

Direct Response Creative Strategy

Maximizing Your Investment

NEWPORT**ONE**

Friday, January 28, 2022
Professors Institute





Craig DePole, President Newport ONE

30 years in direct response fundraising
Member of DMAW, Board Member and Chair, Association of Direct Response
Fundraising Counsel of The Nonprofit Alliance.

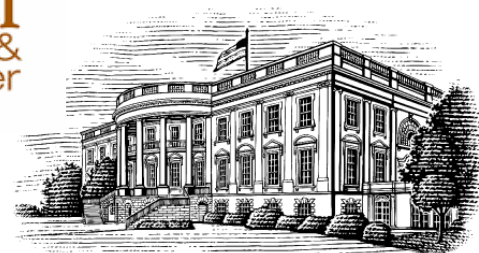
NEWPORTONE

***Newport ONE** is a full-service, direct response fundraising agency that is helping nonprofit organizations engage and inspire their donors to change the world. Using data intelligence coupled with creative ideas, Newport ONE partners with innovative organizations to reimagine how direct response fundraising should work. Connect with us at info@newportone.com.*

Newport ONE is honored to work with so many outstanding organizations and causes.



CALIFORNIA
STATE PARKS
FOUNDATION



THE WHITE HOUSE
HISTORICAL ASSOCIATION



care®

ifaw

International
Fund for
Animal Welfare



AMERICAN
BATTLEFIELD
TRUST ★ ★ ★



Democracy
Works



Creative is Overrated And Underappreciated

POV: Boards and Executives

I would never start a sentence with And or Because.

We need to use proper grammar and complete sentences.

It looks boring.

We need to talk about all our other programs.

Red isn't one of our brand colors.



WHAT BRINGS IN YOUR FUNDRAISING DOLLARS

40%



Audience

- The people you're talking to
- Determined by medium, list selection, & statistical modeling

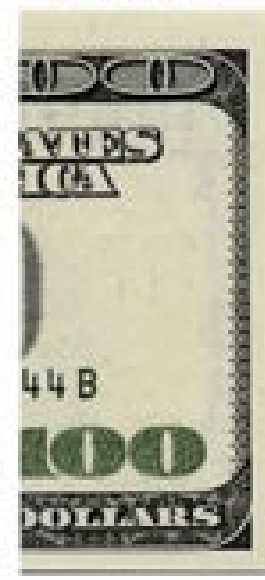
40%



Offer

The specific action you're asking them to take

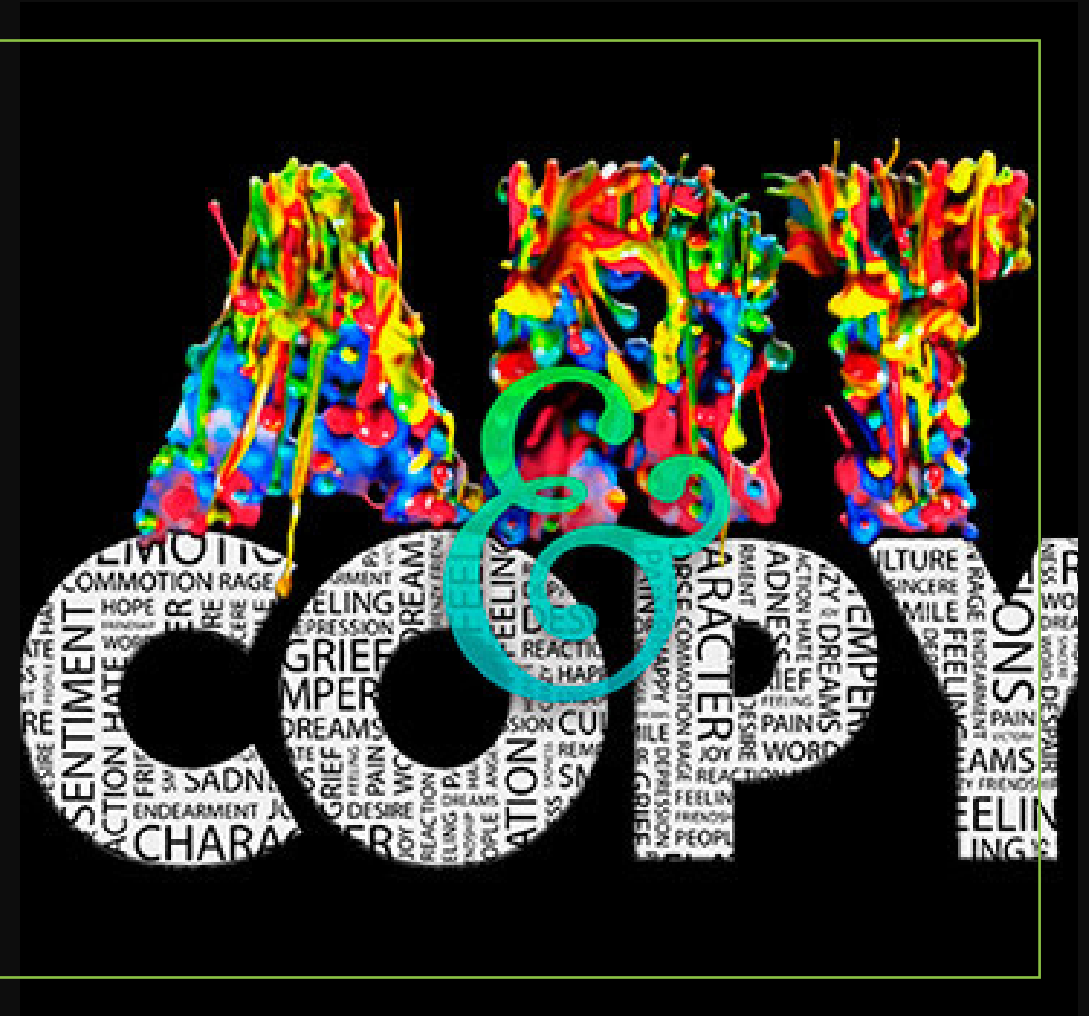
20%



Creative

- Copy (including stories)
- Design
- Images

And giving it the right amount of attention



#1 An Irresistible Offer

Most offers are interesting but rarely irresistible

To expand beyond folks who already love you requires greater specificity.

