

IGNITED BY PURPOSE

30 Wow! Ideas



Allison Porter
President
Avalon Consulting Group, Inc.



Tiffany Neill, CFRE
Partner & Owner
Lautman Maska Neill & Company



Mwosi Swenson
President & Chief Executive Officer
Mal Warwick Donordigital

THE NONPROFIT TIMES

#BRIDGE CONFERENCE "WOW" 2025 EDITION





30 IDEAS

THAT **WOW** ED US!

2025 EDITION

#BRIDGE CONFERENCE "WOW" 2025 EDITION

Keep your strategy flexible

DRUG POLICY ALLIANCE. MEMBER NEWSLETTER SPRING 2024

Confronting the Backlash to Oregon Measure 110

Politicians Want to Return to Arresting People Who Use Drugs

DRUG POLICY ALLIANCE.

This is a call to action for the digital drug policy community.

In 2020, Oregon voters passed Measure 110, a landmark ballot measure that ended the war on drugs and created a health-centered approach to addressing the overdose crisis. It was a historic moment, but it's not over yet. Politicians are trying to undo it, and we need your help to stand up to them.

Dear <NAME/SALUTATION>:

As a supporter of the Drug Policy Alliance, you are such an important part of our fight to end this drug war.

You know that decades of drug criminalization have caused so much harm — and you're helping us tear down this destructive status quo and create drug policies rooted in health, not harm.

I'm so happy to share the latest edition of the DPA Member Newsletter, which we produced just for DPA members like you. You make this fight possible. That's why it is important to us to share these updates from the field with you. I hope you will make a special gift to support the work you read about.

As you'll see in the newsletter, we are in a challenging moment. Overdose deaths continue to rise across the United States. Meanwhile, self-motivated politicians in Oregon, and nationally, are doubling down on locking people up for drug use to try to hide the failure of their own leadership to address overdose, homelessness, and other urgent crises.

So [NAME], once you're finished reading your DPA Member Newsletter, please take a moment to send back a contribution of <ASK1>, <ASK2>, or even <ASK3> to power our collective work to end the drug war and bring a humane and health-centered approach to our nation's drug policy.

We know that drug criminalization is driving the overdose crisis. And we know we cannot arrest our way out of it.

(over, please)

Drug Policy Alliance | 131 West 33rd Street, 15th Floor, New York, NY 10001 | 212.613.8025

DRUG POLICY ALLIANCE.

131 West 33rd Street, 15th Floor
New York, NY 10001
212.613.8025

☐ I'm proud to be in the fight, Kassandra! That's why I'm sending back my generous support for the Drug Policy Alliance with my gift of:

☐ \$ask1 ☐ \$ask2 ☐ \$ask3 ☐ Other \$_____

To donate by credit card, please see reverse, or make your check payable to Drug Policy Alliance.

Name 1 _____
Name 2 _____
Address Line 1 _____
Address Line 2 _____
City, State Zip _____

Give online at drugpolicy.org/April-2024 [Donor_ID] [Code] [Code]



- Revenue increased by **83%**
- Response boosted by **146%**
- Number of gifts more than **DOUBLED**

FINAL RENEWAL REMINDER: Our movement needs you

FINAL RENEWAL REMINDER: Our movement needs you

I'm with you, Maritzal! I'm not about to sit by quietly while the Trump administration goes all out on the dangerous and failed drug war policies of the past. I'm renewing my DPA membership with a gift of:

☐ \$[ask1] ☐ \$[ask2] ☐ \$[ask3] ☐ Other \$_____

To donate by credit card, please see reverse, or make your check payable to Drug Policy Alliance.

Give online at drugpolicy.org/Renew2025.

Drug Policy Alliance | 131 West 33rd Street, 15th Floor, New York, NY 10001 | 212.613.8025

Dear [SALUTATION],

This is the last time we'll contact you about your annual Drug Policy Alliance membership renewal this year — and let me assure you, **your renewed support is crucial at this pivotal moment.**

The Trump administration is taking a wrecking ball to commonsense, public health drug policies that save lives.

From attempting to defund addiction treatment, overdose prevention, and health care to blaming drugs and people who use drugs for problems ranging from tariffs to border ... none of these actions will solve the overdose crisis or heal our communities. These actions will only make things worse, unless we rise up together to stop them.

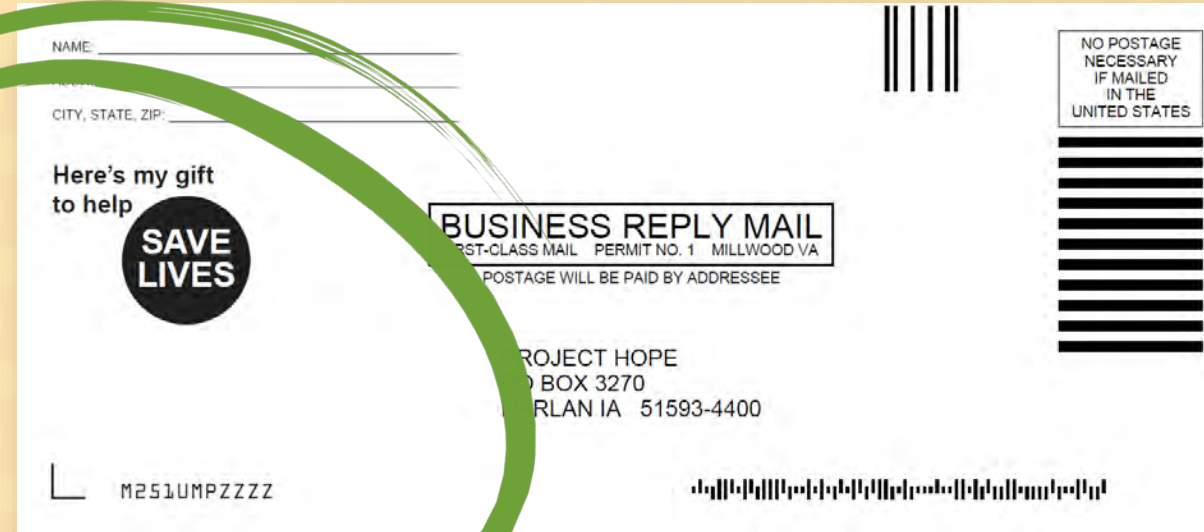
I'm asking you to stay in the fight, [SALUTATION] — renew your support for DPA with a gift of [HPC], [1.5HPC], [2HPC], or more today. Our progress is on the line, and you have the power to fight back.

Your renewed support will put our strategies into action on the ground in Washington, D.C. and in states across the nation. Because DPA is ready to face this moment, and we've got decades of victories to guide the way forward.

(over, please)



