



# CANADA'S FUNDRAISING CONFERENCE

## 30 Top Tips to Boost Your DM Program

Sonya Swiridjuk, CFRE  
Thursday, May 28, 2026

# About Me – Sonya Swiridjuk, CFRE

- Celebrating 35 years as a professional fundraiser in July
- Specialties: direct response fundraising, individual giving, copywriting
- Currently doing a paternal leave cover as Manager, Annual Giving at Women's College Hospital Foundation in Toronto
- Longtime AFP member + volunteer; most recently served on the Education Advisory Committee for AFP ICON 2026
- Volunteer ambassador for CFRE International since 2018
- Canadian ambassador for the International Fundraising Congress (IFC) in the Netherlands from 2009 to 2020; continue to volunteer

# Overarching Purpose of DM Tactics

- ❖ Increase response rate
- ❖ Increase average gift
- ❖ Decrease costs



# A. THE BIG PICTURE

# 1. Have a Detailed Plan

- Strategies & Activities
  - House, Acquisition, Special Projects
- Themes & Creative
- Drop Dates
- Budget
  - Projected Costs, Revenue, Net
- Written Narrative



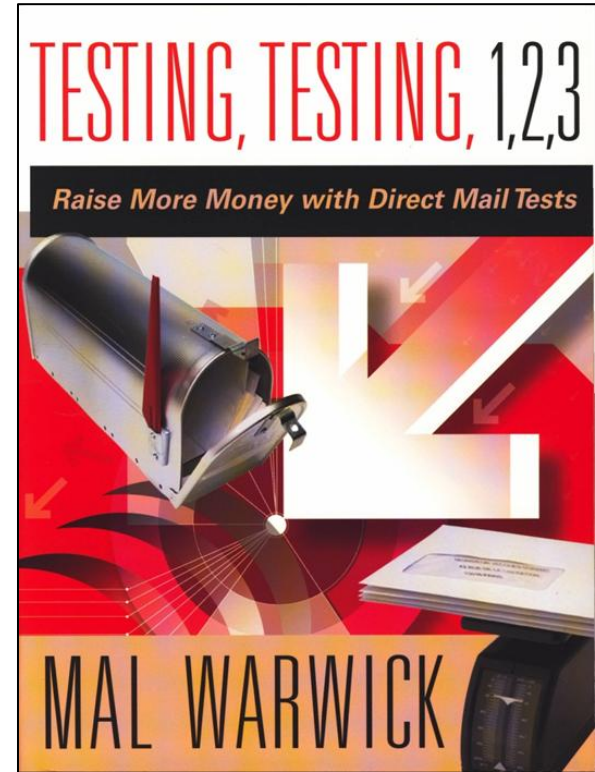
## 2. Maximize Windows of Opportunity

- House → Renewals vs. Specials
- Acquisition
- Seasonality
- Program-related
- In the News



## 3. Test

- Increase response rate
- Increase average gift
- Increase conversion rate
- Reduce costs
  
- Test one thing at a time
- Test BIG things
- Results must be actionable



## 4. Analyze

- By Campaign
- Monthly
- Quarterly
- Annually
- Year-over-Year
- Audits → Program, Data



[goodworksco.ca/2026-direct-mail-benchmarks](https://goodworksco.ca/2026-direct-mail-benchmarks)

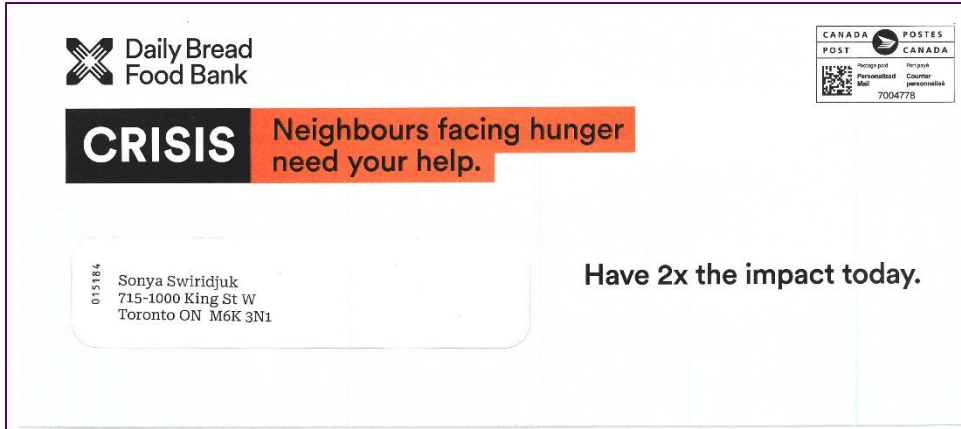
## 5. Integrate with Other Channels

- Telemarketing
- Online
- Social Media
- Capital Campaigns
- Community
- Events

Your gift today lifts the women who lift us every day.

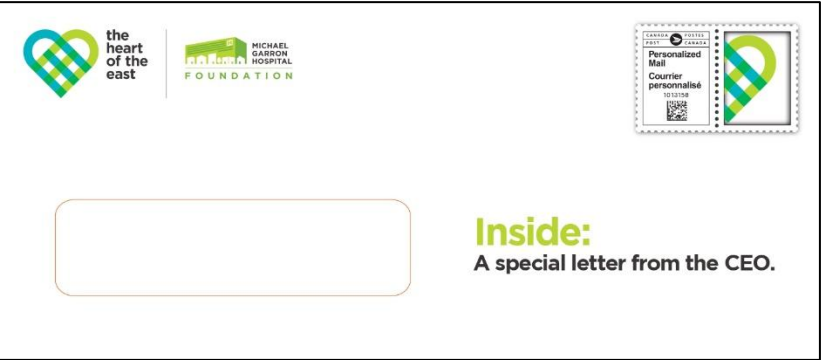
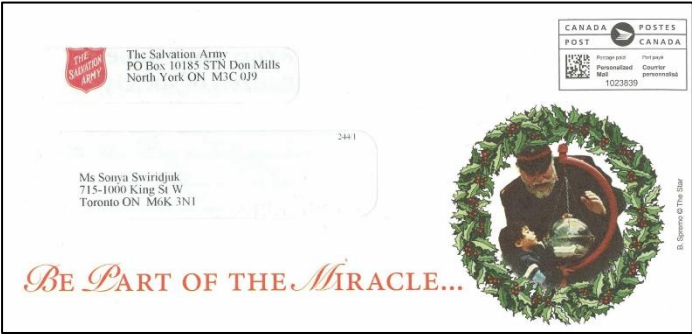
Who will you give for?

# 5. Integrate with Other Channels



## **B. OUTER ENVELOPE**

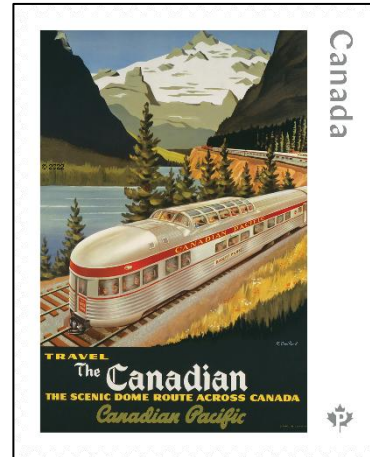
# 6. Use Different Sizes to Stand Out, Create Interest





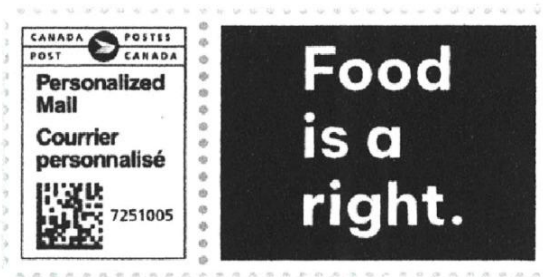
## 8. Determine Your Postage

- Customize your postal indicia
- Use first-class stamps for high(er) end donors and special mailings



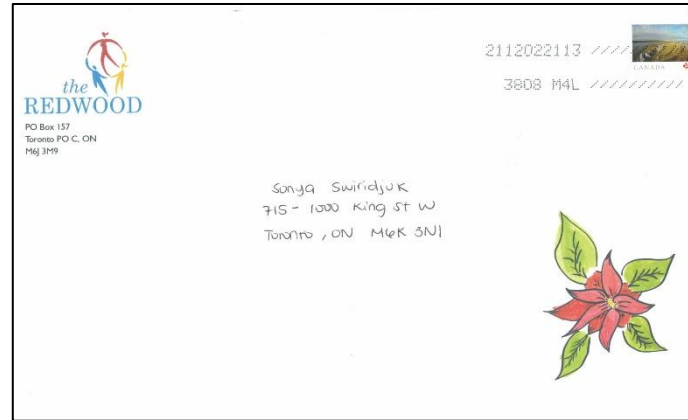
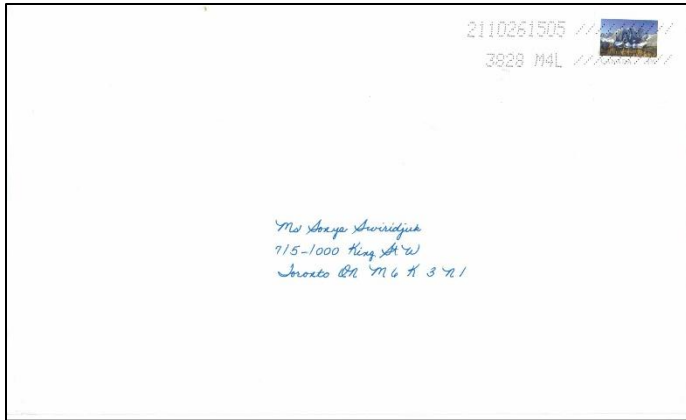
## 8. Determine Your Postage