Offer: Solve a specific problem

- Make it a simple solution (not all the underlying complexities)
- 56 cents provides a day of meals + 4x the impact



The advertisement features a large orange puzzle piece on the left with the CARE logo and the text "We can't let another child starve." Below this is a white rectangular area for a name. To the right is a photograph of a malnourished child. At the bottom, a horizontal bar represents a puzzle piece, with a red section on the left and a green section on the right. The text "What's inside can save a child's life. So can YOU." is written above the bar. Below the bar is a small image of a puzzle piece with a red cross.

care

We can't let another child starve.

Act now. Save lives. 4X match inside!

What's inside can save a child's life. So can YOU.

Photo Credit: Josh Klatky/CARE



The advertisement features the CARE logo at the top left. To the right is a photograph of a woman feeding a child. Below the photograph is the text "A child dies every 6 seconds from malnutrition and preventable disease." Below this is a letter addressed to "Mr. and Mrs. John Sampleperson" about a child named Aboubacar. The letter describes the child's malnutrition and the need for support. Below the letter is a small image of the child. At the bottom, the text "FIGHT WITH CARE" is followed by a call to action: "Your gift has 4X the impact to help fight hunger and malnutrition with the fiercest weapon: CARE. Give now. Save lives." Below this is the text "That means your gift today has 4X the impact to save lives." and a small image of a puzzle piece with a red cross.

care

A child dies every 6 seconds from malnutrition and preventable disease.

Dear [Mr. and Mrs. John Sampleperson],

In Africa's Sahel region, 2-year-old Aboubacar is half the size he should be. His thin limbs flail and his tiny body writhes in pain. His cries of hunger are endless.

His grandmother, Habi, is the child's sole caregiver and she struggles to keep him alive with whatever meager food she can find. But it's not enough. Worried for his life, she recently brought Aboubacar to a CARE-supported clinic near their village.

A nurse measured the circumference of the child's arm to determine how malnourished he had become. He was in the red zone, which means acute malnutrition — and the very real danger of becoming irreversibly stunted. For children who reach this stage before the age of 5, it's already too late.

[Mr. and Mrs. Sampleperson], children in the Sahel region are being ravaged by widespread hunger — and it's one of many places gripped by famine-like conditions due to drought, conflict and extreme poverty. Beyond the Sahel, 14 million children are at immediate risk of starvation in Sudan, Somalia, Nigeria and Yemen alone. Now, the COVID-19 pandemic adds a new, cruel threat. Children need your support simply to survive!

The situation is dire — and the need for new CARE supporters is urgent. Will you join us today with a donation of any amount? No child should slowly starve to death when, together, we can help.

Through CARE, just 56 cents provides a day of lifesaving meals for a child in need. This is the best time to join our mission — because right now for every dollar you give to save children like Aboubacar, we can secure up to four additional dollars of donated supplies and grants.

That means your gift today has 4X the impact to save lives.

(over, please)

FIGHT WITH CARE

Your gift has 4X the impact to help fight hunger and malnutrition with the fiercest weapon: CARE. Give now. Save lives.

CARE • 101 Ellis Street NE • Atlanta, GA 30303-3440 • 1-800-422-7285 • CARE.org • info@CARE.org

Visual aid to advance the message



Limited-time 4X Match
Your gift has 4X the impact to save the lives of children at risk of starvation in countries facing extreme hunger due to drought, poverty, conflict and displacement.

Please give now.
Return the enclosed response coupon.
Or put your gift to work right away online:
care.org/fighthunger

FIGHTWITHCARE®

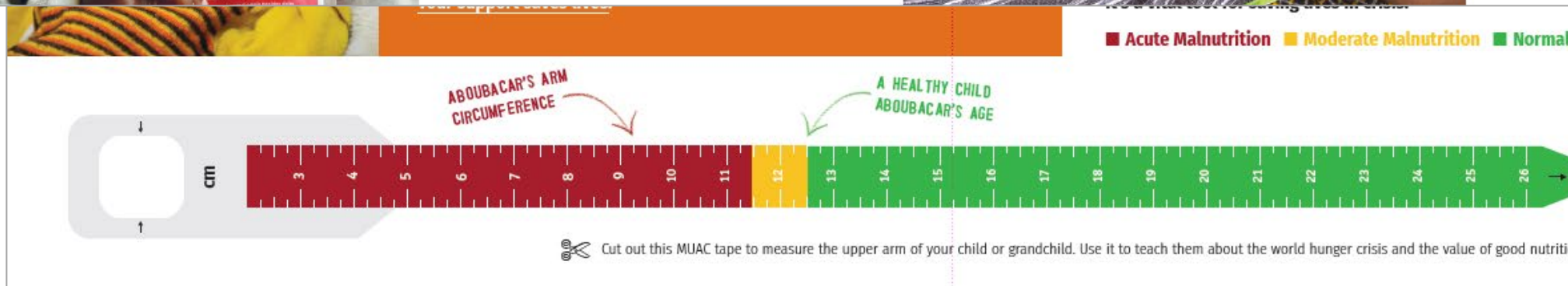
Photo Credits: (front cover) Peter Caton/CARE, (back cover) Josh Estey/CARE
Inside: (left to right) Motaz Fuad/CARE, Peter Caton/CARE



The measuring tape
inside helps save lives.

