael has trouble using his kitchen, retrieving items from cabinets, and just getting

(over, please)

everybody without a thumb to use a doorknob," says April. April has leg injuries, so using the stairs is challenging

Automatic doors, these issues will be resolved for her to sleep and breathe more easily in a home of her own. The financial freedom of not having to pay a mortgage will help her pay off debt and help their children with college.

to honor the heavy sacrifices made by men and women in our military. Homes For Our Troops has built homes that address their needs. Since 2004, we've helped build homes for more than 240 Veteran families in 42 states.

Those who gave so much for you and me — and for our independence to our Nation's most deserving heroes.

Thank you for supporting those who served this great country.

As a privately funded, non-profit organization we make this life-changing work possible.

ings hope to us..." says Michael. "Just knowing that we are able to have those adaptations will make life easier. in life."

or you: **"Thank you for supporting those who**

Homes For Our Troops and all the Veterans

Sincerely,

H.T. Landwehrmeyer, Jr.
Brigadier General, USA Retired
President & CEO

Thanks to honor Michael, April and all our Veterans? With your reply slip and check in the envelope





(DONOR STATE) DRIVE

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

1234567 A1700X

A life-changing gift from (Mrs. John D. Sampleperson)
YES! I want to help build homes and rebuild lives for
severely injured post 9/11 Veterans. Enclosed is:

☐ \$(UP1) ☐ \$(PG) ☐ \$(UP2) ☐ \$(UP3) ☐ Other \$ _____

To learn more about participating in events to support Veterans in
your area, please provide your email address below:

Please make your check payable to Homes For Our Troops.
To make a credit card contribution, see reverse side of this
form or donate online at www.hfotusa.org. Thank you!

Homes For Our Troops
6 Main Street
Taunton, MA 02780



HFOT is Building Homes & Rebuilding Lives In (DONOR STATE)



(Mrs. Sampleperson), severely injured Veterans in
(Donor State) rely on support from proud and loyal
Americans like you. Please help Homes For Our Troops
complete the XX specially adapted homes
currently under way in the great state of (Donor State).

Signature _____

Phone Number _____

Email _____

Discover _____

Security Code _____

Operation Lasting Support

☐ Please enroll me in your monthly giving
program *Operation Lasting Support*.

Please charge my credit card

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100

☐ Other \$ _____ on the 1st or the
15th of the month. (Circle one)

To find out if your employer will match your gift,
visit <https://doublethedonation.com/hfotusa>.

☐ Please send me information on legacy giving.

What sets *Homes For Our Troops* apart?

Homes For Our Troops:

- Stays with our Veterans after the home is built and their family is settled to continue to assist them with Rebuilding their Lives
- Provides free financial planning to Veterans for three years
- Builds a home where Veterans want to live

Although the Veteran pays no mortgage for the home, Homes For Our Troops places a 10 year lien on the home. This protects the Veteran from losing the home due to foreclosure, and safeguards our donors' investment.

Charity Navigator has awarded Homes For Our Troops with its highest rating of Four Stars for SIX consecutive years. HFOT ranks in the top five percent of all charities rated by Charity Navigator.



Since 2004, nearly 90 cents of every dollar donated has gone directly to our program services for Veterans.





Honoring Your Service and Sacrifice On Veterans Day

Thank you for bravely serving America,
and for our freedom. God Bless you!

Signed (optional) _____ City, State _____

Military Branch (If applicable) _____



Selling the HFOT Mission



- The “**hook**” — Sgt. Lage volunteers for a night raid in Baghdad, and is the **only survivor** in an enemy attack that injures him severely
- He suffers terrible burns, great pain and more than 100 surgeries.
- But instead of being filled with bitterness, he’s filled with **hope**

Selling the HFOT Mission



- Donor is at the center of the story when told, “HFOT is helping to provide some of that hope, and so are you, Mrs. Sampleperson. Your past gift of \$PG came at a crucial time to help “build homes and rebuild lives.” This outlines **Offer sets up Pivot to the ASK:**
- “Repeat your gift of \$PG during our **Veterans Day Appeal** ... or increase \$UP1 or UP2” to help more veterans.” The need continues!