- Customize your postal indicia



# 9. Hand Address Recipient's Name & Address

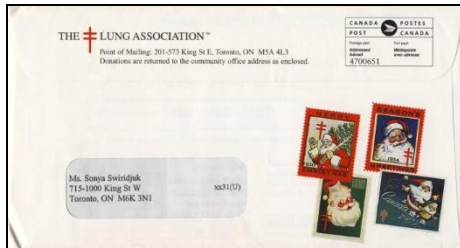
- Live handwriting → staff, volunteers
- Automated handwriting machines



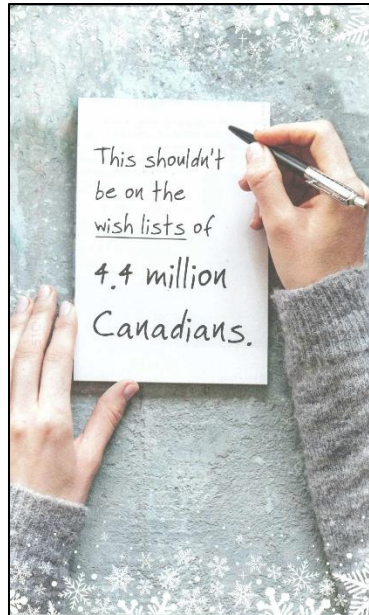
❖ *Handwriting isn't just for OEs! Also use in letters, replies, and inserts.*

# 10. Be Creative!

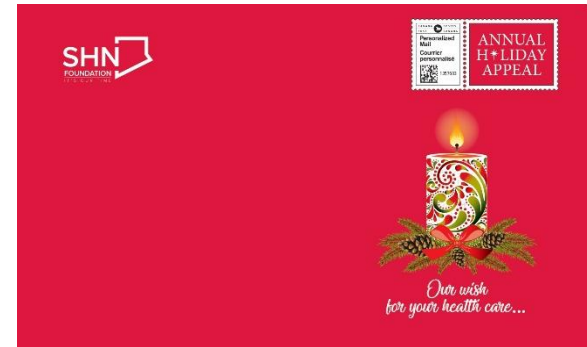
- Reverse Window



- Design



- Colour



## C. LETTER – STRUCTURE

# 11. Increase Readability

- Indent paragraphs
- Vary sentence & paragraph length
- Choose font size & type carefully
- Bold, underline & italicize key points
- Use subheadings
- Be clear & concise
- Spell out acronyms
- Allow for white space

SHEPHERDS OF GOOD HOPE FOUNDATION 

*Provide a warm Christmas meal for a neighbour in need!*



500PT

December 4, 2025

Dear Ms. Swiridjuk,

I'm writing to you today with an URGENT request . . .

**This Christmas, your gift can go TWICE as far! Thanks to a generous matching gift, every dollar you donate will be doubled, providing twice the impact for our neighbours in need.**

Will you help provide a warm Christmas meal for someone experiencing homelessness who otherwise would go without?

This Christmas, kitchens across Ottawa will be filled with the delicious smell of holiday feasts. But for many of our neighbours in need, this tradition is out of reach.

You have the power to change that today.

For just \$5, I'm hoping you will give the gift of a delicious, nutritious Christmas dinner. I can't think of a better gift for those struggling in our community.

You see, right now, 57-year-old Rashad is looking for his next meal. And Christmas is coming.

Rashad switches between sleeping in our shelter and facing the deadly winter temperatures outside. The fear of freezing to death is real for him and so many others.

With winter temperatures dropping dangerously low, a warm meal becomes

*(over, please)*



# 12. Make It Long... or Short!

- Your letter should be as long as you need it to be to effectively make your case for support

the heart of the east  
MICHAEL GARRON HOSPITAL FOUNDATION

<CRABRF\_Address>  
<CRABRF\_City>  
<CRABRF\_Province>

Dear <First Name>,

Did you know that 1 in 9 Canadian men have prostate cancer. As you can imagine, getting a cancer diagnosis is a scary prospect.

As a urologist at Michael Garron Hospital, I see many success stories every day. However, the good news is our understanding of cancer, and many other types of cancer, has advanced significantly. Now we have more success stories than ever before.

To mark Prostate Cancer Awareness Month, I want to share with you some of those success stories with you. It's just a wonderful donor like you are making our hospital a better place today.

<First Name>, I'm also writing to ask you to help ensure the best healthcare remains in our community.

Every day, I see first-hand how your support improves patient experiences at our hospital. Your donation, along with others, will help ensure the best healthcare remains in our community.

Michael Garron Hospital Foundation | 605 Convent Avenue, 9th Floor, Toronto, ON M5S 1A5

2 -

Gifts of all sizes are welcomed and appreciated. It's heartening to know you share our vision for you, your family, and your neighbours.

You might be surprised to learn that, like my entire career at Michael Garron Hospital, I have a unique culture at this amazing institution.

Why do so many leaders in their fields want to work at this hospital? For me, it's so I can provide a highly personalized and caring environment for our patients.

There's an intimacy of actual care here. I care about you, not just as a patient, but as a person. I want to work with you and your family doctor at an affiliated teaching facility, so we can attract the best talent to provide world-class healthcare.

"First-rate care on a first-name basis" is a hospital patient experience. I'm proud to have you as a donor.

Personally, it's a privilege to be closely involved in families during times of crisis and being able to help them through it. It's the best part of being a doctor.

Terry (aged 65) had been diagnosed with prostate cancer. But then, during his surgery, the doctor noticed the cancer was very small and could be removed with a minimally-invasive procedure.

After several months of observation, it became clear that the cancer was not growing. Terry was able to return to his normal life, and he was very grateful for the care he received.

I met with Terry and his wife Sue to discuss the options, and gave them details about what we could do. Terry was very happy to hear that he was ready to go ahead with the operation.

3 -

Not long after, I performed Terry's surgery, and he was followed by our team. His follow-up PSA checks, as well as a bone scan, showed no further signs of cancer.

Terry made a point of sharing how much he appreciated the care he received at our hospital. He mentioned the surgery to post-op, the care experience, and the treatment - made possible by people like you.

I'm grateful my team and I could assist in Terry's treatment - made possible by people like you.

Your gift today will help more patients like Terry.

Since I became a doctor, I've seen a list of every new technology that's introduced at the hospital. It's a privilege to be part of the community that's improving health and quality of life.

The evolution of surgery is a great example of this. We've gone from using a scalpel to robotic surgery, which takes a long time to heal, to doing minimally-invasive laparoscopic and robot-assisted surgeries that help patients heal faster with less risk of infection or other complications.

Robots and other innovations in the operating suite mean shorter hospital stays, less post-operative pain, and quicker recovery times for patients. You can learn more about the robotic surgical system at Michael Garron Hospital and the cancer care services we provide in the enclosed pamphlet.

This is the type of outstanding care you're getting at Michael Garron Hospital.

When you send your gift today, you'll be helping us provide the best care for our community.

Your contribution to our hospital is also a gift to our community.

4 -

This community is one of our greatest strengths at Michael Garron Hospital. From Thorncliffe Park to the Beach, Rivendale to Birch Cliff, our neighbourhoods and the people we serve are what make us a hospital like no other.

As we work together to transform the future of healthcare in East Toronto through our hospital's redevelopment, we're looking ahead and getting ready for the healthcare needs of a growing population and changing demographics.

<First Name>, that's another reason why your generous support at this time is so important. Your gift today will help us move forward with these changes, while ensuring the high-quality, patient-centered care our healthcare teams deliver every day.

I know giving is very personal. Whether you choose to donate because of the cancer care or other healthcare services we provide, the need for new equipment and technology, or to help update our facility, you'll be making a positive impact for everyone who comes through our hospital's doors.

Thank you for supporting Michael Garron Hospital and a healthier community. It's very much appreciated!

With gratitude,  
Rajiv K. Singal, MD, FRCSC  
Surgeon in Chief  
Michael Garron Hospital

5. Every dollar you give today helps ensure a healthier, stronger, and more prosperous community in Toronto's east and west. Please complete the enclosed reply form and mail it with your donation in the postage-paid envelope provided, or give online at [mgh.ca/donate](http://mgh.ca/donate). Again, thank you!

MS Multiple Sclerosis Society of Canada  
Annual Campaign  
Multiple Sclerosis Society of Canada

One nickel can make a world of difference ...

I've sent you this nickel in hopes that you'll send it back - along with any other nickels, dimes, and dollars you can spare today. Why? Because even the smallest contributions to the MS Society of Canada can make a major impact as we work to create a world free from multiple sclerosis (MS).

Right now, Canadians living with MS urgently need your support. Canada has one of the highest rates of MS in the world. On average, 12 Canadians are diagnosed with MS every day. We must work together to fund critical support services for your fellow Canadians living with MS, and advance vital research aimed at discovering MS treatments and, one day, a cure.

Please help us change the future of MS with a gift today, while it can go TWICE as far. Remember that even the smallest contributions matter as we continue our search for a cure.


Thank you so much,  
Dr. Pamela Valentine  
President and Chief Executive Officer  
Multiple Sclerosis Society of Canada

P.S. When you make a gift of \$25 or more to this special matching gift offer, we'll send you an exclusive MS Society of Canada tote bag with our thanks! Please, before it's too late, give now and DOUBLE your support for the Canadian MS community. Thanks again.

# 13. Write How You Speak

- One-to-one communication
- Conversational tone
- Contractions are friendly 😊
- OK to break grammar rules

2010  
ANNUAL  
APPEAL



Mrs. Jane Sample  
123 Any Street, Unit A  
Any Town, ON M1M 1M1

March xx, 2010

Dear Mrs. Sample,

Ever since she was little, music has been a part of Darban Ellingham's life.

