

6(ish) ways to raise more with your year end fundraising appeals

John Lepp • john@agentsofgood.org • October 17, 2024

John Lepp



- direct **marketing**, direct **response** and direct **mail expert** for 25 years
- **author** of “Creative Deviations”
- **partner** at Agents of Good

1. The *right* donor
2. The *right* outer envelope
3. The *right* ask
4. The *right* reply
5. The *right* reminder
6. The *right* urgency



1. The *right* donor

1,500,000

1. The *right* donor

65-90

1. The *right* donor

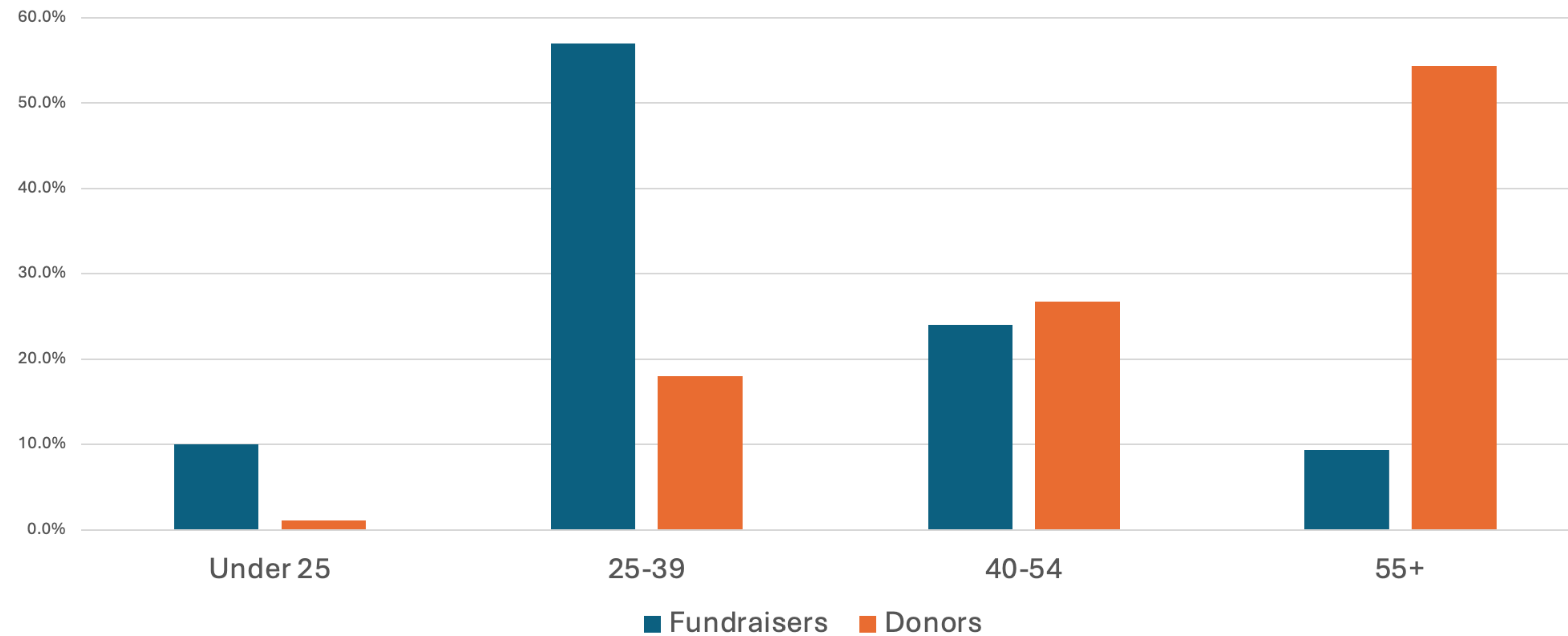
67% (ish)

1. The *right* donor



1. The *right* donor

Fundraisers and voluntary income by age



Sources: *Who Isn't in the Room*. CIOF. 2018 and *The new state of donation - Three decades of household giving to charity 1978 – 2008*. University of Bristol. 2011

1. The *right* donor

4 key things for direct response

List. Offer. Timing. Creative.

1. The *right* donor



1. The *right* donor



1. The *right* donor

Give us \$7 NOW
or the dog gets it!



1. The *right* donor

Give us \$7 NOW
or the dog gets it!



1. The *right* donor

Give us \$7 NOW
or the dog gets it!



1. The *right* donor

Give us \$7 NOW
or the dog gets it!



1. The *right* donor

Give us \$7 NOW
or the dog gets it!



1. The *right* donor



Regina Humane Society Animal Community Centre

Here it is! A purpose built home perfect for all of our animal friends and you. There will be room for cats and dogs to roam around outside as much as inside. A place for comfort and healing. A place that's Almost Home.

And all we need is **YOU!**



The new space will be open, inviting and safe for all of our animal friends. Vulnerable animals will receive the best possible medical care and feel (almost) like home. Also! There will be room for people to learn about pets and what they will need from...



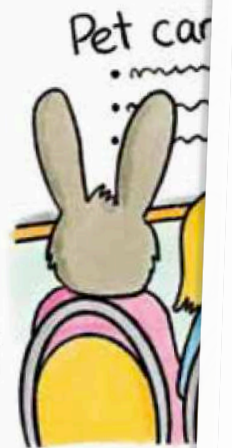
Animal Habitats - Cages replaced with clean, warm, home-like habitats for dogs and cats



Veterinary Care - Equipped veterinary clinic to care for animals at the need



Animal Services Centre - Dedicated space to accept lost or surrendered animals and provide them with comfort and care



Centre for Pet Care & Wellness - Dedicated classrooms and program after-hours



Ways your gift will help!

\$50 Water Fun: You can help a family make waves by purchasing water toys and equipment for relaxing by the lake



\$75 PPE Kits & Hand Washing Stations: Safety first—but fun right after! Your gift provides each Camper with their own PPE kits and supports hand washing stations all across our camp sites



\$100 Wilderness Kits: You will provide a Camper with seeds to plant, rubber boots and a net to explore the great outdoors



\$250 Family Cabin Welcome Basket: You can outfit a family's cabin with a welcome basket for COVID times with board games, art supplies, a coffee maker, s'mores kits and more



\$500 One Day of In Person Camp: Your gift funds 24 hours of fun, friendship and community at overnight camp


1. The right donor




The right donor

A lush, green prehistoric landscape with dense foliage and a river. In the foreground, a Triceratops is partially visible. In the middle ground, a long-necked sauropod dinosaur stands near the water. In the background, another long-necked sauropod is visible. A pterosaur is flying in the sky. The scene is set against a backdrop of steep, forested hills.

Decision Science

A lush, green prehistoric landscape with dense foliage and a large mountain in the background. In the foreground, a Triceratops is visible on the right, and a long-necked dinosaur is partially obscured by bushes on the left. A pterosaur is flying in the sky above the text. The text "1. The past" is centered in a large, white, serif font.

1. The past

A lush, green prehistoric landscape with dense foliage and a clear sky. In the foreground, a Triceratops is visible on the right, and a long-necked sauropod is partially obscured by bushes on the left. Another long-necked sauropod is visible in the background on the right. A pterosaur is flying in the sky on the left. The scene is set in a valley with steep, forested hillsides.

1. The past

Scarcity


24 HOURS
TO GO

MONDAY 12 OCTOBER



**Big Give
4 Arthritis**

*Giving
day*

A lush, green prehistoric landscape with dense foliage and a large mountain in the background. In the foreground, a Triceratops is visible on the right, and a long-necked dinosaur is partially obscured by bushes on the left. A pterosaur is flying in the sky above the text. The text "1. The past" is centered in a large, white, serif font.

1. The past

2. Our brain

2. Our brain

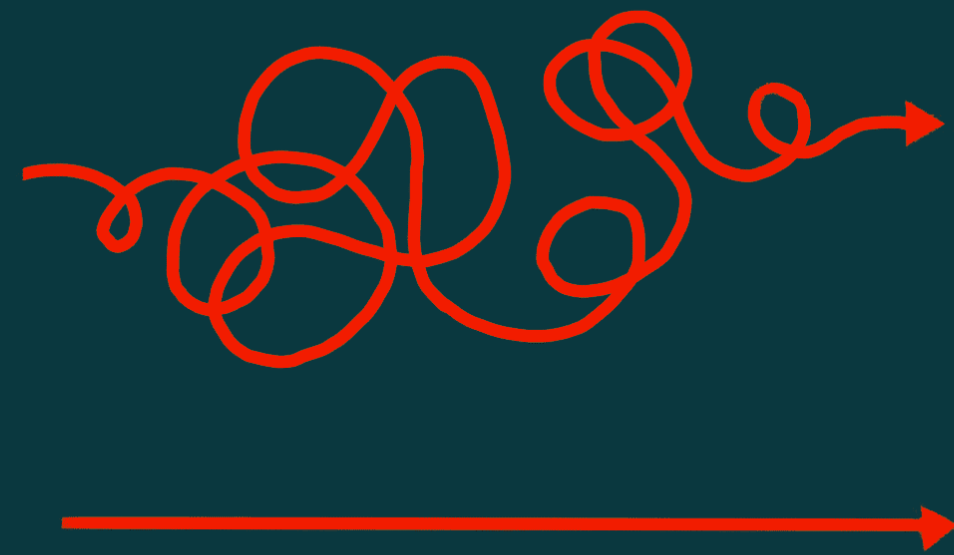
Common Causes of Cognitive Bias



Limits on the mind's attention



Individual motivations



Mental shortcuts called "heuristics"



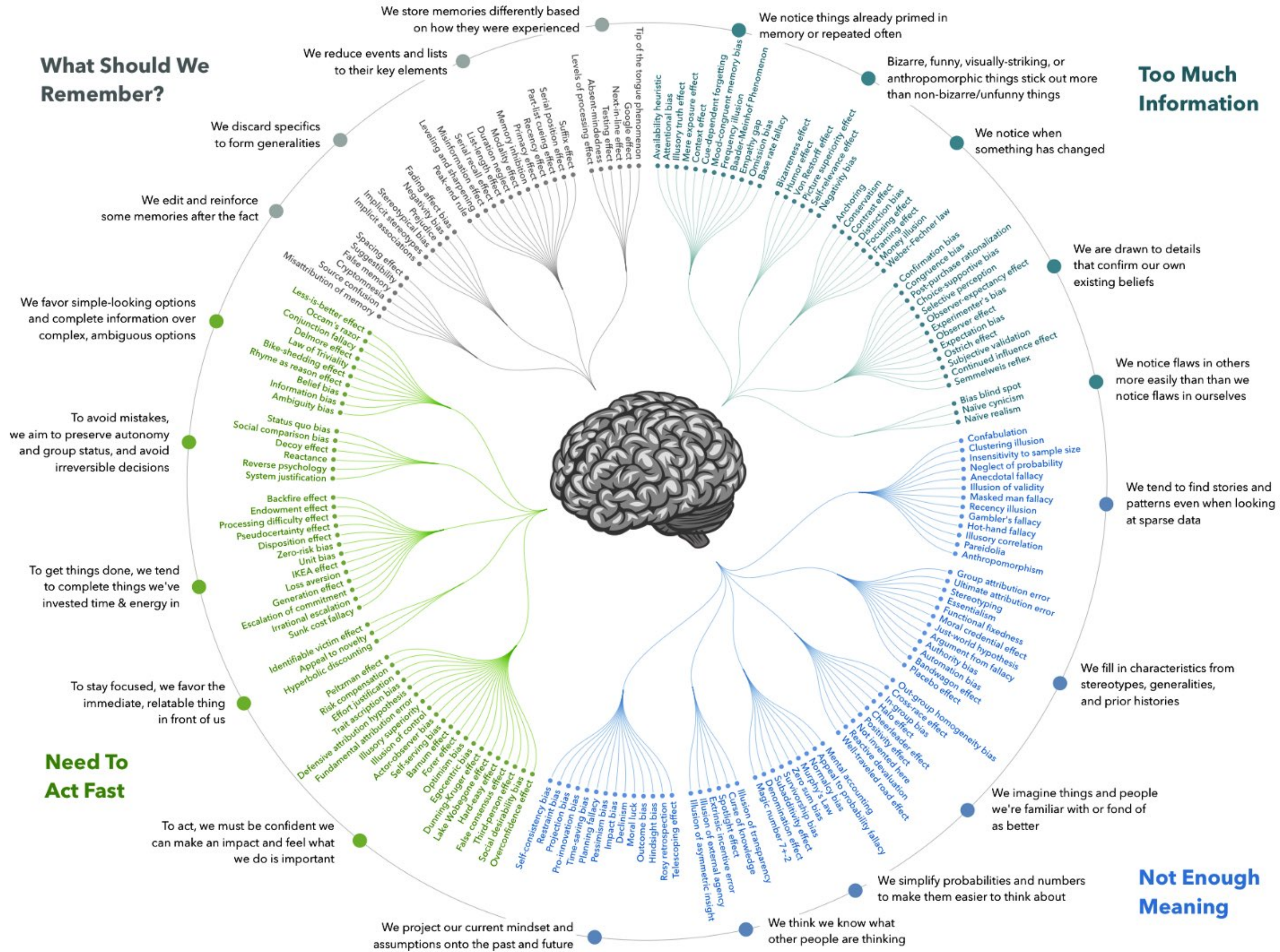
Social pressure



Emotions



COGNITIVE BIAS CODEX



irreversible decisions

To get things done, we tend to complete things we've invested time & energy in

To stay focused, we favor the

Reactance
Reverse psychology
System justification

Backfire effect
Endowment effect
Processing difficulty effect
Pseudocertainty effect
Disposition effect
Zero-risk bias
Unit bias

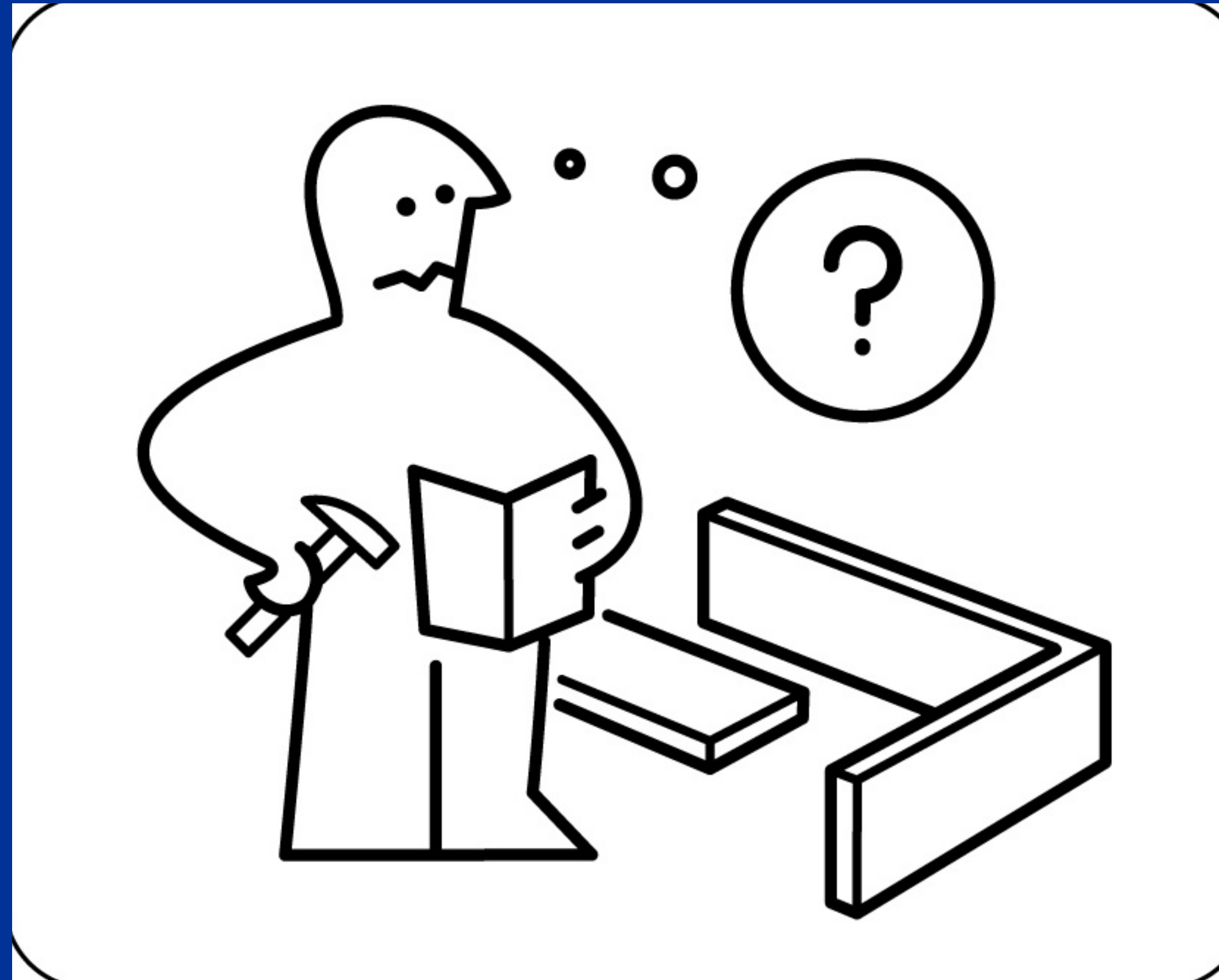
IKEA effect

Loss aversion
Generation effect
Escalation of commitment
Irrational escalation
Sunk cost fallacy

