

**SPEAKERS: Steve Maggio & Tony Genovese** 





## DAV Commanders Club Case 1: Design Test

Can design alone enhance response to the Commanders Club renewal package when copy and format remain consistent with control?



DH Committee Chile PO Box 1000 Cockean, OK PCN-000

ENCLOSED: TIME SENSITIVE MATERIAL OPEN IMMEDIATELY

PROPERTY AND PARTY AND THE PARTY AND Formal Name Sestembers Primary Address Gry, Nate Spee



to Report of your outstanding support of Assertor) III and in jured ectorate, I am prival to present you write the exclused som ports leave howevery you as one of our west layer supportors. Prostic accopt the derinform, your wowdership cand, and labels as our gift to Thereb. You for your coverseased support of the Communitors Clab. so make come or your nembership. 1 look forward to exicously you to THESE STATE COMP SWICE ASSESSED.

Sent A. Hurphy

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You can receive discounts from all of these friends of DAV: Don't Forget Your Commanders Club Member Benefits! they much our help. No think of your member broads on Taking advantage of certage of age to 10% disease on the back will coolly uses you more than the cost of emercing your monthstaking. (They might a consider you can be obtain more up to the new level?) Thanks for being there for us!



CHONOR STATE DRIVE

(be/orwal lipse) Dear Board:

(selement name), The I receive up to a set assessed If you reach your acoderpty - (f) DAY BUT TO HOW



... did you know that almost 97% of Americans look the other way when we ask for help?

As a DAY Commandors Chalt member, you've in a reely elite group. You've the one who doesn't tern prop., who have't forgotten the sacrifices our iff and injured systems made for you.

20,000 are natir less in Disease First of all, I want to say "thanks" - on behalf of more than 3 million disabled veterans. Without the ongoing support of Ericals like you, we couldn't continue to reach out to them. All of our projects. would gried to a balt. You make it all happen.

And the Communities Club is our "Rupikip." Its members are our top given... the American with the best memories... who reflow to forget what our wounded better did for them, and gave up for them.

As Campaign Chairman, and a disabled veteran, I really need the ongoing help-of Commanders Clab agention. Please renew your Commandon Clab membership right new.

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philosophy became, "never quit" and I'm hoping you to on you?

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per steadfast support continues to help other veterans to has

Eve enclosed your 2014 Communities Club-Card and Cortifica are. They tell everyone who were them that you are on our or progressor with new hope and opportunities for the mon and to

Baser), If you could could (Aski) or (Asks) it would be at an

We serve all of (State XX.XXX) if and injured veterans. DAY supporters like you. (Informal Name), are very important to (State) disabled veterans.



Doctor's Name

Sectors Plans Sunday



## 2014 OFFICIAL REPLY DOCUMENT

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in the next level in 1974, just send (ASAS) and join the rank) of our three approach level accuracy.



(DONOR STATE) DRIVE

You'll receive up to anth discount . If you renew your memberskip - It's our oift to you! -Acet



(Informal Name) Door Friend:

... did you know that almost 97% of Americans look the other way when we ask for help?

(Informal name),

As a DAV Commanders Club member, you're in a truly elite group. You're the one who doesn't turn away... who hasn't forgotten the sacrifices our ill and injured veterans made for you.

XX,XXX are right have in (3tate)

First of all, I want to say "thanks" - on behalf of more than 3 million disabled veterans. Without the ongoing support of friends like you, we couldn't continue to reach out to them. All of our projects would grind to a halt. You make it all happen.

And the Commanders Club is our "flagship." Its members are our top givers... the Americans with the best memories... who refuse to forget what our wounded heroes did for them, and gave up for them.

As Campaign Chairman, and a disabled veteran, I really need the ongoing help of Commanders Club members. Please renew your Commanders Club membership right now.

I'm really counting on members like you in (Itate)

I took two bullets in the abdomen and one in the leg in Vietnam. But I made it. A long series of surgeries followed. I lost the use of both my legs. But DAV programs led me "back to life."

My philosophy became, "never quit" and I'm hoping you never quit either. We are REALLY counting on you? I know you're no quitter (informal Name)!

Your steadfast support continues to help-other veterans to keep from quitting. That's who I urpr you to continue your support as a Commanders Club member today.

Eve enclosed your 2014 Commanders Club Card and Cortificate. To me, they're like budges of honor. They tell everyone who sees them that you are on our side... replacing despair and discouragement with new hope and opportunities for the men and women who fought for us.

Unformal Name), If you could send (Asks) or (Asks) It would be so appreciated? In fact, if you want to move up to the next level in 2014, just send (Ask3) and join the ranks of our (level upgrade) level members. a moment to send it back

amount.

Scrans, But I thank God

se renew your membership. inds."

them once again?

and concern above and forget the sacrifices of I discount privileges to the pay for your Commanders Colorad Name)

I as personally contacting for most light superfies from (State) to seld then to rever their nesterolog in our most elife, most load, and most. caring copy of our naporters --DNV's Commenters Clat. I have you will bey yet.....

Gene's story is a perfect enquirof the DOCKNOOD returned in ... (State) who need assistance from DAY's National Service Office. A COD.

We could on loyal superfers. the you to help at make turn our veterant are treated with dignity. and respect. Thanks to you out. displied seturges in 10% Displication. count on help from DAV's Eletional. Service Office in 104x10 when. parking help.

Thank you more again for your connection and your kindness. By revening you will be clearly. stating you have not forgetten and you have left so one behind

AMURIS-1-J. Flore Buryon. National Adulantics Co.

it online at www.if

Thank you so much for your continued support. We really couldn't do it without you! Gene

We serve all of (State XX,XXX) ill and injured veterans. DAV supporters like you, (Informal Name), are very important to (State) disabled veterans.

## 2014 OFFICIAL REPLY DOCUMENT

☐ YES: I will NOT FORGET Disabled American Veterans.

Enclosed is my too-deductible gift for 2590 25070 deel New 25070 deel New 20045

Formal Name Secondary Primary Address City, State, Zip+1

SCANANTA SCANANTE ACCTRO/CHECKSDGST JOSCODE



## You can receive discounts from all of these friends of DAV:



LD. #213725 1-800-654-2210





















E.D. #80000011993 1-877-670-7088

RAMADA LD: +8000001193

LD: #5000001195

Save money on prescriptions with your FREE DAY RX card! Go to www.davrscard.com

Simply call the phone numbers above and provide your ID number to receive your discount. It's our way of saying THANK YOU for being a member of that small, elite group of Americans who are our best friends. DAV

## Don't Forget Your Commanders Club Member Benefits!

Being a Commanden Club member makes you somehods special... one who never forgets the sacrifices of our national heroes - and who reaches out to them now, when they need our help. So think of your member benefits as a token of their appreciation... giving something back to you for your generous support.

Taking advantage of savings of up to 20% shown on the back will easily save you more than the cost of renewing your membership. (They might even allow you to be able to move up to the next level?)

Thanks for being there for us!



## Commanders Club Design Test: New Design is a Big Hit!

- "Parchment" Design was a big win pulling a 27% Response
   Rate and an Average Gift of \$19.05
- This test beat control and 5 other tests from multiple agencies
- ▶ Rolled out in 2013 and beat 7 additional package tests
- Rolled out again in 2014, proving design alone can make the difference between winning and losing



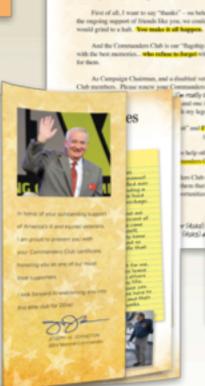
## DAV Commanders Club Case 2: Format Test

Can a booklet format including veterans' stories, club benefits and certificate beat the new control when copy and design remain consistent?











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in Club Card and Certificate. To me, they're like budges

them that you are on our side... replacing despair and priunities for the men and women who fought for us.

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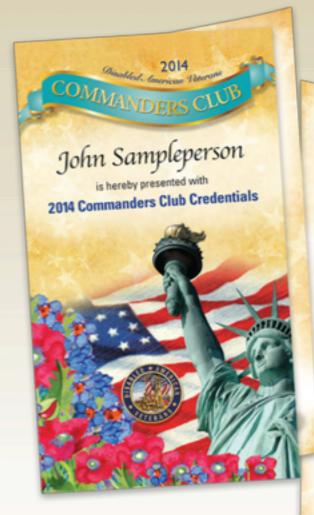
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(over, please) We serve all of (State XX,XXX) ill and injured veterans. DAV supporters like you, (Informal Name). are very important to (State) disabled veterans.