So does your
support.

*Learn more inside
and give today.*



Offer: An opportunity



Spend a day in Dogtown without leaving home!



Why is this dog so happy? You would be, too, if you lived at Dogtown (and you were a dog)! Join Best Friends Animal Society today and make this life possible for even more homeless animals.

Dear <<Salutation>>,

Around 7 a.m. you might be getting out of bed . . .

. . . unless there are 400 hungry dogs depending on you for their breakfast. Then, you'd already be rationing out the goods.

That's how it is for caregivers at Best Friends Animal Society's Dogtown. Like parents, a caregiver's job is around the clock, but the bustle starts before dawn and ends after dark.

At Best Friends, we are committed to seeing the day when companion animals are not killed in shelters simply because they didn't find homes in time. Many dogs in Dogtown have some special needs that could make them harder to adopt. That's because many of the animals who come here have survived some sad situations. Abuse. Natural disasters. Puppy mills. Or they were bounced around from shelter to shelter and were running out of time.

Yet, with the right amount of care, medicine, training and TLC, they shed the heaviness of their pasts and bless us with their unwavering ability to love again.

Some open up immediately. Others take longer. But in their own time nearly all of them will share their love with caregivers, visitors, volunteers, perfect strangers . . . anyone willing to show them a little bit of love in return. Many become treasured members of new families. We save them. They save us. By restoring our faith, emanating joy, and adding purpose to our lives.

You aren't alone if you love pets like these as much as we do.

Thousands of volunteers visit Dogtown for anywhere from one week to a whole month. They help exercise the dogs, clean their runs, prepare their food and work on their training — all in preparation for finding the perfect home.



John Garcia and Theresa

Page Two

People like you join Best Friends Animal Society because they believe animals deserve safe, happy, healthy lives. It's your generous support that provides everything these dogs need.

Best Friends Animal Society is the only national animal welfare organization dedicated to ending the killing of companion animals in our nation's shelters. When you join Best Friends by making a gift, you help homeless pets find their way safely to homes. And together, we can *Save Them All*.*

Your gift will do so much:

- \$25 fixes a dog to prevent unwanted litters.
- \$50 microchips 5 dogs before they leave Dogtown with their new families so they will never be lost again.
- \$100 provides bottle feeding and medical care for an orphaned puppy.



If you give a gift of \$25 or more, you'll receive the award-winning bimonthly *Best Friends* magazine that keeps you up to date on all of the work your gifts make possible. You'll get the latest news from Dogtown, as well as other animal care areas of the Sanctuary, and you'll learn more about what we're doing to save lives across the country.

Dogtown's special residents count on the kindness of strangers to help them find health and happiness. Please join Best Friends Animal Society today. Thank you!

Best wishes,

Julie Castle, CEO
Best Friends Animal Society

P.S. We've enclosed a little peek into a day in the life of Dogtown. We hope you enjoy it! Remember, for \$25, you'll be saving lives and receiving the award-winning, bimonthly *Best Friends* magazine. Visit bestfriends.org for more information. Thank you!

Premium offer

Making the case right from the start

1300 19th Street, NW
8th Floor
Washington, DC 20036



202.429.5609 Telephone
202.872.0619 Facsimile
www.oceanconservancy.org

July 15, 2019

2019 [Statename] Annual Fund

Dear [SALUTATION],

I'll admit it. I'm taking a risk by sending you this calendar.

But I have a feeling you are somebody who cares deeply about the future of our ocean.

That's why I'm hoping you can take a simple step today—a step that has the power to save the ocean and the wonderful creatures it contains.

Could you consider becoming a member of Ocean Conservancy as part of our 2019 [Statename] Annual Fund with a gift of \$50 or \$25?

Joining Ocean Conservancy is the best way to show you care about our ocean. And it could make a huge difference in our campaign to ensure a healthy, productive ocean.

Please let me explain.

Yours FREE!

Our exclusive Ocean
Conservancy metal straws!



2020 Ocean Wildlife Calendar Receipt Confirmation Form

☐ YES, I received the 2020 Ocean Wildlife Calendar—and I want to take action today to save the ocean and the miraculous diversity of wildlife it contains. I'm enclosing my tax-deductible gift of:

☐ \$50 ☐ \$25 ☒ \$18 ☐ \$15* ☐ Other \$_____

Your gift of this amount or more will really help!

☐ YES, my gift is \$15 or more—
please send me my exclusive
Ocean Conservancy metal straw!

TITLE FULLNAME
ADDRESS

Premium offer

Call out offer

ESTABLISHED 1961



WHITEHOUSEHISTORY.ORG

THE WHITE HOUSE
HISTORICAL ASSOCIATION

Dear Friend:

More than 60 years after his election, his challenge still rings in our cultural memory.

*"My fellow Americans, ask not what your country can do for you,
ask what you can do for your country."*

When John F. Kennedy spoke these words at his 1961 inauguration, he helped to inspire a whole generation to take up public service. And in his memory, I'm writing to tell you of something you can do — right now — to live up to that legacy.

You can help safeguard the house that President Kennedy — and, more than anyone else, his wife Jacqueline — helped to revive for future generations. You can join the White House Historical Association.