Identifiable victim effect
Appeal to novelty
Hyperbolic discounting

Itzman effect
Sensation
ation
as

IKEA effect



irreversible decisions

To get things done, we tend to complete things we've invested time & energy in

To stay focused, we favor the

Reactance
Reverse psychology
System justification

Backfire effect
Endowment effect
Processing difficulty effect
Pseudocertainty effect
Disposition effect
Zero-risk bias
Unit bias

IKEA effect

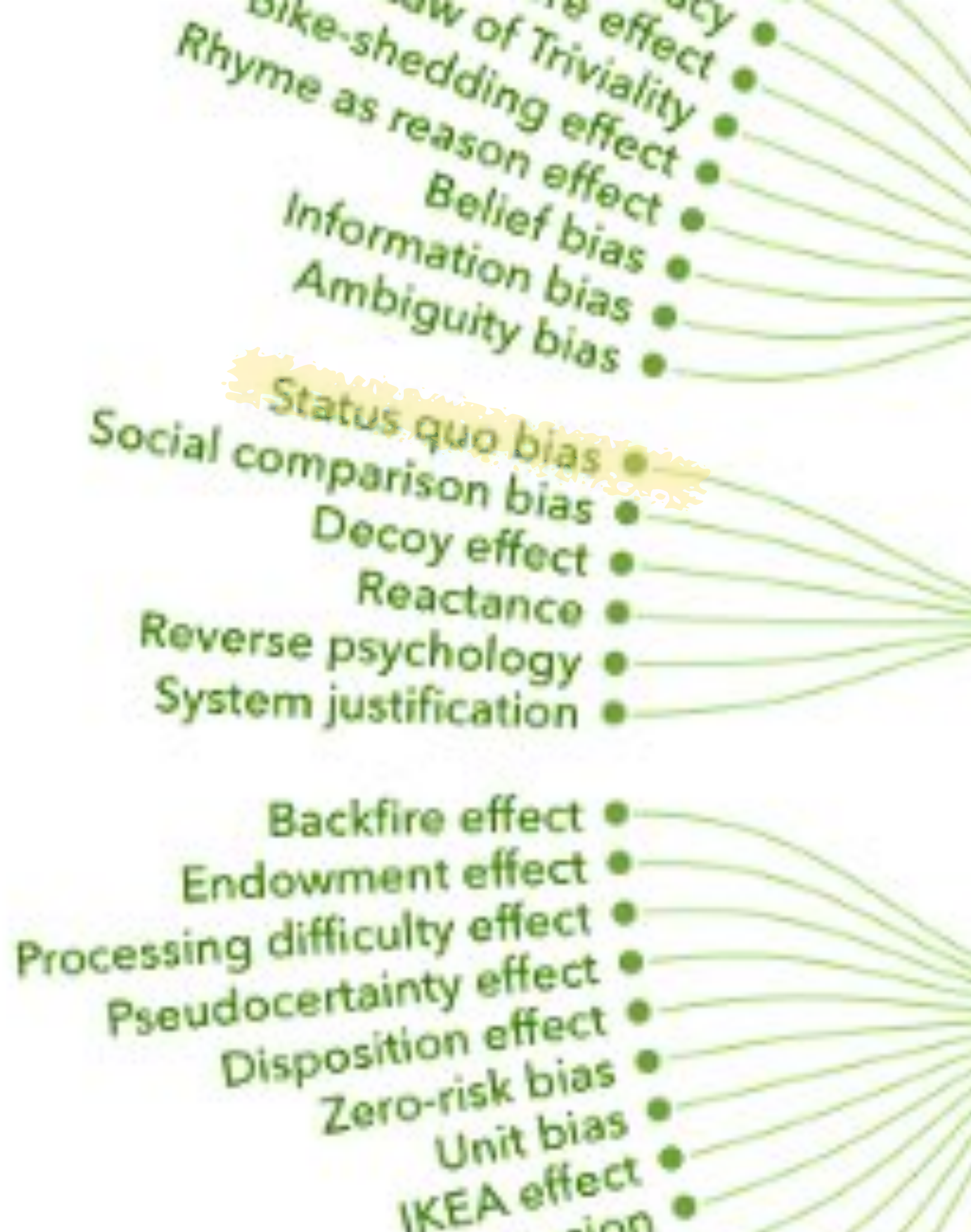
Loss aversion
Generation effect
Escalation of commitment
Irrational escalation
Sunk cost fallacy

Identifiable victim effect
Appeal to novelty
Hyperbolic discounting

Itzman effect
Sensation
ation
as

To avoid mistakes,
we aim to preserve autonomy
and group status, and avoid
irreversible decisions

To get things done, we tend



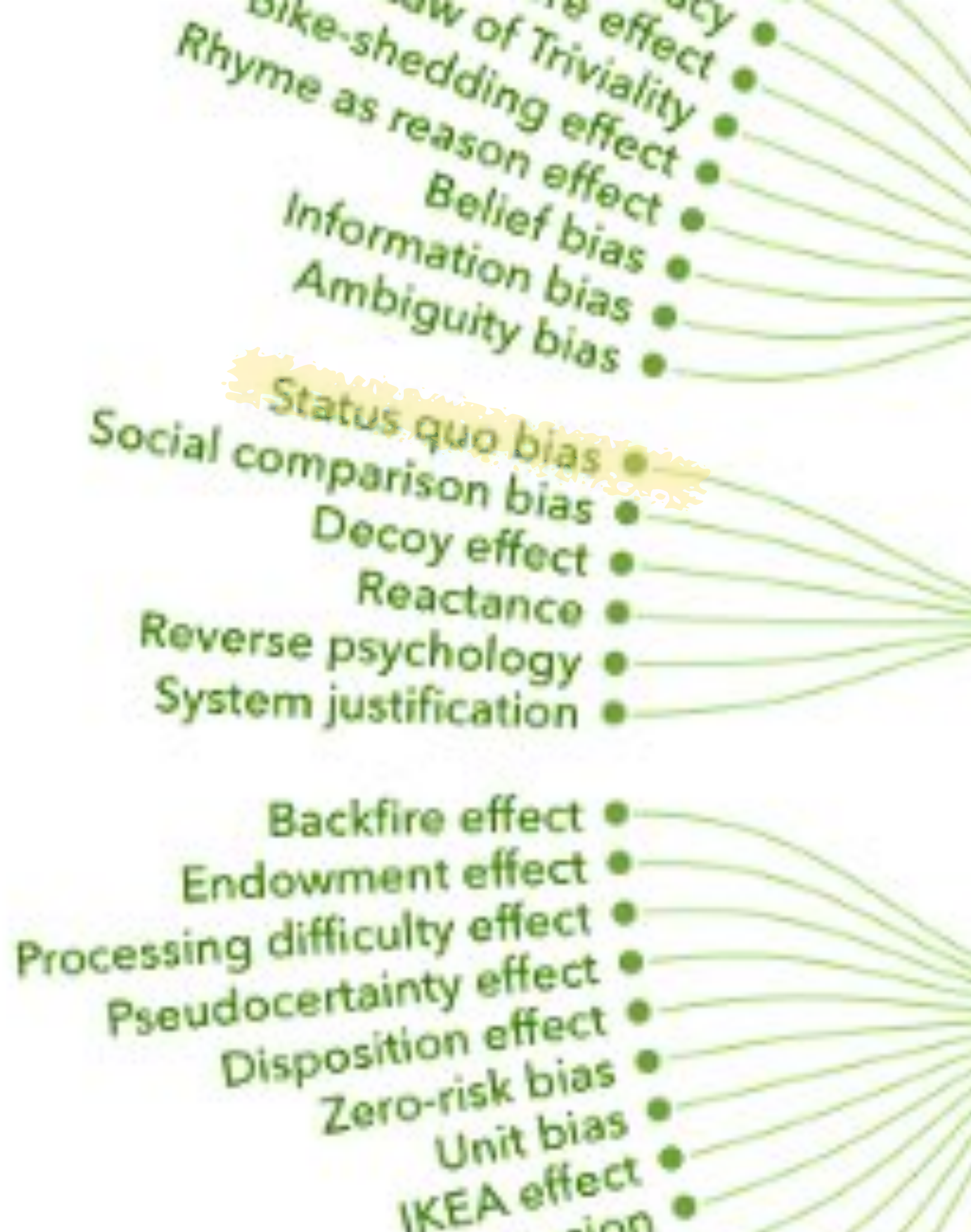
THE
SAME
OLD
THINKING

THE
SAME
OLD
RESULTS



To avoid mistakes,
we aim to preserve autonomy
and group status, and avoid
irreversible decisions

To get things done, we tend

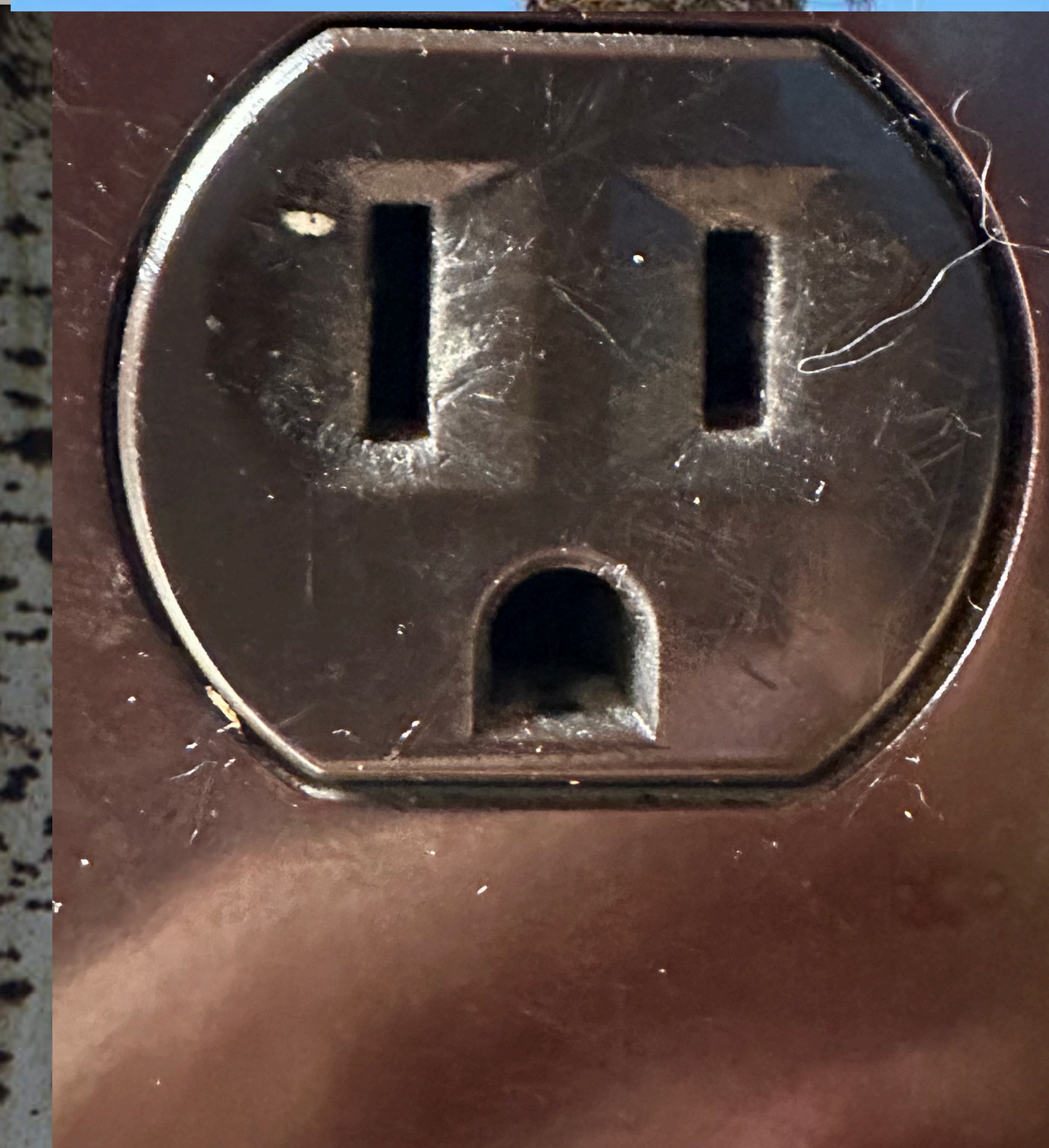


- Confirmation bias
- Clustering illusion
- Insensitivity to sample size
- Neglect of probability
- Anecdotal fallacy
- Illusion of validity
- Masked man fallacy
- Recency illusion
- Gambler's fallacy
- Hot-hand fallacy
- Illusory correlation
- Pareidolia
- Anthropomorphism

We tend to find stories and patterns even when looking at sparse data

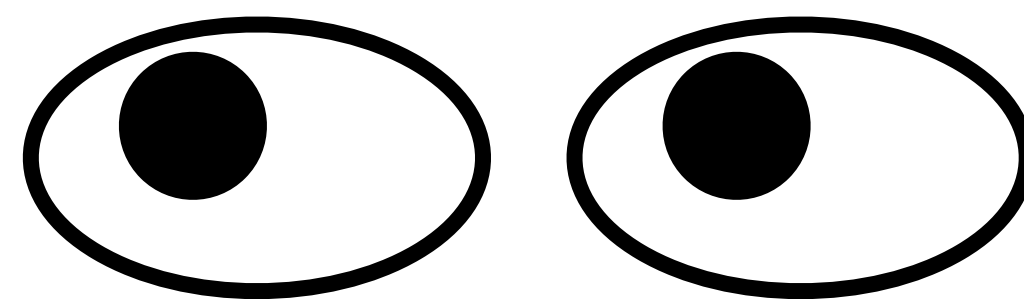
- Group attribution error
- Ultimate attribution error
- Stereotyping
- Essentialism
- Functional fixedness
- Moral credential effect
- Just-world hypothesis
- Argument from fallacy
- Authority bias
- Bandwagon
- Peer pressure

We fill in characteristics from



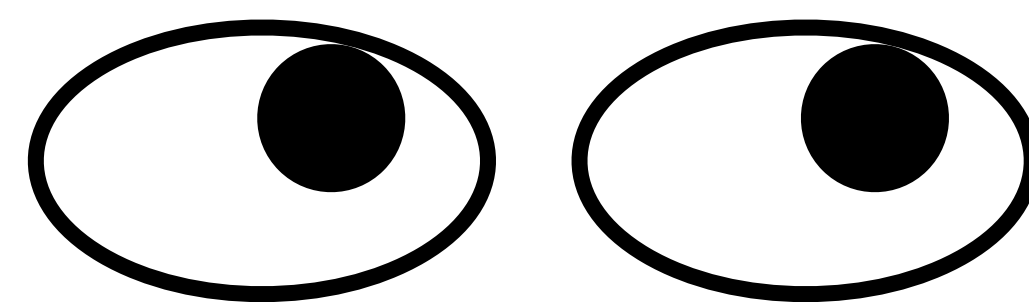


Pareidolia





Pareidolia



- Confirmation bias
- Clustering illusion
- Insensitivity to sample size
- Neglect of probability
- Anecdotal fallacy
- Illusion of validity
- Masked man fallacy
- Recency illusion
- Gambler's fallacy
- Hot-hand fallacy
- Illusory correlation
- Pareidolia
- Anthropomorphism