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## Take Advantage of Exclusive Commanders Club Benefits!

Being a Commanders Club member makes you somebody special ... one who never largets the sacrifices of our veterans - and who seather out to them now. when they need our help. So think of your member benefits as a token of their Appreciation... giving something back to you for your generous support. Taking advantage of the savings shown below of so to 20% will easily save you more than the cost of remewing your membership. (They might even allow you to be able to move up to the next level?)

In fact, take a look at the current level on your certificate right now. If at all possible, please consider moving up to the next level. We will issue you a certificate with your new level.

## 2014 COMMANDERS CLUB LEVELS

Bronze: \$15-\$24 Diamond: \$75-\$499 Silver: \$25-\$49 Platinum: \$500-\$2,499 \$50-\$74 5 Star: \$2,500+

## You can receive discounts from all of these friends of DAV:

## Hertz

D #8000001190

1-877-670-1086

1-877-676-7088

10.4213225 1-800-654-2210

I.D. #657267 1-800-462-5296







1.D. #5002996

1-800-227-7368

## Total Control I.D. 490000001193 1 677 670-7086

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LD #8008001190

1-877-670-7086





## RAMADA I.D. #90000001190 1-877-670-7088

\* 20051,000 10 #9000000T110 1-866-854-1604

Save money on prescriptions with your FREE DAV RX card! Go to www.davrxcard.com

Simply call the phone numbers above and provide your ID number to receive your discount. It's our way of saying Truske YOU for being a member of that small, elite (Ring of Americans who are our best friends.)

## Commanders Club Connection:

Let the (Informal Name) story be known!

Honor our nation's heroes by telling your story of how military service or military conflict has impacted your life. Veterans, caregivers, family members, survivors and advocates can contribute by visiting MyStery@AV.org.



## The Sacrifice of a Hero Jim Sursely Past National Commander 2004-2005

After sacrificing both logs and an arm for our nation in Vietnam, Jim built a successful life thanks to caring friends like you. Then he set about helping other veterans to overcome their disabilities.

Jim recalls fire and noise erupting at his feet. But he doesn't remember being thrown into the air by the explosion of a Viet Cong land mine. In fact, he didn't learn the full extent of his sacrifice for America until he landed in an Army hospital in Colorado.

The explosion tone away both of Jim Sursely's legs and his left arm. It could have been worse. If Jim's clothing had not caught fine, cauterizing his gaping wounds, the young Army Staff Sergeant might have died. That's why he says, "It's an absolute miracle that I'm still around."

Jim survived some of the most severe battle wounds ever, and the demons of fear, depression and despair came knocking on his door early on. But he remembers the tough love he got from other disabled veterans.

As he built a successful real estate career, he always made time to give other ill and injured veterans the same kind of help that once meant so much to him.

That involvement led to Jim's election to a one-year term as National Commander of the Disabled American Veterans. He continues to play an active role in the DAV nationally, in the state of Florida, and in his local DAV Chapter.

"It's an absolute miracle that I'm still around."





In honor of your outstanding support

of America's ill and injured veterans.

I am proud to present you with

your Commanders Club certificate,

honoring you as one of our most

loyal supporters.

I look forward to welcoming you into

this elite club for 2014)

JOSEPH W. JOHNSTON 2014 Neward Commander es

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After sacrificing both legs and an arm for our nation in Vietnam, Jim built a successful life thanks to caring friends like you. Then he set about helping other veterans to overcome their disabilities.

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"It's an absolute miracle that I'm still around."



## Commanders Club Format Test: New Format Misses the Mark!

- Even though the new format allowed for additional storytelling and photographs, it fell far short of the control
- ▶ This format depressed Response Rate by nearly 30%
- ▶ Why?
- Perhaps because benefits & certificate were inside booklet
- We believe the certificate and benefits drive response and perhaps they were not immediately evident to the donor
- Also, the cost of the personalized booklet precluded us from inserting the note pad premium



## MSPCA Case 3: Envelope Teaser Test

Can an outer envelope with teaser about a shocking animal hoarding case beat the renewal control envelope with Challenge Match branding?

Can a blind OE with no branding, teaser or organizational identification be effective?





Mrs. June D. Samploperson DyVisci Direct 36 Contage Park Circle Plymouth, MA 02360-0000 Name and Address of the Owner, which



Mrs. Jane D. Sampleperson DaVileci Diesco 36-Conlage Park Circle Physicath, N&A 02360-0000 



\$ = \$ \$° Challenge 2013 Match Appeal Double the power of your gift!



brought him in to as - he wouldn't have lasted much longer. Our staff was hortified, even though they've seen a lot of animals in sad situations. Poor little Goove couldn't stand, wall, or even out



Contract and Care for Animals Section, Recognitionally (SYCH) mentura ny 1411.002.7400

> Mrs. Jane D. Sampleperson DeVinci Direct 34 Cordage Park Circle Plymouth, MA 02360-0000



May 21, 2013

Dear Mrs. Sampleperson.

There some exciting news to share with you?

A generous benefactor, who prefers to remain anonymous, has just established a Challenge March Fund at MSPCA-Angell, designated to march gifts from friends like you. up to a total of \$50,000.

Between new and July 19, 2013, any gift you send will be matched, deltar for deltar.

That means your gift of SXX is doubled to become SZXX. A gift of SYY becomes SZYY .... and your very generous gift of SZZ will make SZZZ available to fund critically important animal tocae, rehabilitation, adoption and medical treatment programs.

This apportunity to-double your gift comes at a perfect time. With the cold weather this year, and the linguing effects of an uncertain common, the number of abundanced and annexhered antinuals continues to signostics. Our budget is stretched to the abundant limit to meet the increased mends this year.

Respond to this Challenge Match Appeal today and help us fill twice as many food bowls ... provide twice as much medical care ... and hopefully save twice as many animals during this time of increased demand for our life-saving services.

You'll help-us reach out to animals in desperate need, like little Goose, an emaciated 12-week-old Toy Profile, who was found abundoned in the halfway of an apartment building.

Thank goodness for the kind person who found Gross and

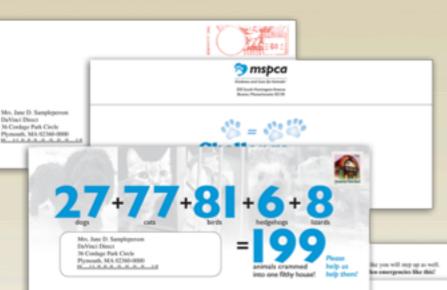
Sover, please)







PR SDCB Family Support the ones provious.



Join us on our Walk for Animals! The MSPCA Angel Walk for Animals is a fun annual event that will take place this year in Boston, Hyannis, and Methum on Sunday. September 7. It's also a Double the Power of Your Gift! \$ - \$\$ Yes, here is my generous gift in response to the \$10,000 Challenge Mosts. Use it to help use primate from abuse, region and suffering. and to support all of the vital programs of the PSPCA. Challenge max many mazz ma\_\_\_\_ 2014 Match Appeal (book) (book) (will je tedp ---- PLYMOUTH DRIVE ----\$2XX \$2YY \$2ZZ double! 50whSoland StDarphy StC Stor Store Strip DESCRIPTION DESCRIPTION OF THE PERSON OF THE Ph. Jane D. Samphysmon St Contage Fart Circle Pyresum, PM SCHO 7550 Special Property lies Or pre-print at www.mpos.org/2814meteb COVER-HELD HEDADA (CHOICERO 🥱 mspca 🔤

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Andreas and Care (in Assimals' 300 South Austington Assima Bedon, Associated (ISS) #FELORIPA.org | 607.001.7400

> Mrs. Jane D. Sampleperson DaVinei Dinori 36-Cordage Park Circle Physicals, 34A-12360-0000

> > May 21, 2014

Dear Mrs. Sampleperson,

Did you hear about the massive animal hourting case in Lymnfeld, Mannachusetts this past spirity. We helped recurs easily 200 animals in this one case, which put an enormous strain on our resources here at the NSPCA.