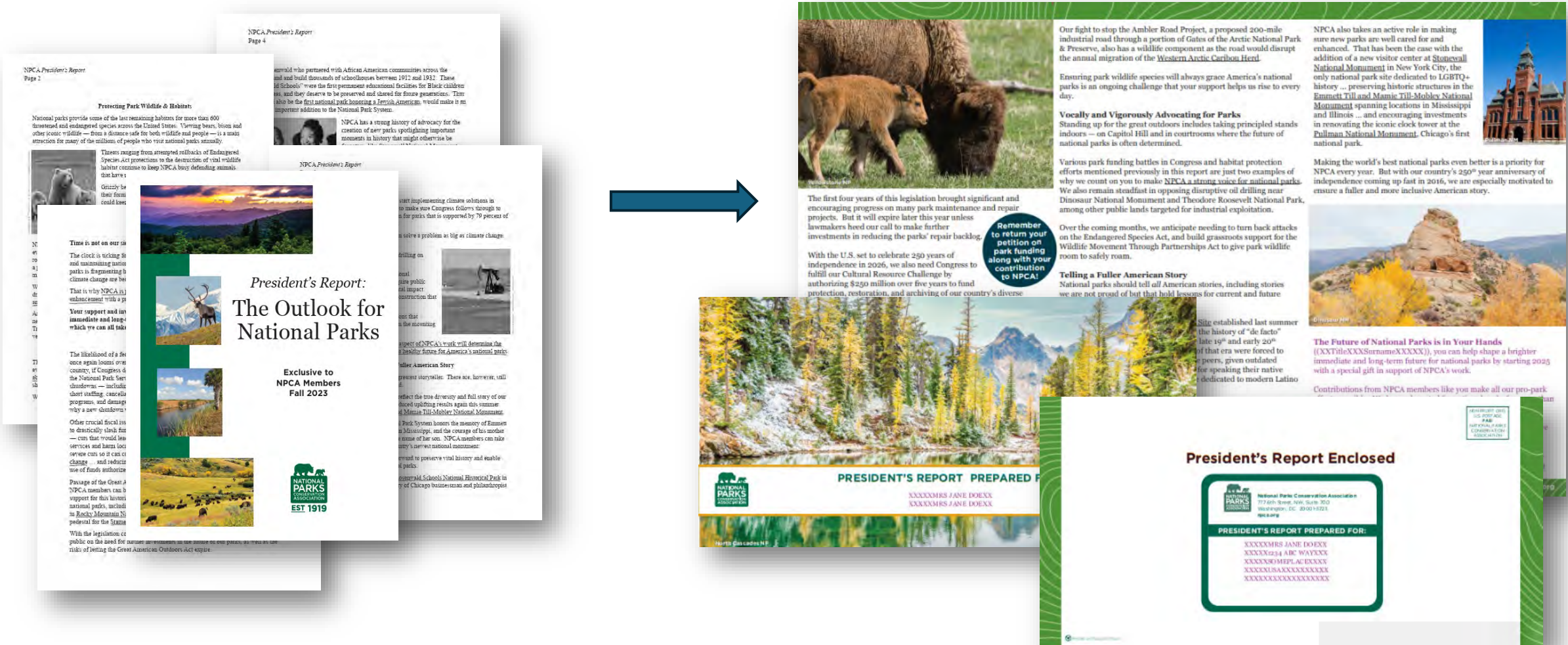
Don't advertise enclosed checks



**\$8
average
gift
increase!**



Freshen up the format for a big win




Fundraising Choice Point win: Removing urgency in acquisition

Test: Removed deadlines & urgency language from letter

Result: +\$17.25 lift in NPD, winner at 95% confidence

A strong case for
support works –
no pressure
needed!



Dear [NAME],

Americans are the most generous people on Earth. We have a national tradition of supporting the places we care about most.

For many Americans, that place is the Smithsonian. **I hope you will join them!**

Do you believe that the Smithsonian needs to preserve our nation's cultural and artistic treasures and the stories of our shared history? Do you believe that we should continue to inspire discovery through scientific research and create a passion for lifelong learning?

If so, then I invite you to keep great things happening at the Smithsonian by joining the *Friends of the Smithsonian*. This group of generous individuals provides vital funding to our museums by making an annual contribution of \$80 or more.

I believe you belong in this esteemed group. That's why I've authorized a special \$65 rate for a full year of membership in the *Friends of the Smithsonian*—a savings of \$15 off the regular rate. **But this discount offer ends soon, so please act now.**

You will be entitled to all the benefits of membership. But most importantly, you will ensure a vibrant future for the Smithsonian, one of our nation's greatest treasures.

Please join us today so that I can welcome you to the special world of the *Friends of the Smithsonian*. Thank you!

Control

Dear [NAME],

Americans are the most generous people on Earth. We have a national tradition of supporting the places we care about most.

For many Americans, that place is the Smithsonian.

Do you believe that the Smithsonian needs to preserve our nation's cultural and artistic treasures and the stories of our shared history? Do you believe that we should continue to inspire discovery through scientific research and create a passion for lifelong learning?

If so, then I invite you to keep great things happening at the Smithsonian by joining the *Friends of the Smithsonian*. This group of generous individuals provides vital funding to our museums by making an annual contribution of \$80 or more.

I believe you belong in this esteemed group. That's why I've authorized a special \$65 rate for a full year of membership in the *Friends of the Smithsonian*—a savings of \$15 off the regular rate.

You will be entitled to all the benefits of membership. But most importantly, you will ensure a vibrant future for the Smithsonian, one of our nation's greatest treasures.

I look forward to welcoming you to the special world of the *Friends of the Smithsonian* **and all the benefits that come with it.** Thank you!

Test

Spread out matching gifts offers strategically

Avg. gift: +\$4.45

Response: +23%

Revenue: +30%

Aug

\$50,000 Election Protection Surge Funding Campaign
Your Gift DOUBLED!

Sept

Brennan Center for Justice at NYU School of Law
120 Broadway, Suite 1750 | New York, NY 10271
brennancenter.org

Oct

BRENNAN
CENTER
FOR JUSTICE

YOUR GIFT DOUBLED!
DEADLINE: 11/5/24

RARE OPPORTUNITY: Your gift TRIPLED to Protect the Election

Nov

A \$250,000 MATCH WILL TRIPLE YOUR GIFT TO PROTECT OUR DEMOCRACY!

DEADLINE:
12-31-24

Dec

BRENNAN CENTER FOR JUSTICE
120 Broadway, Suite 1750
New York, NY 10271
BrennanCenter.org/Match24

URGENT MAIL

Carlos Irizarry
10 Fairview
San Juan, PR 00926

Please respond within 10 days



THE CENTER FOR
VICTIMS OF TORTURE

In January of this year, our work led by the U.S. State Department to immediately stop work on the vast majority of our international programs. These cuts have closed CVT to thousands of our overseas programs.

*This work includes life-saving treatment for vulnerable refugees, displaced children, justice human rights organizations and human rights defenders. While CVT programs continue in the U.S. and some limited overseas locations, **these cuts have effectively closed down most of CVT's current international work.***

People in need depend on CVT and 75% of our staff now unemployed, but help is now uncertain. We need your help. Please consider supporting CVT with a generous gift today.

Because our little family was somehow considered a threat to the Syrian regime, we were forcibly displaced from our home. We had to stay on the run or risk being arrested, tortured or perhaps killed—the terrible fate of so many of my family members and friends.

"Before working with CVT, I was absolutely devastated ... I was a walking dead man. CVT helped me restore my life and rebuild my spirit."

Tala, a young vibrant teacher, was abducted by Syrian forces on her way to buy gifts for her students at the end of the school year. She had seen her home destroyed by shelling; her father

MONTHLY DONATION, Credit Card Gift

☐ Please enroll me in the Circle of Hope, CVT's monthly giving program. I understand I can change or stop my monthly donation at any time by contacting CVT at 612-436-4000 or giving@cvt.org.

Please charge \$ _____ /month

☐ Mastercard ☐ Visa
☐ American Express ☐ Discover

Card #: _____

Exp (mo/yr) _____ / _____

Signature: _____

Phone: _____

Email: _____

POSTAL CODE & ADDRESS ARE REQUIRED MAIL: CVT, 3000

THE
CONFIDENTIAL
VICTIMS OF
TRAITORS

—A CVT client

Dear [Salutation],

On January 24, the Center for Victims of Torture (CVT) faced the darkest moment in our 40-year history. The U.S. government failed us to halt our lifesaving programs by immediately stopping care for trauma survivors and funnelling 75% of our staff.


The impact has been devastating. In Aleppo, Jordan, and Uganda, thousands of torture survivors suddenly lost access to care. With just days' notice, we had to try saving critical mental health care and cut the experts, trauma-informed treatment that is essential to helping survivors rebuild their lives.

[Salutation], we're reaching out today to ask for your help in the midst of this crisis. Your emergency gift to CVT will help us fight to restore these lifesaving programs and support the survivors who depend on us.

With the loss of federal funding, we're leaving to turn away people who have endured unimaginable horrors – survivors of political imprisonment, victims of sexual violence, children who have witnessed atrocities, and more.

You can help. Please make a tax-deductible gift of \$15, \$25, \$50, \$100, or more to help restore care for survivors who have already lost so much.

Sincerely,



Dr. Simon Adams
President & CEO

P.S. Recent cuts to federal funding have interrupted care for the clients we serve and forced CVT to furlough 75% of our workforce. We can only continue care

☐ \$20 ☐ \$35* ☐ \$50 ☐ \$100 ☐ Other \$ _____

*Our wool is great — please try to give rits wash or more!

Ms. Elizabeth G. Sampsperson
Sampsperson Company
1234 Longdancing Road
Address line XXXXXXXXX
Anytown, US 12345-6789

Put your gift
to work today
by visiting
cvt.org/donate.

Make your check payable to the Center for Victims of Torture or see reverse for credit card, monthly giving, and planned giving options. Your contribution is tax-deductible.

XXScanlineXX

HEIFER
INTERNATIONAL

**REPORT FROM
THE FIELD**

August 2024

Because of you, 6-year-old Rafiat has a bright future ahead

**Because of YOU, the Sky's the Limit
in Nigeria**

In your last newsletter, we introduced you to Rafiat Ibrahim, a farmer on the Nigerian island of Dadi Louis. The salty water there makes it hard to farm — crops must be transferred to the mainland by boat.

Yet despite these challenges, Rafiat's determined to provide for her family. **Thanks to your support, she is now successfully growing tomatoes (which are a staple in Nigerian dishes!).**

The income Rafiat's receives from selling her tomatoes is critical to feed her family.

With your support, Rafiat and other farmers received tomato seeds and training to increase their production. There are also plans to dig a deeper well on the island to reach water with a lower salt content.

We're also helping the farmers secure loans — Rafiat used her loan to expand her business — buying fertilizer and other supplies, plus hiring an extra worker during harvests. Plus, we helped her connect her with two wholesale tomato buyers. Now, her high-quality produce is being sold to supermarkets, hotels and restaurants.

Rafiat wants to earn enough money to send her children to school, and she's looking for more ways to help other farmers.