We tend to find stories and patterns even when looking at sparse data

- Group attribution error
- Ultimate attribution error
- Stereotyping
- Essentialism
- Functional fixedness
- Moral credential effect
- Just-world hypothesis
- Argument from fallacy
- Authority bias
- Bandwagon
- Peer pressure

We fill in characteristics from

We notice things already printed in memory or repeated often

- Mood-congruent memory bias
- Baader-Meinhof Phenomenon
- Empathy gap
- Omission bias
- Base rate fallacy

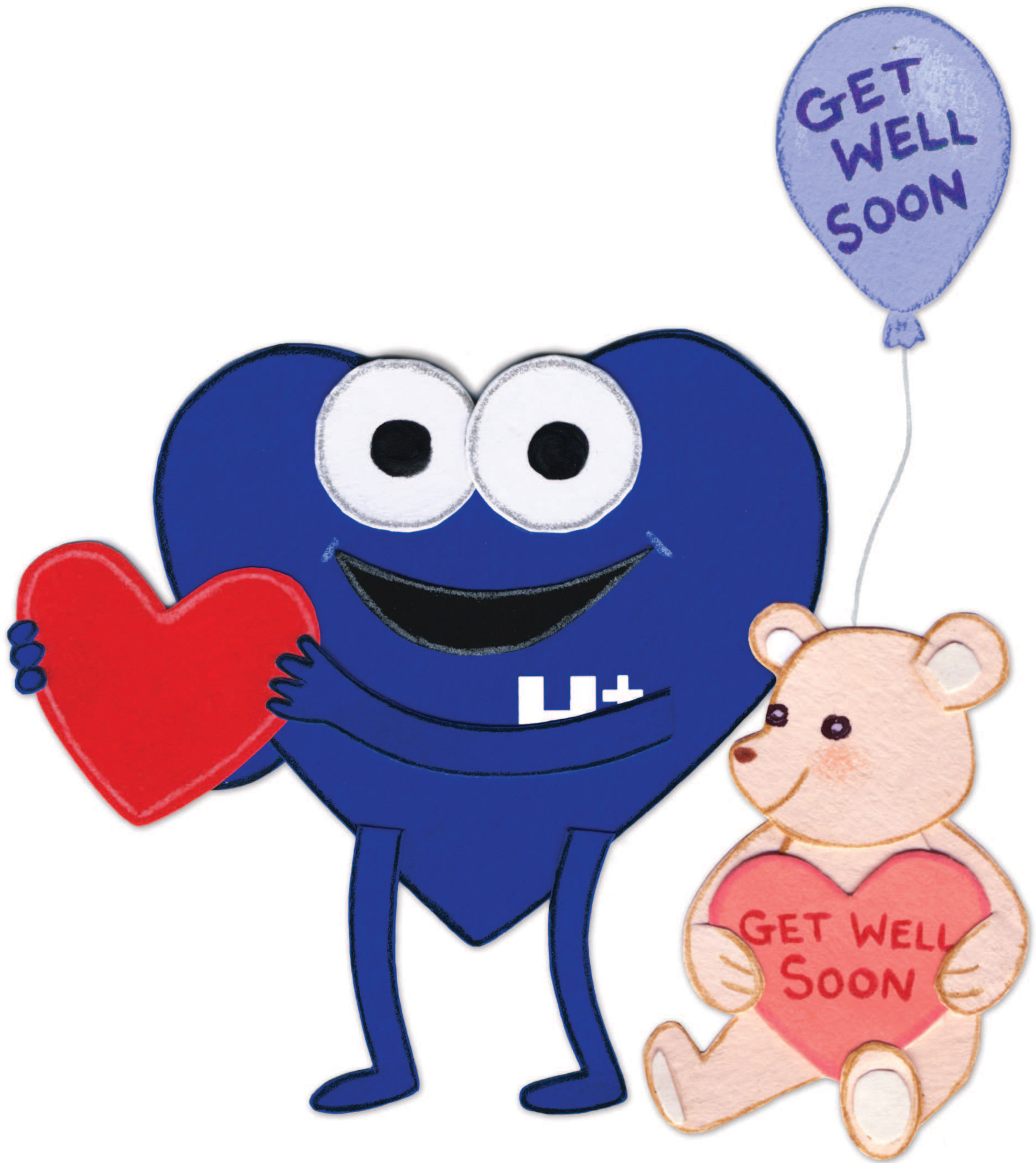
- Bizarreness effect
- Humor effect
- Von Restorff effect
- Picture superiority effect
- Self-relevance effect
- Negativity bias

- Anchoring
- Conservatism
- Contrast effect
- Distinction bias
- Focusing effect
- Framing effect
- Money illusion
- Weber-Fechner law

Bizarre, funny, visually-striking, or anthropomorphic things stick out more than non-bizarre/unfunny things

We notice when something has changed

We are dra



We notice things already primed in memory or repeated often

- Mood-congruent memory bias
- Baader-Meinhof Phenomenon
- Empathy gap
- Omission bias
- Base rate fallacy

- Bizarreness effect
- Humor effect
- Von Restorff effect
- Picture superiority effect
- Self-relevance effect
- Negativity bias

- Anchoring
- Conservatism
- Contrast effect
- Distinction bias
- Focusing effect
- Framing effect
- Money illusion
- Weber-Fechner law

Bizarre, funny, visually-striking, or anthropomorphic things stick out more than non-bizarre/unfunny things

We notice when something has changed

We are dra

- We
- Confirmation
- Congruence
- Post-purchase r
- Choice-supportive b
- Selective perception
- Observer-expectancy effect
- Experimente
- Observer's bias
- Expectation bias
- Ostrich effect
- Subjective validation
- Continued influence effect
- Semmelweis reflex

- Bias blind spot
- Naïve cynicism
- Naïve realism

- Confabulation
- Clustering illusion
- Insensitivity to sample size
- Neglect of probability
- Anecdotal fallacy
- Illusion of validity

that confirm our own existing beliefs

We notice flaws in others more easily than we notice flaws in ourselves

We tend to find stories and



SMAK SYSTEMS
DRIVING INSTITUTE
LOC: OPP. OWA'S FAN/YENBRA
TEL: 051-29893/020-8232173



THE HORN IS NOT YOUR BRAKE

AS 1677U

L

L

SYSTEM 1

FAST



SUBCONSCIOUS



AUTOMATIC



EVERYDAY DECISIONS



ERROR PRONE



SYSTEM 2

SLOW



CONSCIOUS



EFFORTFUL



COMPLEX DECISIONS



RELIABLE







Canadian
Cancer
Society



HEART &
STROKE
FOUNDATION



Plan

Princess Margaret
Cancer Centre  UHN

SickKids[®]
FOUNDATION



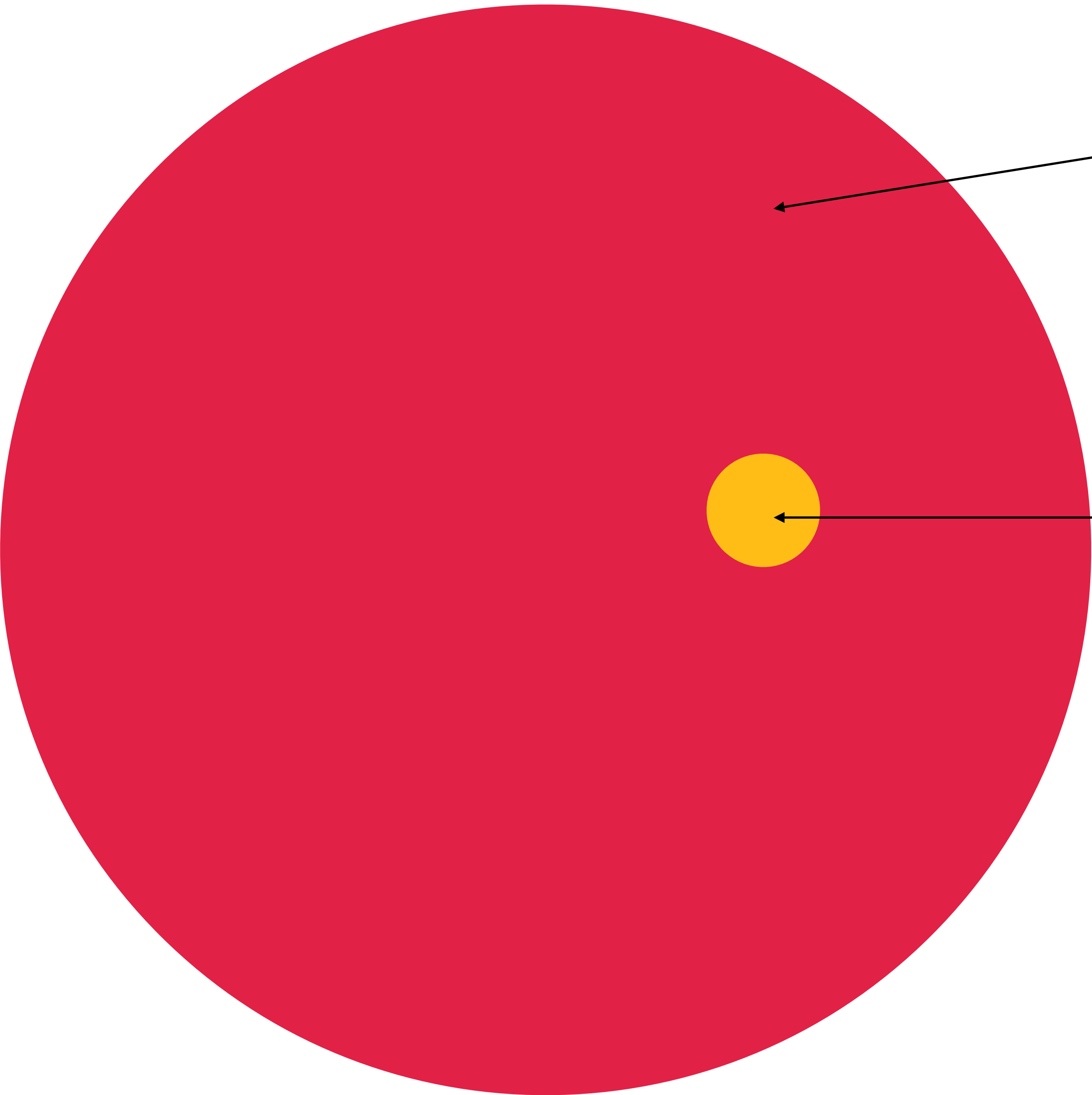
 **UHN** Toronto
General & Western
Hospital Foundation

unicef 
canada



United Way
Toronto & York Region

World Vision 



All information

**The information
you use to make
a decision**



3. The real world





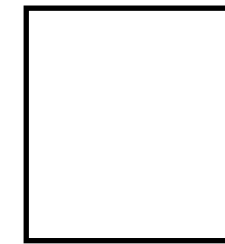
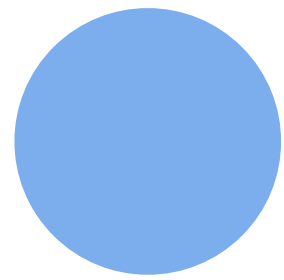
A last example



CANADA		POSTES
POST		CANADA
	Postage paid Personalized Mail	Port payé Courrier personnalisé
1060090		

RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI





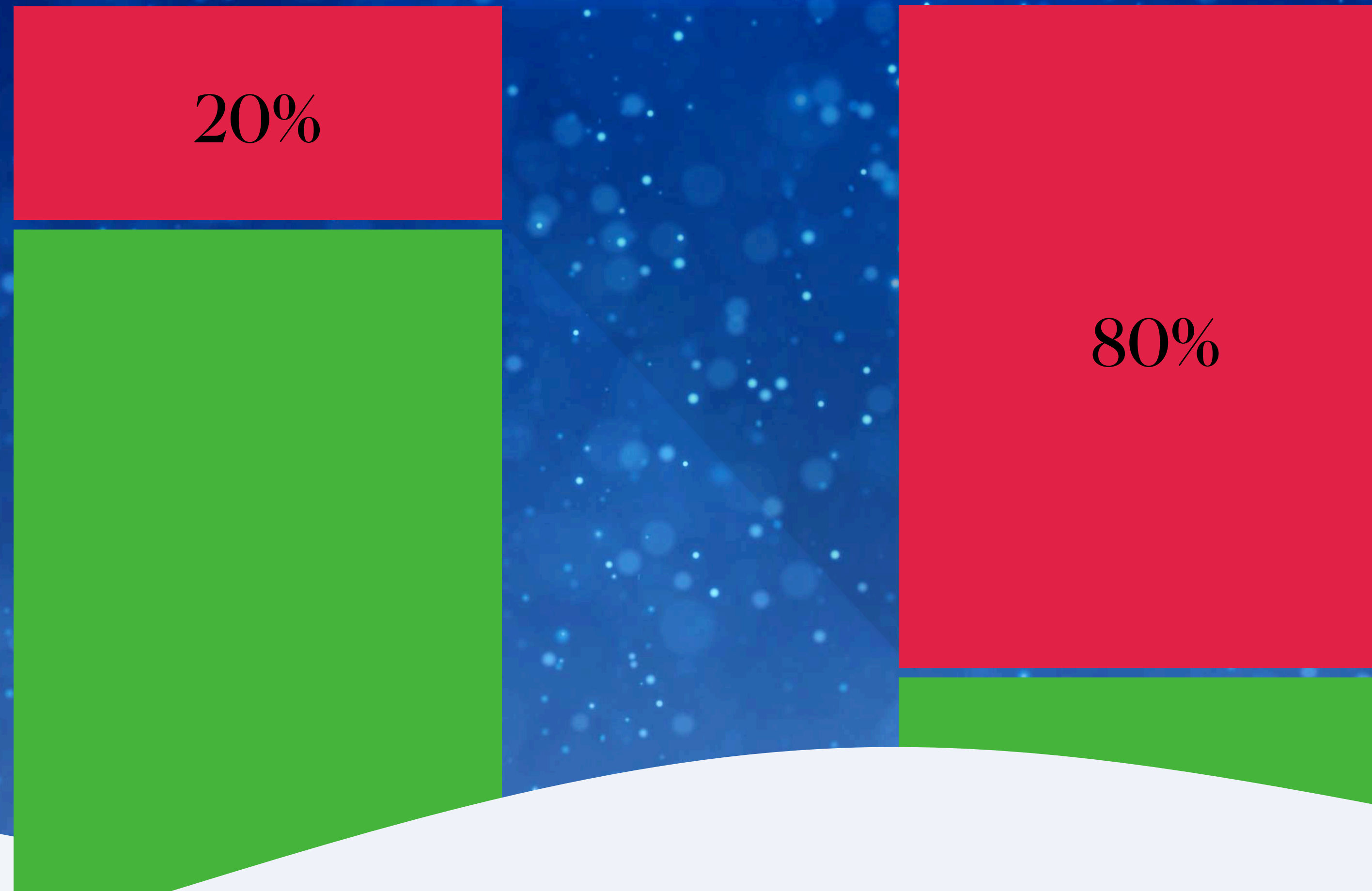
BREAKING NEWS: WE ARE AMAZING!!!



2. *The right envelope*



2. *The right envelope*



2. The *right* envelope



2. The *right* envelope



50 Mr Dale Donor
123 Any Street Blvd
Sometown, BC
12345

4.

velope

 **Xpresspost**
2 Days* • Livraison en 2 jours*

NATIONAL 

Prepaid • Prépayé
On-time delivery guarantee*
Garantie de livraison à temps*



CANADA POSTES
POST CANADA

 **UNITED STATES
POSTAL SERVICE®**

**PRIORITY®
MAIL**

FLAT RATE ENVELOPE
ONE RATE ■ ANY WEIGHT

To schedule Free Package Pickup,
scan the QR code.



