

CAUSE & EFFECT[®] INC.

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Providence, RI

Jonathan Howard
and Gayle L. Gifford, CFRE
178 Ninth Street,
Providence, RI 02906

Take your year-end appeal from Good to GREAT!

Land and Water Partnership
October 8, 2009
Audubon Society of RI
Smithfield, RI 02917-2600

Look inside for:

- ★ Your direct-response mindset!
- ★ Your 6 hidden donor benefits!
- ★ Your 5 money-making ideas!

Visit our website: www.ceffect.com

CAUSE & EFFECT[®]
INC.

Why are you here?



Why are you here?

- To adopt a direct-response mindset.

Why are you here?

- To adopt a direct-response mindset.
- To find your hidden donor benefits.

Why are you here?

- To adopt a direct-response mindset.
- To find your hidden donor benefits.
- To take FIVE “Good to great” action steps to make more money this year.

Why are you here?

- To adopt a direct-response mindset.
- To find your hidden donor benefits.
- To take FIVE “Good to great” action steps to make more money this year.
- Other learning goals?

What's special

about year-end
fundraising?

Good to great action steps

Organization

Name

	Five ways we can raise more money from our appeal
1	
2	
3	
4	
5	

Direct response media

From: Amnesty International USA <alerts@takeaction.amnestyusa.org>
Subject: **Who is demolishing all those homes?**
Date: October 5, 2009 6:20:21 PM EDT
To: Jonathan Howard <jon@ceffect.com>
Reply-To: alerts@takeaction.amnestyusa.org



AMNESTY INTERNATIONAL USA

TAKE ACTION NOW!

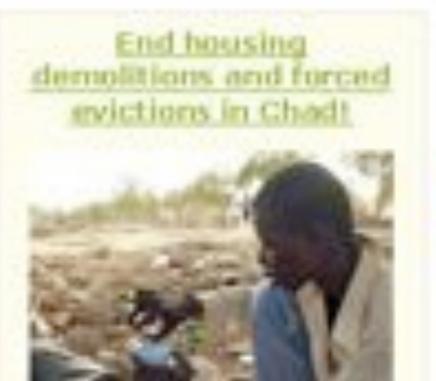
Forced evictions in Chad are often accompanied by violence, and take place without any warning, due process, legal safeguards or compensation for the victims.

In honor of World Habitat Day, help us send a clear message to President Déby: Stop housing demolitions and forced evictions in Chad!

Dear Jonathan,

While the world's attention has been focused on the violence raging on in Darfur, just next door, the government of Chad has been secretly carrying out its own major human rights violations.

Over a 12-month period, Amnesty International's own satellite imagery¹ has revealed that around 3,700 homes and businesses have been demolished in the capital city of NDjamena. Our follow-up research on the ground confirms that many of these demolitions were in fact illegal and in violation of international human rights



Direct response media

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9th Anniversary

482-994

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Direct response media



Direct response media

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Save on Lawn Care Products, All-Natural Fertilizers, Innovative Insecticides, Pet Care Products, Seed-Starting Aids and much more!

10% DISCOUNT!

You'll get 10% off the catalog price of everything you buy from Gardens Alive!—even solo-picked items on this and the following page—when you join the Stay Organic Garden Club. Your savings start now if you include your membership fee with your order. (Use and postage and handling charges are not eligible for discount.)

Sale prices expire October 30, 2009.

Annual Membership \$34.95

Redworms
Produce great compost, indoors or out! For fast, thorough decomposition and a rich, finished product, add hungry redworms to your compost pile! Redworms digest raw organic material and produce their weight in castings every day. They even work in an indoor composting bin, although redworms will work hard in your compost bins. Although redworms will work hard in your compost bins, they won't live in garden soil.

Over 100 Redworms \$49.95
Sale \$33.96

Over 1,000 Redworms \$49.95
Sale \$39.96

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A rich, fertile compost feeds plants. When tilled into your beds, this helps soil retain moisture, yet it's easy to use.

Compost Alive! with Quick-Start Compost Inoculant
Quickly makes valuable compost from kitchen scraps, yard waste, and other organic materials. It works to speed up decomposition and to keep your compost pile from getting too hot or too cold.

For Green Plants
Use with kitchen & green materials for 2.5 lbs. bag \$25.95
Sale! 4- for \$99.95
Sale! 2- for \$49.95

For Dry Leaves
Use with 7 lbs. bag \$25.95
Sale! 2- for \$99.95
Sale! 1- for \$49.95

Compost Digester \$49.95
Sale \$34.95

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FALL 2009

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Direct response media



Direct response media

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FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083
FY06	RENEWAL	2/22/06	2,637**	474	17.97%	\$ 59.61	\$ 28,258	General (EL, CC, BroadH2O)	FY06	RENEWAL	2/22/06	2,637**
FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668
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CFE APPEALS ANALYSIS

CFE APPEALS ANA

(Non-Advocates, only)

(Non-Advocate

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FY04	RENEWAL	2/3/04	2,659**	1,192	44.80%	\$ 56.83	\$ 67,737	CC, EL & H2O	FY04	RENEWAL	2/3/04	2,659**	
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FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886	
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333	
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FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083	
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FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843	
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Direct response media

Action seeking

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FY07	SUMMER	7/30/07	3,758	297	7.90%	\$ 60.22	\$ 17,885	Sustainable Future	FY07	SUMMER	7/30/07	3,758
FY08	FALL	10/19/07	3,620	334	9.23%	\$ 48.54	\$ 16,215	Carbon Cap	FY08	FALL	10/19/07	3,620
FY08	YEAR-END	12/10/07	3,730	134	3.59%	\$ 65.56	\$ 8,785	Poison in our Rivers	FY08	YEAR-END	12/10/07	3,730

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(Non-Advocate

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FY04	FALL	10/9/03	2,907	341	11.70%	\$ 49.74	\$ 16,961	Clean Air, only	FY04	FALL	10/9/03	2,907	341
FY04	YEAR-END	12/1/03	3,731	620	16.60%	\$ 58.41	\$ 36,208	General, but CC & EL	FY04	YEAR-END	12/1/03	3,731	620
FY04	RENEWAL	2/3/04	2,659**	1,192	44.80%	\$ 56.83	\$ 67,737	CC, EL & H2O	FY04	RENEWAL	2/3/04	2,659**	1,192
FY04	SPRING	6/17/04	3,100	186	6.10%	\$ 46.41	\$ 8,630	Victories, but CC & EL	FY04	SPRING	6/17/04	3,100	186
FY04	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	FY04	N/A	N/A	N/A	N/A
FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886	356
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333	479
FY05	RENEWAL	3/7/05	2,382**	515	21.60%	\$ 54.01	\$ 27,813	BROADWATER	FY05	RENEWAL	3/7/05	2,382**	515
FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869	452
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707	177
FY06	FALL	10/13/05	3,653	334	9.14%	\$ 57.97	\$ 19,305	Clean Air, only	FY06	FALL	10/13/05	3,653	334
FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083	410
FY06	RENEWAL	2/22/06	2,637**	474	17.97%	\$ 59.61	\$ 28,258	General (EL, CC, BroadH2O)	FY06	RENEWAL	2/22/06	2,637**	474
FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668	391
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668	402
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255	448
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843	495
FY07	SPRING	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502	324

Direct response media

Action seeking

Action-enabling

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FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668	
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668	
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255	
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843	
FY07	SPRING	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502	