That's why I'm so happy to assessme that our generous long-time benefactor. I. Robert
Coman, has once again extellished a Challenge Match Fand at MSPCA-Augell. designated to
match gifts from Friends. But you, up to a total of 15/2020.

## Between now and July 21, 2014, any gift you send will be matched, deltar for deltar.

That recent your gift of SXX will be doubted to become \$25X. A gift of \$XX becomes \$25X. and your very generous gift of \$XZ will make \$25Z available to find critically, important animal texts. schabilitation, adoption and modesal teamnort programs.

This opportunity to double your gift comes at a perfect time. The number of abundoned and sucreduced animals continues to increase your after your. And now this hearding case has storched our budget in the abundon limit?

Your Challenge March gift today will help us much not to animals in copyring root, like the not handled and nineap ainer bring. Soiling creatures in this Lynadrial care. There were 27 days (since of whom were month-rid propries). 77 cms and kitnen, 81 bioth, sin holightops and right lisands— all crowded into one fifthe, gone lades home! The MSPCA took in most of these animals. And I'm notify prood of the way one staff support up to make this recover and eshabilitation efforts on secondard.

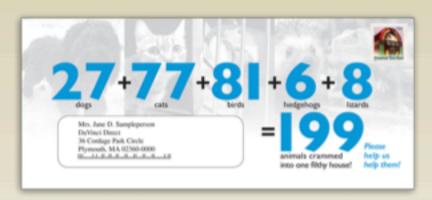
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m spco | Family. Support the ones you love.









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

## MSPCA Challenge Match Results: Challenge Logo beats "Story" OE

- ▶ Challenge Match control was highly successful, typically pulling Response Rates of 5 6.4%, and Average Gifts in the \$37 \$42 range
- The test with animal hoarding case depressed results
- ▶ Response Rate was 4.2% a decrease of 34%; Average Gift of \$33.74 was a decrease of 14.3%
- ▶ A blind OE test pulled a 5% Response Rate and \$35 Average
- Why? We allowed story to make "Challenge Match" offer less prominent. Numbers don't resonate with donors, emotions do.
- Lesson: A strong offer trumps a good story



## Rhode Island Food Bank Case 4: Brochure Test

Will the addition of a "Year in Review" brochure enhance or depress response to a successful year-end food bank renewal?



## DIRECT HITS MISSES





250 Naprill Author Providence, Nr 50907

My Report to You: Hard-working Rhode Islanders Still Struggling

> Ms. Jane D. Sampleperson DeVines Direct 26 Confage Park Circle, EUP Pyrameth, M.R. S. M. J. R. R. J.





## Healthy Food for Healthy Lives

A succe endy deemed that one not of the people using \$2 ked passing is to puse health. Success proper matrices is cressed

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## Olients Facing Difficult Choices

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using leaf paraties are regularly realizing difficult and wateries: dangerous destand between paring for leaf and paring for selfator, medicine, many station, and/or see.

## Healthy Meals on a Budget

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## Attensichool Meals for Kids

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Comments Variety culture; students, bully students to vira formed on homeseld and other detections. California dee program der been donn habite; uning



## Culinary Job Training

Community Windows to bull-time, 19 more collinary judy-mining programs, with loud resonances and produces and its best collining bands on intermology to help mealures paint experiences. A semantially this personnel due have account on judicies which with complete the program field prolifying in the field amount inflation within our year of production.



## Summer Meals4Kids

With a gazer from Step in Step's "Use Family Families", "or considered SDO" Machiellos" Trans with except found to find a child fair to work to come the age framework when when I tend undeand the take-thy-landed Seamor found theretoe Program (SSOS beam. The beams seem described to families, along with relieve to prescription or for SSOS.

## Food for





Rhode Islanders Still Need Our Help

2014 Annual Review for Supporters

We hear all the time that Blooke Island's economy is slowly recovering. But while the crisis \*Nobody understands how hard it is. If we didn't have this food November 2016 pantry, we'd be eating Mr. Jane D. Sampleperson less. There's nothing DaVinci Direct else to fill the gaps." 36 Coolage Park Circle, #339 Phonosch, MA 07340-0000 THE RESERVE AND ADDRESS OF THE PARTY OF THE Dear (Mrs. Sampleperson). One of my priorities is demonstrating to you how your support of the Rhode Island Community Food Bank makes a difference. So each year, I plan to send a report to you in my Annual Review for Supporters. But like ... Please do not send cash. Proceedurgs my: 0 III 0 III 0 III 0 III who Mi Systainers Harvest, our monthly piving program please visit Credit card gifts can also be made over the phone by calling 401-943-6305. or made online at www.viboolbank.org/fall..... My Gift to Feed My Neighbors in Need... OWDIT CHICA NAME OF TAXABLE OF \$5 ☐ YES! I want to help feed Phode Island families struggling. **Local** to put food on the table. Here's my gift to the Food Bank: HOW W 2501 2501 2501 20her5 Charles. Please make your check projects to **Rhode Ideas! Community Pleas! Bank.** See the back of this Many employers offer all donations. To have you evaluable from Human If an intensited in committeing the freelibest in my will a solute plan. altimating food that need and event into Mr. Jan D. Sampleporen

DeFinci Direct Nr Coologe Park Circle, 8539 Plymouth, MA 02300-0000

gift of Sun, Sun or even Sun right now, it would mean as much to people who are

the edge - or over the edge.

I hope you'll read your As

in need, We're now feeding

only do that with your one

working so hard but still can't make ends most,



ENCOCKCION

www.rifoodbank.org/Fall







That's why I'm so grateful that you provide food for families like Jim and Kathy's. There are help from the Mann's of the Bras Equal Planter in Warran is assembler of our an "Nobody understands how hard it is. If we didn't have this food November 2014 pantry, we'd be eating Ms. Jane D. Sampleperson less. There's nothing DeVinci Direct else to fill the gaps." 36 Coolage Park Circle, #339 Plymouth, MA 12310-0000 BUILDING STREET Dear (Mrs. Sampleperson). One of my priorities is demonstrating to you how your support of the Rhode Island Community Food Bank makes a difference. So each year, I plan to send a report to you in my Annual Baview for Supporters. But like many food puntry clients, lim and Kathy never thought they'd be part of my report. Jim and Karby are in their forties. They have three children. Jim is a house painter who is used to hard work and long hours. But in record years, he has been unable to find painting work. He's working at a pixxa restaurant for minimum wage now, asking for extra shifts, but he's backy if he gets to 40 hours. Kathy can't find a job at all. This couple is doing everything they can to find work, but even with SNAP henefits (formerly known as "Food Stamps"), they still can't food their bangry ternage children. "Our rest is only \$600 a month, which is pretty good," Jim says, "But even §7 work 40 hours, I'm only getting \$170 a week - before tures. It's just not enough." I wanted to tell you about this family before I outline what you helped us to accomplish this year, because I want you to realize how much you are helping people like Jim and Kathy who are trying so hard to make it. The number of people who are unemployed or working low-wage or part-time jobs is still very high in Rhode bland. For many people, their income ion't enough to afford basic living expenses. Many families are living right at the edge — or over the edge. I hope you'll read this update today and then recommit yourself to helping those in need. We're now feeding over 63,000 of your Khode Island neighbors, and we can only do that with your ongoing help. If you could continue your support by sending a gift of Sex, Sex or even Sex right now, it would mean so much to people who are working so hard but still can't make ends most. We hear all the time that Rhode Island's economy is slowly recovering. But while the crisis may be ever for some Rhode Islanders, it is far from ever for many of our neighbors. About two thirds

of the people we help are still making painful - and sometimes dangerous - choices between food,

(ovex.plcase)

rest, medicine and beat.

Andrew R. Schill

Chief Executive Officer
Rhode triand Community Food Bank.
PO Box 817
Providence, Ri 02901-0817



## Food Bank Format Test: Brochure Depresses Results!

- Control pulled a 8.3% Response Rate and Average Gift of \$94.22
- ▶ No Brochure Test pulled 9% Response; Average Gift of \$105
- The brochure depressed Response by 10% and Average Gift by 13%
- Brochure also added cost, and eliminating it decreased CPDR by a whopping 28.5%
- Lesson: Many test results are counter-intuitive. Sometimes less is more.