Bidawee

“Gypsy Was Abandoned”

Acquisition



DAVINCI
DIRECT

Blending art & science to build donor relationships.

#LoveStories

410 East 38th St. • New York, NY 10016



Look inside for your gift



YES, I want to help care for lost, abandoned and abused dogs and cats at Bideawee. Use my Annual Fund gift to provide shelter, medical care, and lots of love for animals in desperate need. Enclosed is:

☐ \$20 ☒ \$25 ☐ \$35 ☐ Other \$_____

This would really help!



Ms. Jane D. Sampleperson
36 Cordage Park Circle
Plymouth, MA 02360

2017
annual
fund
(Donor City) Drive

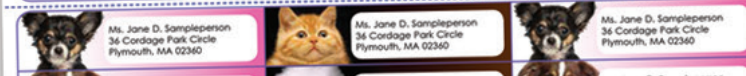
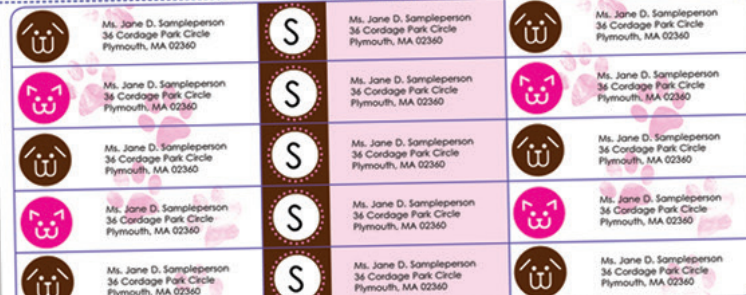


410 East 38th St. • New York, NY 10016
www.bideawee.org

DONOR ID-CAMPAIGN ID

Please make checks payable to Bideawee or charge your gift on the back of this form.

DETACH AT PERFORATION



become a monthly donor and help Bideawee by providing a steady source monthly gift is \$_____ (Suggested monthly contribution \$10).

RJE: Bideawee updates.
I am
ever will or share your email address)
receive information about making provisions for Bideawee in my
cluded Bideawee in my estate plans.
company's matching gift form.
I make my gift in honor or memory of a loved one, a friend or
use make my gift.

East 38th St. NY 10016. If you are a resident of one of these states, you may obtain financial
State of Connecticut residents by calling (203) 455-1100, or (800) 455-1100. All other states
for the full text of the regulations, please contact the Secretary of State, State House, Annapolis, MD
The STATE OF NEW JERSEY by calling the State Taxation Department, 100-10000, 100-10000
NORTH CAROLINA - Division, INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS
MEMORANDUM - The official registration and financial statements of Bideawee, Inc. may be obtained
from the Secretary of State, Department of Agriculture and Consumer Services, PO Box 1163,
Columbia. Residents may obtain a summary of the registration and financial documents from the
city state.

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and echocardiograms.



Gypsy was just skin and bones when she came to us!

Dear Friend of Animals,

Gypsy stayed put, just as she had been trained. That's what her owner said to do.

She waited, for hours and hours. Finally, she lay down, but no one seemed to notice. Again she waited... for her owner to bring her supper. For days she waited, chained to the fence way in the back yard, but no one came out of the house. She was a good dog, but she got so hungry, so she tried to pull her collar over her head. She chewed the chain.

It was hopeless. She couldn't get free. So she waited.

As the days turned into weeks, Gypsy slept a lot. She drank rain water out of her bowl and chewed on some deer antlers that were under the shed. There was no nourishment in them, but until her teeth and gums began to get sore it felt good to try.

Finally, Gypsy stopped trying get loose or even to eat. She just waited.

One day, her waiting ended. A kind woman noticed her in the yard of the empty house. The family that had lived there had been evicted weeks before, but there seemed to be a dog there. The woman called Bideawee as soon as she got Gypsy loose.

To see poor Gypsy the way we first saw her would break your heart. Gypsy is a good-sized lab mix, whose natural weight is probably at least 60 pounds.

When she came to Bideawee, she weighed just 25 pounds!