Direct response media

- Action seeking

- Action-enabling

- Relationship-building

FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333
FY05	RENEWAL	3/7/05	2,382**	515	21.60%	\$ 54.01	\$ 27,813	BROADWATER	FY05	RENEWAL	3/7/05	2,382**
FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707
FY06	FALL	10/13/05	3,653	334	9.14%	\$ 57.97	\$ 19,305	Clean Air, only	FY06	FALL	10/13/05	3,653
FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083
FY06	RENEWAL	2/22/06	2,637**	474	17.97%	\$ 59.61	\$ 28,258	General (EL, CC, BroadH2O)	FY06	RENEWAL	2/22/06	2,637**
FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843
FY07	SPRING*	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502
FY07	SUMMER	7/30/07	3,758	297	7.91%	\$ 60.22	\$ 17,885	Sustainable Future	FY07	SUMMER	7/30/07	3,758
FY08	FALL	10/19/07	3,620	334	9.23%	\$ 46.54	\$ 16,215	Carbon Cap	FY08	FALL	10/19/07	3,620
FY08	YEAR-END	12/10/07	3,730	134	3.59%	\$ 65.56	\$ 8,785	Poison in our Rivers	FY08	YEAR-END	12/10/07	3,730

CFE APPEALS ANALYSIS									CFE APPEALS ANA				
Top-Advocates Only									(Non-Advocate)				
FISCAL YEAR	APPEAL	DATE MAILED	NUMBER MAILED	DONATIONS	RESPONSE RATE	AVERAGE GIFT	TOTAL REVENUE	TOPIC	FISCAL YEAR	APPEAL	DATE MAILED	NUMBER MAILED	DONATIONS
FY04	FALL	10/9/03	2,907	341	11.70%	\$ 49.74	\$ 16,961	Clean Air, only	FY04	FALL	10/9/03	2,907	
FY04	YEAR-END	12/1/03	3,731	620	16.60%	\$ 58.41	\$ 36,208	General, but CC & EL	FY04	YEAR-END	12/1/03	3,731	
FY04	RENEWAL	2/3/04	2,659**	1,192	44.80%	\$ 56.83	\$ 67,737	CC, EL & H2O	FY04	RENEWAL	2/3/04	2,659**	
FY04	SPRING	6/17/04	3,100	186	6.10%	\$ 46.41	\$ 8,630	Victories, but CC & EL	FY04	SPRING	6/17/04	3,100	
FY04	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	FY04	N/A	N/A	N/A	
FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886	
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333	
FY05	RENEWAL	3/7/05	2,382**	515	21.60%	\$ 54.01	\$ 27,813	BROADWATER	FY05	RENEWAL	3/7/05	2,382**	
FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869	
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707	
FY06	FALL	10/13/05	3,653	334	9.14%	\$ 57.97	\$ 19,305	Clean Air, only	FY06	FALL	10/13/05	3,653	
FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083	
FY06	RENEWAL	2/22/06	2,637**	474	17.97%	\$ 59.61	\$ 28,258	General (EL, CC, BroadH2O)	FY06	RENEWAL	2/22/06	2,637**	
FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668	
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668	
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255	
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843	
FY07	SPRING	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502	

Direct response media

- Action seeking

- Action-enabling

- Relationship-building

- Measurable, repeatable, testable...

FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333
FY05	RENEWAL	3/7/05	2,382**	515	21.60%	\$ 54.01	\$ 27,813	BROADWATER	FY05	RENEWAL	3/7/05	2,382**
FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707
FY06	FALL	10/13/05	3,653	334	9.14%	\$ 57.97	\$ 19,305	Clean Air, only	FY06	FALL	10/13/05	3,653
FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083
FY06	RENEWAL	2/22/06	2,637**	474	17.97%	\$ 59.61	\$ 28,258	General (EL, CC, BroadH2O)	FY06	RENEWAL	2/22/06	2,637**
FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843
FY07	SPRING*	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502
FY07	SUMMER	7/30/07	3,758	297	7.91%	\$ 60.22	\$ 17,885	Sustainable Future	FY07	SUMMER	7/30/07	3,758
FY08	FALL	10/19/07	3,620	334	9.23%	\$ 46.54	\$ 16,215	Carbon Cap	FY08	FALL	10/19/07	3,620
FY08	YEAR-END	12/10/07	3,730	134	3.59%	\$ 65.56	\$ 8,785	Poison in our Rivers	FY08	YEAR-END	12/10/07	3,730

CFE APPEALS ANALYSIS									CFE APPEALS ANA				
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FISCAL YEAR	APPEAL	DATE MAILED	NUMBER MAILED	DONATIONS	RESPONSE RATE	AVERAGE GIFT	TOTAL REVENUE	TOPIC	FISCAL YEAR	APPEAL	DATE MAILED	NUMBER MAILED	DONATIONS
FY04	FALL	10/9/03	2,907	34	11.70%	\$ 49.74	\$ 16,661	Clean Air, only	FY04	FALL	10/9/03	2,907	34
FY04	YEAR-END	12/1/03	3,731	42	10.60%	\$ 58.4	\$ 26,209	General, but CC, EL & H2O	FY04	YEAR-END	12/1/03	3,731	42
FY04	RENEWAL	2/3/04	2,659**	1,192	44.90%	\$ 55.83	\$ 67,737	CC, EL & H2O	FY04	RENEWAL	2/3/04	2,659**	1,192
FY04	SPRING	6/17/04	3,100	186	6.10%	\$ 40.41	\$ 8,630	Victories, but CC & EL	FY04	SPRING	6/17/04	3,100	186
FY04	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	FY04	N/A	N/A	N/A	N/A
FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886	356
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333	479
FY05	RENEWAL	3/7/05	2,382**	515	21.60%	\$ 54.01	\$ 27,813	BROADWATER	FY05	RENEWAL	3/7/05	2,382**	515
FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869	452
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707	177
FY06	FALL	10/13/05	3,653	334	9.14%	\$ 57.97	\$ 19,305	Clean Air, only	FY06	FALL	10/13/05	3,653	334
FY06	YEAR-END	12/5/05	3,083	410	13.30%	\$ 75.53	\$ 30,970	Endangered Lands	FY06	YEAR-END	12/5/05	3,083	410
FY06	RENEWAL	2/22/06	2,637**	474	17.97%	\$ 59.61	\$ 28,258	General (EL, CC, BroadH2O)	FY06	RENEWAL	2/22/06	2,637**	474
FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668	391
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668	402
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255	448
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843	495
FY07	SPRING	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502	324

Direct response media

FY05	FALL*	9/21/04	3,886	356	9.20%	\$ 67.37	\$ 23,983	Preserve, SLAPP Suit only	FY05	FALL*	9/21/04	3,886
FY05	YEAR-END	12/7/04	3,333	479	14.40%	\$ 58.28	\$ 27,915	General, but CC, EL & H2O	FY05	YEAR-END	12/7/04	3,333
FY05	RENEWAL	3/7/05	2,382**	515	21.60%	\$ 54.01	\$ 27,813	BROADWATER	FY05	RENEWAL	3/7/05	2,382**
FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707
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FY06	SPRING	6/23/06	3,668	391	10.66%	\$ 57.56	\$ 22,505	General (EL, CC, BroadH2O)	FY06	SPRING	6/23/06	3,668
FY07	FALL	9/25/07	3,668	402	10.96%	\$ 55.45	\$ 22,290	Diesel Hot Spots	FY07	FALL	9/25/07	3,668
FY07	YEAR-END	11/27/06	4,255	448	10.53%	\$ 69.97	\$ 31,348	Global Warming	FY07	YEAR-END	11/27/06	4,255
FY07	RENEWAL	1/11/07	2,843	495	17.41%	\$ 60.73	\$ 30,061	Legislative Agenda	FY07	RENEWAL	1/11/07	2,843
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FY08	YEAR-END	12/10/07	3,730	134	3.59%	\$ 65.56	\$ 8,785	Poison in our Rivers	FY08	YEAR-END	12/10/07	3,730

● Action seeking

● Action-enabling

● Relationship-building

● Measurable, repeatable, testable...