## Riley Hospital for Children Case 5: Signatory Test

Can a letter in which a patient tells their own story in the first person compete with a control in which the president/CEO of the hospital tells the same patient story?









You use, when you have cancer, there's a lot of concerned faces around you all the time. People mean nolinher\*

> Q A Riley Children's Foundation

> > (Month XX), 2013

Mrs. Jane D. Sampleperson DyVinci Direct 36 Conlage Park Circle Photosoph, MIA 02760-0000 W-11-5-5-5-5-5-5-10

Dear Min. Sampleperson.

PS.

PPS. 10

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.

"Ym Halking even-photo,

driving again, and I'm

in college. There's to you I have a restored lifet-

So when duction at Riley Hospital for Children first told me "you have careor" I saw it as a chaffenge. As a three-sport arbitrar, I felt optimistic, and I was ready to do everything it took to get through my treatment with no complications.

Linfe 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 fractural infection in my calf that

The solution? On July 23, 2005, my left log was ampetated above the lasse. 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 left atone. The generosity of our friends, neighbors and parish was amazing. We also took a great amount of comfort from the Kiley community—people like you who make life-saving childhood cancer research and treatment possible.

(Mrs. Sampleperson), I'm told yan'se been sery generous in helping to sare Riley Kids like me. I can sever thank you enough. But I can sell 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, 9CP1 or SUP2 to Riley Hospital for Children today? Riley Kids need your help to keep righting.

(mer. please)

Miley Children's Foundation - 30°S. Morellan St., Sunn 200 - Indianapolis, Rt 4004 2504

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

Aprils in 10 out of 10 categories nationally for third consecutive year. Remains the only children's hospital ranked in Indiana From a promption halo with trouble bourferor to a because with. Bellow of the little and recognize the true ICI children's housetain. acritic safes disease and everything in between May Hospital for ... in 10 specialities cancer, cardiology and heart surgery, disbetwo



Enclosed is my gift of:

GSPG GSUP1 GSUP2 GORWS.....

2 My check made populier to Miley Children's Foundation is enclosed. QPhase charge my gift to my card below state card occupied only for 1000 or MonterCard. GMA GMotoCool GAronico-Especia Giffection

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Service Services 100,000 Q1 would like to make this a monthly recurring donation on my credit card.

Rilling Children's Foundation NO. Son 1787, Indianapolis, 76 40,004-1787

Plymouth, MA 00060-0000

Give online at wars: Givetofilley.org

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Tour GR Itsers Rest

Riley Children's Foundation PO. Box 1787 Indianapolis, IN 46306-1787



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





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

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





(Month XX), 2013

Mrs. Jane D. Sampleperson DaVinci Direct 36 Cordage Park Circle Plymouth, MA 02360-0000 Manakhakhalkelhedhedhedhedheahk "I'm walking everywhere, diriving again, and I'm in college. Thanks to you I have a normal life!" - Care Schaller



Dear Mrs. Sampleperson,

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

I had just graduated high school. I was working two jobs. I was looking forward to attending entered my mind.

So when doctors at Riley Hospital for Children first told me "you have cancer" I saw it as a college in the fall. There was no time to be sick. 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

The solution? On July 23, 2010, my left leg was amoutated above the knee. But this was just had a good chance of killing me. the beginning. Thad to fight harder than Lever 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)

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 my chemo treatment in 2012.

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

e is a breaking point.

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

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

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

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

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

eartache of childhood cancer, one Riley Kid at a time.

Love love love.

Clare Scheller UN

Riley Kid and Cancer Survivor

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

he, please go to www.GivetoRiley.org



## 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 listing of its kind and recognize the top 50 children's hospitals 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.

in 10 specialties: cancer, cardiology and heart surgery, diabetes and endocrinology, gastroenterology, neonatology, nephrology, neurology and neurosurgery, orthopedics, pulmonology, and urology.

The distinction is based on Riley ranking in 10 out of 10 -taggries in the 2013-2014 Best Children's Hospitals, with two \*\*\* wide 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 Provident and Chief Executive Officer, Riley at



36 Cordage Park Circle, Suite 339

DaVinci Direct

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

Enclosed i	s	my	gift	of:
□ŚP	G		П	¢I II

☐ SUP1

☐ \$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). American Express

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.

Plymouth, MA 02360-0000 <123456> <M1108 A10> Give online at www.GivetoRiley.org



## Riley Hospital Copy/Design Test: First-person Patient Story Works!

- The first-person story signed by Clare increased Response Rate by 7% over control w. same story signed by Dr. Sperring
- ▶ However, Dr. Sperring letter had a 10% higher Average Gift
- While "Clare" might not seem like big winner in the traditional sense, it was a big step forward in messaging for the hospital
- They wanted to use more patient signers, featuring older children who were articulate and thankful
- Lesson: Letter signer is not as important as you might think



## New England Conservatory Case 6: Capital Campaign

Can direct mail to alumni help launch a Capital Campaign?



Total Cost of Building \$45.050

Groundwaking Summer 2015

Please support this project and make this beautiful vision a reality!



## Residence Commons Distant Student Stir and NSC's Elisan 5 danugh 10 midwid community as provide a combination of singles, dealthro, and at the two board of this NEC: make offering project. The Residence action realism, effecting is one of the largest and common on the fourth. produces choices in fring most important in the floor office a place for option, of with natural United Stores. This new Egiliting and clean, simple marred throat Shops Since Each floor office inprovides the perfect new and fung our with friends home for our collection, which is currently moral On the around level of the follows, analysis faculty, and the public will find the Reading Norm: and Open Circulating Studio, Special Collections and Group Study Booms, A fully againsted Seminar Room and Computer Instruction Room will be analishle to all analisms and faculty. Dining Commons Brighely illuminated by the rankight from its southern exposure, the 3,550 square fine. Dising Common will provide a solking and eloming space for girilator ber grinb by malenn, faculty. and visions. Sources of Funds for the SLPC Fundation EVERS

NEC =

## Drchestra Rehearsal Room

Designed to omulate the exquisite accustics of the Conservation's assessed Souther Half, the tree-more high, 5,000 square-last Oschorna Relevand Room is a large, flexible space equally naived for releaseshof a 160-piece on/horses or for performances of PANSA I MANAGE

chamber essentite or recal exists. with some for an 150 people.

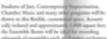
## Doera Studio/Black Box Theatre



of 2000 to 250, dissmartle and hardsome pace of 3,500 square nor will enable NEC ni uraqe aperu in

suchestra pit, in the round, completely für floor. or raised platform. Scaring is Smithle. Accountcally can be customized and used the recording.

## Ensemble Room



schearab of countries such an families on boston or just hig bands, or more instrumcheminus of smiler groups II tell accommodate in subcace of 100 to 130.



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NEC's mission of educating and training matries from all our the world intol. In Recognition of Your Leadership: cating the highest standards of excellence and naturing individual artists; sensitivity M. Will your help, we

To see both a seetal area latt.

NO. President

YES, I'll help build the Student Life and Performance Center. grade to enforce our Mar omen's Exclused in the transformational gift to provide not world-increased Communitary will no new world-line facility. 21(P) 21(P) 21(P) 20(r)\_\_\_

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Self	Servicion by Ser			
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Marine Steel Service Steel Service Steel		NEC	Ni Santagon Sonor Santa, Nama Santa Stat	

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Thank you for your gift!