For more than 113 years, Bideawee, which means "stay awhile," has saved the lives of lost, abandoned and abused animals. With the support of amazing folks like you, we find homes for hundreds of dogs and cats in the New York metro area every year.

Today, I hope you will take a moment to think of Gypsy and her long wait for someone to feed her and care about her.

Thanks to people like you, her wait is over. We found her, and through the love and support of Bideawee she will never go hungry again.

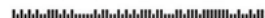
In honor of the neglected dogs and cats that come to Bideawee, I hope you'll send a donation to help animals like Gypsy. A gift of \$20 helps fund animal rescue programs. A gift of \$25 provides animal training and rehabilitation for the animals we take in from the cold. And a very generous gift of \$35 will help provide vaccinations and medical treatment for homeless pets. (over, please)

410 East 38th St. • New York, NY 10016 • www.bideawee.org

fund

Central Islip, NY 11722-9284

P171





Look inside for your gift





Gypsy was just skin and bones when she came to us!

Dear Friend of Animals,

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(over, please)

whee, she was very weak and tired, but there was a depth in her eyes of a being who has been reduced, through abuse and neglect, to the here all you can do is just take one breath after another and hope.

less gratitude. She adores us for every bit of food, every drop of caress.

sure Gypsy and hundreds of dogs and cats like her never suffer again. me because she was starved and dehydrated to the brink of death. and shelter, and lots and lots of love.

ou, she is getting that and more.

are healthy, will we find the best forever homes for them.

ave so many neglected animals like Gypsy. I hope you will support day to help us rescue, shelter, treat and care for every animal who

ing for you, but your passion, love and support will allow us t. At this time of year, we're so grateful for your help. And so

With gratitude,

Dolores Swirin-Yao
President & CEO

is living with us right now. Your Annual Fund gift will help us oving homes they deserve. Thank you, and please accept the my gratitude.



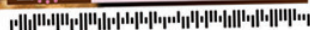
YES, I want to help care for lost, abandoned and abused dogs and cats at Bideawee. Use my Annual Fund gift to provide shelter, medical care, and lots of love for animals in desperate need. **Enclosed is:**

☐ \$20 ☒ \$25 ☐ \$35 ☐ Other \$ _____

This would really help!



Ms. Jane D. Sampleperson
36 Cordage Park Circle
Plymouth, MA 02360



2017 annual fund

(Donor City) Drive



410 East 38th St. • New York, NY 10016
www.bideawee.org

DONOR ID-CAMPAIGN ID

Please make checks payable to Bideawee or charge your gift on the back of this form.

DETACH AT PERFORATION

Ms. Jane D. Sampleperson 36 Cordage Park Circle Plymouth, MA 02360	Ms. Jane D. Sampleperson 36 Cordage Park Circle Plymouth, MA 02360	Ms. Jane D. Sampleperson 36 Cordage Park Circle Plymouth, MA 02360
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Credit Card Contribution

Please charge my:

☐ VISA ☐ MasterCard ☐ AMEX ☐ DISCOVER

Credit Card # _____

Exp. Date: _____ CVC No. _____

Signature: _____

- ☐ I would like to become a monthly donor and help Bideawee by providing a steady source of support. My monthly gift is \$_____ (suggested monthly contribution \$10).
- ☐ Sign me up for FREE Bideawee updates.
My email address is _____
(Bideawee will never sell or share your email address)
- ☐ Yes, I'd like to receive information about making provisions for Bideawee in my estate plans.
- ☐ I have already included Bideawee in my estate plans.
- ☐ I've enclosed my company's matching gift form.

You can choose to make your gift in honor or memory of a loved one, a friend or a beloved pet. Please make my gift:

In honor of: _____

In memory of: _____

A copy of the summary of the latest financial statement, or annual report, and registration filed by Bideawee, Inc. may be obtained by contacting Bideawee at 410 East 38th St., NY, NY 10016. If you are a resident of one of those states, you may obtain financial information directly from the state agency. FLORIDA - A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-352-7829 (HOLD) WITHIN 1401 MISSISSIPPI. The official registration and financial information of Bideawee, Inc. may be obtained from the Missouri Secretary of State's office by calling 1-800-352-4167. REGISTRATION BY CALLING 201-664-4215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT OR RECOMMENDATION BY THE STATE. PENNSYLVANIA - FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS CHARTER ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 1-800-335-4899. REGISTRATION DOES NOT IMPLY ENDORSEMENT. VIRGINIA - FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS CHARTER ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 1-800-335-4899. REGISTRATION DOES NOT IMPLY ENDORSEMENT. WEST VIRGINIA - FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS CHARTER ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 1-800-335-4899. REGISTRATION DOES NOT IMPLY ENDORSEMENT. RESIDENTS MAY OBTAIN A SUMMARY OF THE REGISTRATION AND FINANCIAL DOCUMENTS FROM THE SECRETARY OF STATE, STATE CAPITOL, CHARLESTON, WV 25305. REGISTRATION WITH ANY OF THESE STATE AGENCIES DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY ANY STATE.

our history

On a trip abroad at the turn of the 20th century, Bideawee's founder, Mrs. Flora D'Aubry Jenkins Kibbe, witnessed the unique work of the Baronne d'Herpents Dog Refuge in Paris. This humane group sent an ambulance all over the city to pick up stray and unwanted dogs. Instead of being destroyed, they were cared for until they could be placed in new homes.

Mrs. Kibbe returned to New York City, inspired by the progressive idea of caring for abandoned animals. By the end of 1903, she was operating a similar program out of a small building near her home in Manhattan. She called it Bide-A-Wee Home Association.

With the help of many of her friends, Bideawee was officially incorporated as a not-for-profit 501(c)(3) organization in 1906.

During its early years, when horses and farm animals were common in Manhattan, Bideawee looked after every kind of stray. One of the services it provided the city was placing and maintaining troughs filled with fresh drinking water for carriage horses on the streets.

By 1909, the building near Mrs. Kibbe's home housed 200 dogs. The neighbors complained so much about the constant barking that the dogs and Mrs. Kibbe were forced to leave. For the next several years, Bideawee lacked a home of its own so the animals were kept in a series of temporary shelters. Eventually, through the generosity of others, Bideawee found a permanent home in Manhattan at 410 East 38th Street, where our current New York City facility still stands. Over time, Bideawee expanded to include two Long Island locations in Wantagh and Westhampton. More services were developed at these facilities, and Pet Memorial Parks were created on their spacious grounds. Thousands of pets from the New York metropolitan area have been buried here. Since the beginning, it has been Bideawee's policy never to euthanize an animal unless it is incurably ill or suffering. Thanks to generous private support, we've been able to stay true to Mrs. Kibbe's original vision.

However, caring as we do for thousands of animals each year, the need for funding is always growing. So please donate now to celebrate Bideawee's history and invest in our future.

services

As a full-service hospital, we are equipped to handle medical and surgical cases, including gentle care. Our experienced veterinarians and veterinary team are also happy to provide wellness checks to keep your pet healthy.

- Wellness care — vaccinations and parasite control for cats and dogs.
- Medical services — lab work including blood and urine tests, cytology, biopsies and blood pressure tests. Imaging services include digital radiography, ultrasound and echocardiograms.
- Hospitalization of sick pets.
- Surgery — soft tissue and orthopedic surgeries.
- Complete oral health assessment and treatment — dental cleaning and extractions under anesthesia.
- Health certificates for travel to domestic as well as international destinations.

animal hospital and adoption center locations

Manhattan
East 38th Street
New York, NY 10016
262-8133
ManhattanVet@bideawee.org
ManhattanAdoptions@bideawee.org

Westhampton
118 Old Country Road
Westhampton, NY 11977
866-262-8133
WesthamptonVet@bideawee.org
WesthamptonAdoptions@bideawee.org

animal training and behavior locations

Why is the “Gypsy” story irresistible?



- The “**hook**” — Gypsy is a good dog who waited patiently while suffering horrible neglect and starvation. “She’s a Lab mix who should weigh at least 60 pounds. She came to us emaciated at just 25 pounds.”
- Photos help tell the story. Gypsy’s mournful eyes and the envelope teaser “Send Me Home” set the stage.

Why is the “Gypsy” story irresistible?