● ...to be improved over time

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FY04	YEAR-END	12/1/03	3,731	42	10.60%	\$ 58.4	\$ 26,205	General, but CC, EL & H2O	FY04	YEAR-END	12/1/03	3,731
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FY04	SPRING	6/17/04	3,100	186	6.10%	\$ 40.41	\$ 8,630	Victories, but CC & EL	FY04	SPRING	6/17/04	3,100
FY04	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	FY04	N/A	N/A	N/A
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FY05	SPRING*	6/1/05	3,869	452	11.70%	\$ 78.28	\$ 35,383	Victories (CC, EL, H2O), but	FY05	SPRING*	6/1/05	3,869
FY05	SUMMER	8/16/05	3,707	177	4.80%	\$ 48.28	\$ 8,545	Victories, but also CC & BroadH2O	FY05	SUMMER	8/16/05	3,707
FY06	FALL	10/13/05	3,653	334	9.14%	\$ 57.97	\$ 19,305	Clean Air, only	FY06	FALL	10/13/05	3,653
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FY07	SPRING	6/20/07	4,502	324	7.20%	\$ 58.99	\$ 19,112	Air, Land, Water, Green Bldgs	FY07	SPRING	6/20/07	4,502

Understanding Audience

Audience segment	Response range
Gave within last 12 months	10% to 25%
Gave between 12 and 24 months ago	2% to 7%
Gave more than 24 months ago	1% to 5%
Never gave, but have demonstrated interest	.05% to 2%
Never gave, resident and compiled lists	.25% to 1%

DISCLAIMER: YOUR RESULTS WILL VARY!

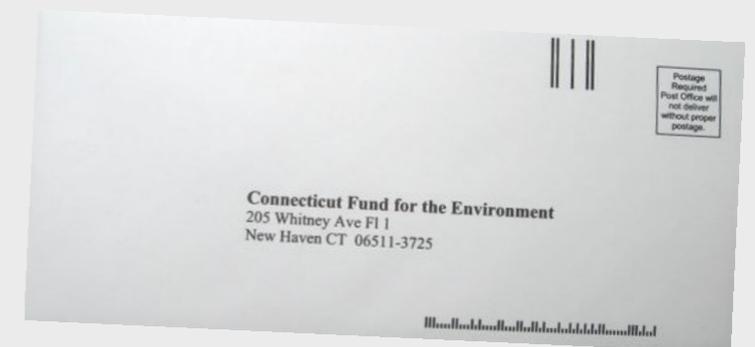
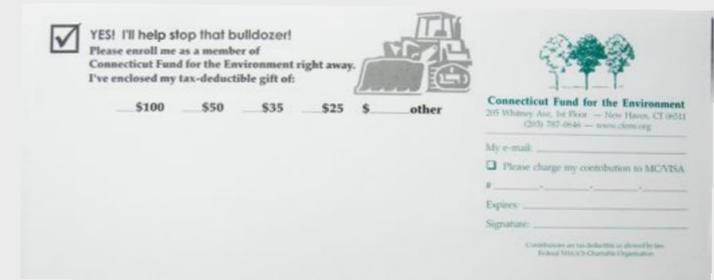
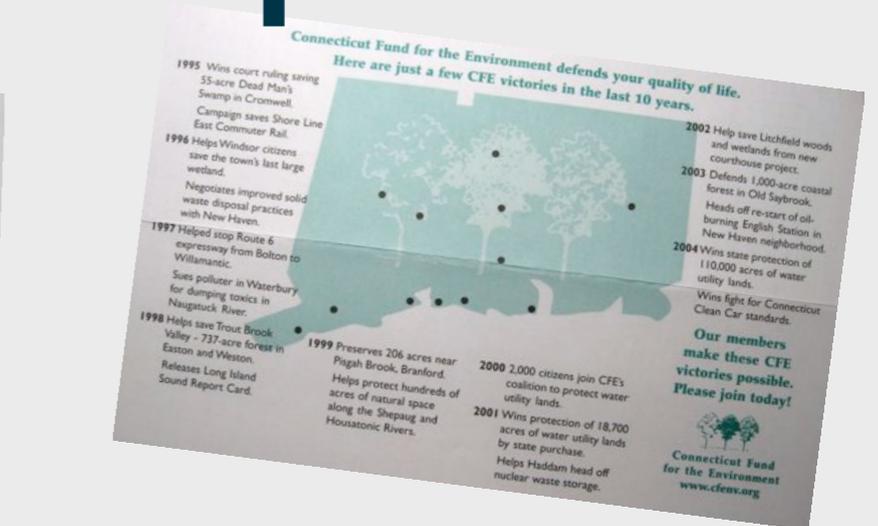
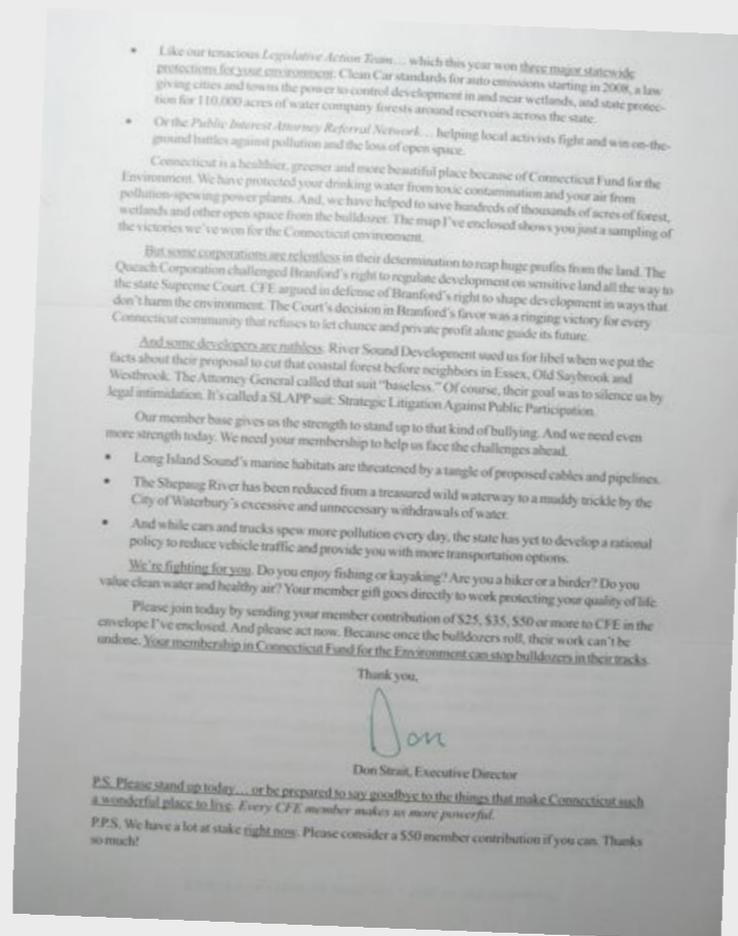
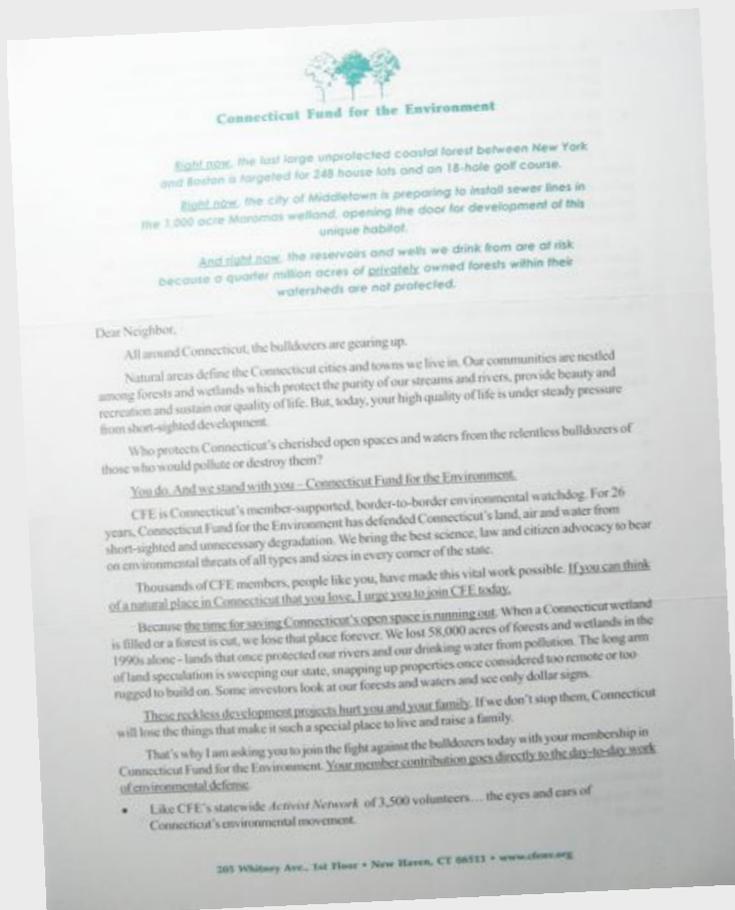
Projecting returns