CONTRIBUTION FORM

HEBREW INTERNATIONAL

MATCHING GIFT REPLY FORM

Your entire first year of monthly gifts will be MATCHED!

From: Jane Q. Sample
1730 Elsie Mabel Ave NW
Suite 301
Washington, DC 20006

To: Christy Moore
c/o Hebrew International
1 World Avenue
Little Rock, AR 72202

STEP 1 ☒ **YES!** I want to take advantage of this incredible opportunity to join Friends of Hebrew and have my monthly gift matched for the entire year! I am making my first monthly gift in the amount of:

☐ \$20 ☐ \$30 ☐ \$40 ☐ \$45 ☐ Other \$_____

STEP 2 ☒ I have provided my signature below and selected my monthly payment option on the back of this form.

Signature (Required): _____

To make your gift by credit card or from your bank account, please fax the reverse side of this form, call 866.545.6433 or visit hebrew.org/Contribute.

THANK YOU!

DATE: _____

DONOR/WORKER: _____

1 World Avenue, Little Rock, AR 72202 • 866.545.6433 • hebrew.org/Contribute

J.S. XXXSCANLINEXXX

/GIVENOW

1 YEAR OF GIFTS **MATCHED** + FREE TOTE

Spread your giving over 12 months and receive a thank-you! Start now will be matched year-over-year, helping you reach your goals faster.

Put your generous spirit on full display with your **FREE** tote bag.

CHOOSE MONTHLY AMOUNT

✓ Give Monthly Give One Time

\$10/mo \$15/mo

NEXT

YEAR OF GIVING

GIFTS MATCHED + FREE TOTE BAG

CHOOSE MONTHLY AMOUNT

\$50/mo

\$100/mo

NEXT >

HELP END HUNGER AND POVERTY

Your donation to programs that help end hunger today to help fight poverty.

Or give monthly, year — plus receive a tax receipt.

Your donation today:

- It has deductible
- Supports the charities that need it most
- Will make a long-lasting impact around the world

CHOOSE DONATION AMOUNT

✓ Give One Time

Give Monthly

\$500 \$750

NEXT

/MONTHLYNOW

1 YEAR OF GIFTS **MATCHED** + FREE

CHOOSE MONTHLY AMOUNT

\$10/mo \$15/mo

CHOOSE MONTHLY AMOUNT

\$10/mo \$15/mo

NEXT



Average gift boosters

2. Insert

1. QR code



Itchy was enduring a terribly uncomfortable life. Neglected and underweight by more than 20 pounds, he spent his days and nights hungry and alone in a filthy, trash-filled pen. His owners handed him over to PETA after our fieldworkers discovered that he had a severe heartworm infection, which the owners didn't want to treat.

With an outpouring of love and generosity from PETA supporters, Itchy received an aggressive treatment for his advanced heartworm disease and was adopted into a warm and compassionate family. Today, he's strong, well-nourished, and enjoying the kindness and attention he was denied for so long.

Put your generosity to work for abused and neglected animals. Join PETA today!

CC-BY-SA-1.0 Recycled paper

YES, I GOT MY CALENDAR!

☐ Yes, Ingrid, I love my 2024 "Rescued!" calendar and the animals featured in it. To help PETA rescue more animals in crisis and support all of the group's work for animal rights, I've enclosed a tax-deductible gift in the amount of:

☐ \$[Amt1] ☐ \$[Amt2] ☐ \$[Amt3]
☐ \$[Amt4] ☐ Other \$_____

Enclosed is my check, made payable to PETA.
Please charge my donation of \$_____ (please choose ☐ one time ☐ monthly*) to my:
☐ Visa ☐ Mastercard ☐ Amex ☐ Discover

CARD NO. _____ EXP. DATE _____

[NAME]
[ADDRESS]
[CITY] [ST] [ZIP]
[Barcode]

SIGNATURE (required if using a credit card) _____

E-MAIL _____
*Monthly gifts to the Investigations & Rescue Fund go 100% toward saving animals like those featured in your calendar.

Contributions to PETA are tax-deductible to the fullest extent of the law. Thank you for your support!

XXXXXXXX XXXXXXXXXXXX X

Month X, 2023

Dear [Salutation],

A few weeks ago, I sent you a PETA 2024 "Rescued!" calendar as a small token of our appreciation for your commitment to animals and your dedication to acting with compassion for all living, feeling beings.

Did you receive it? I haven't heard back from you, and I'm growing concerned because so many animals need your help. Please respond today and join in our work to stop cruelty by making a gift of \$[Amt1] or even \$[Amt2].

Please don't wait any longer. The sad reality we face at PETA is that millions of sentient beings are sorely abused and neglected, cruelly maimed, and painfully killed without any regard for their feelings or understanding of their suffering.

(over, please)

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS • 501 FRONT ST., NORFOLK, VA 23510
757-622-PETA (7382) • 757-628-0785 (fax) • PETA.org • info@peta.org



We need your financial support now to help animals who are being experimented on, eaten, skinned, and exploited for human amusement. Please take a moment today to confirm the receipt of your 2024 "Rescued!" calendar—and to share your love and generosity with even more animals in need.

Thank you so much. I look forward to hearing from you soon.

Very truly yours,
Ingrid
Ingrid Newkirk
President

P.S. I believe that you, too, would pull out all the stops to rescue animals like the ones featured in the 2024 "Rescued!" calendar. Please consider making a gift today to help PETA prevent suffering, and be sure to let me know that you received your calendar by returning the enclosed receipt confirmation form.

Help The Mission... Help Yourself



The lives we save
start with the
gifts you make.

Charitable Gift Annuities:
Gifts That Give Back

Charitable Gift Annuities (CGAs): How They Work

Charitable Gift Annuities Offer Attractive Payment Rates

| ONE LIFE | | TWO LIVES | |
|----------|-------|-----------|-------|
| Age | Rate* | Age | Rate* |
| 65 | 5.7% | 65/70 | 5.2% |
| 70 | 6.3% | 70/75 | 5.8% |
| 75 | 7.0% | 75/80 | 6.5% |
| 80 | 8.1% | 80/85 | 7.3% |
| 85 | 9.1% | 85/90 | 8.7% |
| 90+ | 10.1% | 90/95+ | 9.9% |

*Based on current American Council on Gift Annuities rates, rates effective as of January 1, 2024. Not intended as tax or legal advice, please consult your personal tax advisor.

How One Donor Benefited

Joan, age 75, donates \$10,000 to establish a CGA, with herself as the annuitant. Based on her age, she qualifies for a rate of 7.0%.

How Joan Benefits:

| | |
|---------------------------|----------|
| Charitable Tax Deduction: | \$ 4,152 |
| Total Annual Payment: | \$ 700 |
| Tax-Free Portion: | \$ 472 |
| Ordinary Income: | \$ 228 |

After Joan's lifetime, the remaining amount of her gift will be available to provide lifesaving care for people affected by conflict, disease outbreaks, and disasters—and make a lasting impact on the world.

Based on quarterly payments and current American Council on Gift Annuities rates, rates effective as of January 1, 2024. Deductions will vary with the IRS discount rate on the date of your gift. Assumed rate is 5.2%. Not intended as tax or legal advice, please consult your personal tax advisor.

Planned Gift Administration

Q. Can I use my CGA to provide for someone else?

A. CGAs are a great tool for your planning because the payments from them can be set up to benefit up to two people, such as you and a spouse. You also have the option to designate a loved one to receive the fixed income payments.

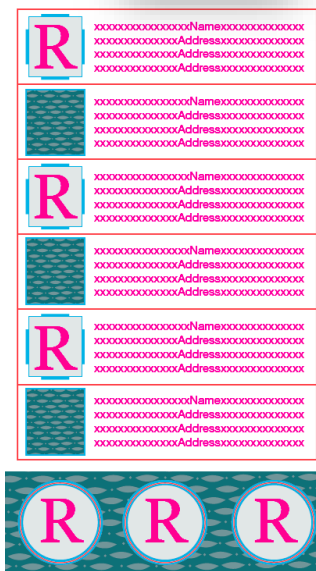
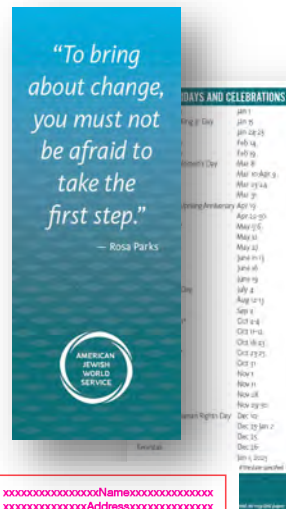
Q. What impact will my gift have?

A. At the end of your life, the remaining balance of your gift will be used to provide lifesaving medical treatment in the world's most challenging places. MSF teams deliver emergency medical aid to people in crisis, with humanitarian projects in more than 70 countries.