[USPS.COM/PICKUP](http://usps.com/pickup)

TRACKED ■ INSURED



EP146VWQ
00 12.5 x 6.5

VISIT US AT USPS.COM®
ORDER FREE SUPPLIES ONLINE

For Domestic shipments, the maximum weight is 70 lbs. For International shipments, the maximum weight is 20 lbs.

2. The *right* envelope

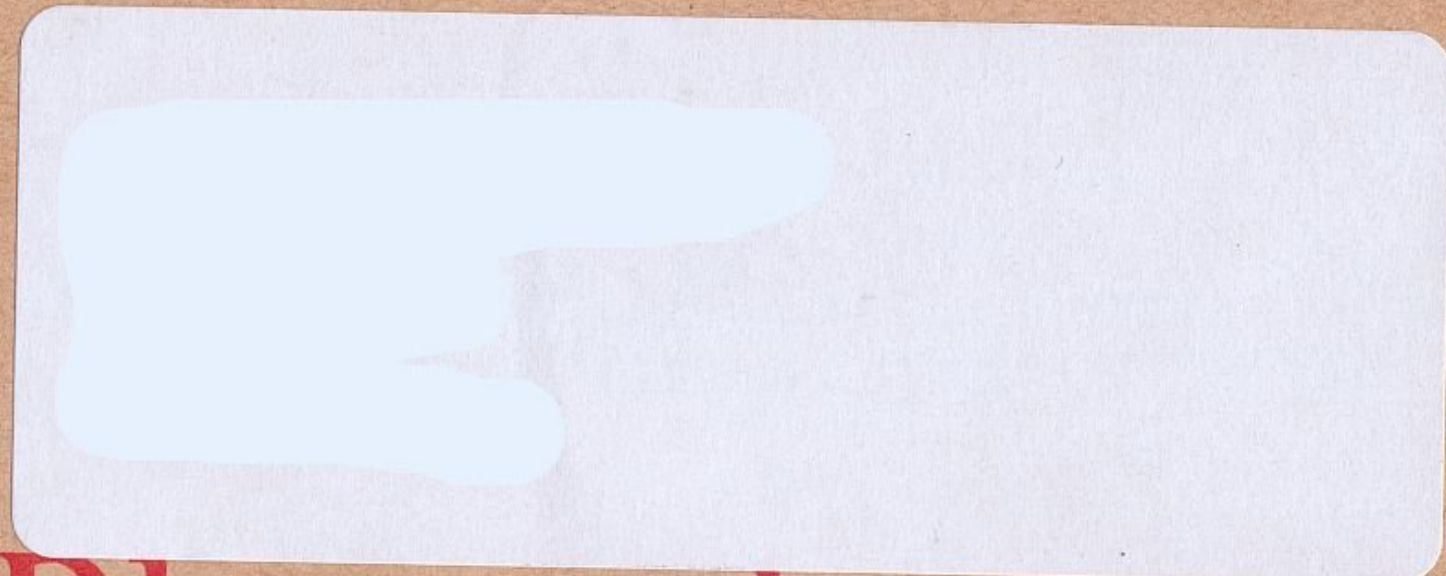


Your Donor Dale
123 AnyStreet Blvd
YourTown, BC
12345



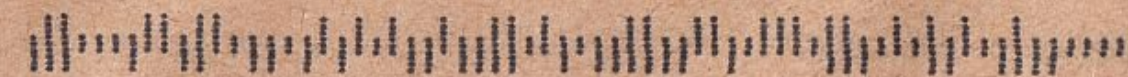
Your Donor Dale
123 AnyStreet Blvd
YourTown, BC
12345

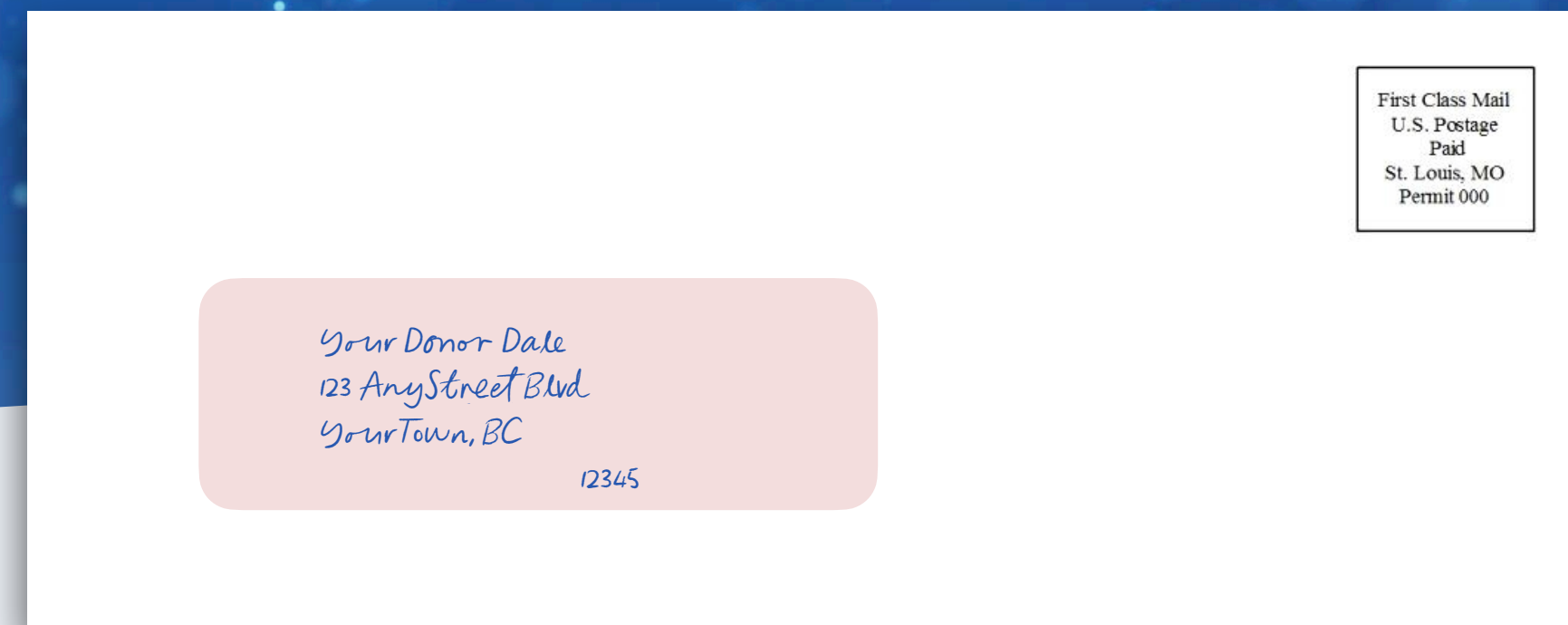
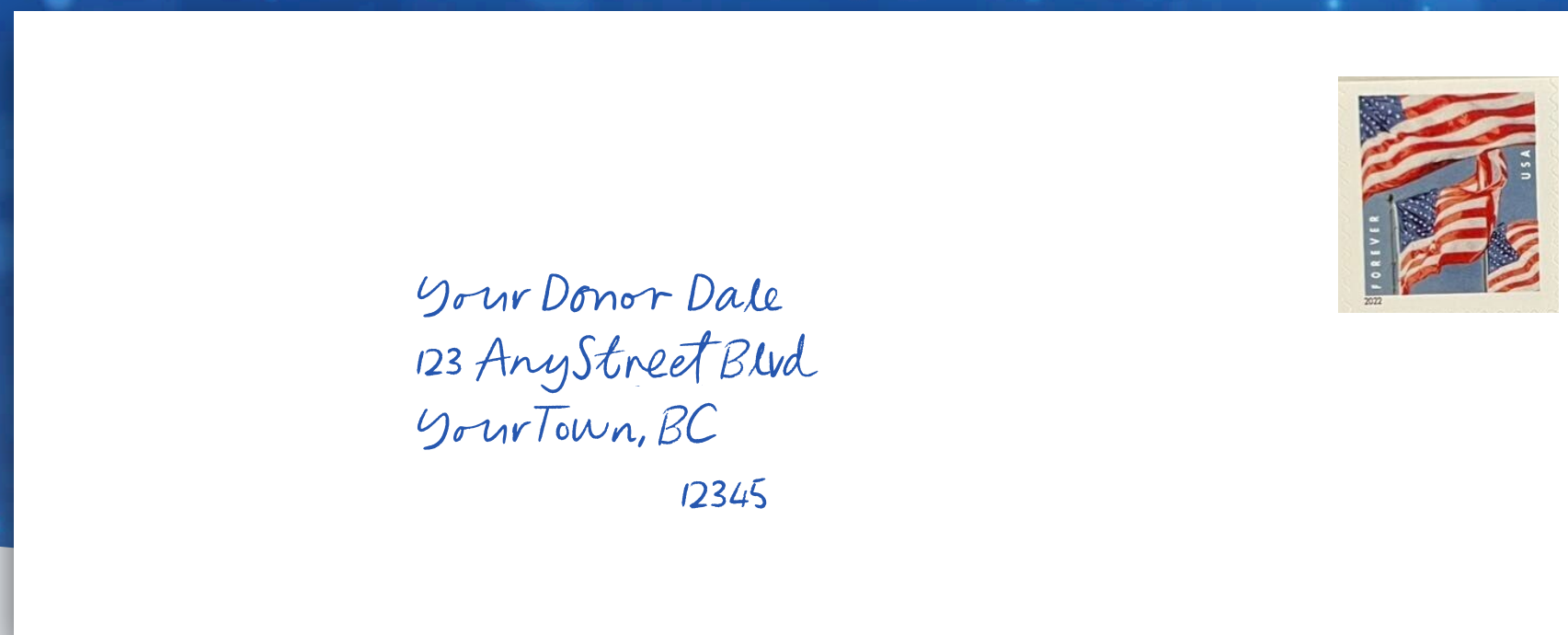
BY AIR MAIL
par avion
Royal Mail®



Please do not bend

6765181403 0001





2. The *right* envelope



“More and more we’re just using an envelope with a signee’s name in the corner. We’re finding it doesn’t even have to be a name anybody’s heard of. We find it looks very plain compared to the flashy pieces, and attracts people for a completely different reason...”

— Steve Thomas, 1985

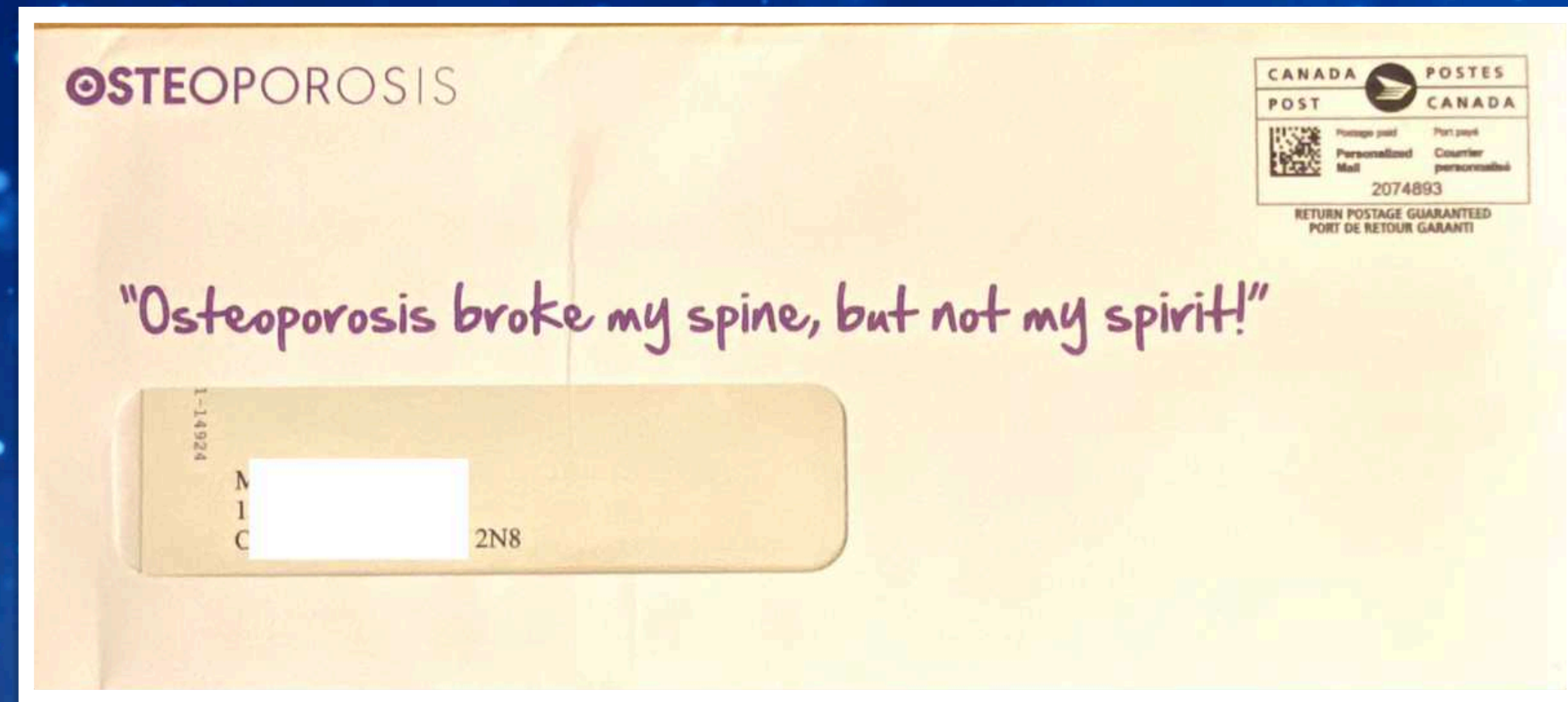
2. The *right* envelope

Jacqueline Bloom CFRE
Chief Executive Officer
STEGH Foundation
189 Elm St.
St Thomas, ON N5R5C4