- Photo inside shows her condition. Always use captions that help tell the story: “Gypsy was just skin and bones when she came to us.”
- This is Acquisition, so thanks to “People like you” Gypsy’s long wait is over and “she will never go hungry again.”
- **Pivot to the ASK:** “your gift of \$20 funds animal rescue... \$35 provides medical treatment... etc. to **help more homeless animals.**

St. Francis House

Hard Hitting vs. Soft Copy Test



DAVINCI
DIRECT

Blending art & science to build donor relationships.

#LoveStories



39 Boylston Street, Boston, MA 02116

"I don't want to break my mother's heart again."



Mrs. Jane Sampleperson
DaVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360
|||||



39 Boylston Street, Boston, MA 02116

Cold and alone, Luis thought:

"I don't want to die."

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





St.
Francis
House
Rebuilding Lives.

*"I don't want to break my
mother's heart again."*



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



Dear Mrs. Sampleperson,

I want to share a wonderful story of hope and redemption with you – a story that speaks volumes about why your continued, generous support for St. Francis House is so critically important to the desperately needy men and women we serve.

It's the story of Luis, a handsome 40-year-old man whose life of poverty, poor health and drug addiction has taken a deep toll on him. Yet he finally found the strength to change thanks to St. Francis House and your loving support for our mission.

Ms. Sampleperson, I hope you'll take a moment now to read the story of Luis. Then I hope you'll renew your support for St. Francis House with your generous gift of \$LG, \$UG1, \$UG2, or as much as you can afford so we can continue to help more people like Luis who come to us in such desperate need.

Luis was born in a small town in Puerto Rico. His father abandoned the family when Luis was seven years old, and his mother struggled to care for him and his little brother, working long hours in a factory to feed her two young boys.

But as Luis grew up, he began to spend more and more time in the streets, skipping school and drinking with his friends. In 1996, Luis came to the U.S. to live with relatives and try to find work, but he soon became unemployed and homeless — battling drug addiction, alcoholism and depression.

After his second arrest on drug charges, Luis spent three years in prison. When he finally got out of jail in the middle of last winter, he was desperately ill and had nothing more than the clothes on his back, \$75 from the prison, and a letter from his beloved mother. On a tip, he made his way to St. Francis House.

That's where he met Megan, a counselor from St. Francis House. She gave him a winter coat, some warm clothes, and above all, a warm invitation to come to St. Francis House to begin a new life of dignity and strength.

That day, Luis ate his first hot, hearty meal at St. Francis House and realized that Megan, like his own mother, was someone who truly cared for him. Megan helped him get food stamps, arranged for some urgently-needed medical care, and helped him stay clean and sober for the first time in his adult life.

(over, please)

39 Boylston Street, Boston, MA 02116

tel 617.542.4211 fax 617.542 4705

www.stfrancishouse.org

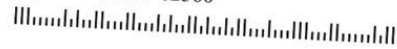




St.
Francis
House
Rebuilding Lives.

All of us can feel cold or sick or hurt. But losing all hope can be deadly. Your Year-End Gift will help show people like Luis that there is always hope for a better life at St. Francis House.

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



Dear Mrs. Sampleperson,

When a person falls into the unimaginable despair of addiction, prison, illness, and homelessness, it can be almost impossible to find enough hope to continue on.

Here at St. Francis House, hope is at the very heart of all that we do. Whether we provide a guest with a hearty sandwich, a kind word of encouragement, or an overcoat to block the icy winds of winter – what we are really giving them is hope that life can be better.

Mrs. Sampleperson, your last gift of SLG was put to work immediately, and I can't thank you enough for your generosity. Your caring spirit means so very much to people who come to us in great need – many of whom believe there is no one left who cares.

One person who felt the caring spirit of wonderful friends like you is Luis Ortega. Abandoned by his father at the age of 7, Luis and his younger brother tried to help their mother make ends meet in a small town in Puerto Rico.

But it was to no avail. Life was very difficult, and Luis finally moved in with relatives in Lawrence, Massachusetts, at the age of 31. He was already bearing the scars of a hard life when a downward spiral of alcohol, drugs and jail almost cost him his life.