Now 81, Barbara fondly remembers singing duets with her dad while her mom played the piano. She loved singing in choirs and had lots of fun starring in local theatre productions. And through it all, she dreamed of becoming an opera singer.

Barbara studied with the renowned Nellie Smith at The Royal Conservatory of Music in Toronto. She recalls preparing for her Grade 10 vocal exam in our old recital hall (which she proudly passed). Although Barbara would later follow a different career path, music remained her passion.


As a retired teacher, Barbara knows how important music is to children and schools. It's a key reason why she's put The Royal Conservatory at the top of her giving list and makes a donation to support our work every year.

I'm very grateful to people like Barbara and yourself who believe in our mission to develop human potential through music and arts education. I'd also like to thank you for spreading the joy of music with your contribution to last December's Holiday Appeal.

Today, I hope you'll continue your commitment to The Royal Conservatory by supporting our 2010 Annual Appeal. Your single gift of \$x, \$xx, \$xxx or a monthly pledge will help us meet the creative needs of Canadians at all stages of their lives and learning.

One of our goals is to improve academic achievement in Canada's public schools through programs like Learning Through the Arts, where specially-trained professional artists work with teachers to deliver core curricula. Students learn math through dance, history through songwriting and social studies through visual arts, adding a vibrant dimension to their education.

*Please continue reading...*

 TELUS Centre for Performance and Learning  
273 Bloor Street West, Toronto, Ontario M5S 1W2  
TELEPHONE: (416) 409-2824 | FAX: (416) 516-7637 [www.rcmusic.ca](http://www.rcmusic.ca)

As Barbara tells us, "I taught Grade 8 for 30 years, so I know how music relates to every subject and what a positive impact it has. I applaud the Royal Conservatory's efforts in this area so more students can benefit from this vital connection."

Barbara would also like to see more kids get involved with music in general. "When I was young, almost every child studied either voice or an instrument. That's really dropped off these days. I'm glad the Conservatory is drawing in more students through The Glenn Gould School, their School Outreach program, and more."


"We also can't let talent get away. When we see it, let's develop it! But lessons are expensive, and not every family has the means to support this activity. I'm happy that my annual donation to the Conservatory will help a child achieve their dream some day."

You can also make dreams come true with your gift to The Royal Conservatory.

Just think... last month, 3.2 billion people watched RCM alumna and opera sensation Measha Brangwen perform the epic Olympic Hymn at the Opening Ceremonies of the 2010 Winter Games. Canadians everywhere are still humming "I Believe", the Olympic theme song composed by RCM alumnae Stephen McKeon. I wonder whose dream your generosity will inspire?

Together, donors like you are providing opportunities for performance, learning and personal development at home and abroad. As Barbara says, "Music is the way to the heart, mind and soul. Without it, life lacks depth, compassion and humanity. I think our world would be a better place if more people had knowledge and access to music."

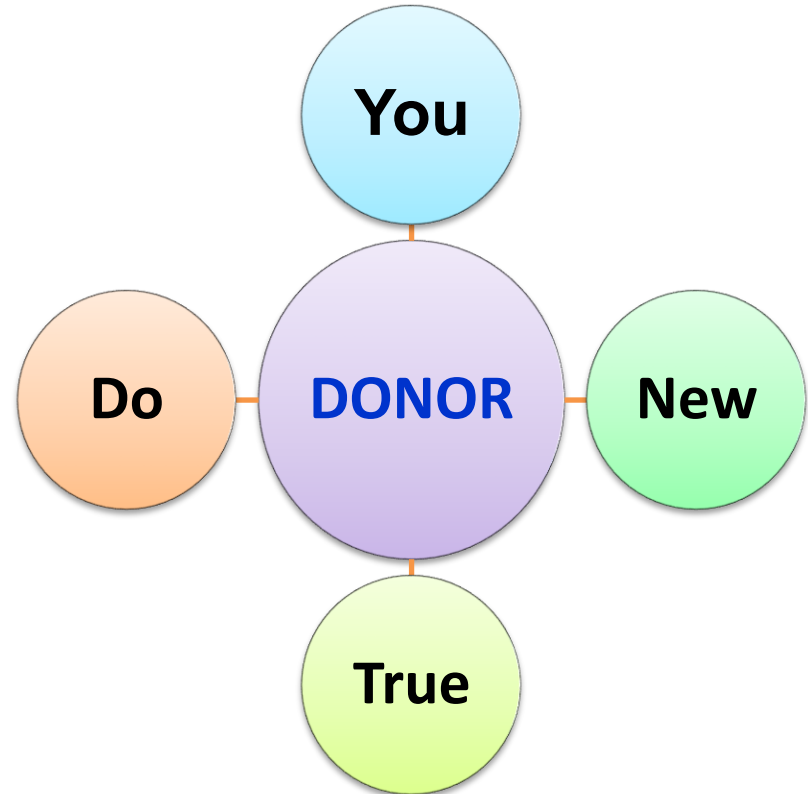
I agree, and hope you do, too. Please help us make music happen by renewing your support for The Royal Conservatory, today. Thank you.

Sincerely,  
  
Dr. Peter Simon  
President

P.S. To thank you in advance for your annual gift, please find enclosed your personalized Royal Conservatory 2010 Supporter Card. Please keep it handy in case you need to get in touch with us about your donation, our programs and activities, or upcoming performances. We look forward to hearing from you!

# 14. Connect with Different Personality Types

- Amiables → You
- Expressives → New
- Analyticals → True
- Bottom-liners → Do



Tom Ahern, *The Psychology Behind Great Communications*

# 15. Use Twice as Many You's (than I, We, Our...)

<Dear Ms Sample,>

Out of all the people involved with the Ontario Lung Association, the most important one is reading this letter right now. You!

Last year, you made a decision to donate to our cause, and that decision has made a life-saving difference for people who have asthma, chronic obstructive pulmonary disease (COPD), lung cancer or another form of lung disease. Thank you!

With the New Year upon us, we're resolved to continue our work to improve lung health for people in your community. Will you join us in this effort and renew your support of the Ontario Lung Association with a gift of <ASK 1>, <ASK 2> or <ASK 3> today?

In appreciation, I've included a beautiful new 2012 supporter card for you with a handy calendar on the back. Every time you look at it, your card's reflection will signify the resolution you're making to help people who have a breathing problem. Here are just some of the many accomplishments thoughtful donors like you helped us achieve over the past year.

# 15. Use Twice as Many You's (than I, We, Our...)

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## **D. LETTER – CREATIVE**

# 16. Include Stories

- Bring the problem, need, and solution to life
- Can be a full-fledged story, quote, and/or testimonial
- Create a story bank

*"I believe it's time that children and adults with autism have a chance to find their inner voices. It is time that people around us get educated about autism and what it is really about. It is time that we all start believing in the possibilities."*

—Carly Folschmann

Ms. Jane Sample  
123 Any Street  
Any Town, ON M1M 1M1

November 28, 2012

Dear Mrs. Sample,

When most people have a baby, they often lean on their family and friends for advice and support as they raise their child.

But what if your son or daughter has autism? Who has the expertise and specialized services to help your child reach their full potential, and can equip you to manage the day-to-day issues this lifelong condition presents?


This was the challenge that Arthur and Taryn faced after their twins, Carly and Taryn, were born in 1995. Between two infants and their five-year-old son Matthew, the couple already had their hands full. Yet their lives would take an unimaginable turn when Carly was diagnosed with severe autism before she was even a toddler.

Before I share the rest of this family's story with you, I'd like to thank you for your past support of the Geneva Centre for Autism. Your generosity has ensured that those who are affected by autism have a place where they can find hope, support and possibilities.

Today, I invite you to continue your commitment to the Geneva Centre for Autism with a donation of \$5, \$25, \$50 or a monthly pledge. Your contribution will make a life-changing difference for the 1 in 88 children like Carly who are diagnosed with an Autism Spectrum Disorder (ASD) and their families.

Although Carly and Taryn are twins, the girls have always been different. Taryn was very advanced as a baby, so doctors weren't initially concerned when Carly wasn't hitting many developmental milestones at the same time. But Taryn, who was with the twins the most, knew instinctively that "something was up" with Carly by the time she was six months old.

Please continue reading...



Thank you and get connected here

112 Horton Street, Toronto, Ontario M4S 2Z8  
T: 416.322.2877 F: 416.322.5894 W: www.autism.net E: info@autism.net  
www.autism.net

Carly wasn't making any meaningful sounds or speech, so her parents took her to see a number of specialists. They learned the devastating news that little Carly was diagnosed with severe autism. She was lost in a world of her own, unable to complete the simplest tasks and without the means to communicate even her most basic needs.

As Arthur recalls, "Every day became a test in survival. We felt lost and cut off. There was no handbook, no hospital, no store to buy everything you need to raise a child with autism. Carly couldn't communicate. She was frustrated, angry and bored, slept very little and required constant care and supervision. We were exhausted and often at our wit's end."

Arthur and Taryn struggled for years on their own, continuously seeking support services. Then, they received a referral to the Geneva Centre for Autism – an international leader in autism programs, services and training.


Arthur remembers when Carly was enrolled in one of the Centre's day programs on Sunday afternoons, which provided a predictable, safe and fun environment for her, and gave him and his wife a much needed break and a chance to spend some time with their other kids.

"Carly received excellent care here. She worked on critical social skills and learned how to interact with others while doing activities and going on outings. How great would it be if other children with autism and their families could have access to the kinds of education, skills-building, lessons and respite that the Geneva Centre for Autism offers?"