Agents of Good
Box 82003
RPO Towne Plaza
Waterdown, ON
LoR 2M0

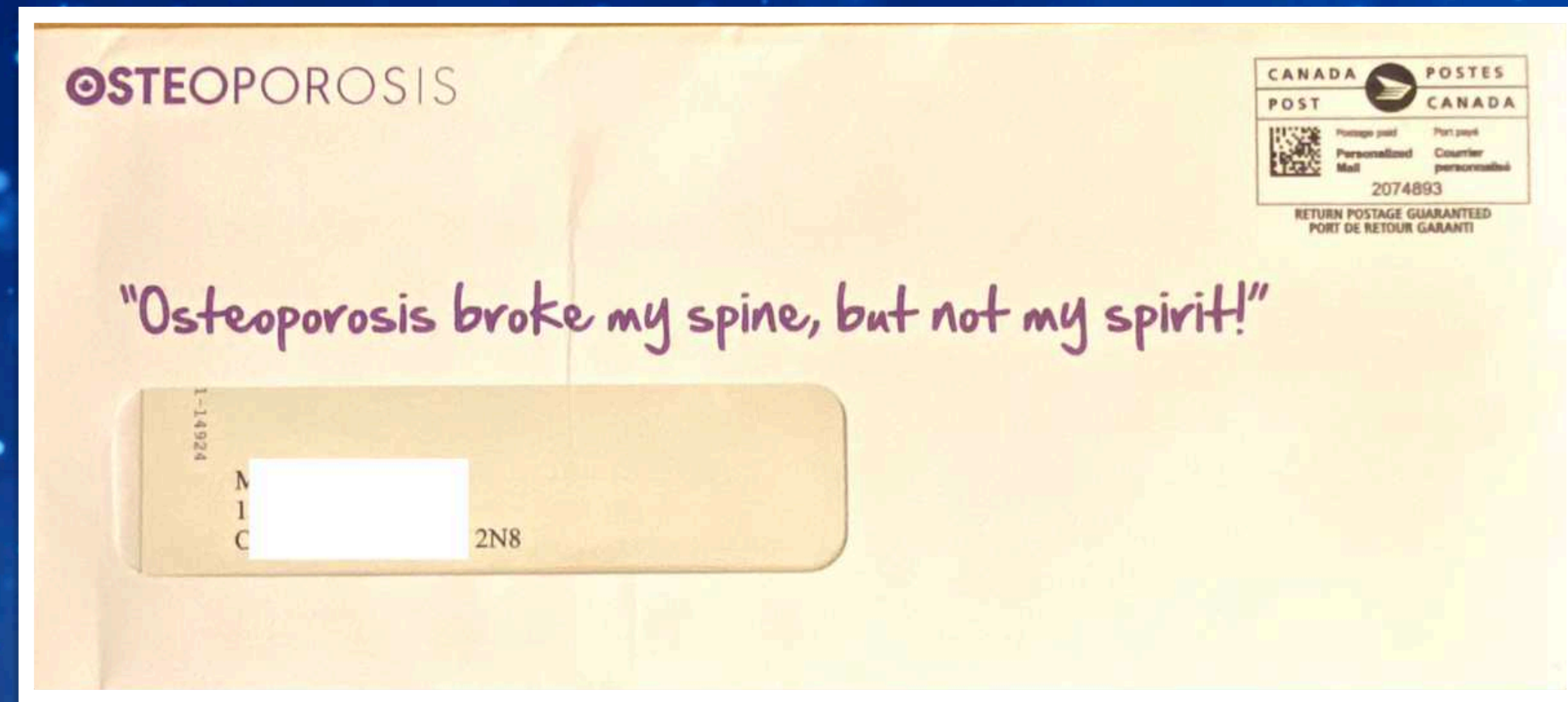
2. The *right* envelope



A

B

2. The *right* envelope

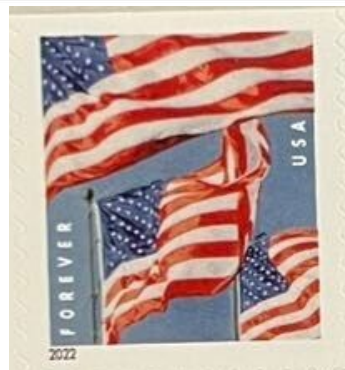


A



B

2. The *right* envelope



Your Donor Dale
123 Any Street Blvd
Your Town, BC
12345



Non-Profit
Organization
U.S. Postage
PAID
Portland, OR
Permit No. 1118



2. The *right* envelope



1. Odd sizes
2. Stock
3. Tagline
4. Images
5. Mystery

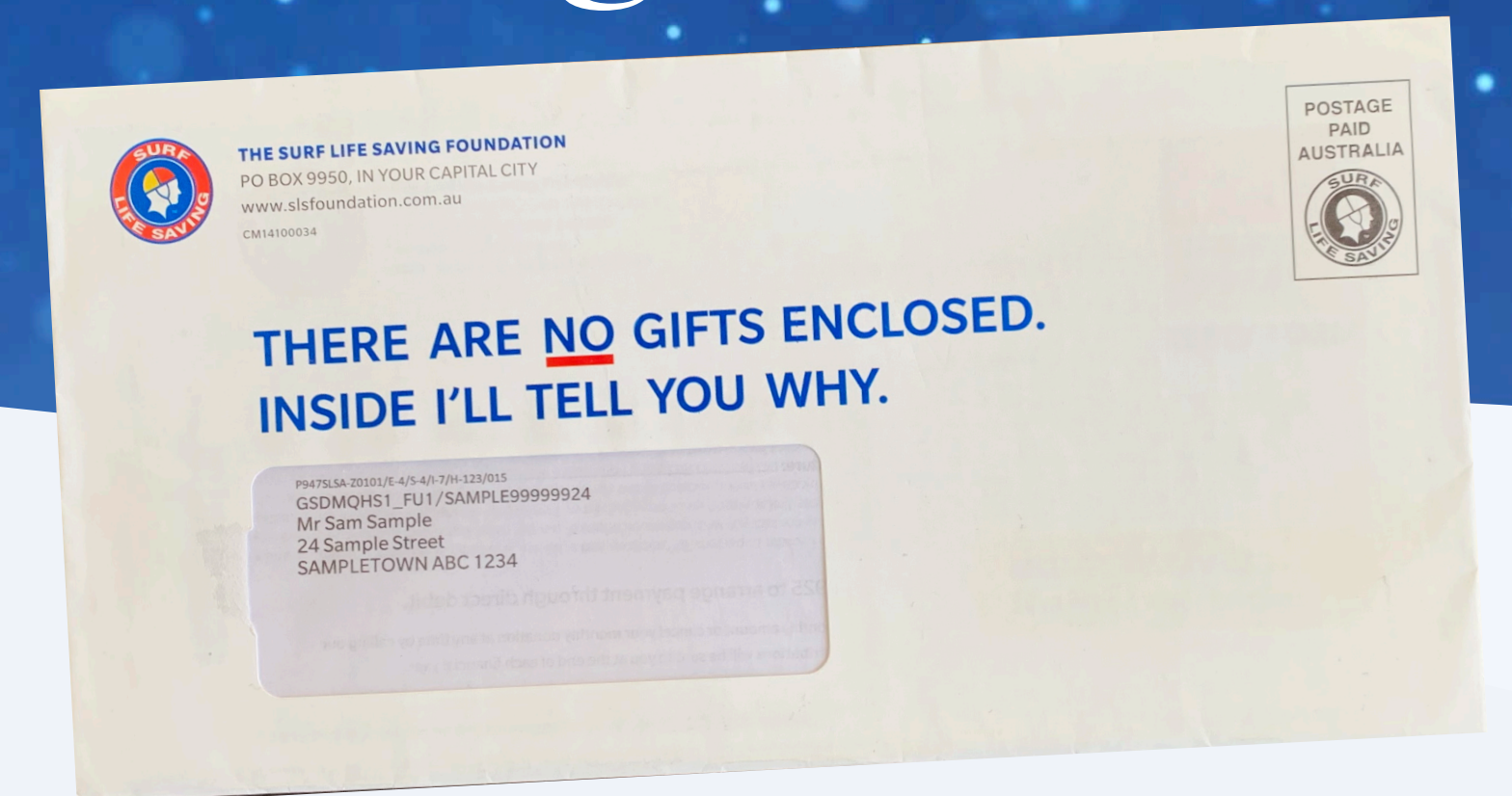
6. Surprise
7. Nostalgia
8. Human touch
9. Urgency
10. Brand

11. Shock
12. Sensory
13. Intrigue
14. From
15. Postage

2. The *right* envelope

Tagline

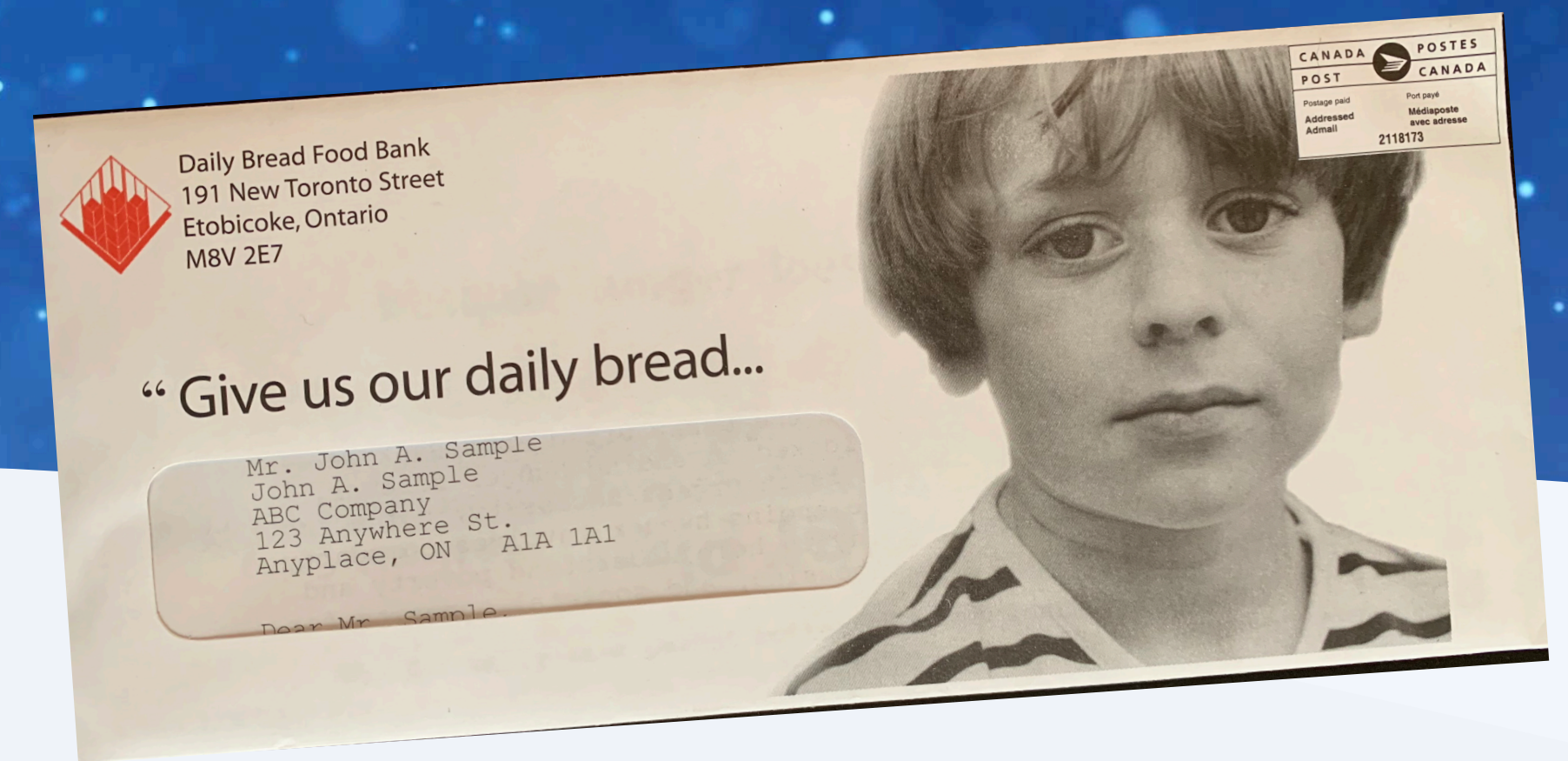
Should be provocative, ask a question,
start a song, start a conversation, tell you
a little something or maybe nothing...



2. The *right* envelope

Images

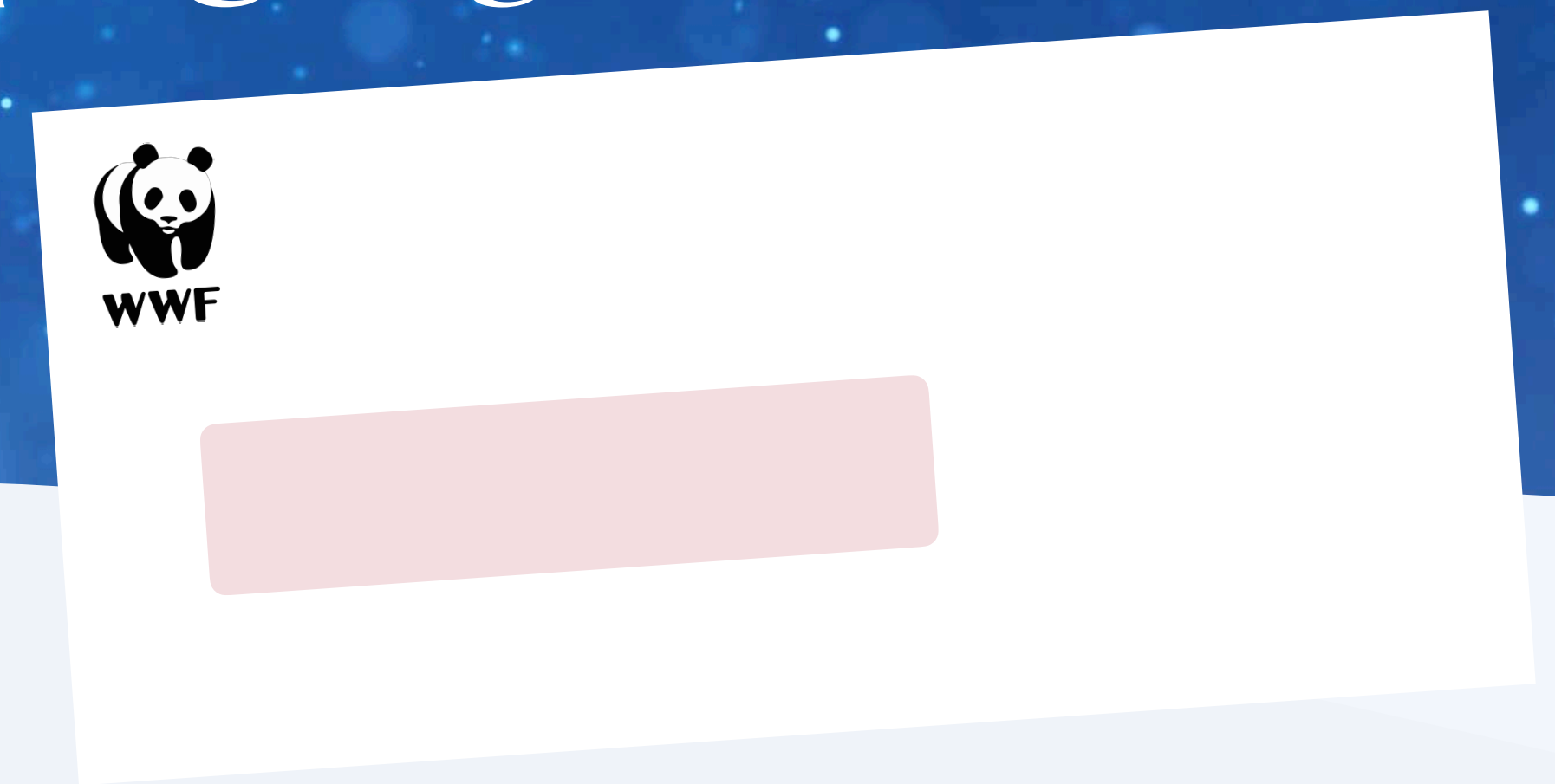
Use strong images with a strong subject,
great eye contact and conveys an emotion



2. The *right* envelope

Brand

Your 'brand' can help get your envelope opened
or it can help your envelope get ignored.



2. The *right* envelope

Give us \$7 NOW
or the dog gets it!



3. The *right* ask

Case for support

Why me? Why now?

3. The *right* ask



3. *The right ask*



3. The *right* ask



Dear <Jen>,

Date, 2016

I knew it! I always knew it!

Christmas **IS** magic!

Remember me? I'm Phil, the food drive bag. This fall, I've been all over our Region getting filled up with funds and food to share with our hungry neighbours. You, and many other caring people in our community, have given with all your hearts and it's beautiful to see.

Just last night as I was crinkling up to sleep, I thought I heard jingling bells out the window. I had wonderful, vivid dreams of riding in a magic sleigh, singing and laughing with a bunch of elves...

And I woke up with this Santa hat on! I'm Santa's helper Phil!

But that's not all the magic that's happening right now! When you put \$1 in my bag, it magically becomes THREE meals! Amazing!

<Jen>, can you find it in your heart to make a special gift of \$X today to The Food Bank? This holiday season, hungry men, women and kids in your neighbourhood and across our Region will turn to our network of agencies for healthy, nutritious meals.

Together, we must raise 925,000 meals by December 31st to meet the demand. Please, take a moment right now and give—and remember that every \$1 you give becomes 3 meals!

And, as I've learned these last few months, food is just the beginning. You might not think that your gift to The Food Bank also confronts homelessness, but it does!

50 ALPINE COURT, KITCHENER, ON N2E 2M7 T: 519.743.5576 thefoodbank.ca

Sara had nowhere to turn after leaving an abusive relationship. She realized very quickly that finding nutritious food was a priority. Without food, nothing else mattered. And once she was connected to an agency that offered a lunch program, she was able to speak to someone about her situation. For the first time, she didn't feel alone.

She entered an employment program and found a good job. Not a great job, but a good job. She scraped together enough to rent a room, so she had a safe place to sleep. Every day, she got stronger and more confident.

And it all started because of food. Because of you!

You give to The Food Bank and we feed hungry neighbours. That meal is a way for women like Sara to connect to a network of services that allow her to, one step at a time, get her life back on track.