SLPC PUND MEW ENGLAND-CONSERVATORY OF MUSIC 200 HUNTINGTON AVE SOSTON MR. 02110-5018

**・中央の大学をよるないないのであるのの** 

Perhaps you remember living in the down, with the endless counts of practicing all around. because there weren't meanly execute anything records, and your developments had already on My XX, 2014 No. Jan D. Sampleperson DeVisor Dent 36 Coolage Park Circle Plymouth, MA 62569-7532 Dear Mr. Sampleperson. Select Sensor Silve VI Law veiling to share the embasison with you expeding New England Alone Editor Tal. Compressions's new Student Life and Performance Center, and to sail your Name Add States of Tall to join the in-supporting this "bricks and morter" addition to the school's Jahr L. Stener To. '50 St. R., '57 A.D. Over the gust sears, we have based world-class faculty in every area Total Statut To of endy, and attracted the very highest caliber of enabres musicians. We find Surround best-gall 75 numerous competing with the world's most selective institutions for those pilled endress, and we desperantly need a comparther helps as level that planing SAM I am howard to be among a group of alumni who serve on the Conservatory's Tractor Board, and we are over mindful of expressings on lefter alams with our perspectives as larmer NEC students. We have very much below? to shape the strategic vision of NEC, including the building of this new compactacitity - the first in more than Neycord This new building will mean that for the first time in the school's finney. three will be a gathering space (when than beeinn Hall steps\*), a place to rechange ideas and experiences, a place where informal meetings can lead to new ways of flinking and, of course, collaborative most making, (Mr. Sampleperson), you've been a growner supporter of NEC in the port. If you can make a gift of SCOC today, or perhaps even SCOC or more, you will easy by making a transformational gift times pleased Witnessen bene in Base Seasthann Strict in A of March 1, 1 of Addison in community



Bany Woodcock | NEC President

"This new facility is essential as we fulfill NEC's mission of educating and training musicians from all over the world, inculcating the highest standards of excellence and nurvuring individual arxistic sensibility and creative growth. Wish your help, we will accomplish our goals to enhance our interiorism and exrich our community."

The Student Life and Performance Center (SLPC) will provide a welcoming and vibrant new venue for music and community. With a performance complex at the base of a ten-story structure, the SLPC will be a landmark building on the Boston skyline, at the beart of the Avenue of the Arts, radiating music, learning and light.

A transparent façade will present an inviting face to the community, revealing common spaces designed to encourage lingering, listening, conversation and connectivity.

The 135,000-square-foot building will consist of a seven-story student residence atop a student life and performance complex. An internal circulation spine will link the three lower floors of community. learning, reheartal and performance spaces, which will include an Orchestra Reheartal Room. Opera Studio/Black Box Theatre, Ensemble Room, a modern student dining commons and a state-of-the-art library.



The SLPC will greatly exhance the student educational experience and be more conducing to a congenial environment for the entire NEC community. The new building will not only embellish the city skyline, it will also benefit the Boston community with public access to the state-of-the-art Library, additional performance venues for concernpoers and a pedestrian-friendly streetwage.

## Collaboration

One of the key goals of the SLPC is to give students places to meet, connect. collaborate and reheave. Creative collaboration and learning go hand-in-hand.



## Performance

NEC offers nearly 1,000 free performances each year, attended by more than 40,000 concurrances in Jordan Hall alone, and thousands more in our smaller venues. With these new facilities, NECs students will at last enjoy performance and scheared spaces that are state-of-the-art, adding to the tradition of excellence that has always existed at NEC.

## Library

NBC's music collection is one of the largest and most important in the United States. This new state-of-the-art library provides the perfect new home for our collection, which is cumently stored in two locations.



On the second level of the Library, students, faculty, and the public will find the Reading Room, and Open Circulating Stacks, Special Collections, and Group Study Rooms. A fully equipped Seminar Room and Computer Instruction Room will be available to all students and faculty.

## Dining Commons

Brightly illuminated by the sunlight from its southern exposure, the 3,190-square-foot Dising Commons will provide a swiking and welcoming space for dining and socializing by students, faculty, and visions.



## Sources of Funds for the SLPC

Fundraining: \$70.0M Financing: \$15.0M Total Cost of Building: \$85.0M Groundbreaking: Summer 2015

Please support this project and make this beautiful vision a reality!

## Residence Commons

Student life and NECs noidential community are at the very heart of this project. The Residence Commons on the fourth floor offers a place for young musicians to refer and hang our with friends.



## Student Residence

Floors 5 through 10 provide a combination of singles, deables, and semi-outers, officing students choices in living options, all with natural lighting and clean, simple lates. Each floor office in sum Teacher Lounge.



## Orchestra Rehearsal Room

Designed to emulate the exquisite assumics of the Generatory's renowned Jordan Hall, the two-story high, 3,000-square-foot Orchestra Relucared Roson is a large, flexible space equally sained for rehearants of a 100-piece orchestra or for performances of



smaller ensembles, such as just bands, chamber ensembles or wood moitals, with more for an audience of 100 to 150 people.

## Opera Studio/Black Box Theatre



With a sesting capacity of 200 to 238, this versatile and handsome space of 3,500 squarefact will enable NEC to stage opens in many configurations:

orchestra pir, in the round, completely flat floor, or raised platform. Scating is flexible. Accomingly isolated from other program spaces, the Studio can be customized and used for recording.

## Theatre Commons

Accessible from the Main Entry Lebby and Dining Commons above, the 2,500 squarefoor Thearer Commons provides a welcoming gathering space for students, faculty and visitors, as well as a breakout and function space for events.



## Ensemble Room

Students of Jazz, Contemporary Improvisation, Chamber Music and many other programs will be drawn to this flexible, customized space. Acoustically induced and approximately 2,000 square feet, the Ensemble Room will be ideal for according.



reheurals of ensembles such as chamber oschestras or jazz big bands, or more intimate performances of smaller groups. It will accommodate an audience of 100 to 120.



## New England Conservatory Results: Mail Jump-starts Capital Campaign!

- Audience consisted of alumni, most of whom were NOT direct mail donors
- Response Rate was typical of acquisition campaign, but Average Gift of \$288 was a 223% increase over typical gift of \$89
- ▶ Package grossed \$25,000, as compared to the \$10,000 of an average donor renewal mailing for NEC
- Lesson: A more inclusive approach can activate previously unresponsive audiences



## Riley Hospital for Children Case 7: Lapsed Recapture Test

Can a mini note card beat the standard #10 renewal package with lapsed donor messaging?





Ms. Jane D. Sampleperson DaVinci Direct 36 Cordaye Park Circle Phymouth MA, 02360

Thanks to friends like you, Hs. Sampleperson!

Dear Ms. Sampleperson,

Your past gift of \$(PG) to Riley Hospital for Children provided youngsters like Reyker with the world-class medical care they needed to survive — and to look toward the future with hope. However, we haven't heard from you in a while. I hope you are well, and will consider



Jeff Sperring, M.D.
President and CEU



Thanks to friends like you, Ms. Sampleperson!

Dear Ms. Sampleperson,

His future

is bright...

Your past gift of \$(PG) to Riley Hospital for Children provided youngsters like Reyker with the world-class medical care they needed to survive — and to look toward the future with hope. However, we haven't heard from you

e you are well, and will consider enerosity during this season

iss your support, which helps work possible. Now, during ge Match, any gift you send up to a total of \$200,000.

> te Happens Here, but we te healthy, bright futures in who urgently need us.

C) usum

Jeff Sperring, M.D.
President and CEU



# Riley Hospital Lapsed Technique: "Personal" Card is an effective Win-back Tactic!

- This mini card test increased response rate by 70% over a traditional #10 package
- Average gift increased by 199%
- Lesson: The small format was a new look for Riley, and provided a much-needed change-up in the program
- The note card with handwritten font created a personal touch that resonated with lapsed donors



# Franciscan Hospital for Children Case 8: Catholic Copy vs Secular

Can an introduction that focuses on the Catholic history of the hospital increase response to our acquisition control?



Enclosed: Your special holiday ornament



36 Warnes Street, Brighton, WA-61136

### More healing power for every gift you send?

Mrs. Jane D. Sampleperson DaVinci Direct 36 Condage Park Circle Photocoph, MA, 02360-0000 





Thank you for holning us treat many child who needs us!



((DONOR CITY)) DRIVE

Mr. Jane D. Sampleperson (byVinc) Direct 36-Contage Park Clerks, Saler 109

Give enline at

www.franciscanhospital.org/ecococx

YES! Inspect to take advantage of the matching gift reportunity to help report the life-changing such of francisco or begins for Children

| D105 | D150 | D100 | D00mr1 | BECOMES | BECO

(2 Hy check made poyette is franciscan Haspital for Children is enclosed.) Of Places there is gift to the contraction contracted only for the or factor and, Or this Official Order Of Order to Depring Official or ... mmmd----/--- mm/--

(a) would like to make this a monthly recurring duration on my could card.