After years of therapy, and with a determined spirit and the aid of new technology, Carly now communicates in ways her parents never dreamed would be possible. This accomplishment has inspired an author of a book called Carly's Voice with her father, Steve, tweets, has a Facebook page and is a passionate advocate for people who have autism.

One of Carly's blog entries reads, "I do believe every nonverbal autistic child and adult has an inner voice just waiting to come out." We want to help more people like Carly find their unique voice, and hope you do too.

Let's empower individuals with ASD and their families to fully participate in their communities, and let them know they can do more. Please give as generously as you can to the Geneva Centre for Autism today. Thank you.

Sincerely,  
  
Linda Zaretsky  
Executive Director

P.S. Carly also writes, "I think that Autism is like a relay race and on behalf of everyone with Autism I am handing all of you the baton so we can cross the finish line together!" Please help more kids like Carly and their families by making your donation in the enclosed postage-paid envelope, or by going online at [www.autism.net](http://www.autism.net). Thank you once again.

# 16. Include Stories

“I believe it's time that children and adults with autism have a chance to find their inner voices. It is time that people around us get educated about autism and what it is really about. It is time that we all start believing in the possibilities.”

– Carly Fleischmann



Twins Taryn and Carly celebrate their Sweet 16.

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123 Any Street  
Unit A  
Any Town, ON M1M 1M1

November xx, 2012

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*Please continue reading...*

## 17. Feature Photos

- Helps bring your story and/or ask to life
- Provides visual interest
- Gives your eyes a chance to rest
- Can help integrate other components (OE, reply, insert)

# 17. Feature Photos

- 2 -

Gifts of all sizes are welcomed and appreciated. Your giving inspires us! It's heartening to know you share our vision to create health and build community for you, your family, and your neighbours.

You might be surprised to learn that, like many of my colleagues, I've spent my entire career at Michael Garron Hospital. I think this speaks volumes about the unique culture at this amazing institution.

Why do so many leaders in their fields – who could practice anywhere – choose to work at this hospital? For me, it's so I can provide state-of-the-art healthcare in a highly personalized and caring environment.

There's an intimacy of actual care here, coupled with community hands-on care, that you don't see anywhere else. I want my patients to feel as comfortable with me as they do with their family doctor. At the same time, we're a university-affiliated teaching facility, so we can attract the best and brightest to our teams to provide world-class healthcare.

"First-rate care on a first-name basis" really does sum up the Michael Garron Hospital patient experience. I'm proud to have been a part of this team for 25 years and counting!

Personally, it's a privilege to be closely involved in the lives of patients and their families during times of crisis and being able to guide them through that difficult journey. It's the best part of being a doctor.



Terry Maloney is one of those patients. At 67 years old, Terry had been very healthy virtually all of his life. But then, during his annual check-up, his doctor noticed that Terry had an elevated PSA (prostate-specific antigen) count – a possible sign of prostate cancer – and referred him to me.

After several months of continued PSA testing and observation, it became clear that Terry's case needed further investigation. I did a biopsy, and the results showed that he did indeed have prostate cancer. Terry would need surgery as soon as possible.

I met with Terry and his wife Sue to discuss the situation. I answered all of their questions, and gave them details about what to expect. When we were done, Terry said he was ready to go ahead with the operation.

.../3

## Keeping Care Close to Home



August xx, 2018

Mrs. Jane Sample  
123 Any Street, Unit A  
Any Town, ON M1M 1M1

Dear Mrs. Sample,

On a beautiful Tuesday morning in April 1975, I was born right here in Arnprior, in our own hospital, delivered by the wonderful Dr. Herbert Giberson.

At a very early age, I developed both asthma and allergies, so I became a regular in the Emergency Department. I also turned out to be extremely accident-prone. Injuries like road rash and cutting the tip of my finger off in an aluminum door led to more hospital visits.

As a child, I didn't understand how important it is to have great health care nearby. However, as an adult, I certainly do – not only for myself, but for my family, friends and thousands of area residents.

I'm committed to keeping first-rate care close to home at Arnprior Regional Health (ARH) and believe you are too – for yourself, your loved ones and neighbours.

Mrs. Sample, will you join me in this effort and renew your support for the Arnprior Regional Health Foundation today? Your gift of \$x, \$xx or even \$xxx will help our doctors, nurses and other health care staff deliver compassionate, quality care each day.

Over the years, our hospital has grown and expanded its services. Today, ARH includes the Arnprior & District Memorial Hospital, The Grove Nursing Home, the Primary Health Care Centre, outpatient clinics, and more. We're a regional leader and hub for selected acute, long-term care and other health care services.

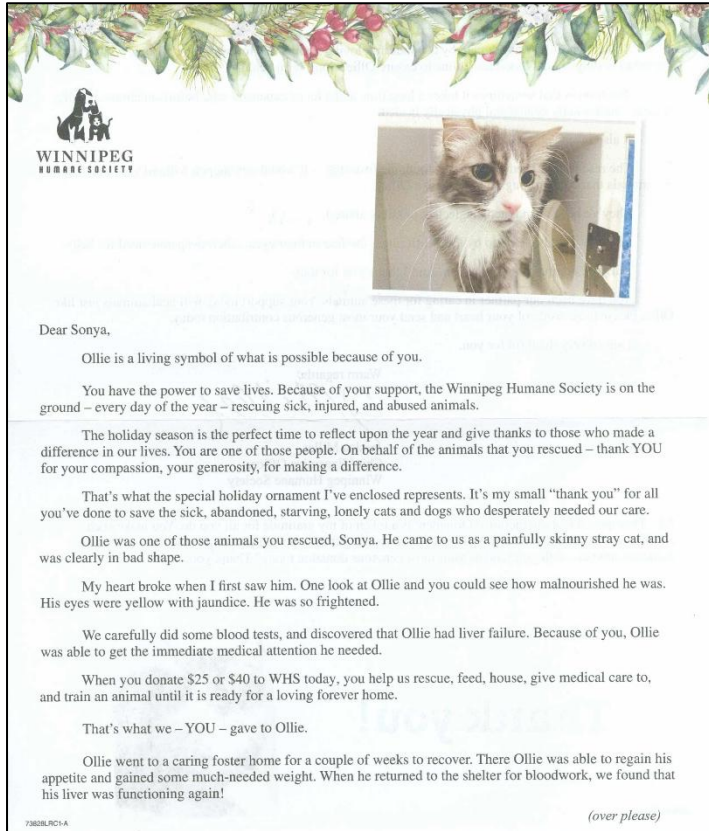
One of our top goals as a community should be to have excellent health care close to home so we don't have to travel to other hospitals to get tests done or see specialists. Another should be to have relevant programs and services for aging residents. Part of achieving these goals is to ensure we have the facility and equipment to provide this.

Please continue reading ...


  
**ARNPRIOR REGIONAL  
HEALTH FOUNDATION**

350 John Street North, Arnprior, ON K7S 2P6  
613.623.3166 ext. 362 | info@arnpriorhealth.ca  
arnpriorregionalhealth.ca/foundation

# 17. Feature Photos



**WINNIPEG HUMANE SOCIETY**



Dear Sonya,

Ollie is a living symbol of what is possible because of you.

You have the power to save lives. Because of your support, the Winnipeg Humane Society is on the ground – every day of the year – rescuing sick, injured, and abused animals.

The holiday season is the perfect time to reflect upon the year and give thanks to those who made a difference in our lives. You are one of those people. On behalf of the animals that you rescued – thank YOU for your compassion, your generosity, for making a difference.

That's what the special holiday ornament I've enclosed represents. It's my small "thank you" for all you've done to save the sick, abandoned, starving, lonely cats and dogs who desperately needed our care.

Ollie was one of those animals you rescued, Sonya. He came to us as a painfully skinny stray cat, and was clearly in bad shape.

My heart broke when I first saw him. One look at Ollie and you could see how malnourished he was. His eyes were yellow with jaundice. He was so frightened.

We carefully did some blood tests, and discovered that Ollie had liver failure. Because of you, Ollie was able to get the immediate medical attention he needed.

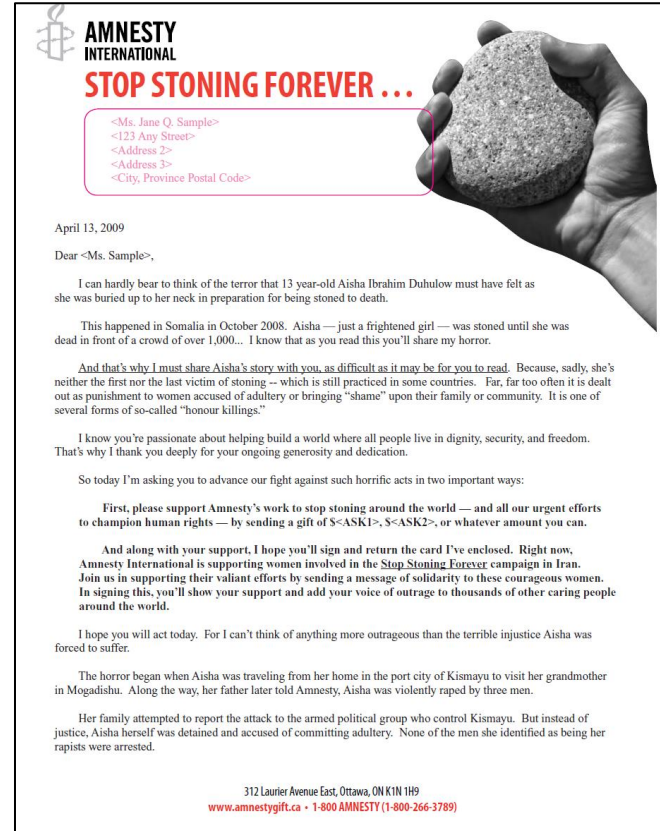
When you donate \$25 or \$40 to WHS today, you help us rescue, feed, house, give medical care to, and train an animal until it is ready for a loving forever home.