When Luis came to St. Francis House, he first learned to nourish his body with decent food, and then nourish his soul by giving up drugs and alcohol – and striving to become a better person. Today, at the age of 40, Luis has a GED and wants to learn computer skills through our educational and training programs. And we are committed to helping him stay clean and sober.

While Luis's story is uplifting, there are so many more who need our help.

Your gift of SLG – or perhaps even \$1UP or \$2UP – will go directly to help those in great need. You will help feed the hungry, clothe the needy, provide emergency medical care, and offer the educational and training programs that help lift our guests out of poverty.

(over, please)



“Sad” story beats “Happy”



- But sad story must end with hope... and ongoing need.
- In this case, emotional, hard-hitting copy boosted gross revenue by more than 20%
- Average gift was up by more than 11%
- Response rate increased by 8%



Catholic Charities of Washington, D.C. “Abigail’s Hunger Story” Renewal Appeal



DAVINCI
DIRECT

Blending art & science to build donor relationships.

#LoveStories



When you see a **mother** looking for food in a **dumpster** ... Love takes over.

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



TRUE STORY, INSIDE

I Will Sow Hope

YES, Fr. John! I want to obey the admonition of the Holy Father to feed the hungry and help the poor find new life. I enclose my gift of compassion, in the amount of:

☐ \$XX ☐ \$YY ☐ \$ZZ ☐ Other \$ _____

☐ Yes! I wish to make this a recurring monthly gift.

☐ Please charge my gift to my credit card. ☐ My check made payable to Catholic Charities is enclosed. (See reverse)

You can also give online at: www.catholiccharitiesdc.org/hunger2018

Please send me updates by email at: _____



924 G Street, NW
Washington, DC 20001

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

<DONOR ID> <MAIL CODE>

Please charge my gift to my:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name _____

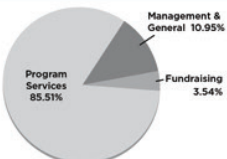
Acct. Number _____ Exp. Date _____

Signature _____ Phone (____) _____

Living Faith Society

Did you know that you can provide a steady source of support for our vital programs through our monthly sustainer program? Become a member of our Living Faith Society and help us increase efficiency, save the environment, and send more dollars directly to programs that help people in need. Simply check the box on the reply form and tell us how much you would like to give monthly.

86% of your gift goes directly to helping people in need!



Catholic Charities provides 57 programs in 36 locations in the District and surrounding Maryland counties to help the poor and vulnerable of our community.

If you wish to modify receipt of future mail offers, please call us at 202-772-4361.



June 5, 2018

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

*"Poverty is the flesh of the poor Jesus, in that child who is hungry... Poverty calls us to sow hope."
—Pope Francis*

Dear Mrs. Sampleperson,

I trust you've never seen such a shocking thing — such a heartbreaking scene:

The mother of a 6-year-old girl, inside a huge dumpster, scavenging food, in quiet desperation ... carefully slipping other people's garbage into a backpack ... just to keep her daughter alive.

I get a lump in my throat just thinking about that moment; when a kindly janitor came across little Abigail's mother behind the cafeteria at an elementary school in St. Mary's County.

She had only registered her daughter for school the day before. Abigail was painfully shy, thin, and with dark circles around her eyes. Her mother, too, was weak and tired, with very few words.

Now, as the janitor invited the mom to the school office, compassionate school leaders began to learn the whole story ...

Mother and daughter had been homeless, in another state. They moved here to the area to live with relatives. The house had a large number of people coming and going ... and no food.

But now, little Abigail had a friend: **YOU**. Thanks to your generous support of Catholic Charities, we were able to leap into action on her behalf.

Our Southern Maryland Food Bank staff and volunteers immediately packed a "Snack Sak" for Abigail — six full meals, plus 16 snack items, in addition to resources for her mother: information about food pantries in her neighborhood, how to connect with housing and medical assistance, and more. We also assembled a bag of school supplies to get Abigail started ... all on the very same day we learned about her need!

This is why I so boldly ask for your strong financial support today. Your Christ-like compassion, expressed through your generous gift of love, will touch a life ... change a life ... maybe even save a life.