40 Rector Street, 16th Floor
New York, NY 10006
doctorswithoutborders.org

On-brand “freemiums”

Control: Holiday notecards, address labels & bookmark



Test: Branded decal, address labels & bookmark



WOW



#BRIDGE CONFERENCE "WOW" 2025 EDITION

Test Everywhere — Because Channels (And Audiences) Can Really Act Differently



National Park Foundation

What is your favorite national park?

TAKE THE SURVEY

Zion National Park

Dear Danielle,

Did you know that there are over 425 national park sites, including battlefields, seashores, historic sites, recreation areas, monuments, and more? From sites that tell stories of America's past to those with incredible recreation opportunities, the National Park Foundation values the preservation of these incredible places and all they have to offer!

Now, we want to know more about what you value most.

We want to hear from you, so take this short survey now to share your favorite parks and activities. From camping to learning new historical facts, we all enjoy our parks differently.

At the National Park Foundation, our work spans a variety of areas, from Landscape and Wildlife Conservation to Youth Engagement and Education. Support from our community of park enthusiasts helps to:

- Protect ecosystems and the plants and animals that call them home
- Support the rehabilitation of historic sites and the preservation of irreplaceable artifacts and places
- Make our parks more sustainable by reducing waste and conserving water resources

National Park Foundation

DO NOT WRITE IN THIS SPACE. TO BE COMPLETED BY NPF ONLY.

Member Status: PENDING Deadline: ASAP

Survey No: 00435 Processed by:

OFFICIAL 2025 NATIONAL PARK SURVEY

BEGIN HERE

INSTRUCTIONS:

1. Please answer all the questions below by completely filling in the oval that best matches your opinion.
EXAMPLE: Correct: ● Incorrect: ○ ○ ○

2. Return the entire survey form in the enclosed pre-addressed envelope within 10 business days or respond online at nationalparks.org/Survey2025.

1. Which aspects of our over 430 national parks do you love the most?
(Please mark all that apply.)

☐ Spectacular landscapes

☐ Wilderness and wildlife

☐ Historic landmarks and battlefields

☐ Places of cultural importance

2. V

3. F

OFFICIAL 2025 NATIONAL PARK SURVEY

TO STATE OF [STATE NAME] PARK ENTHUSIASTS

PARTICIPANT NUMBER: 00435

13/16 Adelle Sans Regular Font Addressee

Address Line 1

Address Line 2

City, ST Zip+4

4. Before reading this letter, did you know the National Park Foundation is the official non-profit partner of the National Park Service?

☐ Yes ☐ No

5. When you think about the world you want to leave to future generations, how important are our national parks?

☐ Extremely important ☐ Very important

☐ Somewhat important ☐ Not very important

PLEASE TURN OVER TO CONTINUE SURVEY

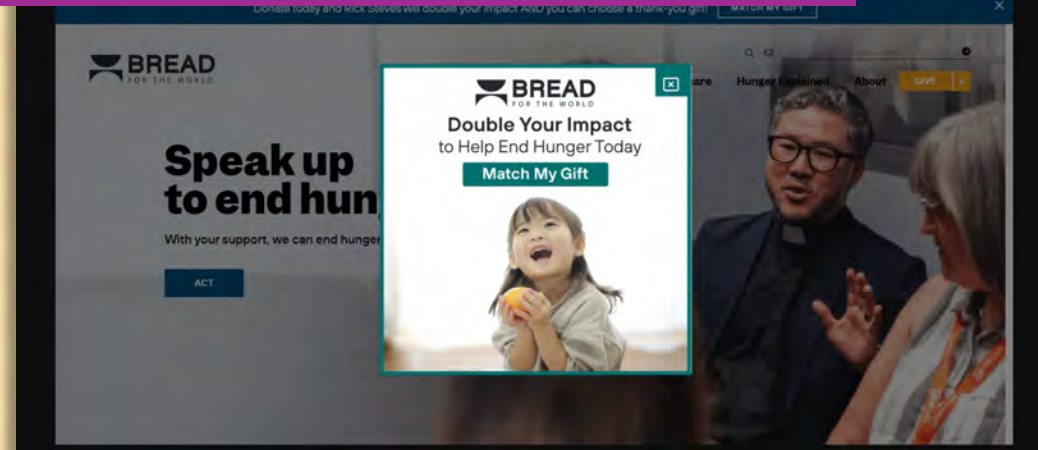
1500 K Street NW • Suite 700 • Washington, DC 20005 • 1.888.GOPARKS • 1.888.467.2757 • www.nationalparks.org

No Need to Over-expose the Famous

Text feels “special”
including the celebrity



Don't splash their photo on home page



Letter mention

That is why I hope you'll take advantage of this special opportunity to **DOUBLE** your impact. Your year-end gift of \$[ASK2] will become \$[ASK2x2]. Or \$[ASK3] will become \$[ASK3x2]. Your generosity will go 2x as far in helping secure the critical aid and policies that hardworking families need right now.

This opportunity is possible because longtime Bread member Rick Steves has once again pledged to match your gift — and all others in any amount — up to \$500,000 through December 31.

Not every email needs
to include the celebrity

Giving Tuesday is ending soon, and that means time is running out to have your gift TRIPLED — [please make a gift before midnight!](#)

Your support will go directly into advocating for policies that ensure everyone has access to the food they need. **Don't miss this special opportunity to maximize your impact!**

[Make a gift NOW, and you can choose a special thank-you gift from Rick Steves when you donate \\$100 or more!](#)