Holiday Challenge Match PLEASE RUSH!



Month st., 2014

Mr. June D. Sampleperson DeVinci Direct 36 Coologe Park Circle, Suite 339 Plymouth, MA 62 No. 6000 Sand Street, S



Alospital for Children was amosting They made our use sterior." - Kerel Kostocki, Balty Woland's Non-

Dear Ms. Sampleperson.

You may know Franciscan Hospital for Children as one of the nation's largest pediatric rehabilitation hospitals. We've the hospital that gifter hospitals turn to when companionate and personalised familyfacused care is required to help children with special health care needs to reach their full potential.

But here's comething you dog's know:

Franciscan has just received a \$25,000 matching gift from a very generous benefactor, who prefers to remain anonymous. This means that when you send your holiday gift to Franciscus Hospital for Children, it will be matched dollar for dollar.

This is wonderful news for the children and families we serve, and just in time for the holidays?

Through this "Holiday Challenge Match," your tax-deductible pill of 525 doubles to become \$50, a gift of \$50 becomes \$500 ... and your very generous gift of \$100 will make \$300 evaluable to support our children.

Your support of Franciscan Hospital for Children is argently needed to help-drive the life-changing work we do for our children and their families, and if you join as now during this special time, your gift will have more healing power than ever below-

(Ms. Sampleperson), I truly loope you can find it in your heart to help as take advantage of this unique opportunity to help the children of Franciscan who rely on as for their very special medical care.

You'll help-children like Michael Ryan Kontechi. Michael was a "micro promis" born 14 works early, weighing a more 1 th. 12 co. and recouring just 13.5 inches long. He was admitted to the birthing bounts's Normal distriction Care Unit (NECU) where he hashed nearly every complication a halfs his nincould face. After 130 days of having econgers care for their buby, his parents were econatic when he could finally po bong.

(mm, phase)

Franciscos Hospital for Oddinos | 10 Hororo Street, Brighton, NO-1213-1880 | 1077-770-128 | months of contract to applications



30 Warnen Street Brighton, MA-52135-3680

WPS-6-6-6-7-7-7-7



You may know Franciscan Hospital for Children as one of the nation's largest pediatric rehabilitation hospitals. We're the hospital that <u>other</u> hospitals turn to when compassionate and personalized familyfocused care is required to help children with special health care needs to reach their full potential.



Month sx. 2014



"The staff at Franciscan Hospital for Children was amazing. They made our son thrive."

– Errii Kostreki, Baby Michael's Mom

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Through this "Holiday Challenge Match," your tax-deductible gift of \$25 doubles to become \$50, a gift of \$50 becomes \$100 ... and your very generous gift of \$100 will make \$200 available to support our children.

Your support of Franciscan Hospital for Children is urgently needed to help-drive the life-changing work we do for our children and their families, and if you join us now during this special time, your gift will have, more healing power than ever before.

(Ms. Sampleperson). I truly hope you can find it in your heart to help us take advantage of this unique opportunity to help the children of Franciscan who rely on us for their very special medical care.

You'll help children like Michael Ryan Kostecki. Michael was a "micro preemie" born 14 weeks early, weighing a mere 1 lb. 12 oz. and measuring just 13.5 inches long. He was admitted to the birthing hospital's Neonatal Intensive Care Unit (NICU) where he buttled nearly every complication a baby his size could face. After 133 days of having strangers care for their baby, his parents were exitatic when he could finally go bome.

(over, please)

You may know Franciscan Hospital for Children as one of the nation's largest pediatric rehabilitation hospitals. We were founded in 1949 thanks to the vision of Cardinal Cushing and with compassionate care provided by the Franciscan Missionaries of Mary, who comprised our first nursing staff, physical therapists, pharmacists and childrane specialists.



## Franciscan Hospital for Children

Month xx, 2014

Ms. Jane D. Sampleperson DaVinci Direct 36 Condage Park Circle, Suite 339 Plymouth, MA 02360-0000 Bookhall of Lall of Boll of Boll of Boll



"The staff at Franciscan Hospital for Children was amazing. They made our son thrive."

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(over, please)

Franciscan Hespital for Children | 30 Warren Street, Brighton, MA 02135-3680 | (617) 779-1139 | www.franciscanhospital.org

# Franciscan Hospital's First Acquisition: It's all in the name (& the story)!

- "Secular" copy control did 0.83% with a \$28.40 average
- "Catholic" copy test did 0.51% with a \$31.60 average
- Despite test's higher average, control's higher response beat the test dramatically in CPRD terms: \$4.44 vs. \$3.08
- Lesson: For this hospital, religious messaging, vague though it was, does not help ... strong offer & compelling storytelling drive donors to action, NOT the religious connection
- For Catholics, Franciscan's name is enough to get them onboard



# MSPCA Case 9: Integrated Fundraising

Keeping branding and messaging consistent in a multichannel campaign for the Walk for Animals.



walkforminals.com





e animals isn't

a welk in the park

assertion to the timb



maper to angel management and accommod management that the state of support







# **Landing Page**





Facebook Page







Banner Ad



Newspaper Ad

# Walk for Animals Integrated Campaign:

- ► The Initial Mailer & Postcard Reminder raised \$148,658 (direct mail & online) total WFA revenue reached over \$245,000
- ▶ Total CPRD: \$0.06
- Overall lead generation and attendance increased from the previous year. Website visits and requests for more information increased dramatically.
- Lesson: Holistic, multichannel marketing strategy pays, even on a limited budget!



# Catholic Charities Case 10: Branded Appeal vs. Immigrant story

Can a dramatic story about a family assisted by Catholic Charities' Refugee Resettlement Center beat established control with "Good Shepherd Appeal" branding and a more general "give to support programs that help the poor and vulnerable" message?







The James Cardinal Holey Center

Ms. Jane D. Sampleperson DeVinci Direct

36 Coolings Park Circle, #539

Warnish Salla Salla Salla Salla Sal

Photocoph, MA-02350-0000



"I am the good shepherd.
A good shepherd lays down
his life for the sheep."



Inspiring Hope, Building Futures

July 2015

Ms. Inne D. Sampleperson DaVinci Direct 36 Cordage Park Circle, 1739 Plymouth, Ms. 82360 0000 Brankle Balla Barlandra Barland



We were blessed to help Valuation when she headed it most. With our essistance, she graduated from a physician's assistant program, and lifted harself and her family.

Drar Ms. Sampleperson,

In just a few short months. Pape francis will be in our mids? As you may have beard, he intends to visit Windington September 22-24° and it will sandy be an inspiring event for us all.

Last year, during the http-of a lifetime. I had the honor of traveling to Rome to witness the canonization of both Saint John Paul II and Saint John XXXIII. I was greatly blessed to be with over one million people in shared quitt to calibrate the gifts of those two great desphenes.

At one point, Pope Francis gave his blessings to all who were present, as well as their families, friends and on workers. As a wonderful friend of Catholic Charties, you should know that it gave mee greating as thing the Francis blessings home to you. It will be an even greater juy to see him here in D.C. to call on to live out the trackings of Josos by helping people in nord.

As I reflect back, I'm neved by the stirring homilies of Frep Ciracio, then and now. He simple and elapsot cells to service supies me to be the bost shophend I can be. They also help me to understand that shephends as knokes, with a special message of posec and postucion.

«Ms. Samplapersons. Pepe Francis has also helped one realize that with your generous support of Catholic Cherities, and your community healenship, <u>partice are a good shepheal</u>. Peror accept my desport gestinds for petting your shoop first, and yourself account.

Like me, I hope you find it exhibitating to have a Pope who speaks to all of on so clearly. He decrees to get out of the power and onto the strotts—to get duty and "small like shoop"—are a true reflection of the good works we perform that can bring God's love to this earth.

To help turn his words into action, I've initiated the 2016 Good Shepherd Appeal. I hope you like inspired to do all you can to further the work of the church today and offer a special sacrifice of SXX\_SYY, SZZ, or perhaps something more. Engather, we will continue to impire hope and build futures for those in need all your long.