In the nearly 60 years since the Association was born, we have been working to maintain and conserve all the State Floor Rooms and public spaces where presidents through the ages have conducted the nation's most important business.



Mrs. Kennedy in the
Diplomatic Reception Room.

Photos: John F. Kennedy Library and Museum/NARA

Again and again, with the help of private donors, we have stepped in when public funds fell short ...

... acquiring historic furnishings and artwork ...

... assisting in the preservation of public rooms, and ...

... keeping the "People's House" and its stories alive for future generations.

In just a few years alone, we have funded projects in the Oval Office and the Family Dining Room, provided a fresh look for the State Dining Room, and acquired a new set of White House china and a painting by Alma Thomas, the first African American woman to have art in the White House collection.

over, please



The Kennedys entering an inaugural ball.

Page Two

But work on this scale can only happen with the help of generous, caring citizens like you. For that reason, I am enclosing — free of charge and especially for you — a series of greeting cards that evoke both the legacy of President Kennedy and the enduring historic value of the White House.

I hope you will send them to friends and family, and I hope that they will inspire you to take the next step and join the White House Historical Association.

With a membership contribution of \$50 or more — a discount of \$10 off the membership rate — you will enjoy such benefits as:

- The White House Historical Association newsletter, *The 1600 Dispatch*, detailing the Association's latest initiatives.
- Our beautiful annual wall calendar.
- Invitations to insider briefings and exclusive events.

Plus, when you become a Member, we will send you, free of charge, our exclusive 2021 White House Christmas Ornament. The limited-edition keepsake commemorates President Lyndon B. Johnson and is beautifully crafted in shiny brass and plated with 24-karat gold. Made in the United States, it is a great tradition to add to your holidays or share with family and friends.



*Join today with a gift of \$50 or more — a discount of
\$10 — and receive the 2021 White House Christmas
Ornament — free — and so much more.*

More than anything else, becoming a Member of the White House Historical Association places you among the elite corps of Americans who are doing all they can to preserve, enhance, and advocate for the "People's House."

When the Kennedys moved into the White House in 1961, they found a building that had been all but stripped of its past.

Gone was nearly the entire 53-piece suite of extraordinary gilded beech wood furniture acquired in France by President James Monroe in 1817. Gone was the cut and engraved glassware service for 60 ordered by President and Mrs. Franklin Pierce in 1853. Gone was the Tiffany screen of colored glass that stood in the Entrance Hall from 1882 to 1902.

For more than a century and a half, treasured objects like these had come and gone at the whim of each new president. With each new administration free to keep or discard whatever it found, vast quantities of furniture, paintings, sculptures, glassware, cutlery, china, and lighting fixtures were simply carted home, auctioned off, or tossed in the scrap heap.

When Chester Arthur took over for the deceased James Garfield, for instance, the new president had more than 20 wagonloads of furnishings, 30 barrels of china, and other household items carted away to a local auction house to be sold.

next page, please

#2 Offer-to- Audience Targeting

- Interested
- Inclination
- Intent
- Means

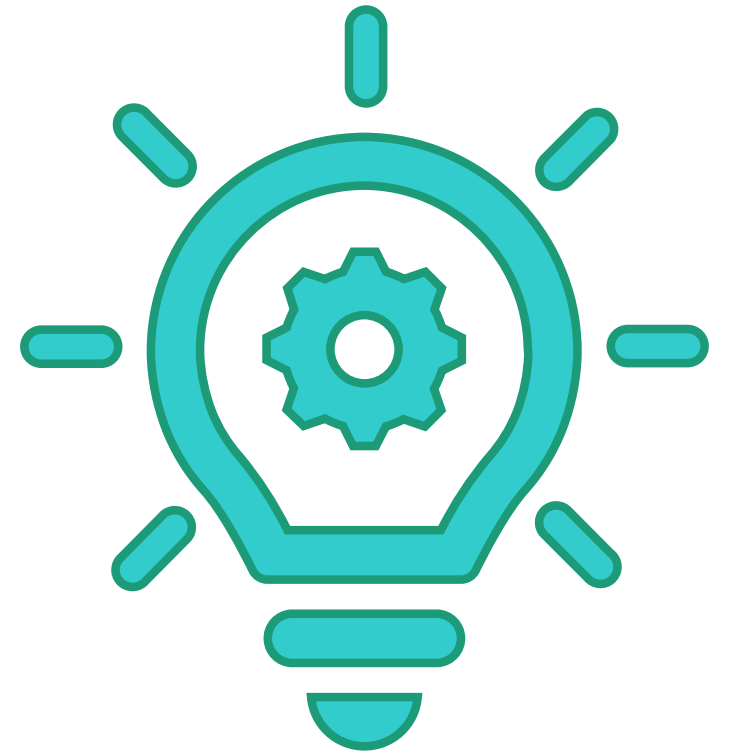
#3

Identifying a Captivating Story

Illuminates the problem and an obvious solution.

Don't let all the facts get in the way.

Statistics can support your case, but they are not as important as you may think.



Good story example

The White House is the property of the Nation, and so far as is compatible with living therein it should be kept as it originally was... It is a good thing to preserve such buildings as historic monuments which keep alive our sense of continuity with the Nation's past.

—THEODORE ROOSEVELT

Captivating opening

Dear Friend:

When Jacqueline Kennedy moved into the White House in 1961, she saw all the artwork and furnishings that should have been there—but weren't.

Gone was the nearly entire 53-piece suite of extraordinary gilded beechwood furniture acquired in France by President James Monroe in 1817. Gone was the cut and engraved glassware service for sixty ordered by President and Mrs. Franklin Pierce in 1853. Gone was the Tiffany screen of colored glass that stood in the Entrance Hall from 1882 to 1902.