That's what we – YOU – gave to Ollie.

Ollie went to a caring foster home for a couple of weeks to recover. There Ollie was able to regain his appetite and gained some much-needed weight. When he returned to the shelter for bloodwork, we found that his liver was functioning again!

*(over please)*

7362RLRCH-A



**AMNESTY INTERNATIONAL**

## STOP STONING FOREVER ...

<Ms. Jane Q. Sample>  
<123 Any Street>  
<Address 2>  
<Address 3>  
<City, Province Postal Code>

April 13, 2009

Dear <Ms. Sample>,

I can hardly bear to think of the terror that 13 year-old Aisha Ibrahim Duhulow must have felt as she was buried up to her neck in preparation for being stoned to death.

This happened in Somalia in October 2008. Aisha — just a frightened girl — was stoned until she was dead in front of a crowd of over 1,000... I know that as you read this you'll share my horror.

And that's why I must share Aisha's story with you, as difficult as it may be for you to read. Because, sadly, she's neither the first nor the last victim of stoning — which is still practiced in some countries. Far, far too often it is dealt out as punishment to women accused of adultery or bringing "shame" upon their family or community. It is one of several forms of so-called "honour killings."

I know you're passionate about helping build a world where all people live in dignity, security, and freedom. That's why I thank you deeply for your ongoing generosity and dedication.

So today I'm asking you to advance our fight against such horrific acts in two important ways:

First, please support Amnesty's work to stop stoning around the world — and all our urgent efforts to champion human rights — by sending a gift of \$<ASK1>, \$<ASK2>, or whatever amount you can.

And along with your support, I hope you'll sign and return the card I've enclosed. Right now, Amnesty International is supporting women involved in the Stop Stoning Forever campaign in Iran. Join us in supporting their valiant efforts by sending a message of solidarity to these courageous women. In signing this, you'll show your support and add your voice of outrage to thousands of other caring people around the world.

I hope you will act today. For I can't think of anything more outrageous than the terrible injustice Aisha was forced to suffer.

The horror began when Aisha was traveling from her home in the port city of Kismayu to visit her grandmother in Mogadishu. Along the way, her father later told Amnesty, Aisha was violently raped by three men.

Her family attempted to report the attack to the armed political group who control Kismayu. But instead of justice, Aisha herself was detained and accused of committing adultery. None of the men she identified as being her rapists were arrested.

312 Laurier Avenue East, Ottawa, ON K1M 1H9  
www.amnestygift.ca • 1-800-AMNESTY (1-800-266-3789)


# 18. Add a Johnson Box

- Found at the top of a DM letter
- Contains the letter's key message
- Draws the reader's attention and entices them to read the rest

“I believe it's time that children and adults with autism have a chance to find their inner voices. It is time that people around us get educated about autism and what it is really about. It is time that we all start believing in the possibilities.”

– Carly Fleischmann

Mrs. Jane Sample  
123 Any Street  
Unit A  
Any Town, ON M1M 1M1



Twins Taryn and Carly celebrate their Sweet 16.

November xx, 2012

Dear Mrs. Sample,

When most people have a baby, they often lean on their family and friends for advice and support as they raise their child.

# 19. Vary Your Signatories

- Presents different perspectives of your case
  - Helps to keep your content fresh, interesting, and informative
  - Offers more options to connect with the reader
- 
- Pro Tip #1: **Blue signatures** raise more money.
  - Pro Tip #2: Have only one person sign your letter or email (remember, it's a "one-to-one" communication). Use a lift note if there's a second person who also needs to sign a piece or have the second person sign the follow up.

# 19. Vary Your Signatories

Every single gift makes a big difference, so please give as generously as you can today.

Together, we will build a stronger and healthier community!



With heartfelt gratitude,

A handwritten signature in blue ink that reads "Mitze Mourinho".

Mitze Mourinho  
President  
Michael Garron Hospital Foundation

Thank you for supporting Michael Garron Hospital and a healthier community.  
It's very much appreciated!



With gratitude,

A handwritten signature in blue ink that reads "Rajiv K. Singal".

Rajiv K. Singal, MD, FRCS  
Surgeon in Chief  
Michael Garron Hospital

Thank you for your generosity and commitment to Michael Garron Hospital. It means so much to patients like me!

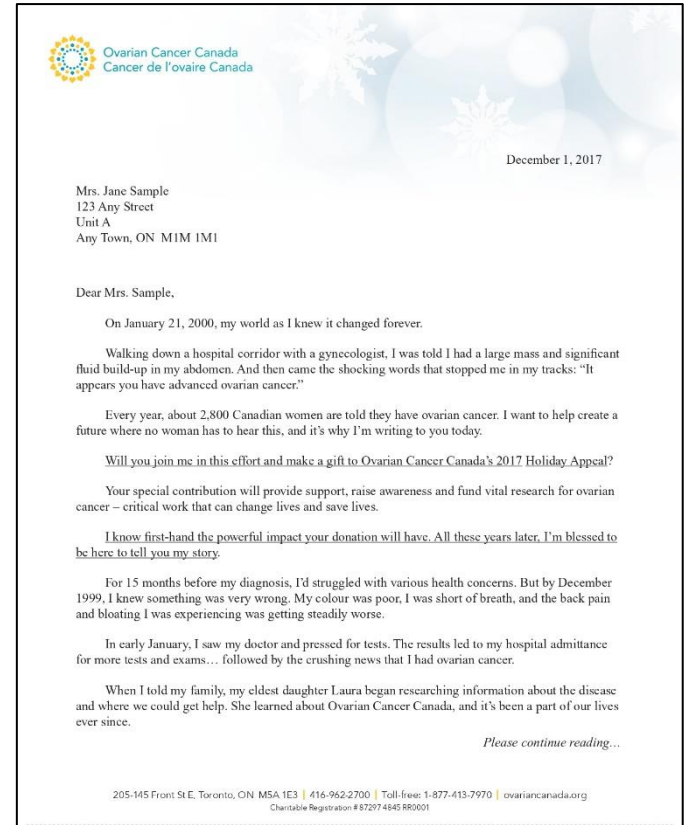
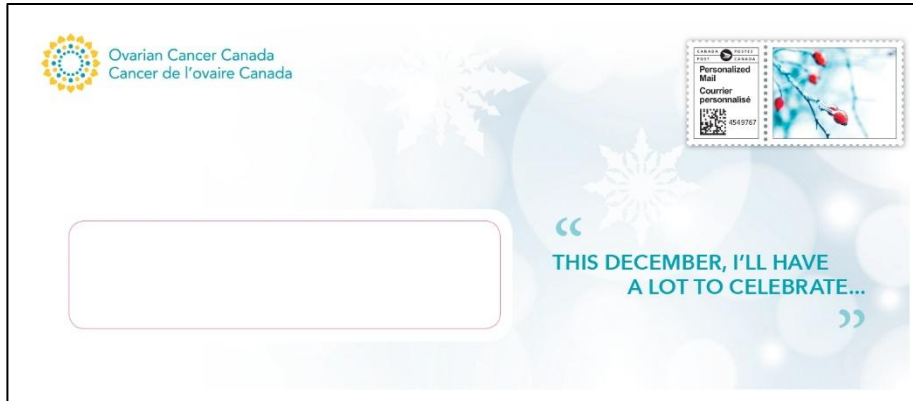
Sincerely,

A handwritten signature in blue ink that reads "Elfreda".

Elfreda  
A grateful MGH patient and supporter

# 20. Integrate Design Elements from OE



- Brings cohesiveness to your package



# E. REPLY FORM

# 21. Choose Your Size Wisely

- Goal: Make it as easy as possible for the recipient to respond

 **My Gift to Keep the Miracle Going** 

A gift of any size will help:  
 \$40    \$50    \$\_\_\_\_\_    \$75


Please make cheque payable to The Salvation Army.

If you would like to make a gift by credit card:

- Visit us online at [www.SalvationArmy.ca/Christmas](http://www.SalvationArmy.ca/Christmas)
- Call 1-800-SAL-ARMY (1-800-725-2769)
- Or see the back of this form

Donor # 10709538

Please tell me how I can make a gift to The Salvation Army in my will.


  
Giving Hope Today

Ms Sonya Swiridjuk  
715-1000 King St W  
Toronto ON M6K 3N1

10709538 190161 X219533 17TOR


The Salvation Army  
PO Box 10185 STN Don Mills  
North York ON M3C 0J9

10709538 1901610 7402190503038 7077065683


 **FoodShare**

**Yes! I will donate today to help meet the needs of communities impacted by food insecurity.**

Sonya Swiridjuk  
715-1000 King St W  
Toronto, ON M6K 3N1

  
**There are three ways to help:**

**1 DONATE ONLINE TODAY**  
I'd like to make an online gift at [foodshare.net/FallFood](http://foodshare.net/FallFood)  
Go online or scan the QR code to donate. When you give online, you can choose to make a single donation or set up a monthly gift. You will get an instant tax receipt after completing your donation.