Total mailed X Response % X Ave. Gift = GROSS INCOME

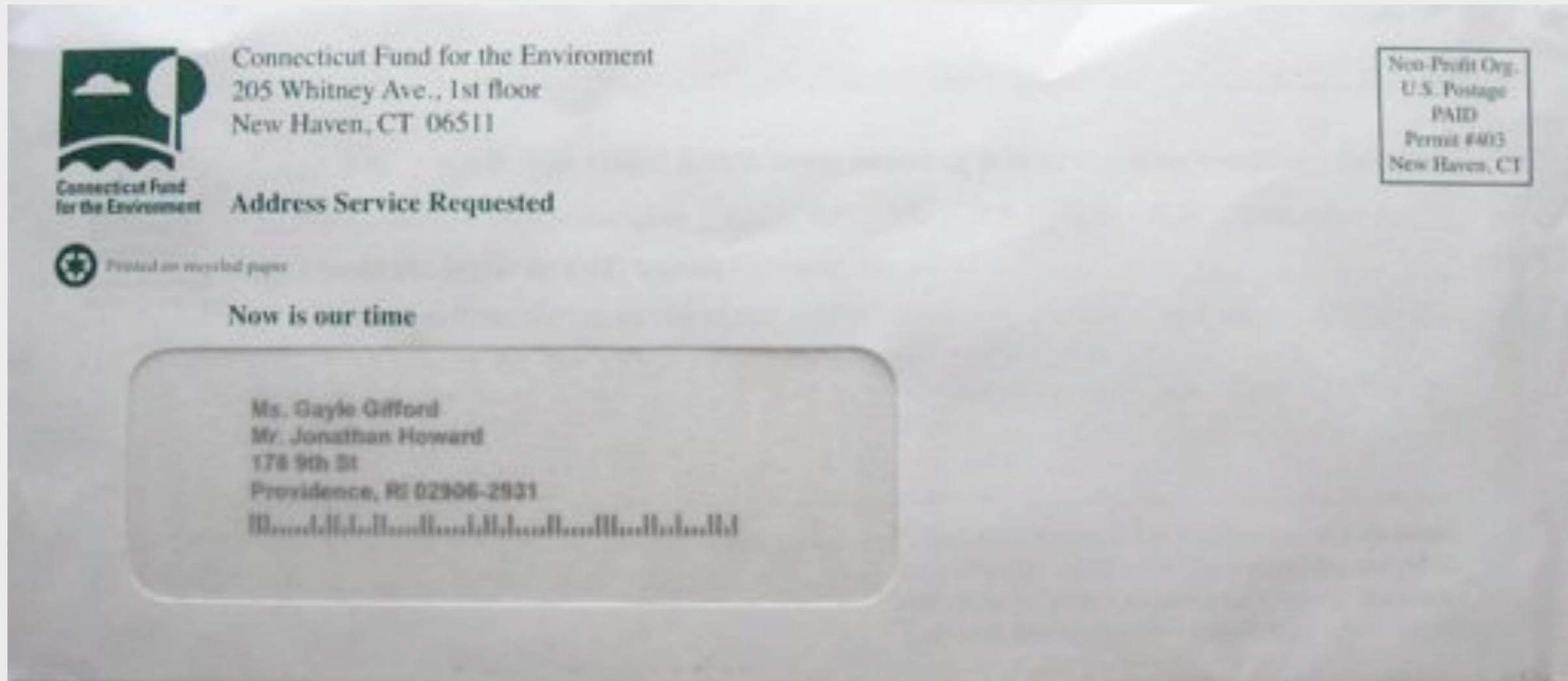
Audience segment	Response Range	Number to be mailed	Your estimated or historic response rate	Your estimated or historic average gift	Projected income by segment
Gave within last 12 months	10% to 35%	_____ X	_____ % X	\$_____ =	\$_____
Gave between 12 and 24 months	2% to 7%	_____ X	_____ % X	\$_____ =	\$_____
Gave more than 24 months ago	1% to 5%	_____ X	_____ % X	\$_____ =	\$_____
Never gave, but interest shown	.05% to 2%	_____ X	_____ % X	\$_____ =	\$_____
Never gave, "cold" lists	.25% to 1%	_____ X	_____ % X	\$_____ =	\$_____
				Total income:	\$_____