The conflict

For more than a century and a half, treasured objects like these had come and gone at the whim of each new president. The only solution was to preserve the White House to reflect that building's entire history.

So Mrs. Kennedy searched in forgotten corners of the house for treasures stored and forgotten by previous first families. She hired a professional curator and instituted formal new collection procedures. She inspired collectors to donate important objects that had been sold or given away. She conducted a nationally televised tour of the building ... and she even conceived and edited the White House's first-ever guidebook, which is still in print today.

The resolution

And finally, she grasped that, with the limitations of public funding, the White House would need a private partner to help maintain the ceremonial State Rooms and public spaces — all those stages where the president conducts the nation's most important business.

She created the White House Historical Association.

Happy story



13600 Chimpanzee Place
Keithville, LA 71047

Want to know why Maxi is so happy?

After 32 years of living in a research facility, thanks to you, she's finally living the Chimp Life. Help us give more chimps the home they deserve.

Dear [Salutation],

There's nothing quite like it ...

Bringing a new baby (or pet) home is the best way to describe the anticipation.

Months of preparation. Getting the rooms ready with toys and hammocks. Setting up schedules. Stocking up on plenty of fresh fruits, veggies and other meals. Planning doctor's appointments and medical exams ... and so much more.

And when the new chimps finally get here, it's like there's magic in the air — the energy is contagious. I wish you could be here to experience this amazing homecoming. Truly, there's nothing like it.

You might find Hillary peeking through the fence ... up in the tree, Mason is on the lookout and ready to spread the news ... in the yard, Joseph and his best bud, P.G., are waiting to meet their new neighbors.

To say it's a pretty big deal when new chimps arrive at **Chimp Haven** would be putting it mildly.

And, today, I'm super excited to introduce you to Maxi. She arrived, along with five of her friends, after a 6-hour trip from a research facility in Texas, where she spent her entire life (32 years). Needless to say, she was a bit nervous when she emerged from the van.

Maxi had no idea that this was the beginning of a wonderful, new, carefree life — "the Chimp Life."



Maxi (right) with her BFF, Taffy.

Builds excitement

Story climax and transition



**They left behind their homes.
Their schools. Their childhoods.**

**Help save refugee children.
Give them hope.**



Dramatic story

Dear [Mr. and Mrs. John Sampleperson],

Unisha is too young to understand why she and her family live in a crowded camp with little food and dirty water. She doesn't comprehend why soldiers burned down her home in Myanmar, or why her parents fled their village with her and her sister — and just the clothes on their backs.

All Unisha understands is that she's in constant hunger and pain.



"I just want my child to not be hungry anymore. I want her to be alive and have a future." — Unisha's mother

Unisha is one of nearly 900,000 refugees living in camps in Bangladesh right now — forced to flee their homes in Myanmar because of persecution and deadly violence. Now many are malnourished and without any of the belongings they hold dear. They've lost everything. **"We couldn't take anything with us,"** Unisha's mother told us. **"We just left with our children and our lives."**

There are more than 70 million displaced people right now — like Unisha, who is struggling to survive the worst refugee crisis the world has ever seen. As the COVID-19 pandemic puts crowded camps — where people simply cannot practice social distancing — at extreme risk, there couldn't be a more important time to act. And right now, for every dollar you give to CARE, we can secure up to four additional dollars of donated supplies and grants.

[Mr. and Mrs. Sampleperson], that means your gift today has four times the impact to provide safe shelter, emergency food, clean water, hygiene kits and other vital support to refugee children like Unisha. Please join our mission by giving today.

Dramatic opening

The problem

The solution

#4

The Donor **Benefit**

FEEL LIKE YOU DID GOOD TODAY

CHANGED A LIFE

MAKING THE WORLD A BETTER PLACE



#5

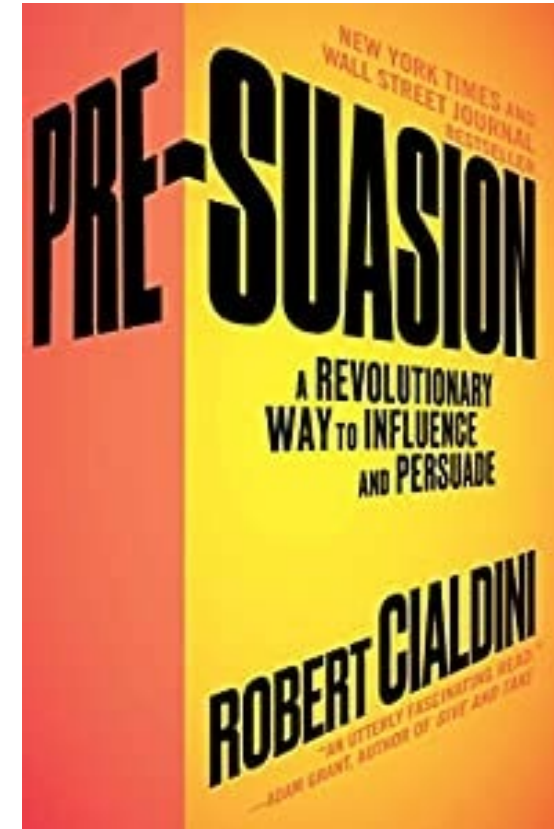
The Call-to-Action

- Urgency
- Reason for the ask
- Clear and Concise



Getting to YES!