You'll find enclosed 2 holiday ornaments. One is for you—a little gift to help decorate your home for the holidays. I hope it reminds you of your support in feeding our hungry neighbours. You can use the second one to send a message back to The Food Bank with your gift. You can also write your name, the name of a loved one or anything you wish. We'll use these ornaments to bring the magic and joy of the holidays to the men, women and children we help.

Will you please take a moment right now and make your holiday gift to The Food Bank? Fill me up with funds and food to share!

Yours for a joyful and healthy holiday season,

Phil!

Phil, the Food Drive Bag

P.S. Help me spread the magic of the holidays by sending in your special gift—and your message of hope to the people we serve—right away. Remember, we turn every \$1 you give into 3 meals for hungry men, women and children in our Region. Thank you!





Dear <Jen>,

Date, 2016

I knew it! I always knew it!

Christmas **IS** magic!

Remember me? I'm Phil, the food drive bag. This fall, I've been all over our Region getting filled up with funds and food to share with our hungry neighbours. You, and many other caring people in our community, have given with all your hearts and it's beautiful to see.

Just last night as I was crinkling up to sleep, I thought I heard jingling bells out the window. I had wonderful, vivid dreams of riding in a magic sleigh, singing and laughing with a bunch of elves...

And I woke up with this Santa hat on! I'm Santa's helper Phil!

...just last night as I was crinkling up to sleep, I thought I heard jingling bells out the window. I had wonderful, vivid dreams of riding in a magic sleigh, singing and laughing with a bunch of elves...

And I woke up with this Santa hat on! I'm Santa's helper Phil!

But that's not all the magic that's happening right now! When you put \$1 in my bag, it magically becomes THREE meals! Amazing!

<Jen>, can you find it in your heart to make a special gift of \$X today to The Food Bank? This holiday season, hungry men, women and kids in your neighbourhood and across our Region will turn to our network of agencies for healthy, nutritious meals.

Together, we must raise 925,000 meals by December 31st to meet the demand. Please, take a moment right now and give—and remember that every \$1 you give becomes 3 meals!

And, as I've learned these last few months, food is just the beginning. You might not think that your gift to The Food Bank also confronts homelessness, but it does!

50 ALPINE COURT, KITCHENER, ON N2E 2M7 T: 519.743.5576 thefoodbank.ca

...just last night as I was crinkling up to sleep, I thought I heard jingling bells out the window. I had wonderful, vivid dreams of riding in a magic sleigh, singing and laughing with a bunch of elves...

And I woke up with this Santa hat on! I'm Santa's helper Phil!

But that's not all the magic that's happening right now! When you put \$1 in my bag, it magically becomes THREE meals! Amazing!

<Jen>, can you find it in your heart to make a special gift of \$X today to The Food Bank? This holiday season, hungry men, women and kids in your neighbourhood and across our Region will turn to our network of agencies for healthy, nutritious meals.

Together, we must raise 925,000 meals by December 31st to meet the demand. Please, take a moment right now and give—and remember that every \$1 you give becomes 3 meals!

And, as I've learned these last few months, food is just the beginning. You might not think that your gift to The Food Bank also confronts homelessness, but it does!

50 ALPINE COURT, KITCHENER, ON N2E 2M7 T: 519.743.5576 thefoodbank.ca



REPLY FORM FOR: Ms. Jen Love

Yes, Phil! I will help spread the magic of the holidays! Here is my "magical" gift of:

- \$30 - for 40 meals
- \$60 - for 120 meals *This amount will really help!*
- \$120 - for 240 meals
- Surprise us \$ _____

Enclosed is my cheque, payable to **The Food Bank of Waterloo Region.**

I prefer to donate by VISA Mastercard

CARD NUMBER

EXPIRY DATE

CARDHOLDER'S NAME

SIGNATURE

Please **keep one ornament** to help decorate your home this holiday season—and to remind you of your support in feeding hungry neighbours. And, **when you send in your holiday gift, please use the other ornament** to write your name, the name of a loved one, a message of support or anything you wish! We'll use your ornaments to bring the magic and joy of the holidays to the men, women and children we help. **Thank you!**



Thank you!

4. The right reply

REPLY FORM FOR : Ms. Jen Love

Yes, Phil! I will help spread the magic of the holidays! Here is my “magical” gift of:

\$30 - for 40 meals

\$60 - for 120 meals *This amount will really help!*

\$120 - for 240 meals

Surprise us \$ _____

Enclosed is my cheque, payable to **The Food Bank of Waterloo Region.**

I prefer to donate by VISA Mastercard

CARD NUMBER



Yes, Janet, **I want to help build better gardens** for the people who live at Rest Haven Lodge!

this amount will really make a difference!



Here is my gift of:

\$100 \$150 \$200 OR \$ _____

I would like to make a monthly gift amount of \$ _____

Process my donation on the: 1st or 15th of each month

I prefer to donate by:

Visa MasterCard Cheque payable to Broadmead Care

Credit card number

Expiry (MM/YY)

Signature

I would like to receive my receipt by email. Yes No

Please confirm your email address _____

gardens for the people who live at
Rest Haven Lodge!

*this amount
will really
make a difference!*



Here is my gift of:

\$100 \$150 \$200 OR \$ _____

I would like to make a monthly gift amount of \$ _____

Process my donation on the: 1st or 15th of each month

I prefer to donate by:

Visa MasterCard Cheque payable to Broad



REPLY FORM FOR : Ms. Jen Love

Yes, Phil! I will help spread the magic of the holidays! Here is my "magical" gift of:

- \$30 - for 40 meals
- \$60 - for 120 meals *This amount will really help!*
- \$120 - for 240 meals
- Surprise us \$ _____

Enclosed is my cheque, payable to **The Food Bank of Waterloo Region.**

I prefer to donate by VISA Mastercard

CARD NUMBER

EXPIRY DATE

CARDHOLDER'S NAME

SIGNATURE

Please **keep one ornament** to help decorate your home this holiday season—and to remind you of your support in feeding hungry neighbours. And, **when you send in your holiday gift, please use the other ornament** to write your name, the name of a loved one, a message of support or anything you wish! We'll use your ornaments to bring the magic and joy of the holidays to the men, women and children we help. **Thank you!**



Thank you!
— Phil!

50 ALPINE COURT, KITCHENER, ON N2E 2M7 T: 519.743.5576 thefoodbank.ca
Charitable Registration No. 11923 3310 RR0001

1. Full size
2. Personalized
3. Emphasis on the match
4. The ornament

4. The right reply

SIGNATURE

Please **keep one ornament** to help decorate your home this holiday season—and to remind you of your support in feeding hungry neighbours. And, **when you send in your holiday gift, please use the other ornament** to write your name, the name of a loved one, a message of support or anything you wish! We'll use your ornaments to bring the magic and joy of the holidays to the men, women and children we help. **Thank you!**



Thank you!

4. *The right reply*

XXX code id/ Package id XXX

Special Holiday Reply Form for: <ADDRESSEE>
<ADDRESS>
<ADDRESS>
<CITY> <PROV> <POSTAL>

Yes, Ken! I'll bring camp adventures to kids in hospital this holiday season! And please match my gift too!

- \$XX will be doubled to \$XX x2
- \$XXX will be doubled to \$XXX x2
- \$XXXX will be doubled to \$XXXX x2 OR
- \$_____ will be doubled to \$_____

- I've enclosed a cheque payable to Campfire Circle OR
- I prefer to charge my gift to VISA MasterCard AMEX

Card # _____ Expiry _____ / _____

Name on Card _____

Signature _____ Telephone _____

Email _____

If you prefer you can call Michelle at 1-888-464-6624 ext. 273 or 416-961-6624 OR You can also give safely and securely online at campfirecircle.org/giftsofmagic



464 Bathurst Street, Toronto ON M5T 2S6 Tel: 1-888-464-6624 | Fax: 416.961.2267
campfirecircle.org Charitable Business No.: 13111 6022 RR0001 XXX code id/ Package id XXX

Remember, your gift will be matched! Please give as generously as you can before December 31st. Thank you! - Ken Aldridge, Manager of In-Hospital Programs



Holiday Gifts of Magic!

Here are some examples of how we'll put **your generosity into action** in the hospital right now and all holiday season long! And remember, your gift will be matched, doubling your impact today!

\$25 - Slime Kit Our most requested camp activity! A little glue, food colouring and camp magic turns a patient's room into a mad science laboratory.

\$50 - Boredom Blaster! Give board and card games for kids to play with family and in-hospital friends! Let's play your favourite game!

\$75 - Musc Time Campers can create and record their own music with a pack containing a ukulele, maracas and sleigh bells. Shake, rattle, roll and record!

\$100 - In-Hospital Bedside Kit Bring joy and laughter to kids in the hospital with a custom-made activity kit including crafts, music, games, and more! Every activity kit is unique and custom-made for each camper.

\$150 - Sensory Enhancers Clay, Play Doh, Kinetic Sand! Bring a camper's imagination to life with a sensory modeling kit!

\$250 - Winter CheerPack Bring holiday warmth and cheer to kids in the hospital with amazing arts & crafts supplies to inspire holiday creativity! Campers can decorate their doors, windows, and rooms!

\$500 - End of Treatment Party Ring the Bell! We celebrate the final treatment with a party for every kid, tailored to their interests and hobbies.

\$1,000 - Camp-Inspired Themed Day Sponsor a hospital-wide camp day and bring the fun and friendship of camp to all kids in the hospital this winter season. Kids can experience the healing power of camp regardless of their illness.

Send Your Holiday Wishes To Campers!

Here's your decoration, with gratitude for your kindness and generosity. Please take a moment to return the other decoration with a message or wish for kids and families in the hospital this holiday season.



<Caring!>

Happy Holidays!
Thank you for bringing camp adventures to kids and families in the hospital this holiday season!



Here you can share a message, wish or story with our kids and families in hospital this holiday season. You can also share your memories of camp, favourite campfire songs, or anything you choose!

.....

.....

.....

.....

.....

.....

XXX code id/ Package id XXX

Special Holiday Reply Form for: <ADDRESSEE>
<ADDRESS>
<ADDRESS>
<CITY> <PROV> <POSTAL>

Yes, Ken! I'll bring camp adventures to kids in hospital this holiday season! And please match my gift too!

- \$XX will be doubled to \$XX x2
- \$XXX will be doubled to \$XXX x2
- \$XXXX will be doubled to \$XXXX x2 OR
- \$_____ will be doubled to \$_____

- I've enclosed a cheque payable to Campfire Circle OR
- I prefer to charge my gift to VISA MasterCard AMEX

Card # _____ Expiry _____ / _____

Name on Card _____

Signature _____ Telephone _____

Email _____

If you prefer you can call Michelle at 1-888-464-6624 ext. 273 or 416-961-6624 OR You can also give safely and securely online at campfirecircle.org/giftsofmagic



464 Bathurst Street, Toronto ON M5T 2S6 Tel: 1-888-464-6624 | Fax: 416.961.2267
campfirecircle.org Charitable Business No.: 13111 6022 RR0001 XXX code id/ Package id XXX



Holiday Gifts of Magic!

Here are some examples of how we'll put **your generosity into action** in the hospital right now and all holiday season long! And remember, your gift will be matched, doubling your impact today!

\$25 - Slime Kit Our most requested camp activity! A little glue, food colouring and camp magic turns a patient's room into a mad science laboratory.

\$50 - Boredom Blaster! Give board and card games for kids to play with family and in-hospital friends! Let's play your favourite game!

\$75 - Musc Time Campers can create and record their own music with a pack containing a ukulele, maracas and sleigh bells. Shake, rattle, roll and record!

\$100 - In-Hospital Bedside Kit Bring joy and laughter to kids in the hospital with a custom-made activity kit including crafts, music, games, and more! Every activity kit is unique and custom-made for each camper.

\$150 - Sensory Enhancers Clay, Play Doh, Kinetic Sand! Bring a camper's imagination to life with a sensory modeling kit!

\$250 - Winter CheerPack Bring holiday warmth and cheer to kids in the hospital with amazing arts & crafts supplies to inspire holiday creativity! Campers can decorate their doors, windows, and rooms!

\$500 - End of Treatment Party Ring the Bell! We celebrate the final treatment with a party for every kid, tailored to their interests and hobbies.

\$1,000 - Camp-Inspired Themed Day Sponsor a hospital-wide camp day and bring the fun and friendship of camp to all kids in the hospital this winter season. Kids can experience the healing power of camp regardless of their illness.



Send Your Holiday Wishes To Campers!

Here's your decoration, with gratitude for your kindness and generosity. Please take a moment to return the other decoration with a message or wish for kids and families in the hospital this holiday season.



<Caring!>

Happy Holidays!
Thank you for bringing camp adventures to kids and families in the hospital this holiday season!



Here you can share a message, wish or story with our kids and families in hospital this holiday season. You can also share your memories of camp, favourite campfire songs, or anything you choose!

.....

.....

.....

.....

.....

.....



XXX code id/ Package id XXX

Special Holiday Reply Form for: <ADDRESSEE>
<ADDRESS>
<ADDRESS>
<CITY> <PROV> <POSTAL>

Yes, Ken! I'll bring camp adventures to kids in hospital this holiday season! And please match my gift too!

- \$XX will be doubled to \$XX x2
- \$XXX will be doubled to \$XXX x2
- \$XXXX will be doubled to \$XXXX x2 OR
- \$_____ will be doubled to \$_____

Remember, your gift will be matched! Please give as generously as you can before December 31st. Thank you! - Ken Aldridge, Manager of In-Hospital Programs

I have enclosed a cheque payable to Campfire Circle OR

I prefer to charge my gift to Visa MasterCard AMEX

Card # _____ Expiry _____/_____/_____

Name on Card _____

Signature _____ Telephone _____

Email _____

If you prefer you can call Michelle at 1-888-464-6624 ext. 273 or 416-961-6624 OR You can also give safely and securely online at campfirecircle.org/giftsofmagic



464 Bathurst Street, Toronto ON M5T 2S6 Tel: 1-888-464-6624 | Fax: 416.961.2267
campfirecircle.org Charitable Business No.: 13111 6022 RR0001 XXX code id/ Package id XXX



<Caring!>

Happy Holidays!

Thank you for bringing camp adventures to kids and families in the hospital this holiday season!




Holiday Gifts of Magic!

Here are some examples of how we'll put **your generosity into action** in the hospital right now and all holiday season long! And remember, your gift will be matched, doubling your impact today!

\$25 - Slime Kit Our most requested camp activity! A little glue, food colouring and camp magic turns a patient's room into a mad science laboratory.

\$150 - Sensory Enhancers Clay, Play Doh, Kinetic Sand! Bring a camper's imagination to life with a sensory modeling kit!

\$50 - Boredom Blaster! Give board and card games for kids to play with family and in-hospital friends! Let's play your favourite game!

\$250 - Winter CheerPack Bring holiday warmth and cheer to kids in the hospital with amazing arts & crafts supplies to inspire holiday creativity! Campers can decorate their doors, windows, and rooms!

\$75 - Musc Time Campers can create and record their own music with a pack containing a ukulele, maracas and sleigh bells. Shake, rattle, roll and record!

\$500 - End of Treatment Party Ring the Bell! We celebrate the final treatment with a party for every kid, tailored to their interests and hobbies.

\$100 - In-Hospital Bedside Kit Bring joy and laughter to kids in the hospital with a custom-made activity kit including crafts, music, games, and more! Every activity kit is unique and custom-made for each camper.

\$1,000 - Camp-Inspired Themed Day Sponsor a hospital-wide camp day and bring the fun and friendship of camp to all kids in the hospital this winter season. Kids can experience the healing power of camp regardless of their illness.

Send Your Holiday Wishes To Campers!
Here's your decoration, with gratitude for your kindness and generosity. Please take a moment to return the other decoration with a message or wish for kids and families in the hospital this holiday season.



Here you can share a message, wish or story with our kids and families in hospital this holiday season. You can also share your memories of camp, favourite campfire songs, or anything you choose!

.....

.....

.....

.....

.....

.....

XXX code id/ Package id XXX

Special Holiday Reply Form for: <ADDRESSEE>
<ADDRESS>
<ADDRESS>
<CITY> <PROV> <POSTAL>

Yes, Ken! I'll bring camp adventures to kids in hospital this holiday season! And please match my gift too!