Thank you,

Justice Randolph
Deputy Director, Membership Giving



There's still time to **DOUBLE** Your Impact!
to Help End Hunger

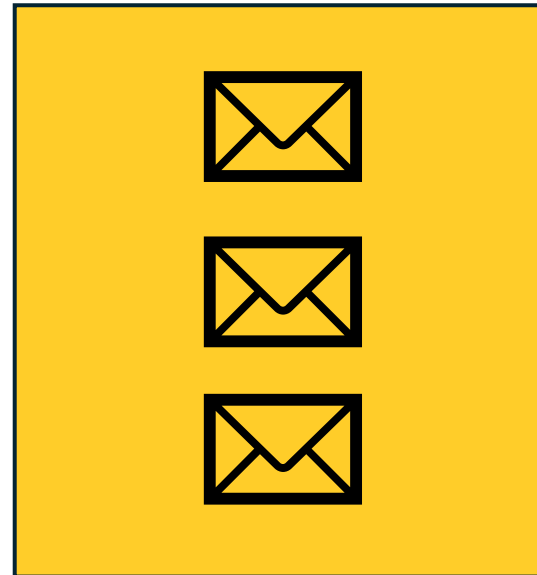




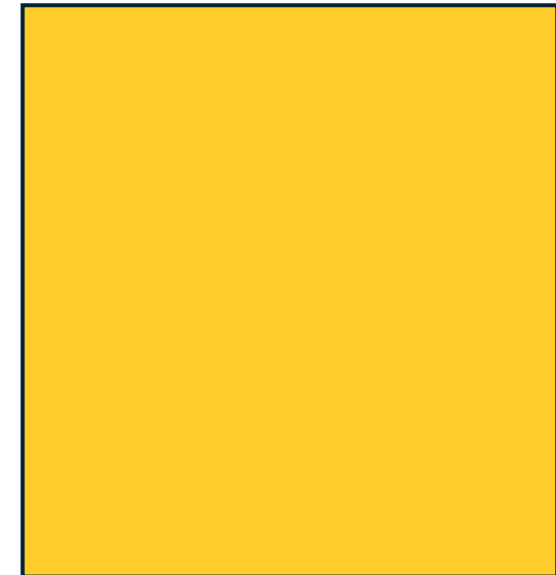
Web joins like direct mail, too



All

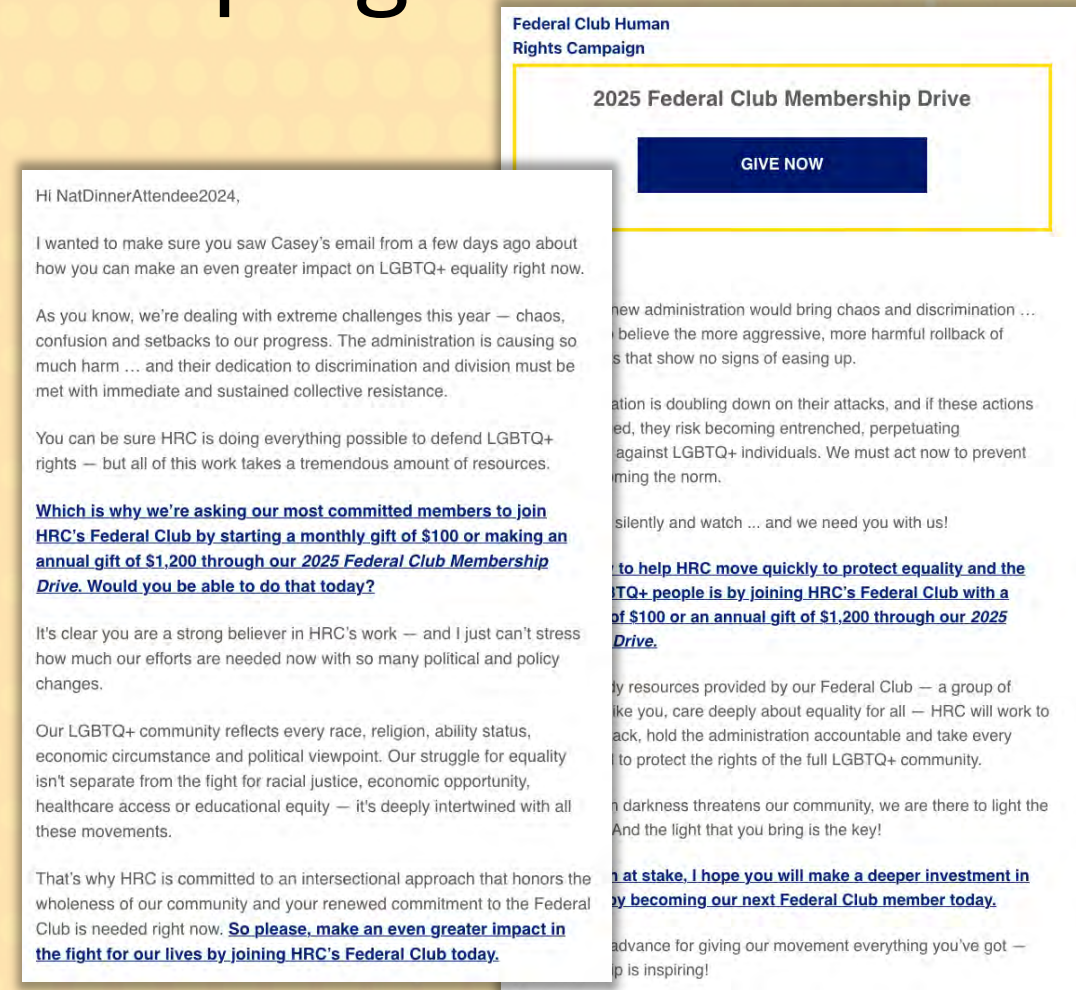
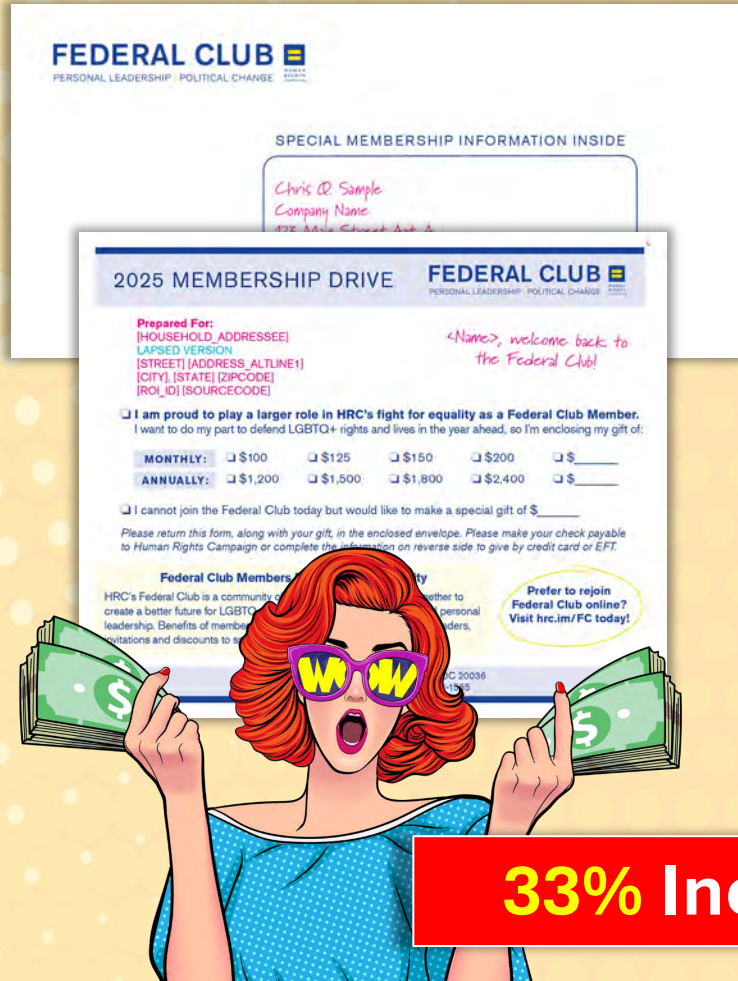


Reduced



None

Mini Mid-Tier Multi-channel Campaign — Major Impact



33% Increase Revenue Over Prior Year & Projections

Prepared to *ACT FAST*

Raised **double** what was expected!



DEADLY FLOODING DEVASTATES CENTRAL TEXAS. YOU CAN HELP!

americares

88 Hamilton Avenue
Stamford, CT 06902

SCAN HERE TO GIVE NOW AT
AMERICARES.ORG/EMERGENCY25

July XX, 2025

Mr. John Q. Sample
123 Main Street
Anytown, US 12345-1234
[Barcode]

Dear [Salutation],

Over the July 4th weekend, deadly floods swept through Central Texas, causing unimaginable devastation. Our hearts are broken for the families who lost loved ones and for the communities that have been devastated by this harrowing disaster.

You can rush urgent aid to the people of Texas who are in desperate need!

As I write this, our team is on the ground in Kerrville, Texas. Here's the situation:

- Homes, vehicles and campgrounds were swept away in the floodwaters, leaving widespread devastation across Central Texas.
- Families are displaced, many with young children, with urgent medical and mental health needs.
- Health facilities and first responders are overwhelmed, working around the clock to care for survivors.

Thankfully, your past support of Americares allowed us to deploy an Emergency Response Team immediately in Texas. Our team is working to meet the health needs of survivors, including mental support, coordinating with local partners and is ready to send shipments of urgently needed medicines, hygiene kits, wound care supplies, and chronic disease medications to help those who have lost everything. **But in light of this grave crisis, we must do more.**

And right now, your gift will go **THREE TIMES** as far.

A generous donor has offered to **triple match every dollar you give** to Americares for Texas flood relief and other crises around the world, up to \$300,000, if we act quickly.

That means your tax-deductible contribution of **<<\$Ask1>>** will multiply to become **<<\$Ask1x3>>**. Likewise, **<<\$Ask2>>** or **<<\$Ask3>>** from you can provide **<<\$Ask2x3>>** or **<<\$Ask3x3>>**. Any amount can make a lifesaving difference for families affected in Texas and in other crises worldwide.

(over, please)

PLEASE DETACH AND RETURN THE FORM BELOW WITH YOUR CONTRIBUTION TODAY

EMERGENCY DONATION FORM

Yes! I want to help provide emergency medical aid to those impacted by the flooding in Central Texas and around the world to people most in need. Enclosed is my generous, tax-deductible contribution of:

☐ \$Ask1 triples to \$Ask1x3
☐ \$Ask3 triples to \$Ask3x3

☐ \$Ask2 triples to \$Ask2x3
☐ Other Amount \$

SEND HELP FASTER: AMERICARES.ORG/EMERGENCY25

Chris Q. Sample
Lautman Maska Neill & Company
1790 Rhode Island Ave., NW Suite 301
Washington, DC 20036

☐ I have enclosed a check made payable to Americares
☐ Please charge my credit card. [See reverse.]

THANK YOU!

88 Hamilton Avenue, Stamford, CT 06902

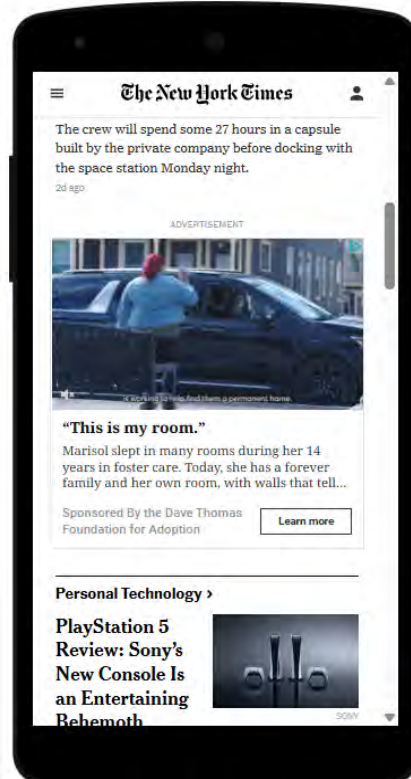
<Finder_Number> <SOURCECODE>



Add CTV to your paid media mix



Display Companion Banner



Display Video Ad



Paid Social



Native Ads



CTV

- 3rd largest driver of site traffic
- Lifted awareness for org and cause
- Search results grew
- Donations increased in this category




Digital ads for legacy leads!



As we confront one of the most hostile environments for civil liberties in our history, your feedback is more important than ever.