**SCAN TO DONATE** 

**2 DONATE A ONE-TIME GIFT**  
I can make a one-time gift of the following amount:  
 \$35    \$50    \$75    \$100    Other: \$\_\_\_\_\_

Please charge my credit card for this donation (see below)  
 I have attached a cheque payable to FoodShare Toronto

**3 DONATE A MONTHLY GIFT**  
I want to join the Food Action Circle and make a monthly gift of the following amount:  
 \$10    \$15    \$20    \$25    Other: \$\_\_\_\_\_


Please charge my credit card each month using the information I have provided below  
 Please charge my chequing account each month using the attached cheque marked VOID

**CREDIT CARD INFORMATION**

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Charge my gift to: \_\_\_\_\_ Signature: \_\_\_\_\_

VISA    Mastercard    AMEX

**Thank you!** Your support advances the right to food. 


# 22. Promote Monthly Giving

**Yes Barb! I want to help women live fuller, better, longer lives.**

Here's my special holiday gift of:  
 \$X  \$XX  \$XXX or  \$\_\_\_\_\_

Mrs. Jane Sample  
123 Any Street  
Unit A  
Any Town, ON M1M 1M1  
XXXXXX YE17-XXXX-XXXX




**Donate online at [ovariancanada.org/holidays](http://ovariancanada.org/holidays).**  
**Thank you!** Tax receipts will be issued for donations of \$20 or more.

 Ovarian Cancer Canada  
Cancer de l'ovaire Canada

205-145 Front St E, Toronto, ON M5A 1E3  
416-962-2700 | Toll-free: 1-877-413-7970  
[ovariancanada.org](http://ovariancanada.org)

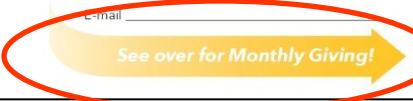
My cheque, payable to **Ovarian Cancer Canada** is enclosed.

OR

Please charge my:      

Card # \_\_\_\_\_  
Expiry Date \_\_\_\_\_  
Cardholder's Name \_\_\_\_\_  
Signature \_\_\_\_\_ (PLEASE PRINT)

Please add me to your email list to inform me of Ovarian Cancer Canada's work and activities.  
E-mail \_\_\_\_\_





**YES! I'd like to join Ovarian Cancer Canada's monthly giving program to help fund ongoing efforts for awareness, support and research.**

 Ovarian Cancer Canada  
Cancer de l'ovaire Canada

Here's my monthly gift of:  
 \$10  \$15  \$20  \$25 or  \$\_\_\_\_\_ / month (minimum \$5)

I authorize Ovarian Cancer Canada to withdraw the above amount from my bank account on the 15th day of each month (or the next business day). I've enclosed a blank cheque marked "VOID".  
Starting Date \_\_\_\_\_

I authorize Ovarian Cancer Canada to charge the above amount to my credit card on the 15th day of each month (or the next business day).

Please charge my:      

Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_  
Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_ (PLEASE PRINT)  
Phone \_\_\_\_\_ Starting Date \_\_\_\_\_

**THANK YOU!** A tax receipt for your total year's contribution will be sent in February of the next calendar year.

**OUR GUARANTEE:** You may change or cancel your monthly donation at any time by calling Ovarian Cancer Canada toll-free at 1-877-413-7970 ext. 225. Please allow at least 15 days' notice before your next scheduled donation date to process your request. To obtain a sample cancellation form, or for more information on your right to cancel a pre-authorized debit agreement and your recourse rights, please contact your financial institution or visit [www.payments.ca](http://www.payments.ca).

**OUR COMMITMENT TO YOU:** Ovarian Cancer Canada respects your privacy. We do not rent, trade or sell our mailing list. Any information you provide will be treated confidentially. Visit [www.ovariancanada.org/privacy-policy](http://www.ovariancanada.org/privacy-policy) for more details. If you'd like to be removed from our mailing list, please check this box  and mail this form in the postage-paid envelope provided.

Charitable Registration # 87297 4845 RR0001

# 23. Promote Planned Giving

✓ Yes, Elfreda! I'll ensure my family and neighbours can get exceptional healthcare close to home.

Here's my gift of:  \$<Ask 1>  \$<Ask 2>  \$<Ask 3> Your gift will be **DOUBLED!**

I prefer to give \$ \_\_\_\_\_

I'd like to make a gift of stock. Please contact me.

*Many donors like you give this*

My cheque/money order is enclosed, payable to Michael Garron Hospital Foundation. **OR**

Please charge my:  Visa  MasterCard  Amex

<sequence>

<CnAdrSal\_Addressee>

<CnBio\_Org\_Name>

<CnAdrPrf\_Addrline1>

<CnAdrPrf\_Addrline2>

<CnAdrPrf\_City> <CnAdrPrf\_Province > <CnAdrPrf\_Postal\_Code>

TELEPHONE: \_\_\_\_\_

Yes, I'd like to receive email updates from MGH Foundation about its work, activities, and ways to get involved.

EMAIL: \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_

CARDHOLDER NAME (PLEASE PRINT) \_\_\_\_\_

CARDHOLDER SIGNATURE \_\_\_\_\_

Please send me information about making a gift in my will.

I've already included Michael Garron Hospital in my will.

**You may also give online at [mghf.ca/donate](http://mghf.ca/donate)**

<CnBio\_ID>

<Appeal Code>


<Package Code>

**See over for Monthly Giving** →

# 24. Encourage Monthly & Mid-Level Donors to Stretch Their Giving



the heart of the east



MICHAEL GARRON HOSPITAL FOUNDATION

**Yes, Mitze! I'll support compassionate, patient-centred care in my community.**

Here's my gift of:  \$<Ask 1>  \$<Ask 2>  \$<Ask 3>  I prefer to give \$ \_\_\_\_\_

*Many donors like you give this*

**OR**  My cheque/money order is enclosed, payable to Michael Garron Hospital Foundation.  
 Please charge my  Visa  MasterCard  Amex

|  |                     |
|--|---------------------|
| <b>Credit Card Number:</b>                               | <b>Expiry Date:</b> |
| <b>Cardholder Name:</b><br><small>(Please Print)</small> |                     |
| <b>Cardholder Signature:</b>                             | <b>Telephone:</b>   |

Thank you! Receipts will be issued for donations of \$10 or more automatically; receipts of less than \$10 by request. Charitable Registration No. 11902 9448 993001

I'd like to make a gift of stock. Please contact me.  
 Please send me information about making a gift in my will.  
 I've already included Michael Garron Hospital in my will.  
 Yes, I'd like to receive email updates from MGH Foundation about its work, activities, and ways to get involved.


EMAIL: \_\_\_\_\_

We care about your privacy. If you'd prefer not to receive future mailings from the Foundation, please contact us at 416-469-6003 or at foundation@tehn.ca to have your name removed from our mailing list. Thank you.

Michael Garron Hospital Foundation | 825 Coxwell Avenue, Office A128, Toronto, ON M4C 3E7 | 416-469-6003 | foundation@tehn.ca

You may also give online at [mghf.ca/donate](http://mghf.ca/donate)

LEAVE YOUR MARK



**A unique opportunity to share your commitment to the health of East Toronto.**

**<FNAME>, you can put your name on a bigger better Heart of the East**

Your gift **From the Heart** will support our hospital's redevelopment.


I'd like to learn about naming opportunities at Michael Garron Hospital starting at \$5,000 over 5 years.

Please contact me at \_\_\_\_\_

Visit [mghf.ca/fromtheheart](http://mghf.ca/fromtheheart) or call **416-469-6003** to learn more about how you can make a gift **From the Heart** to Michael Garron Hospital.

F012W-F02

# 25. Leave Room to Breathe



**Our Guarantee**

You may change, pause or cancel your monthly donation at any time by calling Christine Waite at Arnprior Regional Health Foundation at 613.623.3166 ext. 362 or emailing her at CWaite@arnpriorhealth.ca. Please allow 30 days' notice before your next scheduled donation to process your request.

To obtain a sample cancellation form, or for more information on your right to cancel a pre-authorized debit agreement, please contact your financial institution or visit [www.payments.ca](http://www.payments.ca).

You have certain recourse rights if any debit does not comply with this agreement. For example, you have the right to receive reimbursement for any debit that is not authorized or is not consistent with this pre-authorized debit agreement. To obtain more information on our recourse rights, you may contact your financial institution or visit [www.payments.ca](http://www.payments.ca).

**Our Commitment to You**

Arnprior Regional Health Foundation respects your privacy, and follows the Association for Healthcare Philanthropy (AHP) Donor Bill of Rights and its Code of Professional Standards.

We do not rent, trade or sell our mailing or donor lists. Any information you provide us will be treated confidentially and will only be used to keep you informed of our activities, events and fundraising opportunities.

If you'd like to be removed from our mailing list, please check this box  and mail this form in the postage-paid envelope provided.

**Leave a Legacy of Care for Your Community**

You can help provide the best health care to future patients in our hospital by making a planned gift to Arnprior Regional Health Foundation.

**Please check all that apply:**

I've already included Arnprior Regional Health Foundation in my will.

I'd like information on how to make a planned gift through:

A Bequest in My Will     A Gift of Life Insurance     A Gift of Securities

Please call me at \_\_\_\_\_     days     evenings

Please e-mail me at \_\_\_\_\_

If you'd like to connect with us directly about making a planned gift to support your local hospital, please call Bruce Hill, Executive Director at 613.623.3166 ext. 532 or email [Bruce.Hill@arnpriorhealth.ca](mailto:Bruce.Hill@arnpriorhealth.ca). Your inquiry and any information exchanged will be held in strictest confidence.

For all planned gifts, we strongly encourage you to consult with a professional advisor (e.g., lawyer, accountant, financial advisor) as you consider making decisions about charitable giving through your will, insurance arrangements or investments.

**The Last Word Is Yours!**

Do you have a story about your experience at Arnprior Regional Health that you'd like to share? We'd love to hear about it! Please let us know about the care you or a loved one has received; give a shout-out to a doctor, nurse or other health care practitioner who went the extra mile for you; or share a special memory of our hospital as we approach its 75th anniversary in 2020.