Perhaps you can give \$XX, or \$YY, or even \$ZZ or more. I pray you will. Whatever you give will make a beautiful difference, and not just in the distant future, but soon.

(over, please)

Catholic Charities | 924 G Street, NW, Washington, DC 20001 | (202) 772-4361 | www.catholiccharitiesdc.org/hunger2018





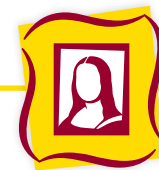
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Ms. Jane D. Sampleperson
DaVinci Direct
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Plymouth, MA 02360-0000
|||||



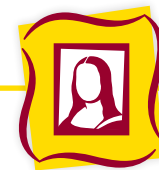


Catholic Charities — “Hunger”



- The “**hook**” — a mother of a 6-year old is scavenging for food in a dumpster outside the child’s school.
- A kindly janitor helps her find help through Catholic Charities.
- “Now little Abigail had a friend: **YOU**. Thanks to your generous support of Catholic Charities, we were able to leap into action.” **This is donor-centric!**

Catholic Charities — “Hunger”



- We make the donor part of the solution, getting Abigail and her mom food, medical assistance and more...
- In “**Falling Action**” the reader is told how Abigail is doing now, and how there are “countless others in our community who need help.”

International Rescue Committee

“Long Road from Harm to Home” Acquisition



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DIRECT

Blending art & science to build donor relationships.

#LoveStories



IT'S A LONG ROAD FROM HARM TO HOME

INSIDE: A Family's Refugee Story

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



"We were afraid our children would be injured or killed — so we fled."



(Mrs. Jane D. Sampleperson
DaVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360)
|||||

Dear (Mrs. Sampleperson),

[DATE] 2013

They cross the border single file, sometimes well over a hundred Syrians in a group. The darker the night is, the safer they are from the border guards.

For two years now, it has been a constant flow. The journey is fraught with danger at every turn, but the refugees know they are safe when they can see the dark outline of buses waiting for them on the Jordanian side.

You have read the frightening headlines all too often.

The news stories tell of the bloody civil war in Syria, where executions, torture, and rape are daily occurrences. More than 6 million Syrians have been driven from their homes, including 1.7 million who have fled to neighboring countries. More are forced to leave their homes every day. Most are in dire need of assistance right now.

(Mrs. Sampleperson), I hope you will join us today with a gift of \$25, \$35, or perhaps \$50 or even \$100 or more to help refugees and displaced people, not just from Syria, but in dozens of countries where the IRC is at work today. I can assure you that your gift, in whatever amount is right for you, is important. Indeed, one person can make a lifesaving difference.

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"Our city was under attack and we were afraid our children would be injured or killed — so we fled," says Fawaz, the 60-year-old patriarch of his family. "The army came to the house and stole everything. And then our neighbors turned on us, firing from nearby rooftops."

As Fawaz spoke, close to a dozen family members surrounding him nodded as they listened.

(over, please)

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(continue to page 3)

(over, please)

MY GIFT OF SUPPORT

YES! I want to help the IRC save lives during conflicts and rebuild after violence and disaster in more than 40 countries around the world.

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

This amount could help us rescue more lives!

To make a donation online, please visit Rescue.org/xxx

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

Please make your tax-deductible contribution payable to the IRC and return it with this form in the envelope provided, or to: IRC, PO Box 6068, Albert Lea, MN 56007-6668
To charge your contribution by credit card, please see over.

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Drought Famine
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Tsunami War Crime

FROM **HARM**
TO **HOME**
Protection Health Care Aid
Safety Research Rescue
Resettlement Humanitarian
Aid Education Freedom
Help Protection Guidance
Emergency Response Water
Food Clothing Stability
Protection Health Safety
Care Education Research

CRISIS UPDATE

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 22 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 threats to life intensify in Syria and refugees flee violence in Sudan's Nuba Mountains.

The IRC is providing water, health care, and other critical aid to hundreds of thousands of desperate refugees, while responding to concurrent crises in countries around the world. 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 two years of shelling, sniper fire, blackouts, and food shortages. Inside Syria, an estimated 6.8 million people are in need of humanitarian assistance, including 4.25 million who are internally displaced. Many who prayed months for a different outcome — or one that would allow them to remain in their homes and reclaim 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, Turkey, Lebanon, and Iraq. The IRC has opened clinics and launched emergency programs in border cities to assist desperate arrivals and is working with Syrian partner agencies to deliver medicines, medical equipment, and other supplies inside Syria.