Will you take our 2025 survey today? It's very short and should take just a few minutes of your time.

Your response will help shape our work for generations.



ACLU

(1 = LEAST IMPORTANT; 5 = MOST IMPORTANT)



1 2 3 4 5

1. Defending voting rights by challenging voter suppression and gerrymandering. ○ ○ ○ ○ ○

2. Fighting for systemic change to achieve racial equality. ○ ○ ○ ○ ○

3. Protecting free speech by ensuring a free press, the right to protest, and protection for whistleblowers. ○ ○ ○ ○ ○

TAKE THE SURVEY


< Notes   Done

As we confront one of the most hostile environments for civil liberties in our history, we need your feedback now more than ever.

Please take our 2025 survey today!

Your voice can help inform our work for generations. As we prepare for the long fight ahead, we look forward to your response and are grateful for your support as we move forward, fight back, and win.

We need your input

 **Mohammad Zaidi, ACLU**
to me ▾

There is no ACLU without supporters and members. Right now, along with your partnership and your advocacy, I'd like to also ask for the gift of your feedback.

TAKE THE 2025 SURVEY NOW

As we confront one of the most hostile environments for civil liberties in our history, your feedback is more important than ever. With your partnership, we will continue to advocate for a future where every person has the freedom to learn, vote, think, believe, and thrive.

TAKE THE 2025 SURVEY NOW

As we prepare for the long fight ahead, we look forward to your response and are grateful for your support as we move forward, fight back, and win.

With warm regards,
Mohammad Zaidi
Pronouns: He, him, his

Digital ads can generate major gift leads

- 205k impressions
- 3,500 clicks
- **158 qualified leads!**

Cost per lead was higher than other ads due to the narrow audience, but worthwhile to capture high-value leads that will quickly offset the campaign cost.

Most leads 65+, but 15% of leads from 35-44 age range



Ad #1 (Prevent Overdose)



Ad #2 (Decrim)

Optimize the donor experience to boost results

Average gift
2.5x higher
than single
scroll!



TRIPLE YOUR IMPACT BEFORE 12/31

When you donate by **MIDNIGHT** on 12/31, your support will be **TRIPLE MATCHED!**

Please give today. Your gift will help us push for compassion and health—not handcuffs—to be at the heart of our nation's drug policy in 2025 and beyond.

1. Gift Amount 2. Payment 3. Billing

Select Your Donation Type

A ♥ **Monthly Gift** does even more to end the drug war.

One-time ♥ **Monthly**

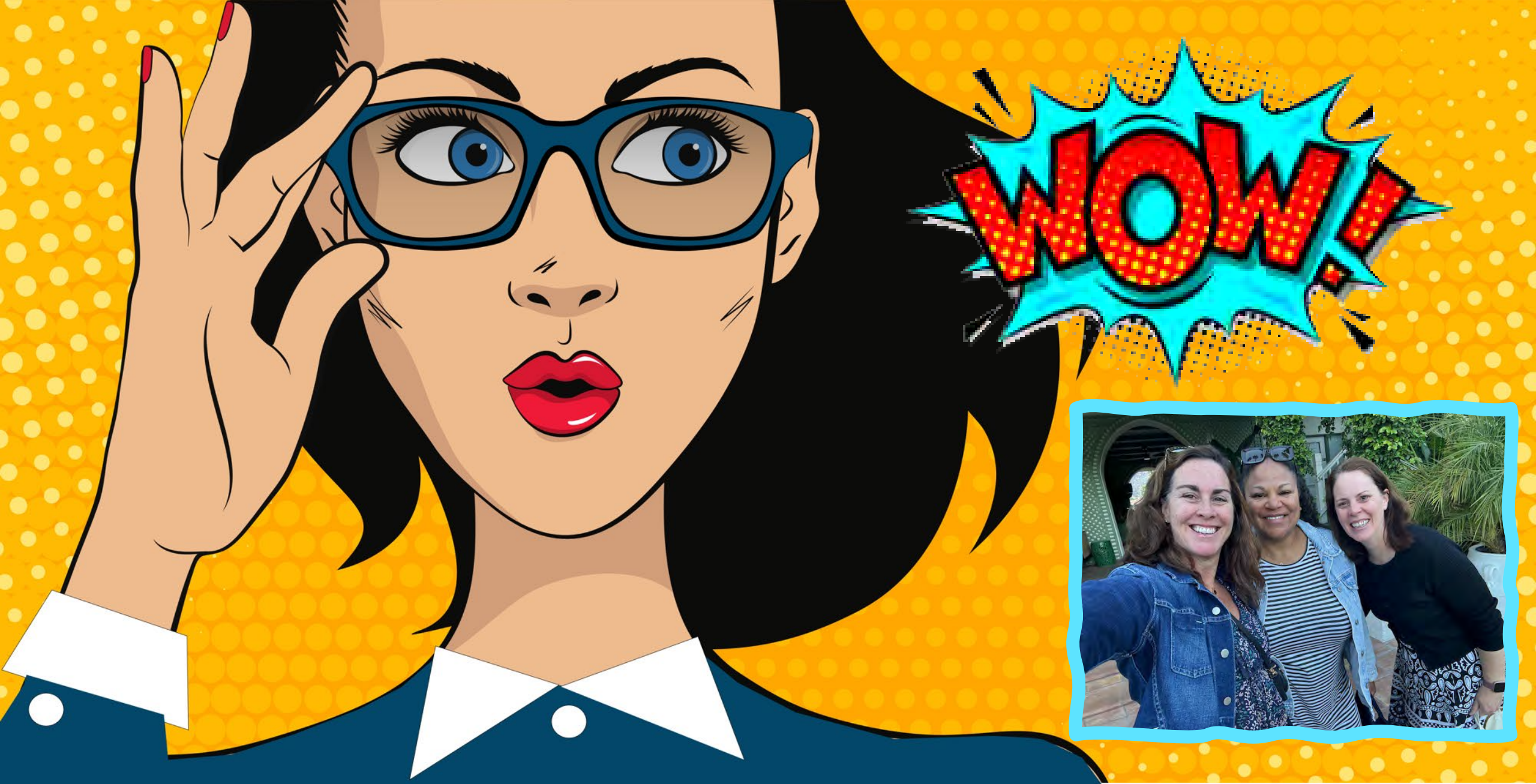
\$40 **\$75** **\$125**

\$ OTHER

Minimum payment: \$100.

NEXT >





#BRIDGE CONFERENCE "WOW" 2025 EDITION

Premiums for new donors

Spring Match 2024



All donors age 55+

Spring Campaign 2025



30% donors age 25-54
(65% of gifts were first time donors)

YoY Difference

| Metric | % Change |
|---------|----------|
| Gifts | +1,250% |
| Revenue | +991% |
| CPD | ↓ 90% |
| ROAS | +740% |



Couple Acquisition With Traditional Paid Media

60%
**INCREASE IN
RESPONSE
RATE!**

In case you had any doubt,

**WE ARE THE
AMERICAN CIVIL
LIBERTIES UNION.**

And we're not moving to Canada.

So, rest assured that when you target immigrants, dissidents, and your political opponents — we will challenge you in the courts, at state legislatures, and in the streets.

Surely, you remember the landmark lawsuits we won against you on family separation, the U.S. Census, and immigrants' rights — some of which were decided by judges you appointed.

During your last presidency, we brought 434 legal actions, including 250 lawsuits, against your administration's anti-civil liberties agenda.

We also mobilized the power of our more than 1 million card-carrying members into the streets, at airports, and in state capitals.

We've developed a comprehensive roadmap to defend our rights beginning on day one. We're not new to this.

At the ACLU, we play the long game.
We've been around for 105 years and
seen 19 presidents come and go.

That's why any attempt to roll back the nation's civil liberties on our watch will be hard fought and met with the full power of our resistance.

Steadfast and determined to make ours
a more perfect union,
we remain,
THE ACLU

THE ADVERTISEMENT IN THE NY TIMES

**WE ARE THE
AMERICAN CIVIL
LIBERTIES UNION**
AND WE'RE NOT
MOVING TO CANADA

[illegible]

THE ACQUISITION MAILING


Show Your Mission

300%

ROAS



Repurpose top performing creative



ANNOUNCING
\$50,000 Year End Match!
DOUBLE your support for your neighbors until 2025!
[Match my gift](#)

Dear {{{Recipient.FirstName}}},

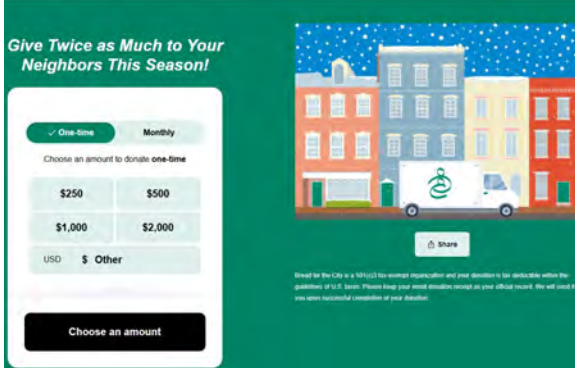
The end of 2024 is rapidly approaching, and I have an exciting announcement for you!