Tell us your story here, email your story to [info@arnpriorhealth.ca](mailto:info@arnpriorhealth.ca), or include it on a separate note and mail it with your donation in the postage-paid envelope provided. **Thank you!**

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Left: Too much content squished in



Right: Better!





**BC/Yukon Region**

1090 West Pender Street, Suite 300  
Vancouver, BC V6E 2N7  
t: 604.683.2873  
1.800.561.6811  
f: 604.683.2860  
[www.cbctf.org/bcyukon](http://www.cbctf.org/bcyukon)

**Prairies/NWT Region**

10665 Jasper Avenue, Suite 700  
Edmonton, AB T5J 3S9  
t: 780.452.1666  
1.866.302.2223  
f: 780.451.6554  
[www.cbctf.org/prairiesnwt](http://www.cbctf.org/prairiesnwt)

**Ontario Region**

20 Victoria Street, 6th Floor  
Toronto, ON M5C 2W8  
t: 416.815.1313  
1.866.373.6313  
f: 416.815.1766  
[www.cbctf.org/ontario](http://www.cbctf.org/ontario)

**Atlantic Region**

5251 Duke Street, Suite 417  
Halifax, NS B3J 1P3  
t: 902.422.5520  
1.866.273.2223  
f: 902.422.5523  
[www.cbctf.org/atlantic](http://www.cbctf.org/atlantic)

**Central Office**

375 University Avenue, 6th Floor  
Toronto, ON M5G 2J5  
t: 416.596.6773  
1.800.367.9816  
f: 416.596.7857  
[www.cbctf.org](http://www.cbctf.org)

**OUR MISSION**

Established in 1986, the Canadian Breast Cancer Foundation is the leading national volunteer-based organization in Canada dedicated to creating a future without breast cancer. The Foundation works collaboratively to fund, support and advocate for:

- Relevant and innovative research,
- Meaningful education and awareness programs,
- Early diagnosis and effective treatment,
- And a positive quality of life for those living with breast cancer.

**HOW YOU CAN HELP**

Your generous support enables us to invest in research and community health initiatives with the greatest potential to improve and save the lives of Canadians who have been diagnosed with breast cancer. In addition to your annual renewal gift, you can help support the Foundation's work in the following ways:

- Join our Ribbon of Hope monthly giving program
- Make a tribute or in memoriam donation
- Participate in the Canadian Breast Cancer Foundation CIBC Run for the Cure
- Organize a third party community event
- Purchase a product listed on our Shop for the Cure web page
- Volunteer in your community

For more information, please call us toll-free at 1.800.387.9816 or visit us online at [www.cbctf.org](http://www.cbctf.org).

**LEAVE A LEGACY OF HOPE FOR FUTURE GENERATIONS**

At the Canadian Breast Cancer Foundation, we're committed to creating a future without breast cancer. You can help make this possible by making a planned gift to our Foundation. Whether it's through a bequest in your will, a gift of life insurance, a donation of securities, or a charitable annuity, you can leave a legacy of hope for those living with breast cancer.

For more information, please call the Canadian Breast Cancer Foundation office in your region.

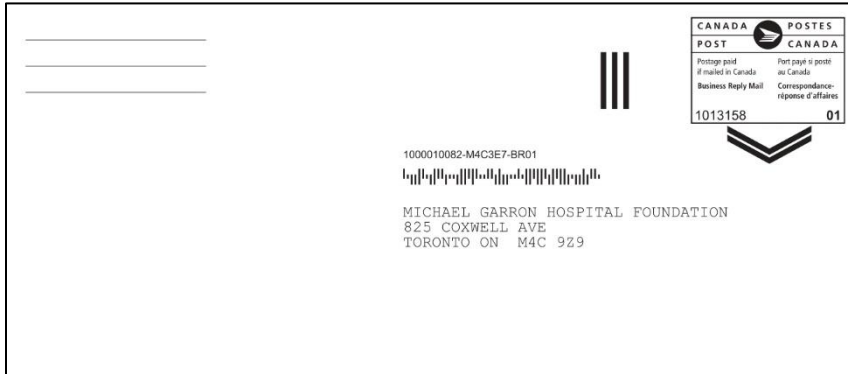
**PRIVACY STATEMENT**

The Canadian Breast Cancer Foundation respects the privacy of our valued supporters and does not sell, trade or loan your information. If you no longer wish to be contacted by the Foundation, or if you wish to have your name removed from our lists, please check this box  call us at 1.800.387.9816 or e-mail us at [privacy@cbctf.org](mailto:privacy@cbctf.org).

## **F. REPLY ENVELOPE**

# 26. Size It Up!

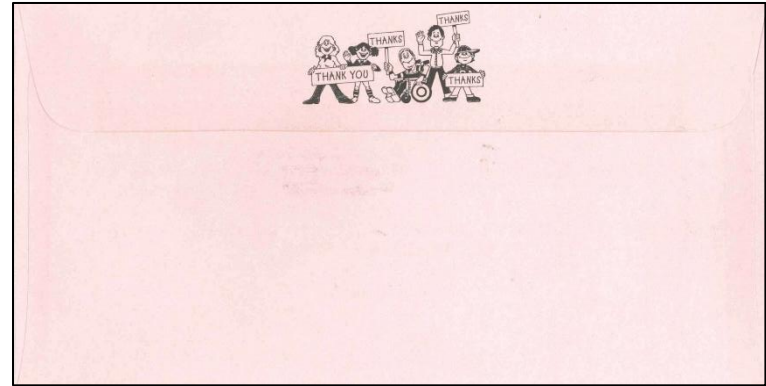
- Ensure your reply form fits in your reply envelope



A sample of a donation form for the Michael Garron Hospital Foundation. The form includes the following elements:

- Logos for "the heart of the east" and "MICHAEL GARRON HOSPITAL FOUNDATION".
- Headline: "Yes, Mitze! I'll support compassionate, patient-centred care in my community." with a sub-headline "Many donors like you give this".
- Gift selection: "Here's my gift of:  \$<Ask 1>  \$<Ask 2>  \$<Ask 3>  I prefer to give \$ \_\_\_\_\_".
- Payment options: "OR  My cheque/money order is enclosed, payable to Michael Garron Hospital Foundation.  Please charge my:  Visa  MasterCard  Amex".
- Form fields for: "Credit Card Number:", "Expiry Date:", "Cardholder Name: (Please Print)", "Cardholder Signature:", and "Telephone:".
- Text: "Thank you! Receipts will be issued for donations of \$10 or more automatically; receipts of less than \$10 by request. Charitable Registration No. 11825-9446 RR0001".
- Options:  I'd like to make a gift of stock. Please contact me.  Please send me information about making a gift in my will.  I've already included Michael Garron Hospital in my will.  Yes, I'd like to receive email updates from MGH Foundation about its work, activities, and ways to get involved.
- Field: "EMAIL: \_\_\_\_\_".
- Footer: "We care about your privacy. If you'd prefer not to receive future mailings from the Foundation, please contact us at 416-469-6003 or at [foundator@tehn.ca](mailto:foundator@tehn.ca) to have your name removed from our mailing list. Thank you. Michael Garron Hospital Foundation | 825 Coxwell Avenue, Office A128, Toronto, ON M4C 3E7 | 416-469-6003 | [foundation@tehn.ca](mailto:foundation@tehn.ca)".

# 27. Use Colour to Create Visual Interest



# 28. Take Advantage of Available Space



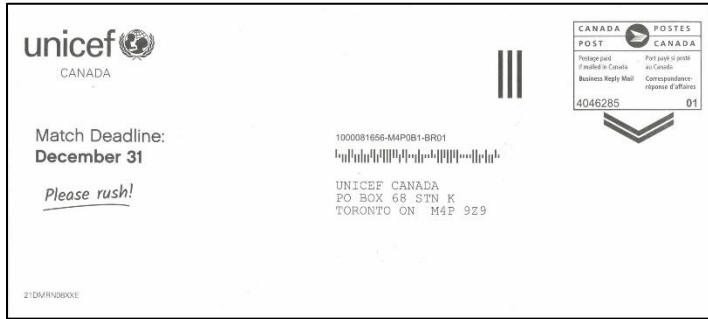
**LUNG  
CANCER  
CANADA**

AWARENESS. SUPPORT. EDUCATION.

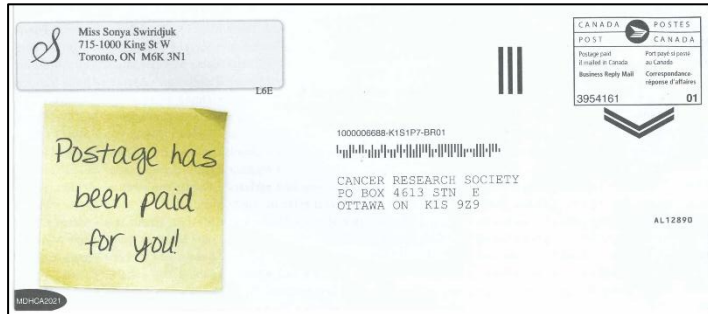
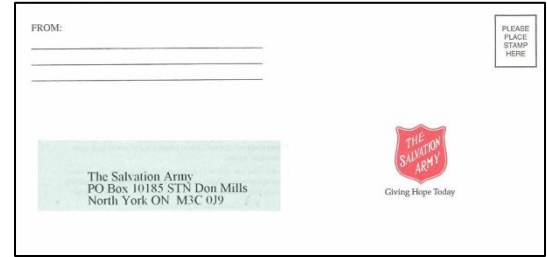
For more information about our resources, networks, events, ways to give or volunteer opportunities, please call toll-free 1.888.445.4403 or visit [www.lungcancercanada.ca](http://www.lungcancercanada.ca).