The package

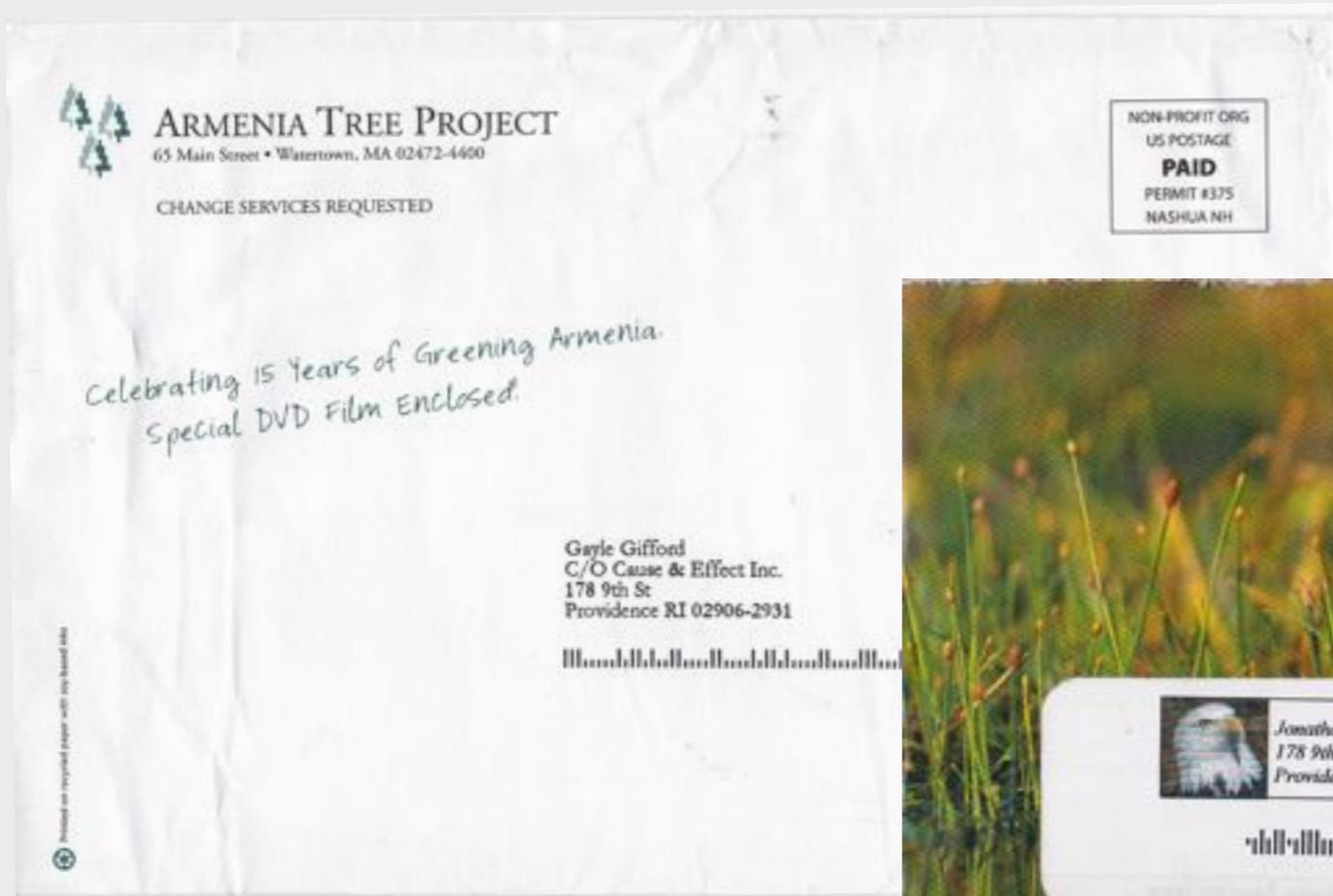
The mechanics of response



The package: Carrier envelope



The package: Carrier envelope



The package: Letter



ARMENIA TREE PROJECT

July 2009

Dear Gayle,

When my late husband John O'Connor and I began Armenia Tree Project in 1994, we did so out of a deep love for the land and people of Armenia. It's hard to believe that was 15 years ago! John, as you may recall, was a passionate environmentalist who was concerned for the health and well being of people everywhere.

We wanted to replace the many thousands of trees which were cut down to provide heat at a time when energy was unavailable in Armenia. Our desire to re-green the nation and create jobs led to the establishment of ATP's Community Tree Planting program, along with our two nurseries in Kanin and Khachpar villages. We planted nearly 500,000 trees during our first 10 years in communities throughout Armenia and Artsakh.

ATP's programs were expanded in 2004 to include poverty reduction, large scale reforestation, environmental education, and community development in rural villages which were desperately poor and suffering from the effects of deforestation. Thousands of people like you came forward to become involved and support our vision of creating a prosperous, secure, and independent Armenia whose land and natural resources could support generations of Armenians yet to be born.

Together, we helped fight poverty and childhood hunger in rural villages by establishing micro-enterprise backyard tree nurseries, providing hot lunches for school children, and planting community owned fruit orchards. All of this took place while we also created hundreds of jobs for local residents who planted new forests. Children became involved with growing trees and tending the orchards while participating in environmental education programs for the first time ever in Armenia.

ATP has become widely respected not only in Armenia and the Caucasus region, but internationally, as an organization that gets things done on the ground, with tangible results. In 2008 and 2009 we received the Energy Globe Award for Sustainability in Europe for our Backyard Nursery and Environmental Education programs. This was

OVER

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3145

only possible due to your generous support. As we move forward this year, we want to continue to bring hope to the many families and generations in Armenia that count on us to provide jobs and restore the environment.

To celebrate our 15th anniversary, ATP is undertaking our most challenging and ambitious plans ever — to plant over one million trees this year!

We have the capacity, technical know-how, and motivation to make this happen, but we need your support to ensure success!

The enclosed booklet and DVD film is a small gift to thank you for your support and dedication. It is a beautiful and inspiring story about ATP's work and the impact we are having in Armenia.

The global economic crisis has certainly affected us all, but we at ATP are more committed than ever to create a sustainable future for Armenia. I hope you will consider a special 15th anniversary gift to help support all of our tree planting, education, and poverty reduction initiatives.

Thank you for believing in ATP and for supporting our vision of an environmentally sustainable and vibrant Armenia. We're creating a legacy for which we can all take pride and deep satisfaction.

Sincerely yours,

Carolyn Mugar

PS: Please consider a special 15th anniversary gift to ATP at the level of \$15, \$150, \$1,500, \$15,000 or anywhere in between, using the enclosed postage paid envelope. Thank you for your commitment and generosity.

PPS: I would like to thank the nearly 3,000 donors that supported us in 2008 and we would like to acknowledge these generous end-of-year gifts that were not included in our last annual report: Jack S. Torosian at the \$10,000 level; Christian Alexander & Arlene Saryan, Ann Chepjian & Ted Hauri, Ara & Valerie Cherkian, Vahan & Sharon Skenderian, and Thomas Family Foundation at the \$1,000–5,000 level; Lida Alexanian, Karekin Arzoumanian, Araxy & Rostom Bablanian, Antoine K. Boghossian, Margaret D. Hagopian, John & Nancy Traina, and Western Diocese Summer Camp at the \$250–500 level.

CAUSE & EFFECT[®]
INC.

The package: Liftnote (insert)

A Message From Lissy Newman



They, second from left, with son Finn, sons Neil and Cole, and parents Paul Newman and Emma Woodward.

Dear Neighbor,

I grew up in Connecticut woods. I can tell you where to find a romantic walk, a strenuous hike, or three perfect acres to explore with a two-year-old.

If you love Connecticut woods the way I do, please read the enclosed letter on this important and urgent issue.

We are now faced with a threat to the entire natural network of our whole state. We have one chance — and one chance only — to make our voices heard.

We cannot allow out-of-state companies to decide what Connecticut will look like in fifty years. Without our collective voices ringing in their ears, new owners of many utility companies will most likely sell thousands of acres in our backyard to the highest bidder.

The Connecticut Fund for the Environment can be our educated voice, teaching others about the issues, developing strategies for action and negotiating on our behalf. A huge increase in CFE's membership last year showed Kelda just how serious we were.

Grassroots movements do work, but they need mobilization and organization. CFE can help. If corporate managers at the utility companies don't hear from us right now, they will assume that we don't care.

I do. Do you?