Until the clock strikes midnight on 12/31, gifts to Bread for the City will DOUBLE up to \$50,000 thanks to our friends at the Schattner Foundation.

That's double the impact on making the district a better place for *everyone*.

Your generosity has already made great progress in our mission as we work to uproot racism, reform DC policies, and provide our clients with services centered around dignity and respect.

Email #1 of 6



Give Twice as Much to Your Neighbors This Season!

☒ One-time ☐ Monthly

Choose an amount to donate one-time

| | |
|---------|----------|
| \$250 | \$500 |
| \$1,000 | \$2,000 |
| USD | \$ Other |

[Choose an amount](#)

[Share](#)

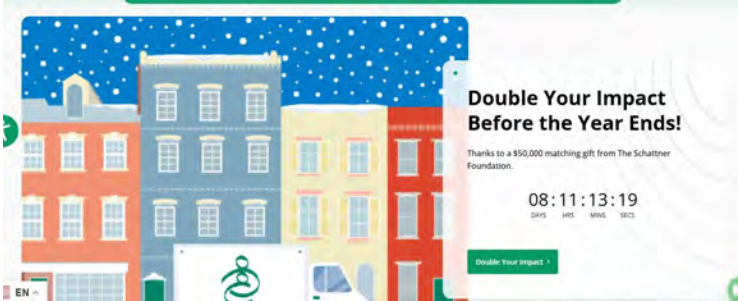
Bread for the City is a 501(c)(3) tax-exempt organization and your donation is tax deductible within the guidelines of U.S. laws. Please keep your email donation receipt as your official record. We will send it to you upon successful completion of your donation.

Donation page



ANNOUNCING
\$50,000 Year End Match!
DOUBLE your support for your neighbors until 2025!
[Match my gift](#)

Lightbox



Double Your Impact Before the Year Ends!

Thanks to a \$50,000 matching gift from The Schattner Foundation.

08:11:13:19
DAYS HRS MINS SECS

[Double Your Impact](#)

Homepage



Facts. Without Politics.

Lots of actions,
few complaints,
+ **halo impact on
fundraising**



**ALS RESEARCH
IS AT RISK!**

**ALS
ASSOCIATION**

Tiffany,

We need your help urgently to protect funding for ALS research. Proposed cuts to vital research funding could derail years of progress, putting lives at risk and setting ALS research back decades.

Why this matters: The proposed cuts to the National Institutes of Health (NIH) would cripple the infrastructure and workforce necessary to continue groundbreaking ALS research. NIH and other government agencies are the largest funders of ALS research, investing in over \$200 million annually.

Additionally, cuts to agencies like the Centers for Disease Control and Prevention (CDC), the Department of Veterans Affairs (VA), and the Centers for Medicare & Medicaid Services (CMS) would also harm essential programs that people with ALS rely on every day.

Turning ALS from fatal to livable – and curing it – requires robust investment in research and access to high-quality care. Slashing these resources puts both scientific progress and the well-being of individuals living with ALS in jeopardy.

What you can do: It's time to act — Congress must reject these cuts to ALS research and support the funding necessary to save lives. **Contact your Members of Congress and urge them to protect ALS research funding.** Share why this issue matters to you and to those living with ALS, including our veterans who are disproportionately affected.

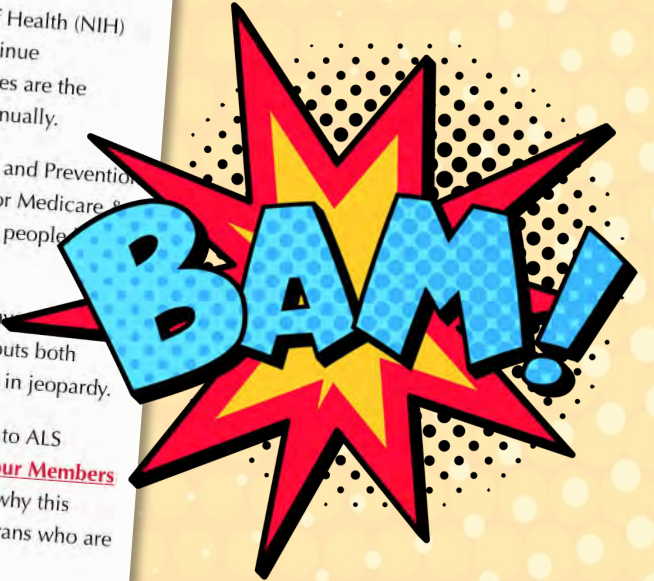
Now is the time to accelerate -- not dismantle -- progress against ALS.

Thank you for taking action today. Lives depend on it.

TAKE ACTION NOW


**ALS
ASSOCIATION**

ALS Association
1300 Wilson Blvd., Suite 600
Arlington, VA, 22209
[202-407-8580](tel:202-407-8580) | als.org



Invoices don't always work!





Double Your Impact for Animals Now!

YOUR MARCH MATCH CAMPAIGN STATUS: **PENDING**

[Double My Gift](#)

MATCH OFFER: ALL GIFTS DOUBLED!

PROGRESS TO GOAL: \$37,624 / \$40,000

MATCH EXPIRES: MIDNIGHT MARCH 31

((if FirstName))((FirstName)),

((else))((end)) There's still time to make your gift to the 2025 March Match Campaign—don't miss out on doubling your impact! The deadline to have your gift MATCHED is Monday, March 31. **Will you complete your gift today?**

Every day, animals endure immense pain and suffering at the hands of powerful industries like factory farming, tourism, and animal entertainment. These industries profit from cruelty, denying animals their most basic needs and treating them as mere commodities while also destroying our planet.

The scale of suffering can be overwhelming, but so is the power of animal advocates like you when we all come together.

Right now, your gift — doubled up to \$40,000 — will go twice as far in our efforts to stop the exploitation of animals at the source.

That means TWICE the impact to fight against factory farming and the wildlife trade. TWICE the impact to advance critical campaigns that push governments and companies to enforce and enact stronger animal protections. TWICE the impact to aid recently rescued animals as they work to be rehabilitated into the wild. **TWICE the impact to make the world a better place for animals — free from exploitation and cruelty.**


((if FirstName))((FirstName)), **we((else))((end)) can only protect animals if we have generous supporters like you by our side. Please don't wait. Take a moment right now to make your gift — when you do, it will be matched dollar-for-dollar to protect twice as many animals.**

[Double My Gift](#)

World Animal Protection

World Animal Protection
535 8th Ave 3rd FL
New York, NY 10018
United States
P: 646-783-2200 | info@worldanimalprotection.us
World Animal Protection is a US registered charity
EIN #04-2718182
World Animal Protection ©2025 All rights reserved.
[Donate](#) | [Visit our website](#) | (Unsubscribing is not supported in previews) | [Privacy Policy](#)

VS.



Triple Your Impact for Animals Now

[Triple My Gift](#)

Friend,

Our Giving Tuesday deadline is approaching fast. And as we count down the final hours, we're counting on you! **Will you make your Giving Tuesday gift before the clock strikes midnight tonight?**

Making the world a better place for animals is about making lasting and meaningful change by fighting to end the systems that force animals to suffer in the first place. It's about creating a better future and a kinder world for all animals — that's where generous donors like you come in!

When you donate tonight before midnight, your gift will be tripled to help advance our mission by supporting:

- Animal rescue missions across the world that not only give animals a second chance at life but also phase out the cruel industries that exploit these animals — like in Vietnam where there has been a 95% reduction in bears farmed for their bile. Today, there are roughly 200 bears left to rescue.
- Campaigns that expose the cruelty and abuse farmed animals endure and stop the reckless expansion of this greed-fueled industry, which slaughters billions of living beings, destroys wild habitats, and pollutes our air and water.
- Mobilizing millions of people around the world to demand change and push decision-makers for new legislation to protect animals—because when animals thrive, so do we.

Every person who opposes animal cruelty, just like you, has the power to create a better future for all animals.

Can we count on your support before midnight? **Remember, your gift will be instantly tripled!**

[Triple My Gift](#)


Your Giving Tuesday Status:
PENDING

[Triple My Gift](#)

Match Offer: ALL gifts TRIPLED!

Progress to Goal: \$6,793 / \$10,000

Match Expires: Midnight Tonight



Double Your Impact for Animals Now!

((if FirstName))((FirstName)),

((else))((end)) There's still time to make your gift to the 2025 March Match Campaign—don't miss out on doubling your impact! The deadline to have your gift MATCHED is Monday, March 31. **Will you complete your gift today?**

Every day, animals endure immense pain and suffering at the hands of powerful industries like factory farming, tourism, and animal entertainment. These industries profit from cruelty, denying animals their most basic needs and treating them as mere commodities while also destroying our planet.