# 29. Pay for Return Postage... or Not?

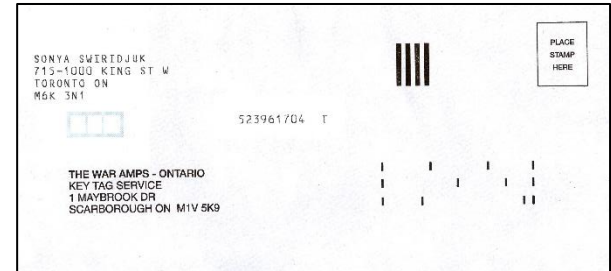
- Test to see what works best with your donors



Left:  
Organization pays



Right:  
Donor pays



# 30. Don't Use This Message

## The pound-foolish little message

**H**OW OFTEN have you seen this message on a Business Reply Envelope (BRE)? “You can help more by placing a stamp here.”

Executive directors, board members, even development directors love that little message. Trouble is, in my experience, it doesn't work. It's a case of being penny-wise, wishing to save 40, 50, or 60 cents that every returned BRE costs, and being pound-foolish, losing response percentage and average donation amount.

If you test types of reply envelopes, I bet you'll find, as I have, that a BRE with a message will net you less than any of the alternatives. Well, with one exception. No return envelope whatsoever is an alternative, but to follow that route is suicidal. A few years back, when a major Canadian mailer didn't use a return envelope for its first renewal reminder, its usual response fell by three-quarters!

The best response will almost always be from a return envelope with a live stamp on it. But—and it's a big but—this won't be cost-effective for any but your highest donors. Adding 43 cents (in Canada)—or 33 cents (in the States)—to every package is just too costly.

In the past, a BRE would always beat a plain return envelope (“put your stamp here”), but this isn't al-

ways the case today. I suggest a BRE as standard, but be sure to test a plain envelope against it. And the BRE with a message, however stated, always finishes last in response and return.

Why? Well, remember that ours is an applied, not pure, science. This is just one of those things I don't know how to explain. It just works out that way.

By all means, test it yourself. Be sure to let me know if you get different results. (I don't think you will.)

Copying something you see over and over again in direct response usually makes sense, on the assumption that “it must be working.” But it doesn't here. Forget the little message.

—Stephen Thomas

*This article is adapted and reprinted with permission from the May 22, 1995 issue of **Canadian Fundraiser**. Stephen Thomas is President, Stephen Thomas Associates, 2383 Queen Street East, Toronto ON M4E 1H5, phone (416) 690-8801, fax (416) 690-7256.*

Your stamp helps vs save you more money.

Your first-class stamp will save us funds we can use on research.



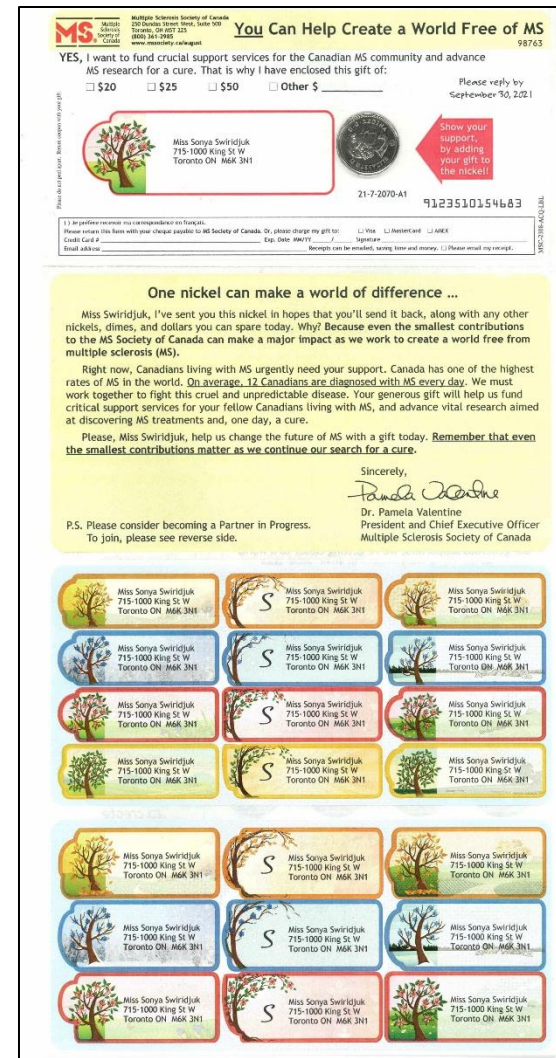
## **G. THE EXTRAS**

# 31. Get Personal

- Use the recipient's name → salutation, body copy, reply form, outer envelope, inserts, premiums
- Tailor the ask → amount, gift history, program/area(s) of interest
- Develop variable paragraph copy for different audiences/segments
- Apply coding to enhance tracking and analysis → Donor I.D. #, campaign, package, segment

# 32. Use Premiums

- Include a premium to boost:
  - ✓ Response rate
  - ✓ Supporter engagement
  - ✓ Acquisition efforts



**MS** Multiple Sclerosis Society of Canada  
 100 Dundas Street West, Suite 1000  
 Toronto, ON M5G 1S5  
 416-924-9600 (toll-free)

**You Can Help Create a World Free of MS**  
 98763

YES, I want to fund crucial support services for the Canadian MS community and advance MS research for a cure. That is why I have enclosed this gift of:

\$20    \$25    \$50    Other \$ \_\_\_\_\_

Please reply by September 30, 2021

9123510154683

21-7-2021-A1

Miss Sonya Swiridjuk  
 715-1000 King St. W  
 Toronto ON M6K 3N1

Show your support by adding your gift to the nickel!

I do not prefer to receive no correspondence on this topic.  
 Please return this form with your cheque payable to MS Society of Canada. Or, please charge my gift to:  
 Credit Card # \_\_\_\_\_ Exp. Date MONTH / YEAR \_\_\_\_\_  
 Street address \_\_\_\_\_  
 (amounts can be combined, saving time and money. Please attach my receipt.)

**One nickel can make a world of difference ...**

Miss Swiridjuk, I've sent you this nickel in hopes that you'll send it back, along with any other nickels, dimes, and dollars you can spare today. Why? Because even the smallest contributions to the MS Society of Canada can make a major impact as we work to create a world free from multiple sclerosis (MS).

Right now, Canadians living with MS urgently need your support. Canada has one of the highest rates of MS in the world. On average, 12 Canadians are diagnosed with MS every day. We must work together to fight this cruel and unpredictable disease. Your generous gift will help us fund critical support services for your fellow Canadians living with MS, and advance vital research aimed at discovering MS treatments and, one day, a cure.

Please, Miss Swiridjuk, help us change the future of MS with a gift today. Remember that even the smallest contributions matter as we continue our search for a cure.

Sincerely,  
  
 Dr. Pamela Valentine  
 President and Chief Executive Officer  
 Multiple Sclerosis Society of Canada

P.S. Please consider becoming a Partner in Progress.  
 To join, please see reverse side.





# 32. Use Premiums



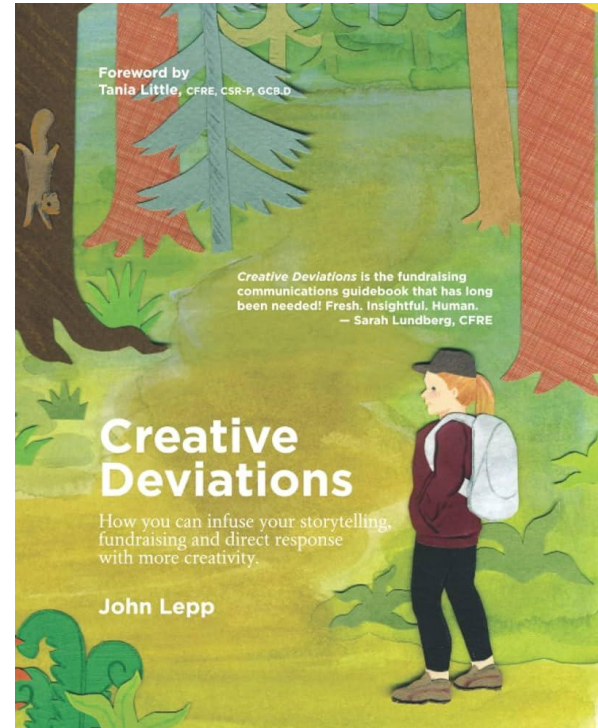


## 32. Use Premiums

- Pro Tip #1: Test premium(s) in key/anchor campaigns, special donor mailings, and acquisition.
- Pro Tip #2: Track performance of premium-acquired new donors vs. non over a one- to two-year period to determine net profitability.

# Select Resources

- Association of Fundraising Professionals at [afpglobal.org](http://afpglobal.org)
- Canadian Marketing Association at [thecma.ca](http://thecma.ca)
- Tom Ahern at [aherncomm.com](http://aherncomm.com)
- Lisa Sargent at [lisasargent.com](http://lisasargent.com)
- Jim Hilborn at [hilborn-civilsectorpress.com](http://hilborn-civilsectorpress.com)
- Showcase of Fundraising Innovation and Inspiration at [sofii.org](http://sofii.org)



# Thank You!

Sonya Swiridjuk, CFRE  
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Email: [swiridjuksonya@hotmail.com](mailto:swiridjuksonya@hotmail.com)

**P.S. If you'd like the PowerPoint version of this deck so you can make the scanned images larger to read, drop me a line and I'll send it to you via Dropbox. Thanks again!**