(over, please)

Catholic Chartiss | 1004 S Street, VM, Replington, DC 20001 | 000) 717-4381 | www.CatholicChartissDC.org/Shaphanil



# We survived. You helped us live.

Ms. Jane D. Sampleperson DaVinci Direct 36 Condage Park Circle, 6359 Pymouth, MA-02360-00000 Bandel M. McMarkello Barkello





July 2015

Ms. June D. Sampleperson DaVinci Direct 36 Cordage Park Circle, #339 Psymouth, MA-02303-0000 Brookledhollschafterfürffurflad



He and his family were devestated ... but you rescued them!

Dear Ms. Sampleperson,

You and I can handly even imagine ... not being free.

But when you most John, you start to get an idea. His story tore my heart.

In his horse country, orbefs attacked his home. They mundered his patents. They slaughtered his hosbers and sisters. But John was young and strong. They wanted him. He would join their cause, as a fellow fighter — or they would joil him too.

By God's grace, John managed to escape with his wife and two-children. They fied to the United States. They didn't know anything about this country — only that they would be safe here.

God in His mercy guided/sheir steps. They found/sheir way to us here at Catholic Charities. We had the privilege of helping-John and his family find a place to live. We helped them learn to cope in this strange new culture. We helped John find a joh.

Not long ago, I shared a meal with him. In his eyes, I could see the pain, as he told me his family's story. But in the end, he was smiling. He has known seemle loss — but he has also known soothing calm ... the geomies of a better smootnow. He is figg.

Today I laving you to help mother family like John's — through our Religior Resettlement Center. With your generous gift soday, you will welcome refugers, people fleeing presecution and socking mylum, and others — all secking brailing from the past, help in the present, and hope for the future. You'll help sebuild their dustreed lives. You'll help families reunite. You'll help shattened prought regain their digitity.

Perhaps you can give XX, or SYY. Or maybe you can give as much as SZZ, or even more. Whatever you can give will be a red blessing. You'll keep-our Refugee Center open, and all of our vitally important outereach offices pering serveng.

Your compassion today, expressed through your generous giving, will make a beautiful difference for people in serious need. Our Refugee Center provides crucial, practical help for vulnerable

(over, please)

Catholic Charles | 10H G Breat, WK Washington, DC 20007 | GGD 717-408 | www.Catholic/Charles/DC any/febula0005



Ms. Jane D. Sampleperson DyVinci Direct 36 Coolings Park Circle, #379 Physicads, MA 02360-0000 Wanted All States States States Inch



"/ am the good shepherd." A good shepherd lays down his life for the sheep." - June 10 H

APPEAL

2 Visa

Name

Acct. No.

Pope Francis calls us to service, to get out of the pews and onto the streets, to get dirty, to "smell like sheep."

Catholic Charities

## Please Support the 2015 Good Shepherd Appeal!

YES! I'm inspired by Pope Francis to be a good shepherd, and put the needs of the poor first. So I'm enclosing a special Good Shepherd sacrifice to help the most vulnerable among us of:

DSXX DSYY\* DSZZ DOber S.

\* This will help our flock oil year?

Q Yes! I wish to make this. @ Please charge my gift to my credit card. Clee reverse) A RECEIVING INCIDENCE IN

Eathoric Charling to enclosed. You can also give online at: www.CatholicChartissDC.org/ShaphonRS

Please send me updates by email at

Mrs. Fater Dt. Sampleperson DeVinci Direct 36 Coologe Park Circle Physicads, MA 00360-7110

CONTROL DIS. ARMS CORE.

2My check made payable to

2 Please send me information on including Catholic Charities in my will



Washington DC 200904185

Catholic Charities ARCHIDIOCESE OF MASHINGTON Inspiring Hope, Building Futures.

July 2015

Ms. June D. Sampleperson DaVinci Direct 36 Confage Park Circle, #339 Plymouth, MA 02360-0000 Hambird of offerfact and a first feet for the standard of the



We were bilessed to help Vabah when she needed it most. With our assistance, she graduated from a and lifted herself and her family out of poverty.

Dear Ms. Sampleperson.

In just a few short months, Pope Francis will be in our mids! As you may have heard, he intends to visit Washington September 22-24" and it will surely be an inspiring event for us all.

Last year, during the trip of a lifetime, I had the honor of traveling to Rome to witness the canonication. of both Saint John Paul II and Saint John XXIII. I was greatly blessed to be with over one million people in shared spirit to-celebrate the gifts of these two great shepherds.

At one point, Pope Francis gave his Messings to all who were present, as well as their families, friends and co-workers. As a wonderful friend of Catholic Charities, you should know that it gave me great jey to bring the Pope's Hessings home to you. It will be an even greater joy to see him here in D.C. to call us to live out the teachings of Jesus by helping people in need.

As I reflect back, I'm moved by the stirring homilies of Pope Francis, then and now. His simple and eloquent calls to service impire me to be the best shepherd I can be. They also help me to understand that shepherds are leaders, with a special message of peace and protection-

«Ms. Sampleperson», Pope Francis has also helped me realize that with your generous support of Catholic Charities, and your community leadership, you too are a good shepherd. Please accept my deepest gratitude for putting your sheep first, and yourself second.

Like me, I hope you find it exhilatating to have a Pope who speaks to all of us so clearly. His decroes to get out of the pews and outo the streets --to get diety and "smell like sheep" -- are a true reflection of the good works we perform that can bring God's love to this earth.

To help turn his words into action, I've initiated the 2005 Good Shepherd Appeal. I hope you'll be impired to do all you can to further the work of the church today and offer a special sacrifice of SXX\_SYY. SZZ, or perhaps something more. Together, we will continue to impire hope and build futures for those in need all year long.

(over, please)

Catholic Charities: | 934 5 Street, NW, Washington, DC 20007 | (200) 772-4361 | www.Catholic/Charities/DC.org/Shapherd%



## We survived.

You helped us live.

Ms. Jane D. Sampleperson DaVinci Direct 36 Codage Park Circle, £339 Plymouth, MA 02360-0000 Brookloff, Helladhall adhafad



"Migrants and refugees are not pawns on the chessboard of humanity. They are children, women and men

of humanity. They are children, women and men who leave or who are forced to leave their homes for

-Pope Francis

Catholic Charities

## From desperation ... to dignity

Yes, Fr. John! I want to help Catholic Charities welcome and care for refugees and other victims who come to America in search of hope, even as we continue helping people in our community who are suffering. I enclose my most generous possible gift, in the amount of:

DSXX DSYY\* DSZZ DOber S

\* This will help all year! I wish to make this, a recurring monthly gift.

I Please charge my gift to my credit card. (See reverse)

2 My check made payable to Catholic Chartles is enclosed.

You can also give online at: www.CatholioChartiesDC.org/Rebuild2015

Please send me updates by email at ...

Mrs. Jane D. Samplepenon DaVinei Direct 36-Conlapt Park Circle Physiosth, MA 02300-7302

GRONDE DIV. OLAE, CTORS-

Please send the information on including Catholic Charities in my will.

please call us at 202-772-4361.

Catholic Charities

Catholic Charities

Weshington DC 200904185

Catholic Charities

July 2015

Ms. Jane D. Sampleperson DaVinci Direct 36 Condage Park Circle, #339 Plymouth, MA 62360-6000 Ill-mild-dl-dl-dl-dl-dl-dl-dl-dl



He and his family were devastated ... but you rescued them!

Drur Ms. Sampleperson,

You and I can hardly even imagine ... not being free.

But when you meet John, you start to get an idea. His story tore my heart.

In his home country, rebels attacked his home. They murdered his purents. They slaughtered his bothers and sixters. But John was young and strong. They wanted him. He would join their cause, as a follow fighter — or they would kill him too.

By God's grace, John managed to escape with his wife and two children. They field to the United States. They didn't know anything about this country — only that they would be safe here.

God in His mercy guided their steps. They found their way to us here at Catholic Charities. We had the privilege of helping John and his family find a place to live. We helped them learn to cope in this strange now culture. We helped John find a joh.

Not long ago, I shared a meal with him. In his eyes, I could see the pain, as he told me his family's story. But in the cad, he was smiling. He has known tomble loss — but he has also known sombing call m., the promise of a better tomorrow. Be in figure.

Today I invite you to help another family like John's — through our Refuger Resettlement Center. With your generous gift noday, you will welcome refugers, people fleeing persecution and seeking asylum, and others ... all seeking healing from the past, help in the present, and hope for the future. You'll help rebuild their shattered lives. You'll help families reunite. You'll help shattered people regain their dignity.