- Reciprocation
- Liking
- Social Proof
- Authority
- Scarcity
- Consistency



Design

Sole purpose is to deliver the message

Everything else is distracting





Example of directional cues

☐ \$18 ☒ \$25 ☐ \$50 ☐ \$100 ☐ \$250* ☐ Other \$ _____

*For a gift of \$250 or more, you'll be an SCA Sponsor. See reverse side for benefits!

Join at this level and receive our

NATIONAL OPINION POLL REGARDING OCEAN CONSERVATION

PARTICIPANT: [TITLE FULLNAME/FULLNAME]
[ADDRESS LINE ONE]
[ADDRESS LINE TWO]
[CITY] [ST] [ZIP]

SURVEY NO.
[ID#]

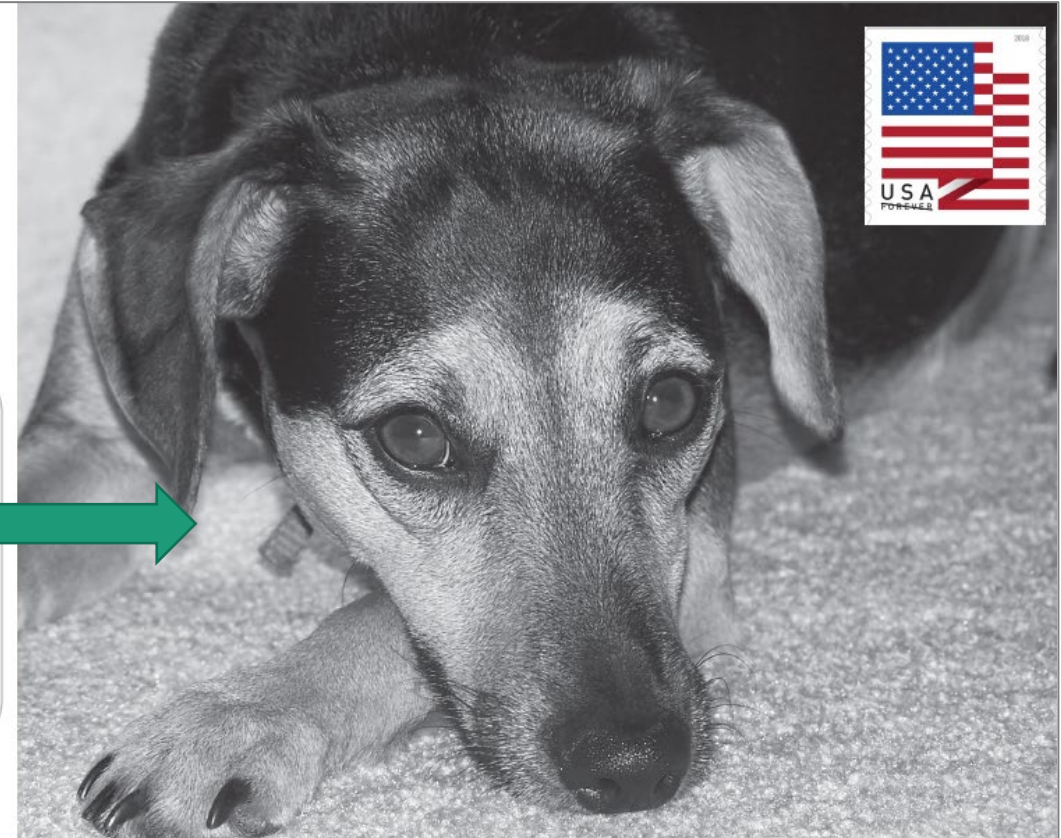
VALIDATION CODE:
[SOURCECODE]

RETURN BY DATE:
6/5/2020

▼▼▼ BEGIN SURVEY HERE ▼▼▼

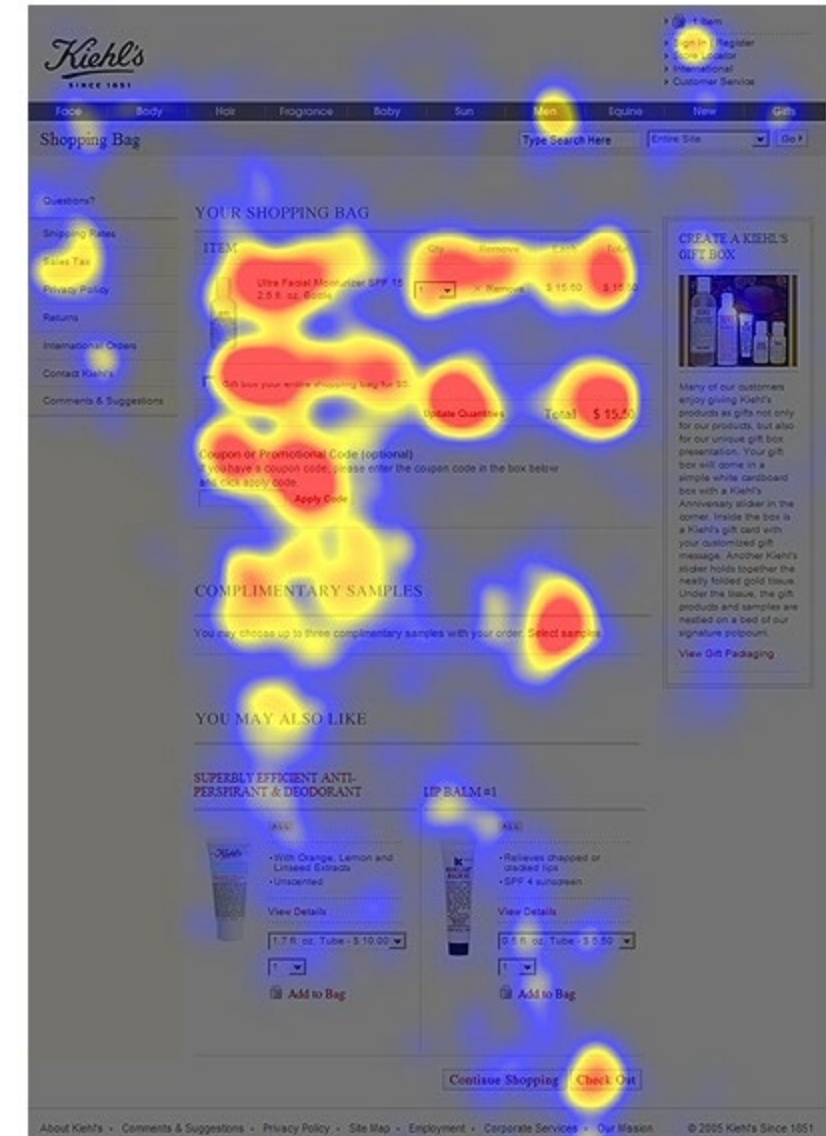
1 Is conserving the ocean—including protecting ocean wildlife—critical for future generations and the health of our planet?