The scale of suffering can be overwhelming, but so is the power of donors like you when we all come together.

Right now, your gift — doubled up to \$40,000 — will go twice as far in our efforts to stop the exploitation of animals at the source.

That means TWICE the impact to fight against factory farming and the wildlife trade. TWICE the impact to advance critical campaigns that push governments and companies to enforce and enact stronger animal protections. TWICE the impact to aid recently rescued animals as they work to be rehabilitated into the wild. **TWICE the impact to make the world a better place for animals — free from exploitation and cruelty.**

((if FirstName))((FirstName)), **we((else))((end)) can only protect animals if we have generous supporters like you by our side. Please don't wait. Take a moment right now to make your gift — when you do, it will be matched dollar-for-dollar to protect twice as many animals.**

[Double My Gift](#)


Your March Match Campaign Status:
PENDING

[Double My Gift](#)

Match Offer: ALL gifts DOUBLED!

Progress to Goal: \$37,624 / \$40,000

Match Expires: Midnight March 31



Send Cultivation Messages In Hard Moments

DON'T SAY NOTHING,
CONNECT **AUTHENTICALLY**



Israel Guide
Dog Center

אחד עם אחד בלב אחד Am Echad B'lev Echad: translates to One People with One Heart. For us it means, when our friends in Israel are struggling, our hearts are with them. Just as our hearts hurt, our hearts can also feel joy—and today I'm happy to share that joy.



Israel Guide
Dog Center

אחד עם אחד בלב אחד Am Echad B'lev Echad: translates to One People with One Heart. For us it means, when our friends in Israel are struggling, our hearts are with them. Just as our hearts hurt, our hearts can also feel joy—and today I'm happy to share that joy.

On Tuesday, as the threat of incoming missiles continued, the Center was able to celebrate the renewal of life--MAZAL TOV to our Black Lab, Rixie, on the birth of 8 happy, healthy puppies.



Rixie and her 8 newborn puppies



3 newborn yellow labs cuddling



4 yellow and 4 black newborns

There is something about life renewing in the midst of war that gives us hope.

Check out the below short video message from our Founder and Co-CEO Noach Braun.



[Click to Make a Donation](#)

We'll continue to share updates. In the meantime, thank you for your kind friendship, generous support, and continued thoughts & prayers.

Leverage hot email dates for regular renewals

Raised **168% more revenue** than the original renewal email!



Mya, in case you missed our earlier email, we wanted to remind you that your membership is about to expire. If you **renew today**, a special [\\$25,000 Giving Tuesday match](#) will increase the impact of your gift.

The National Trust relies on the generosity of our members to continue saving America's historic places and strengthening our communities. We hope you'll continue your generous support by making a gift today when your gift will be doubled dollar-for-dollar—increasing the difference you can make.

Please help the National Trust take advantage of this match by renewing now. Step forward and double your impact for the sake of historic places and our cultural heritage.

[Give today to unlock our Giving Tuesday Match.](#)

Sincerely,

Cari Maslow
Vice President of Annual Giving

RENEW NOW

Mya, in case you missed our earlier email, we wanted to remind you that your membership is about to expire. If you **renew today**, a special [\\$25,000 Giving Tuesday match](#) will increase the impact of your gift.

The National Trust relies on the generosity of our members to continue saving America's historic places and strengthening our communities. We hope you'll continue your generous support by making a gift today when your gift will be doubled dollar-for-dollar—increasing the difference you can make.

Please help the National Trust take advantage of this match by renewing now. Step forward and double your impact for the sake of historic places and our cultural heritage.

[Give today to unlock our Giving Tuesday Match.](#)

Sincerely,

Cari Maslow
Vice President of Annual Giving

RENEW NOW



**SAVE AMERICA'S
HISTORIC PLACES**

RENEW NOW

Waioli War Memorial Natatorium, Honolulu, Hawaii
Photo by David J. Brown

Dear Mya,

Your membership expires this month and we hope you'll take a moment now to renew your annual membership with the National Trust for Historic Preservation. Historic preservation is powered by members like you that understand the immense value of America's historic places.

As a National Trust member, you share in the very special rewards that come from protecting our nation's legacies—from tangible bricks and mortar to the immeasurable inspiration that a hero's life, a people's struggle, or a nation's progress can instill in our hearts, souls, and spirit. You make historic preservation possible!

RENEW TODAY

Texting to acquire new donors??

**Cold fundraising text
campaign to prospective
donors**

Co-op modeled list



120% ROI

THIRTEEN PBS

**Public Media is
a Public Good**

THIRTEEN and PBS keep Americans
educated and informed.

DONATE AT [THIRTEEN.ORG/JOIN-US](https://thirteen.org/join-us)

Tyler, an executive order from the White House is targeting public media funding. This poses a serious threat to THIRTEEN, our PBS station in the Tri-state area.

Unlike commercial media, we are Public Media, and we exist to serve the public good.

We deliver trusted, free & high-quality content that educates, inspires, and connects our communities.

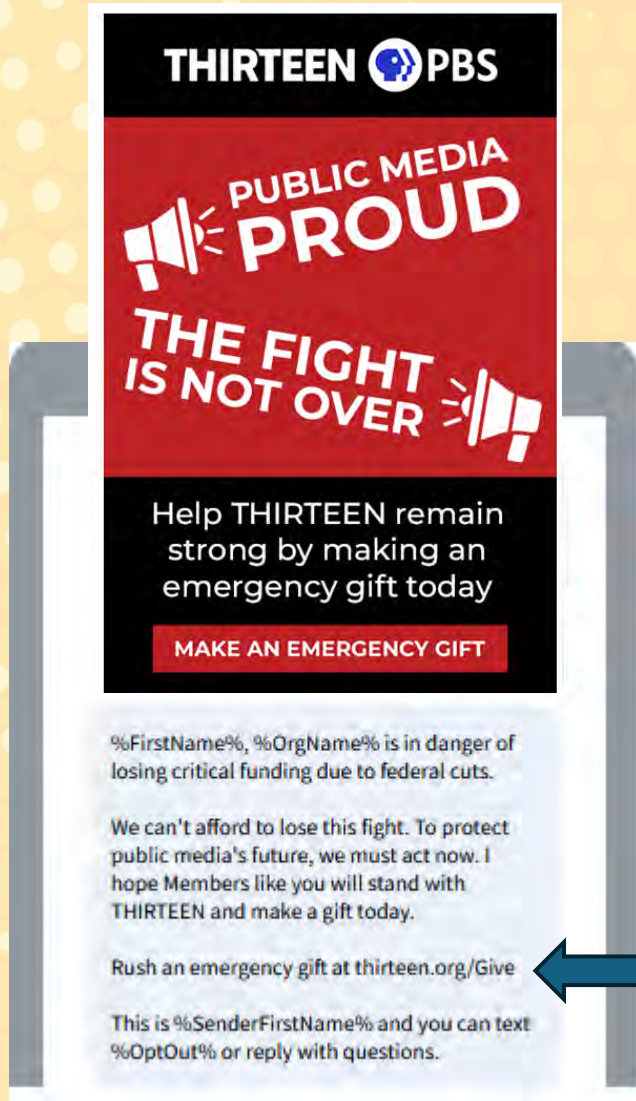
With the threat of losing federal funding, it has never been more crucial to stand together. Your gift today will help ensure the future of public media here in the Tri-state area.

Will you donate at thirteen.org/join-us ?

-Morgan from THIRTEEN

Reply STOP to unsubscribe.

Vanity URL vs auto link shortening



WINNER:
thirteen.org/Give
29% increase in response



IGNITED BY PURPOSE

NEXT UP!
Have a Great Evening!

See you tomorrow at 7:30 AM
for a light breakfast in the Solutions Showcase.
Sessions begin at 8:00 AM!



IGNITED BY PURPOSE

**I'm speaking at the Bridge to Integrated Fundraising & Marketing Conference.
I hope to see you July 30 – August 1, 2025, at the Gaylord National Hotel!**



Allison Porter
President
Avalon Consulting Group, Inc.

Register at:
[**bridgeconf.org**](https://bridgeconf.org)

#BRIDGE CONFERENCE "WOW" 2025 EDITION



IGNITED BY PURPOSE

**I'm speaking at the Bridge to Integrated Fundraising & Marketing Conference.
I hope to see you July 30 – August 1, 2025, at the Gaylord National Hotel!**



Tiffany Neill, CFRE
Partner & Owner
Lautman Maska Neill & Company

Register at:
[**bridgeconf.org**](https://bridgeconf.org)

#BRIDGE CONFERENCE "WOW" 2025 EDITION



IGNITED BY PURPOSE

**I'm speaking at the Bridge to Integrated Fundraising & Marketing Conference.
I hope to see you July 30 – August 1, 2025, at the Gaylord National Hotel!**



Mwosi Swenson
President & Chief Executive Officer
Mal Warwick Donordigital

Register at:
bridgeconf.org

#BRIDGE CONFERENCE "WOW" 2025 EDITION