Sincerely,

Lissy Newman

P.S. Many of us have struggled to preserve land in Connecticut. Whether five acres or eight hundred, these open spaces are the fruit of the labor and love of Connecticut's citizens. Help us save these precious lands. Please join CFE today.

The package: Reply device

WGBH CAN COUNT ON ME TO DO MY SHARE!

Here's my support for WGBH. I enclose:

- \$35 Special Discounted Membership
- \$50 Regular Membership Rate
- \$75 To Help Even More
- \$_____ Other

Member ID: 187138 HAML090902001

Ms. Gayle Gifford
178 9th St.
Providence, RI 02906-2931

Please direct my gift to TV Radio Both

My check, payable to WGBH, is enclosed.

Please charge my: AMEX VISA MC DISC

Account # _____ Exp. Date _____

E-mail: _____ @ _____

(See reverse for more information.)



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www.wgbh.org
(617) 300-3300

00001871380000000000HA131209090200119

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Your e-mail address will help us communicate with you more efficiently regarding your membership benefits and upcoming TV and Radio programs. WGBH will not rent, exchange or in any way provide your e-mail address to third parties.

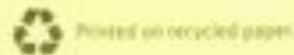


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www.wgbh.org

We promise to use your membership gift carefully, broadcasting and producing the best programs that television and radio have to offer. If, for any reason, you are not satisfied with your membership benefits during the year, we will fix the problem to your satisfaction or refund your annual membership gift in full.

The package: Reply envelope

If you work for a company that matches its employees' gifts to public broadcasting, please enclose your matching gift form.

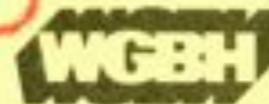


Great programs made possible by

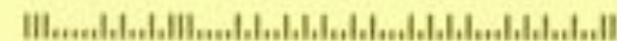


PLEASE
PLACE
POSTAGE
HERE.

**RUSH TO
MEMBERSHIP
OFFICE**



P.O. Box 55875
Boston, MA 02205-5875



The package: Essentials

If you had to cut one piece, which would it be?



Connecticut Fund for the Environment

Right now, the last large unprotected coastal forest between New York and Boston is targeted for 248 house lots and an 18-hole golf course.

Right now, the city of Middletown is preparing to install sewer lines in the 1,000-acre Maromas wetland, opening the door for development of this unique habitat.

And right now, the reservoirs and wells we drink from are at risk because a quarter million acres of privately owned forests within their watersheds are not protected.

Dear Neighbor,

All around Connecticut, the bulldozers are gearing up. Natural areas define the Connecticut cities and towns we live in. Our communities are nestled among forests and wetlands which protect the purity of our streams and rivers, provide beauty and recreation and sustain our quality of life. But, today, your high quality of life is under steady pressure from short-sighted development.

Who protects Connecticut's cherished open spaces and waters from the relentless bulldozers of those who would pollute or destroy them?

You do. And we stand with you - Connecticut Fund for the Environment.

CFE is Connecticut's member-supported, border-to-border environmental watchdog. For 26 years, Connecticut Fund for the Environment has defended Connecticut's land, air and water from short-sighted and unnecessary degradation. We bring the best science, law and citizen advocacy to bear on environmental threats of all types and sizes in every corner of the state.

Thousands of CFE members, people like you, have made this vital work possible. If you can think of a natural place in Connecticut that you love, I urge you to join CFE today.

Because the time for saving Connecticut's open space is running out. When a Connecticut wetland is filled or a forest is cut, we lose that place forever. We lost 58,000 acres of forests and wetlands in the 1990s alone - lands that once protected our rivers and our drinking water from pollution. The long arm of land speculation is sweeping our state, snapping up properties once considered too remote or too rugged to build on. Some investors look at our forests and waters and see only dollar signs.

These reckless development projects hurt you and your family. If we don't stop them, Connecticut will lose the things that make it such a special place to live and raise a family.

That's why I am asking you to join the fight against the bulldozers today with your membership in Connecticut Fund for the Environment. Your member contribution goes directly to the day-to-day work of environmental defense.

- Like CFE's statewide Activist Network of 3,500 volunteers... the eyes and ears of Connecticut's environmental movement.

205 Whitney Ave., 1st Floor • New Haven, CT 06511 • www.cfe.org

- Like our tenacious Legislative Action Team... which this year won three major statewide protections for your environment: Clean Car standards for auto emissions starting in 2008, a law giving cities and towns the power to control development in and near wetlands, and state protection for 110,000 acres of water company forests around reservoirs across the state.
- Or the Public Interest Attorney Referral Network... helping local activists fight and win on-the-ground battles against pollution and the loss of open space.

Connecticut is a healthier, greener and more beautiful place because of Connecticut Fund for the Environment. We have protected your drinking water from toxic contamination and your air from pollution-spewing power plants. And, we have helped to save hundreds of thousands of acres of forest, wetlands and other open space from the bulldozer. The map I've enclosed shows you just a sampling of the victories we've won for the Connecticut environment.

But some corporations are relentless in their determination to reap huge profits from the land. The Quacch Corporation challenged Branford's right to regulate development on sensitive land all the way to the state Supreme Court. CFE argued in defense of Branford's right to shape development in ways that don't harm the environment. The Court's decision in Branford's favor was a ringing victory for every Connecticut community that refuses to let chance and private profit alone guide its future.

And some developers are ruthless. River Sound Development used us for libel when we put the facts about their proposal to cut that coastal forest before neighbors in Essex, Old Saybrook and Westbrook. The Attorney General called that suit "baseless." Of course, their goal was to silence us by legal intimidation. It's called a SLAPP suit: Strategic Litigation Against Public Participation.

Our member base gives us the strength to stand up to that kind of bullying. And we need even more strength today. We need your membership to help us face the challenges ahead.

- Long Island Sound's marine habitats are threatened by a tangle of proposed cables and pipelines.
- The Shepaug River has been reduced from a treasured wild waterway to a muddy trickle by the City of Waterbury's excessive and unnecessary withdrawals of water.
- And while cars and trucks spew more pollution every day, the state has yet to develop a rational policy to reduce vehicle traffic and provide you with more transportation options.

We're fighting for you. Do you enjoy fishing or kayaking? Are you a hiker or a birder? Do you value clean water and healthy air? Your member gift goes directly to work protecting your quality of life.

Please join today by sending your member contribution of \$25, \$35, \$50 or more to CFE in the envelope I've enclosed. And please act now. Because once the bulldozers roll, their work can't be undone. **Your membership in Connecticut Fund for the Environment can stop bulldozers in their tracks.**

Thank you,
Don
Don Strait, Executive Director

P.S. Please stand up today... or be prepared to say goodbye to the things that make Connecticut such a wonderful place to live. Every CFE member makes us more powerful.

P.P.S. We have a lot at stake right now. Please consider a \$50 member contribution if you can. Thanks so much!

Connecticut Fund for the Environment defends your quality of life.
Here are just a few CFE victories in the last 10 years.