☐ YES ☐ NO



Eye Tracking

The F-pattern is the default pattern when there are no strong cues to attract the eyes towards meaningful information.



Impactful design

Eye draw and headline

Story feature

Ask/offer

[LOGO]

Ms. Sampleperson,
you can help twice as many animals
through our Matching Gift Challenge!

Ms. Jana Sampleperson
Newport One
21 Railroad Avenue
Duxbury MA 02332-3087



Dear Ms. Sampleperson,

Even in times of global crisis, the need to help suffering and homeless animals still exists. One of our neighbors discovered five tiny kittens behind a building and brought them to us. *Their mother was nowhere to be found.*



The kittens were so fragile and small, only a few weeks old. They were not going to survive on their own, and they needed our help urgently!

I wish this was the only story like this, but it's not. Right now, animals need your help throughout the crisis and beyond. Spring is here and, despite our global crisis, that means the arrival of litters of kittens. Of course, we get lots of puppies too, but lately it seems like it's *kittens, kittens, kittens!*

Honestly, the story of these little kittens might have ended tragically if it wasn't for **you** and your generous gifts to spcaLA. You helped save their lives!

And today there's a way for YOU to have your gift doubled and save even more animals. You see, one of our generous friends—who loves animals just as much as you do—has just provided \$250,000 in matching funds that can make your gift go twice as far!

[Ms. Sampleperson], we urgently need to raise the full match amount by June 30 to unlock the additional funds. We can do it if you will help. So even if you only give once or twice a year, please make THIS one of the times you do.

If you can contribute \$YY, your gift will be worth \$2YY, and if 250,000/YY other friends do the same, we'll meet our goal and have the critical funds we need to care for all the kittens and puppies who need our help urgently.

Or, if you can possibly give \$ZZ, you'll be saving even more animals, and you'll set an inspiring example for others, knowing that your generous gift helped twice as much.

Please also sign and send back the enclosed Paw Print card, which we'll display in our shelter to show your commitment to the animals.

over, please



5026 W. Jefferson Blvd. • Los Angeles, CA 90016 • 1-888-SPCA-LA1 • spcaLA.com

YES! I want my gift to be matched and go twice as far to help care for and save homeless animals this year. **MY TAX-DEDUCTIBLE GIFT IS ENCLOSED:**

- ☐ \$XX Worth \$2XX ☐ \$ZZ Worth \$2ZZ
☐ \$YY Worth \$2YY ☐ \$_____ Worth twice as much!
☐ I've signed my Paw Print card to help raise awareness.

My email address is: _____

Providing your email address helps your donation go further! By acknowledging you electronically, we cut printing and postage costs. See reverse side for other information and to charge your gift. You can donate online at spcaLA.com/help.

XXXXXXXX D2005 XX 11
Ms. Jana Sampleperson
Newport One
21 Railroad Avenue
Duxbury, MA 02332



DEADLINE:
JUNE 30, 2020



NEWPORTONE

DMAW EF
Direct Marketing Association of Washington
Educational Foundation

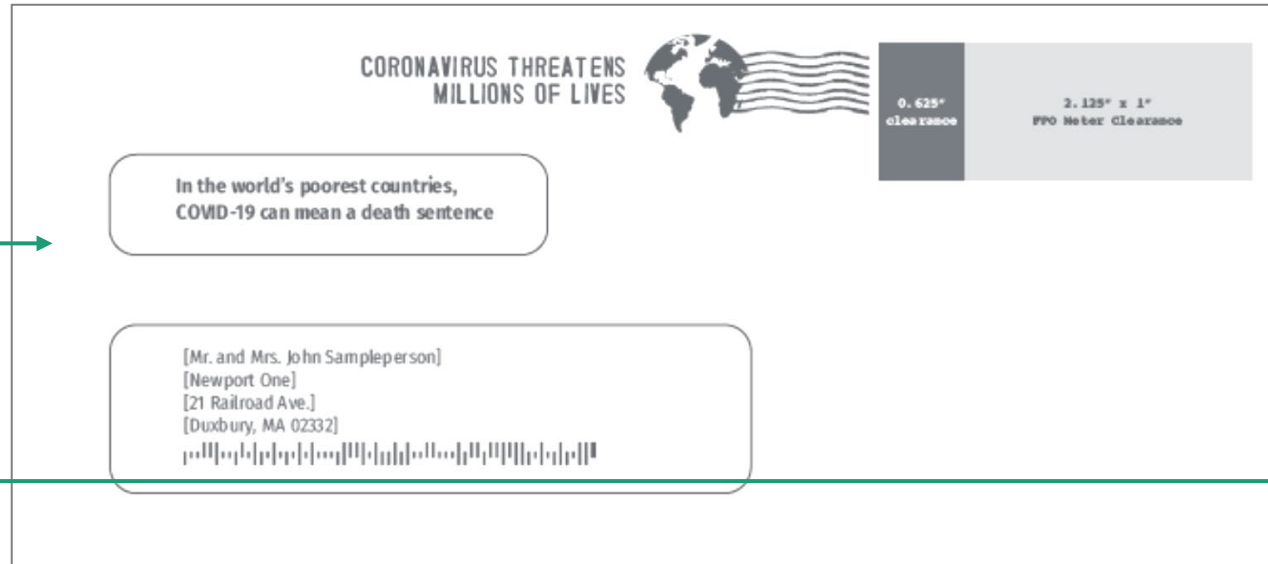
spcaLA is a nonprofit organization established in 1977. There is no national SPCA or humane society, and spcaLA does not receive government funding. Your gift is tax-deductible to the extent provided by law (tax ID 95-1738153). Please return this reply slip in the enclosed envelope with your check payable to spcaLA or donate online at spcaLA.com/help.