- \$XX will be doubled to \$XX x2
- \$XXX will be doubled to \$XXX x2
- \$XXXX will be doubled to \$XXXX x2 OR
- \$_____ will be doubled to \$_____

- I've enclosed a cheque payable to Campfire Circle OR
- I prefer to charge my gift to VISA MasterCard AMEX

Card # _____ Expiry _____ / _____

Name on Card _____

Signature _____ Telephone _____

Email _____

If you prefer you can call Michelle at 1-888-464-6624 ext. 273 or 416-961-6624 OR You can also give safely and securely online at campfirecircle.org/giftsofmagic



464 Bathurst Street, Toronto ON M5T 2S6 Tel: 1-888-464-6624 | Fax: 416.961.2267
campfirecircle.org Charitable Business No.: 13111 6022 RR0001 XXX code id/ Package id XXX



<Caring!>

Happy Holidays!
Thank you for bringing camp adventures to kids and families in the hospital this holiday season!



Holiday Gifts of Magic!

Here are some examples of how we'll put **your generosity into action** in the hospital right now and all holiday season long! And remember, your gift will be matched, doubling your impact today!

\$25 - Slime Kit Our most requested camp activity! A little glue, food colouring and camp magic turns a patient's room into a mad science laboratory.

\$50 - Boredom Blaster! Give board and card games for kids to play with family and in-hospital friends! Let's play your favourite game!

\$75 - Music Time Campers can create and record their own music with a pack containing a ukulele, maracas and sleigh bells. Shake, rattle, roll and record!

\$100 - In-Hospital Bedside Fun Bring joy and laughter to kids in the hospital with a custom-made activity kit including crafts, music, games, and more! Every activity kit is unique and custom-made for each camper.

\$150 - Sensory Enhancers Clay, Play Doh, Kinetic Sand! Bring a camper's imagination to life with a sensory modeling kit!

\$250 - Winter Cheer Pack Bring holiday warmth and cheer to kids in the hospital with amazing arts & crafts supplies to inspire holiday creativity! Campers can decorate their doors, windows, and rooms!

\$500 - End of Treatment Party Ring the Bell! We celebrate the final treatment with a party for every kid, tailored to their interests and hobbies.

\$1,000 - Camp-Inspired Themed Day Sponsor a hospital-wide camp day and bring the fun and friendship of camp to all kids in the hospital this winter season. Kids can experience the healing power of camp regardless of their illness.



Send Your Holiday Wishes To Campers!

Here's your decoration, with gratitude for your kindness and generosity. Please take a moment to return the other decoration with a message or wish for kids and families in the hospital this holiday season.



Here you can share a message, wish or story with our kids and families in hospital this holiday season. You can also share your memories of camp, favourite campfire songs, or anything you choose!

.....

.....

.....

.....

.....

.....



You can also give safely and securely online at campfirecircle.org/giftsofmagic



464 Bathurst Street, Toronto ON M5T 2S6 Tel: 1-888-464-6624 | Fax: 416.961.2267
campfirecircle.org Charitable Business No.: 13111 6022 RR0001 XXX code id/ Package id XXX



<Caring!>

Happy Holidays!
Thank you for bringing camp adventures to kids and families in the hospital this holiday season!



_____ 

XXX code id/ Package id XXX

Special Holiday Reply Form for: <ADDRESSEE>
<ADDRESS>
<ADDRESS>
<CITY> <PROV> <POSTAL>

Yes, Ken! I'll bring camp adventures to kids in hospital this holiday season! And please match my gift too!

- \$XX will be doubled to \$XX x2
- \$XXX will be doubled to \$XXX x2
- \$XXXX will be doubled to \$XXXX x2 OR
- \$_____ will be doubled to \$_____

- I've enclosed a cheque payable to Campfire Circle OR
- I prefer to charge my gift to VISA MasterCard AMEX

Card # _____ Expiry _____ / _____
 Name on Card _____
 Signature _____ Telephone _____
 Email _____

If you prefer you can call Michelle at 1-888-464-6624 ext. 273 or 416-961-6624 OR You can also give safely and securely online at campfirecircle.org/giftsofmagic



464 Bathurst Street, Toronto ON M5T 2S6 Tel: 1-888-464-6624 | Fax: 416.961.2267
campfirecircle.org Charitable Business No.: 13111 6022 RR0001 XXX code id/ Package id XXX

Remember, your gift will be matched! Please give as generously as you can before December 31st. Thank you! - Ken Aldridge, Manager of In-Hospital Programs



Holiday Gifts of Magic!

Here are some examples of how we'll put **your generosity into action** in the hospital right now and all holiday season long! And remember, your gift will be matched, doubling your impact today!

\$25 - Slime Kit Our most requested camp activity! A little glue, food colouring and camp magic turns a patient's room into a mad science laboratory.

\$150 - Sensory Enhancers Clay, Play Doh, Kinetic Sand! Bring a camper's imagination to life with a sensory modeling kit!

\$50 - Boredom Blaster! Give board and card games for kids to play with family and in-hospital friends! Let's play your favourite game!

\$250 - Winter CheerPack Bring holiday warmth and cheer to kids in the hospital with amazing arts & crafts supplies to inspire holiday creativity! Campers can decorate their doors, windows, and rooms!

\$75 - Musc Time Campers can create and record their own music with a pack containing a ukulele, maracas and sleigh bells. Shake, rattle, roll and record!

\$500 - End of Treatment Party Ring the Bell! We celebrate the final treatment with a party for every kid, tailored to their interests and hobbies.

\$100 - In-Hospital Bedside Kit Bring joy and laughter to kids in the hospital with a custom-made activity kit including crafts, music, games, and more! Every activity kit is unique and custom-made for each camper.

\$1,000 - Camp-Inspired Themed Day Sponsor a hospital-wide camp day and bring the fun and friendship of camp to all kids in the hospital this winter season. Kids can experience the healing power of camp regardless of their illness.



Send Your Holiday Wishes To Campers!

Here's your decoration, with gratitude for your kindness and generosity. Please take a moment to return the other decoration with a message or wish for kids and families in the hospital this holiday season.



<Caring!>
Happy Holidays!
Thank you for bringing camp adventures to kids and families in the hospital this holiday season!



Here you can share a message, wish or story with our kids and families in hospital this holiday season. You can also share your memories of camp, favourite campfire songs, or anything you choose!

.....
.....
.....
.....
.....

Send Your Holiday Wishes To Campers!



Here's your decoration, with gratitude for your kindness and generosity. Please take a moment to return the other decoration with a message or wish for kids and families in the hospital this holiday season.



Here you can share a message, wish or story with our kids and families in hospital this holiday season. You can also share your memories of camp, favourite campfire songs, or anything you choose!

.....

.....

.....

.....

.....

.....

.....



the hospital this holiday season!



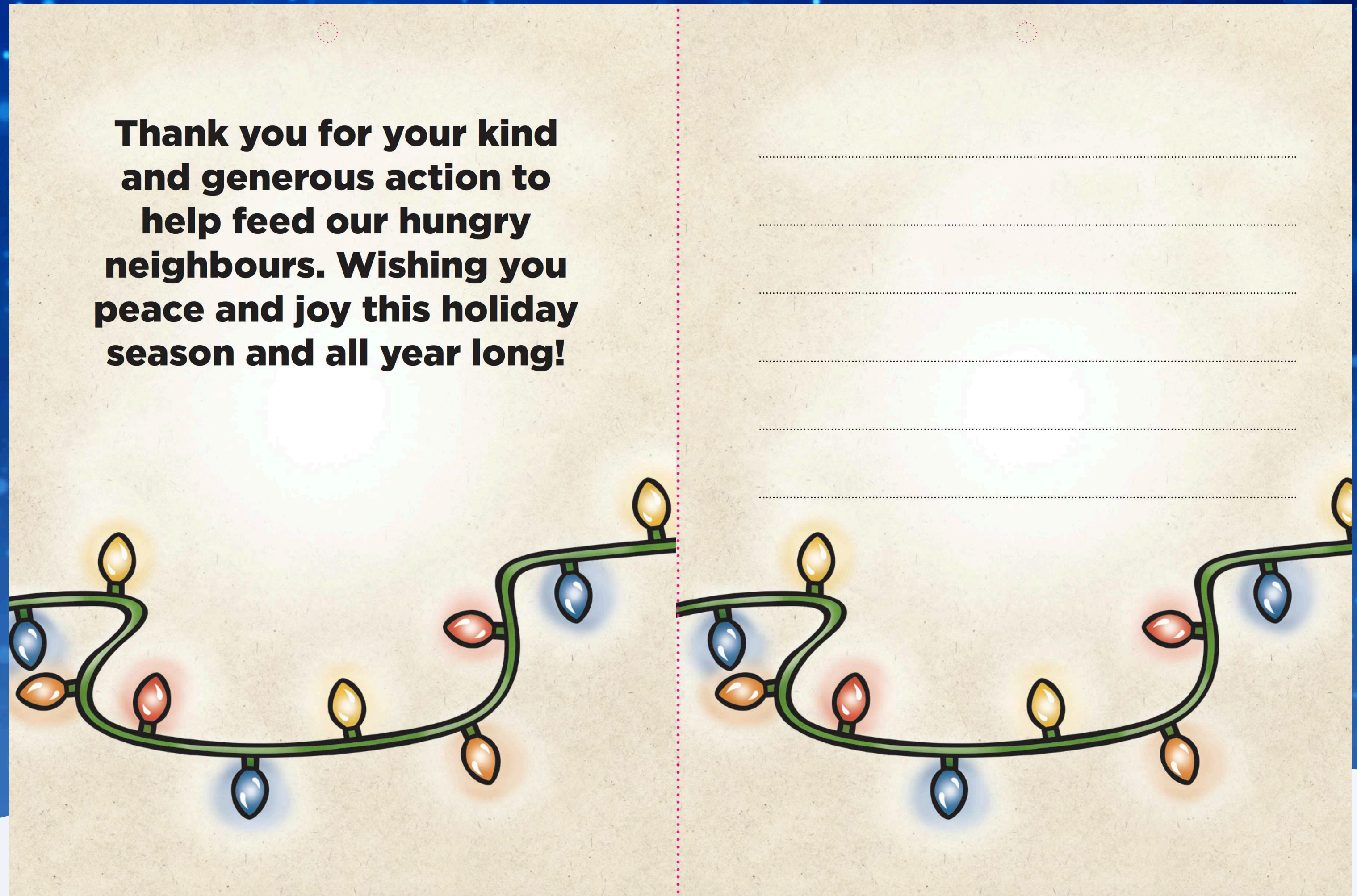
SIGNATURE

Please **keep one ornament** to help decorate your home this holiday season—and to remind you of your support in feeding hungry neighbours. And, **when you send in your holiday gift, please use the other ornament** to write your name, the name of a loved one, a message of support or anything you wish! We'll use your ornaments to bring the magic and joy of the holidays to the men, women and children we help. **Thank you!**



Thank you!

4. *The right reply*



4. *The right reply*



foodbankwatreg
The Food Bank of Wa...

Follow

foodbankwatreg We are receiving many thoughtful gifts and messages from donors and friends. Thank you!!!



32 likes

DECEMBER 15, 2016

Add a comment...



Dear Phil

I am sending you a
cheque for food bank.

I give to the St Vincent
De Paul. # all year.

you sent such a nice letter

so am helping a little.