SOUTH SUDAN. The IRC has launched emergency health and protection programs for women and girls fleeing to South Sudan

to escape violence in neighboring Sudan's Nuba Mountain region. Clashes between the Sudanese army and ethnic Nuban rebels have escalated in recent months. Bombing and



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

ground assaults have uprooted thousands of civilians, including some 70,000 now settled in the beleaguered Yida refugee camp. Aerial strikes pose an added threat. Aggravating all

(over, please)



As follows women and girls as they lingers long after fighting ends. ... some having spent weeks and workers are on the ground ... water, and health care. In ... medical and nutrition programs

earthquake that killed between 1.3 million homeless, the IRC ... services, including cholera ... economic recovery programs ... including entrepreneurial skills ... for greater self-reliance. Our ... ance learning for teachers in ... arming material and resources.

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IT'S A LONG ROAD FROM HARM TO HOME

INSIDE: A Family's Refugee Story

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



war, are victims of persecution or because they are escaping natural harm to home. With suppo

IRC programs are an investment in the future of our country. Please send the most generous gift you can.

P.S. More than 90 cents of every
and hope to people who hav
hear from you by (8 WEEK

Improving health: IRC long-term health services in place in Jordan, our medical teams treat Somalia are receiving the care th

You can help support IRC
where health care is difficult to o

Providing clean water: can boost the quality of people's water without having to walk for hopeful way of life.

Last year alone, the IRC
But we need more help from people

“... we lost everything, including our dignity and our privacy.”

the IRC addresses the root cause: independence and play a more m

Teaching children to lo
forced to leave their schools. The
of when — or if — they will be a

That is why the IRC moves setting. Once clean water, sanitation structure and normalcy to a traun

Your gift can help fund so
how to read and write, to acquire
instead of rebel.

With your support today,
in 40 countries worldwide.

By bringing new friends to the most troubled places on earth. On and clean water to violently uprooted Thailand, Haiti, Iraq, and many others.

remembering the terror of their
were part of this exodus.

It took them 23 days to turn the ship around. Fawaz felt the full weight of 48

At 200 miles, the journey
Washington, D.C., but the const

They moved by bus, van, the last five miles on foot, under and driven to a temporary camp.

*"We were very careful
get his entire family to
with eleven others in tw
string a wire to their hu*

We use a hole in the ground. But we don't have money in Syria because we're not dignified and private."

Unfortunately, stories like we see many recurrent themes:

Over decades of working who suffer physical and sexual v truly horrific. Many relayed acc men. Refugee children have bee attacked or killed.

“The war was outside my door. We were too afraid to go out. We had to flee.”

While we cannot restore them the things they need to survive, we can provide sanitation, and education for the

Here are just a few of the



“We were afraid our children would be injured or killed — so we fled.”



(Mrs. Jane D. Sampleperson
DaVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360)

Dear (Mrs. Sampleperson),

They cross the border single file, sometimes well over a hundred Syrians in a group. The darker the night is, the safer they are from the border guards.

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As Fawaz spoke, close to a dozen family members surrounding him nodded as they listened.

(over, please)



Donors can connect to “one family’s story”



- The “**hook**” — The depiction of refugees eluding border guards to reach safety reads like a novel.
- We focus on “one family’s journey” – because the enormity of the problem – 6 million Syrians driven from their homes — is too big.
- ***How can I possibly help 6 million people?***

Donors can connect to “one family’s story”



- ...but maybe I **can** help one family. The story of Fawaz, the patriarch and our protagonist, is easy to understand: “We were afraid our children would be injured or killed — so we fled.”
- The family’s long journey to escape war and death is dramatic and real.
- Copy is almost 4 pages long, but is broken up with compelling quotes like “the war was outside our door” and multiple asks.

Thank You



To discuss how more effective storytelling and improved fundraising strategy can help your organization, please contact:



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