Purposeful design

No frills

No color

Urgent message



Coronavirus Could Wipe Out Whole Communities! Please Help!

Vulnerable families in the world's poorest countries already face hunger and violence on a daily basis. Now, the coronavirus pandemic has added a cruel new twist. Without basic hygiene resources, mothers can't keep their children healthy. Without clean water, schools become danger zones instead of safe spaces to learn. And without proper sanitation, camps for refugees and displaced persons become breeding grounds for deadly disease.

But with your help, CARE can protect and save lives right now. Together with you, we can provide ...

- Hygiene kits to help keep families from getting sick
- Hand-washing stations and soap to prevent the spread of disease
- Clean water to protect communities without access to adequate health care

Give what you can today! Please visit care.org/coronavirus to help save lives!



Photo Credit: Josh Estey/CARE

care

URGENT: YOUR HELP NEEDED NOW

In the world's poorest countries, COVID-19 can mean a death sentence

[Mr. and Mrs. John Sampleperson]
[Newport One]
[21 Railroad Ave.]
[Duxbury, MA 02332]

0.625" clearance 2.125" x 1" PPO Meter Clearance

Dear [Mr. and Mrs. John Sampleperson],

Imagine life in a refugee camp in Bangladesh or a displaced persons camp in Syria. It's miserably crowded, and your children are frightened. Sanitation is poor, if it exists at all. The ceaseless noise ... the horrible smells ... the daily fight for food and clean water. And now ... the spread of coronavirus.

In the 100 countries where CARE works around the world, the coronavirus pandemic (COVID-19) has unthinkable consequences. There are far too many vulnerable people and far too few resources.

In cramped camps, social distancing is impossible. The danger of widespread disease is extreme. And the poorest countries in the world do not have healthcare systems that can respond to the rapidly growing need. Your generosity right now is essential.

[Mr. and Mrs. Sampleperson], there's no other way to say it: This is a worst-case scenario, and we urgently need your support to save lives. Can you please make a gift today?

YOUR GIFTS WILL POWER VITAL EMERGENCY AID, SUCH AS ...

- Sending essential supplies like soap, disinfectant and medication to 19 vulnerable countries
- Installing hand-washing stations in places like refugee camps, schools and markets
- Educating children, teachers and community leaders about proper hand-washing and sanitation ... and much more!

And sending your gift now will make an even bigger impact, because for every dollar you give, CARE can secure up to four additional dollars of donated supplies and grants.

Your support is truly a matter of life or death in the world's most desperate places, women and children are facing hunger, disease and violence. You may be the only hope they have left!

Please give anything you can today. **FIGHT WITH CARE® and save lives!**

Sincerely,

Angie C. Moore
Chief Individual Fundraising Officer

P.S. CARE is addressing public health crises all over the globe, from the Ebola outbreak in Democratic Republic of Congo to the COVID-19 pandemic. We need your support to fight on all fronts. Give today!

CARE • 151 Ellis Street NE • Atlanta, GA 30303-2440 • 1-800-422-7385 • care.org • info@care.org

PLEASE RECYCLE BACK AND RETURN WITH YOUR GIFT IN THE ENVELOPE PROVIDED

Please Give Now to Protect and Save Lives

My gift will make four times the impact on children and their families in crisis. ☐ I'd like to make my gift by credit card (see back)

☐ \$15 can be multiplied 4X to \$60. ☐ \$100 can be multiplied 4X to \$400.

☐ \$25 can be multiplied 4X to \$100. ☐ \$250 can be multiplied 4X to \$1,000.

☐ \$50 can be multiplied 4X to \$200. ☐ \$_____ Please multiply my gift 4X!

[Mr. and Mrs. John Sampleperson]
[Newport One]
[21 Railroad Ave.]
[Duxbury, MA 02332]

012011 XXX XXXX XXXX XXX XXX

care

Put your gift to work right away!
care.org/coronavirus

☐ Please send me updates on CARE's crisis-relief efforts (see reversal on back)

Thank you for your gift! You will receive a receipt.

A Nod to Branding

- Image and Authenticity
- Consistency and Recognition
- Repeated vision/value proposition ... until you're beyond bored with it.

Final Thoughts

Make your Creative spark an
emotion

Spend the most time working on
an irresistible **offer**

Know **who** you're pitching to

Design with **purpose**



Ask me questions

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