As I am 93 yrs old and
love to help the
hungry



right reply



Facebook

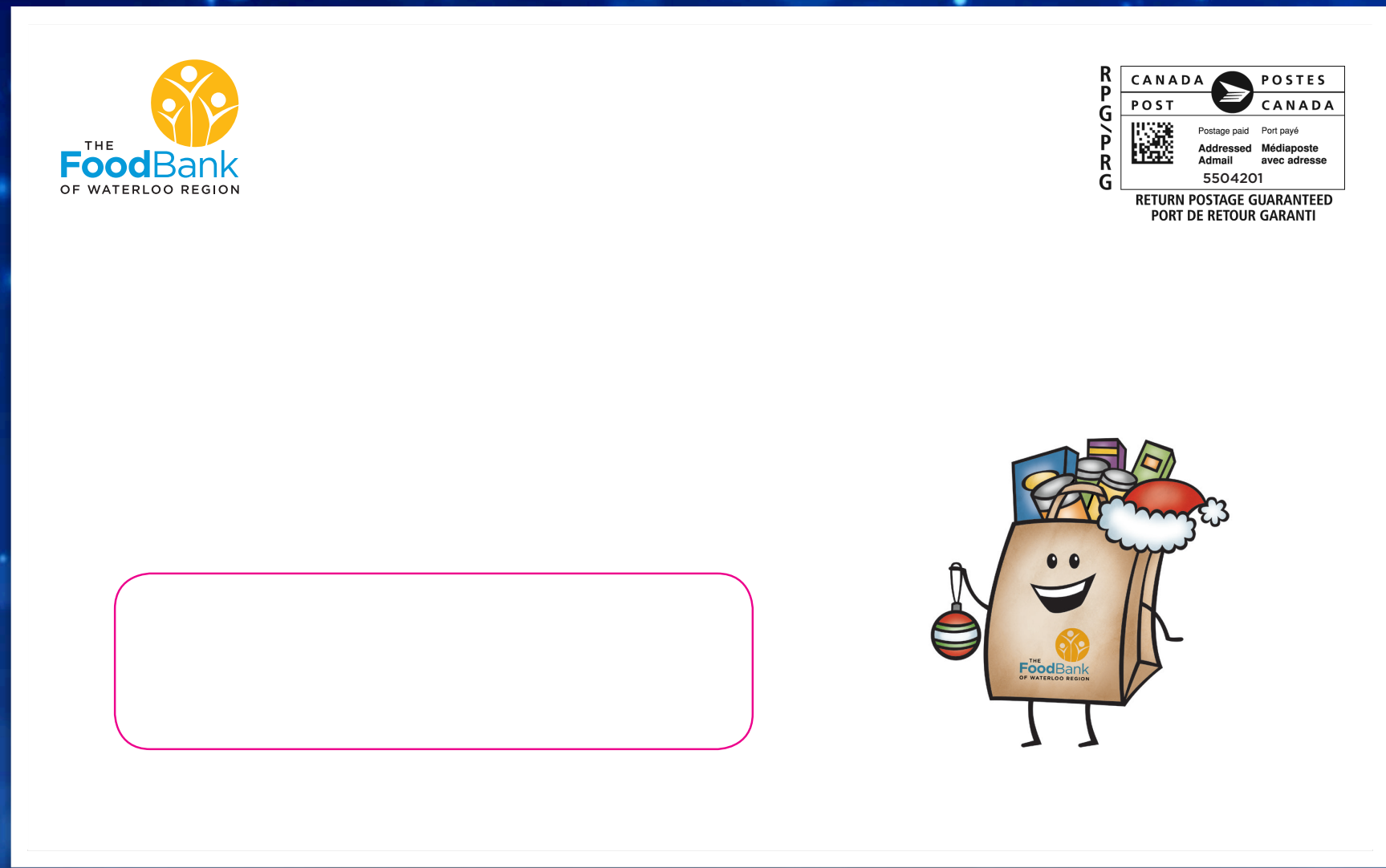


Instagram

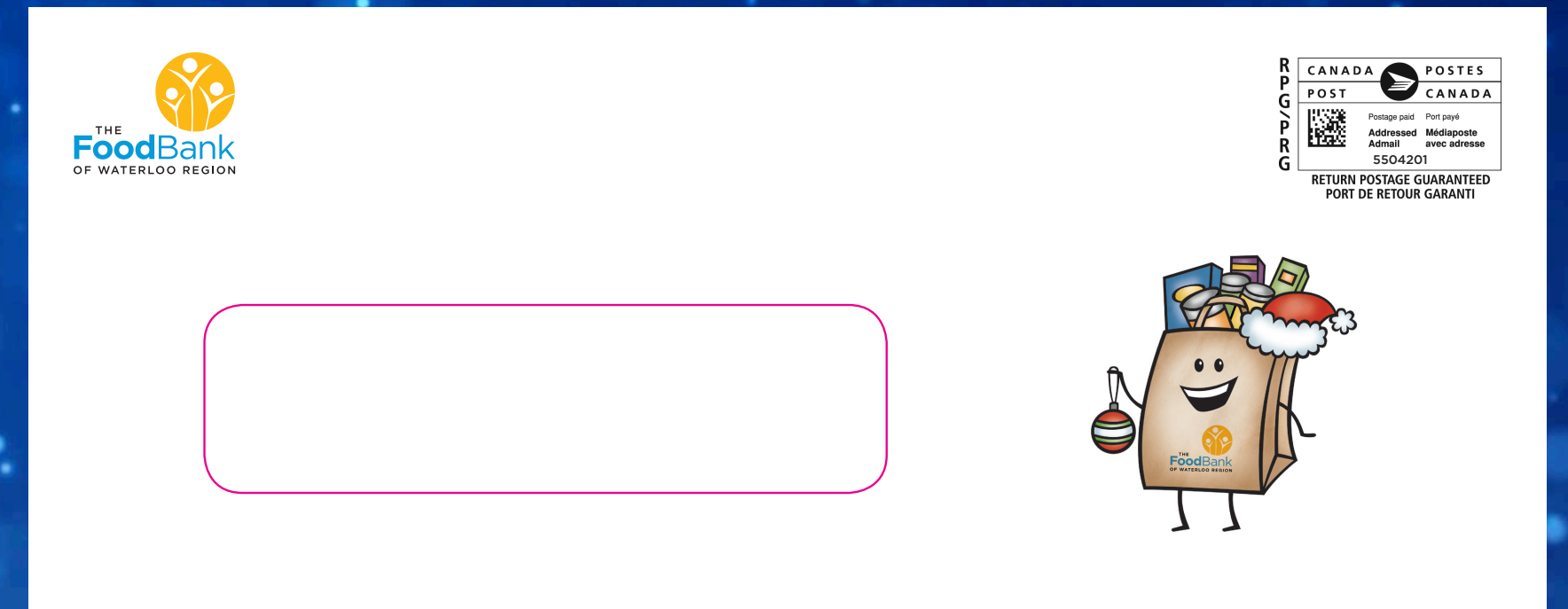
4. *The right reply*



5. *The right* reminder

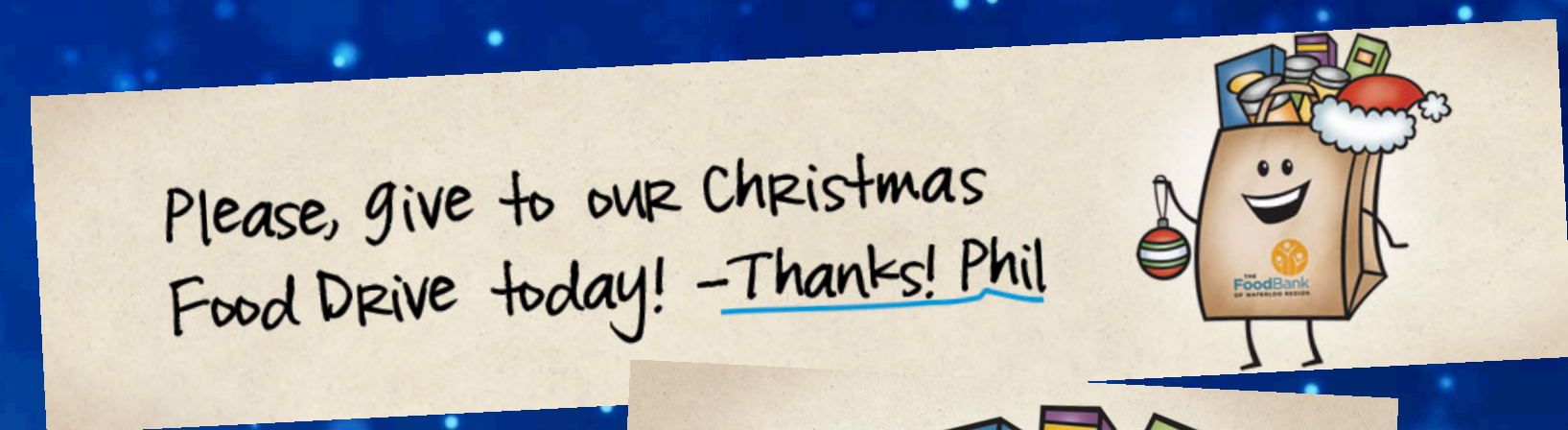
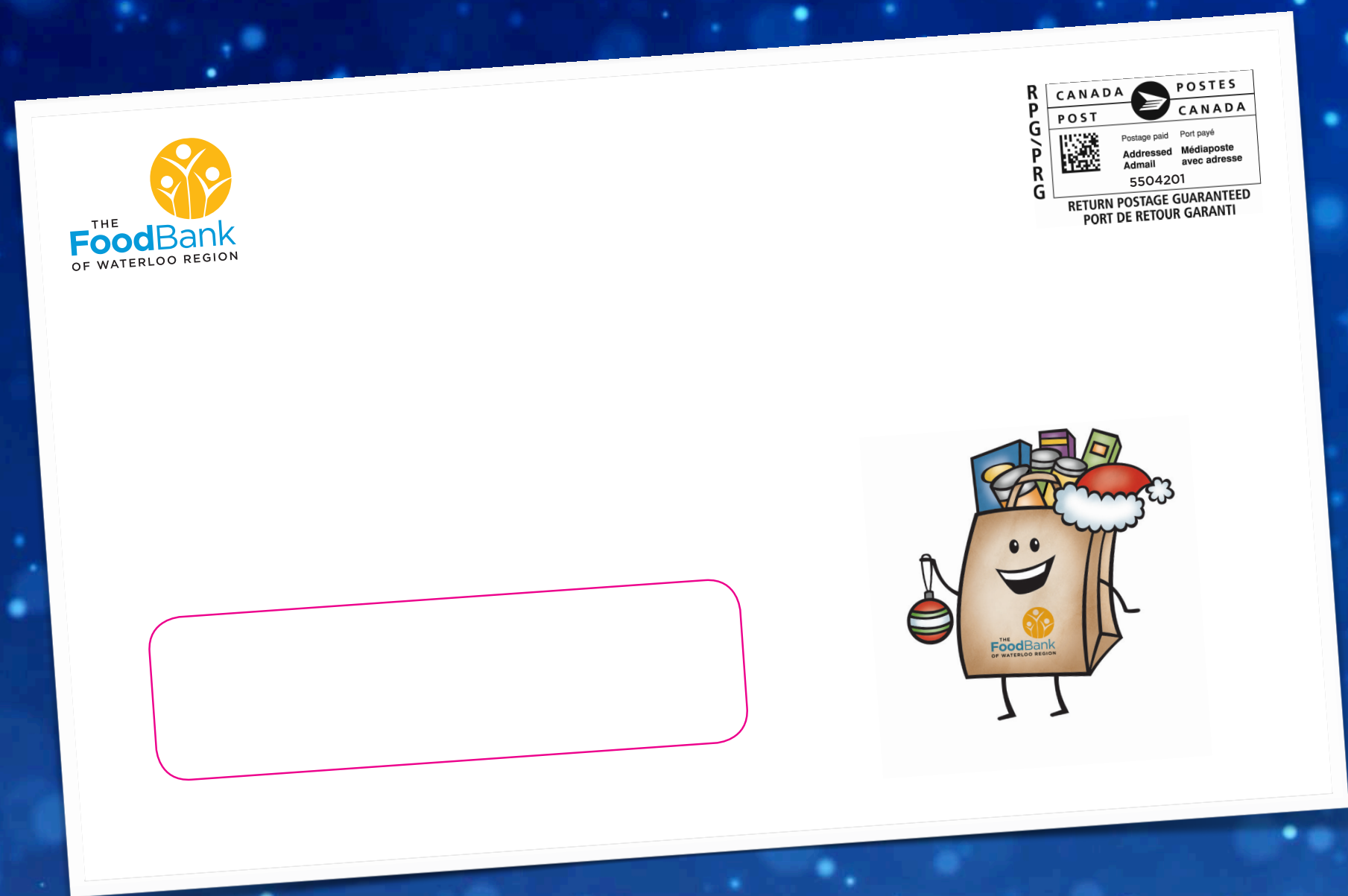


100%



50%

5. *The right* reminder



33%

of annual revenue is raised in December.

6. The *right* urgency

Online

Please, give to our Christmas Food Drive today! -Thanks! Phil



17% - 34%

Online revenue comes in December.

6. The *right* urgency

Online

Please, give to our Christmas
Food Drive today! -Thanks! Phil



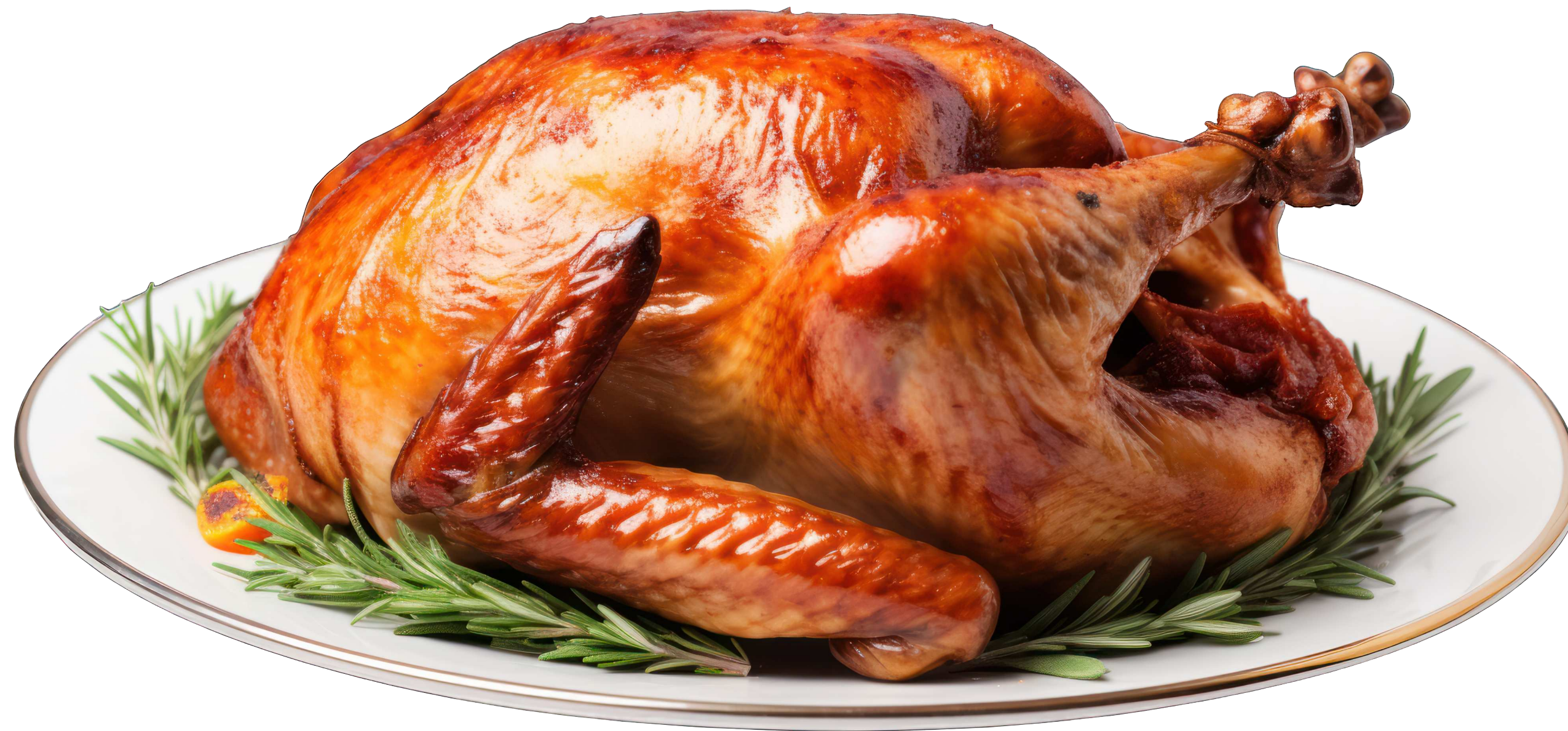
10%

of all gifts come in the last THREE days of the year.

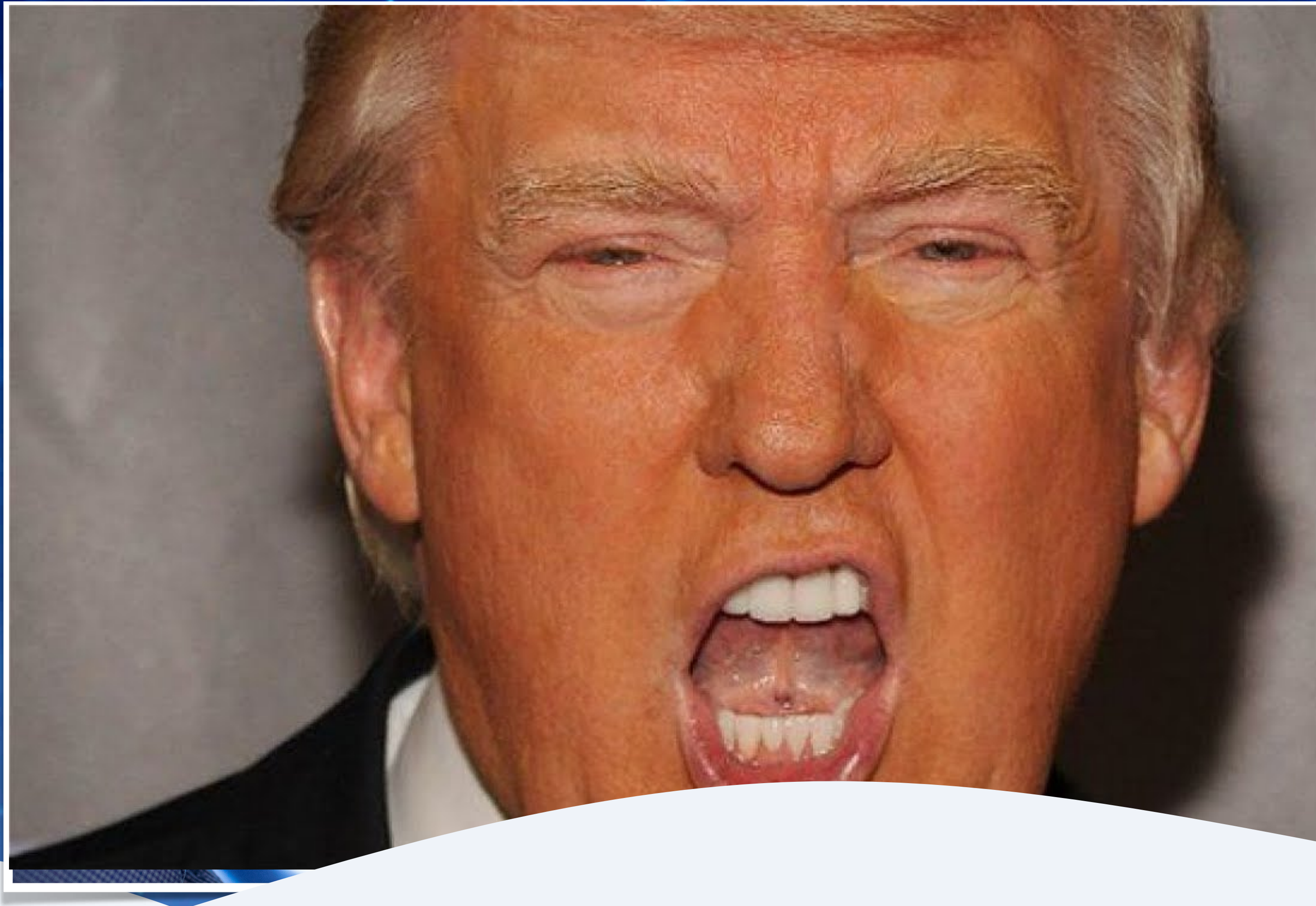
6. The *right* urgency



6. The *right* urgency



6. The *right* urgency



6. *The right* urgency

GI ING TUESDAY

6. *The right* urgency

One story of a person in need
A financial target for an important program
Matching gift

6. The *right* urgency

REW



REW



REW



REW



REW



REW



REW



John Lepp



Thank you!
john@agentsofgood.org