- 1995** Wins court ruling saving 55-acre Dead Man's Swamp in Cromwell. Campaign saves Shore Line East Commuter Rail.
- 1996** Helps Windsor citizens save the town's last large wetland. Negotiates improved solid waste disposal practices with New Haven.
- 1997** Helped stop Route 6 expressway from Bolton to Willimantic. Sues polluter in Waterbury for dumping toxics in Naugatuck River.
- 1998** Helps save Trout Brook Valley - 737-acre forest in Easton and Weston. Releases Long Island Sound Report Card.
- 1999** Preserves 206 acres near Pagah Brook, Branford. Helps protect hundreds of acres of natural space along the Shepaug and Housatonic Rivers.
- 2000** 2,000 citizens join CFE's coalition to protect water utility lands.
- 2001** Wins protection of 18,700 acres of water utility lands by state purchase. Helps Haddam head off nuclear waste storage.
- 2002** Help save Litchfield woods and wetlands from new courthouse project.
- 2003** Defends 1,000-acre coastal forest in Old Saybrook. Heads off re-start of oil-burning English Station in New Haven neighborhood.
- 2004** Wins state protection of 110,000 acres of water utility lands. Wins fight for Connecticut Clean Car standards.

Our members make these CFE victories possible. Please join today!

Connecticut Fund for the Environment
www.cfe.org

YES! I'll help stop that bulldozer!
Please enroll me as a member of Connecticut Fund for the Environment right away. I've enclosed my tax-deductible gift of:

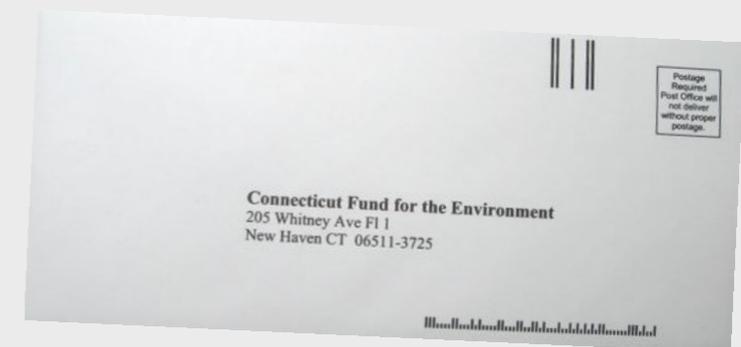
_____ \$100 _____ \$50 _____ \$35 _____ \$25 \$_____ other

Connecticut Fund for the Environment
205 Whitney Ave., 1st Floor • New Haven, CT 06511
(203) 767-0846 • www.cfe.org

My e-mail: _____
 Please charge my contribution to MC/VISA

Expires: _____
Signature: _____

Contributions are tax deductible as allowed by law. Federal Website: www.charitable.org



Good work!

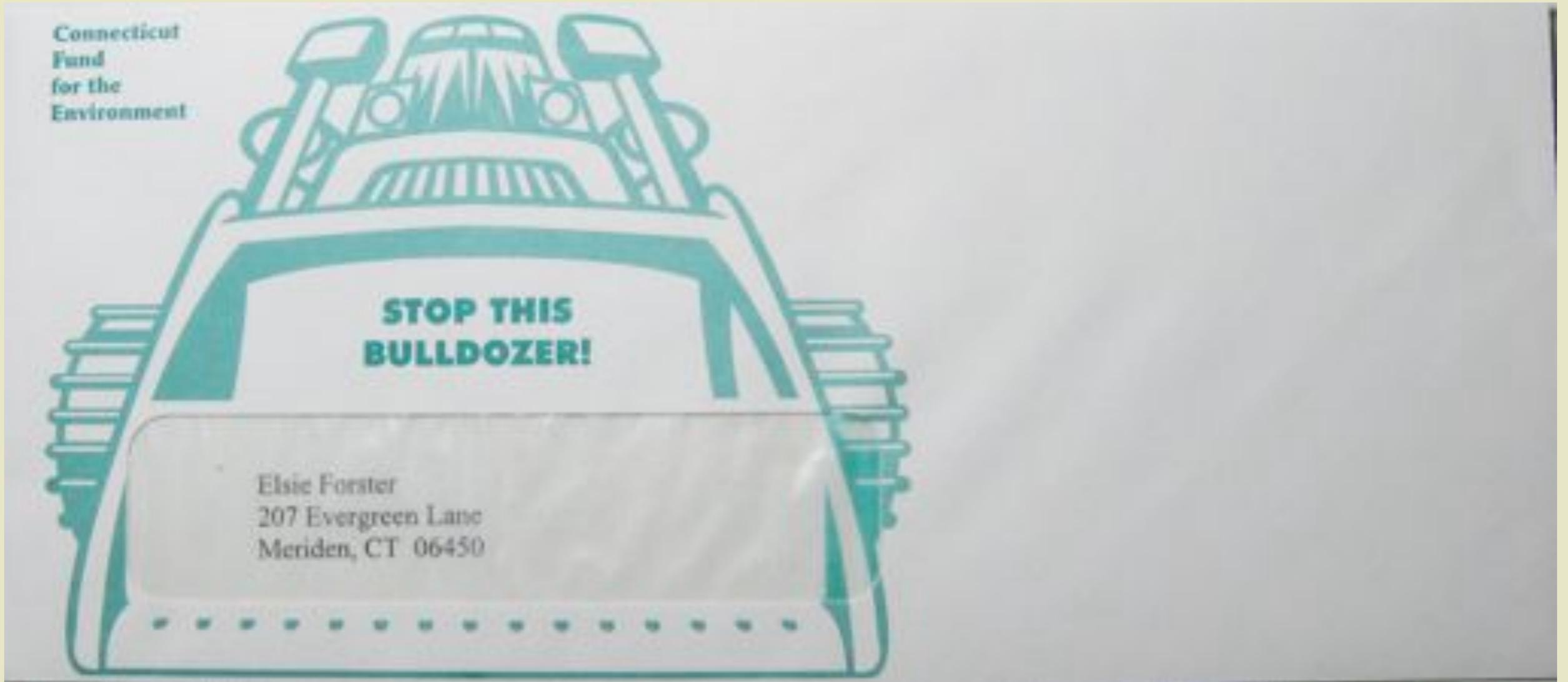
Take a break

Creative

The emotions of response



Creative: Get attention



Creative: Tell donors your story

The fish aren't grateful. But I am.

Dear Mr. Howard,

Dozens of alewives wriggle in the cold waters above the dam at Jordan Mill Pond. After 150 years of exile, this is a homecoming. And I'm a witness.

I wish you could be here today, too. After all, your member support for Save the Sound helped us build the 65-foot fishway around Jordan Mill Dam. You made it possible to re-open eight acres of ancient spawning and nursing ground above the dam to alewives, blueback herring and sea-run brown trout.

Creative: Build engagement

CONNECTICUT FUND FOR THE ENVIRONMENT

MEMBER SURVEY: STATEWIDE CARBON CAP PROPOSAL

Please respond to these five questions.

1. Most climate scientists agree that we must cut greenhouse gas emissions by 20% before 2020 to avoid the worst effects of climate change. How important is it to you that Connecticut does its share to reduce climate-changing carbon emissions?

Very important Somewhat important Not very important Not at all important.

2. Connecticut's current, voluntary greenhouse gas reduction program has not produced sufficient results. Do you believe that carbon emissions should be limited by law, if necessary, to achieve the needed reductions?

Strongly agree Agree somewhat Disagree somewhat Strongly disagree

3. One carbon cap proposal would create a carbon tax of \$1 per ton. That would translate to about one cent per

Creative: Make an offer to donors

P.S. I'm sure the folks who built the reservoirs and set the land aside would join me in thanking you for helping me honor and preserve their legacy with your gift. Please send your contribution right away.

P.P.S. Your gift of \$75 or more will be matched by an equal amount from a generous donor. Please help us take advantage of this opportunity today. Thanks!