Perhaps you can give XX, or SYY. Or maybe you can give as much as SZZ, or even more. Whatever you can give will be a real blessing. You'll keep our Refugoe Center open, and all of our vitally important outcode efforts going strong.

Your compassion today, expressed through your generous giving, will make a beautiful difference for people in serious need. Our Refugee Center provides crucial, practical help for vulnerable

(over, please)

Catholic Charities: | 104 5 Street, MV, Westington, DC 20007: | (202) 712-4381: | www.Catholic/Charitee/DC org/Rebuild/005

AND REPORT OF THE PARTY OF THE



# **Catholic Charities:**

# "Good Shepherd" Branded Appeal Beats Straight Story!

- Branded appeals often help increase response.
- In this case, the "Good Shepherd" branding had a tremendous impact.
- Response rate was 50% lower without the "Good Shepherd" branding.
- And the average gift was almost \$35 higher.
- Although we split the file 50/50, the incredible response to the "Good Shepherd" branding allowed us to beat projections for the campaign.



# Nationwide Children's Hospital Case 11: Name label vs. Greeting Card

Can a greeting card test beat our name label acquisition control?





### Enclosed: Your specially designed name labels!



790 Children's Drive Columbus, Obio-47281-2696

### GIVE THE HOLIDAY GIFT THAT MATTERS MOST ...



Wi, Jane D. Samphysone Ni Cooling: Park Cools Pleasanth, MA 60301





November 2015

Dear Frien

"There is no piles like home for the heldigs." You have heard in said, you have heard in sang. For the stilk children at Nationestic Children's Huspital, neuroing home in their fundam drawn. That is why very single person as this hospital is dedicated to healing as many children as possible leglore the heldiges.

The hard fact is that thering this fusive scanne the broughts' will be counting children afficiently be filtered and impery 1,50,800 citizens. There is no stone to congruend an ourselven for the fitner we save or the making it possible for hids to return become for the heldings become the ambidances level coming and families with their sick as imposed children fill now varieting moston.

Every child that is brought to the hospital will be recent regardless of the family's ability to pay. Clearly more and must families are energifien; to get by and they must depend upon National-like Children's Hospital to heal their shildren. No family well over hear, "Sorry are ann's thy near child feature you diet's have reaugh musty." That's manageable and it will never happen hose?

That's why I hope you will join so raday with a gift of \$15, \$25, 500 or 5100 to help support our critically important work.

As one of the premier pediatric care comen in the country, Nationwide Children's Hospital in second for its ground breaking work in pediatric country, congested beare disease, quote filteration a base of what benefit diseases that theream the lives of our disblers.

In it is the managem that durit make the bandlines that only define who we see ... He when physician question as entire rights a child's bindist. When a more makes a connection with a final that has well beyond that child's may at the bangint. When seameth sciencios are relevables in that that has well beyond that child's may at the bangint. When seameth sciencios are relevables in the parasit of course and more give up. Cot when every members of our and moves falls to ap parasite for and, of course, nor 127 year-old minion of musting every child who much so engandons of the land deliver so see.

That is who we up, "When your child mode a hopital, completing matters,"

As this very busy time of the year, it is also must that every gift mattern. No gift is two small, say when the demand for our assertion is classifung every day. Whether it is \$100 gift cach to \$15,000 destroadburger plants — on \$15,000 states of the as IT i information gamps, there are matter ways that a gift and the plants — on the plants of the

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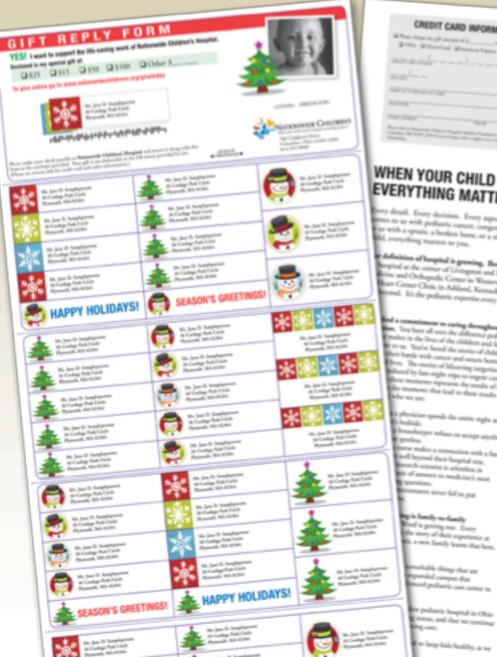
700 Children's Drive + Columbus, Ohio 43305-2696 + 614-355-0888



Diffe Street of Street Spec Street GIFT REPLY FORM TESF I wont to suggest the life-soring work of Malloranide Children's Respital. Studented in this special gift of DES DES DES DESS DOMES\_ APPROXIMATE VARIABLE Уустановия Сициена - ESS. in the second com Ohio HAPPY HOLIDAYS! SEASON'S GREETIN

CREDIT CARD INFORMATION

NATIONWIDE CHILDREN'S HOS BO. BOX 16810 COLUMBUS ONIO 43216-6810







Nationwide Children's Hospital has again been runled in all 10 specialties in U.S.Alms & Wield Report 2013-14 Best Children's Hospitals rankings.

# WHEN YOUR CHILD NEEDS A HOSPITAL, **EVERYTHING MATTERS.**

pery detail. Every decision. Every aspect of the case we provide for every child. From the child who mees to as with pedianic cancer, congenical heart disease, or systic fibrasis. To the child who comes gas with a speals, a broken bone, or a simple fever. Everything matters so us. Because when it's your Ild. everything marten to you.

as definition of beopind is growing. Because the need is growing. Nationwide Children's is more than propried at the corner of Livingson and Parsons. It's the Close To Home<sup>44</sup> Corners in Dublin. The Sports more and Orchopolic Genur in Wosserelle. The Princey Care Gener on Chestange River Road. And Base Gener Clinic in Addition! Kennacky. In nord, it's more than 50 facilities extending our across Obio pand. It's the pediaric expense every child needs. Whenever and whenever it's needed.

and a commitment to caring throughout this See. You have all sees the difference pediatric insides in the lines of the children and families gree us. You've board the mories of children their bank with concer and arran hone Box. The stories of Magazing surgeries. induced by late eight stips to separa care. these moments represent the results of our the moments that lead to those results that

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markable disagn that are repended campus that and poliuric care center in

for prefuseric hospital in Ohio sterm, and that we continue

Property. to keep hids healthy, as we One example: Bucasse of our efforts, car sear design, invallation, and usage have improved dramatically.

They leave that we are necessfully recruiting the force discuss in the world to care for their children.

They fearn shat we have she vision to look beyond the walls of the hospital. That we embrace the repossibility of caring for all children, nor just show who come through our doors. That we are advocating for regritious school lanches, because withour them children cannot reach their full potential. That we are leading the fight to end child abuse, not just with our voices, but also wish our actions.

They are learning that there's a national prediante leader right how in Columbus.

A leader that has been made possible by the wondorful generately of caring people like you. Please continue to support our important work by sending your contribution raday.

### **EXAMPLES OF WHAT YOUR GENEROSITY** HELPS TO BUY FOR NATIONWIDE CHILDREN'S HOSPITAL

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

**ENCLOSED:** Free Nationwide Children's Hospital Holiday Cards!









# Nationwide Children's Hospital: Name and address label Beats Greeting Card Pack

- Greeting cards can be an expensive way to acquire donors.
- Response rates can be very high, but average gift tends to be lower.
- This test proved this out.
- The greeting card had a healthy response rate of 2.2% compared to 1.7% for the labels.
- Average gift was \$22 for the cards compared to \$28 for the labels.
- Cost to acquire a donor showed dramatically why the high response rate comes at a big cost.
- Cost to acquire a \$28 label donor was \$12.12 compared to \$20.16 to acquire a lower value card donor.



# Thank You! Any Questions?

# **Steve Maggio**

President/Chief Creative Officer
DaVinci Direct
(508) 746-2555, ext. 511
steve@davinci-direct.com



# **Tony Genovese**

CEO
DaVinci Direct
(508) 746-2555, ext. 512
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