YES! I will help CFE preserve Connecticut's legacy of land and water.
Enclosed is my gift of:

_____ \$1,000 _____ \$500 _____ \$100 _____ \$50
_____ \$75 _____ \$25 \$_____ other

All gifts of \$75 or more will be matched by a generous donor.

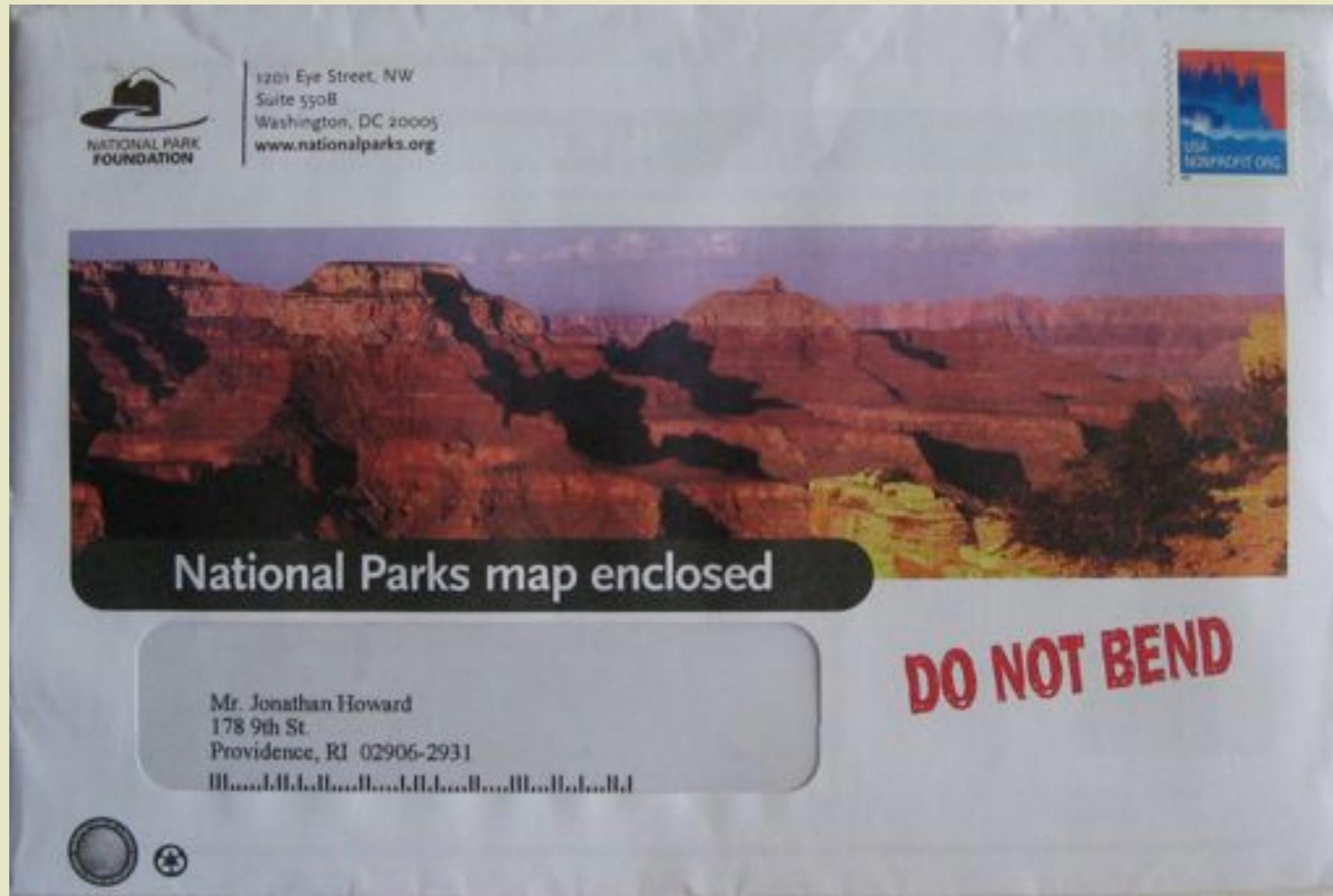


Connecticut Fund for the Environment
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- Matching gift form enclosed
 I prefer to charge my contribution.

(circle) MC or VISA

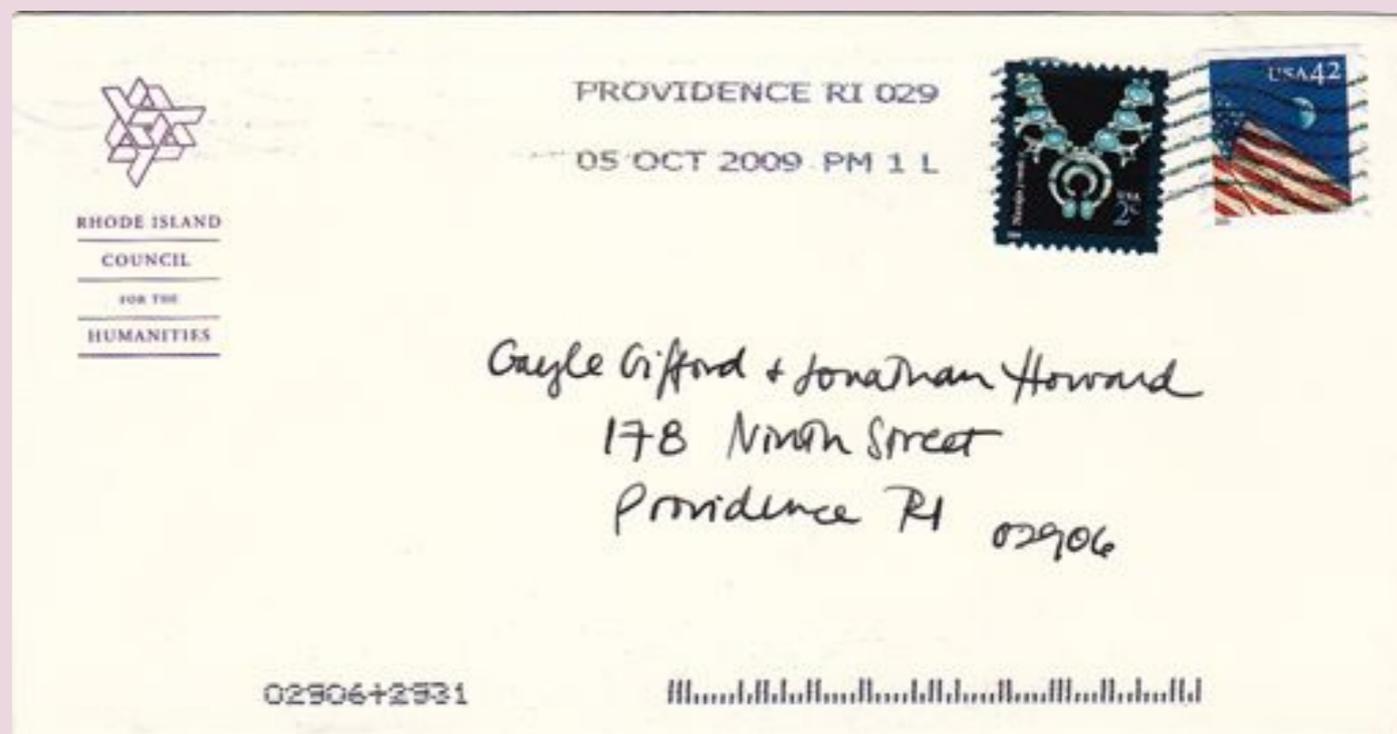
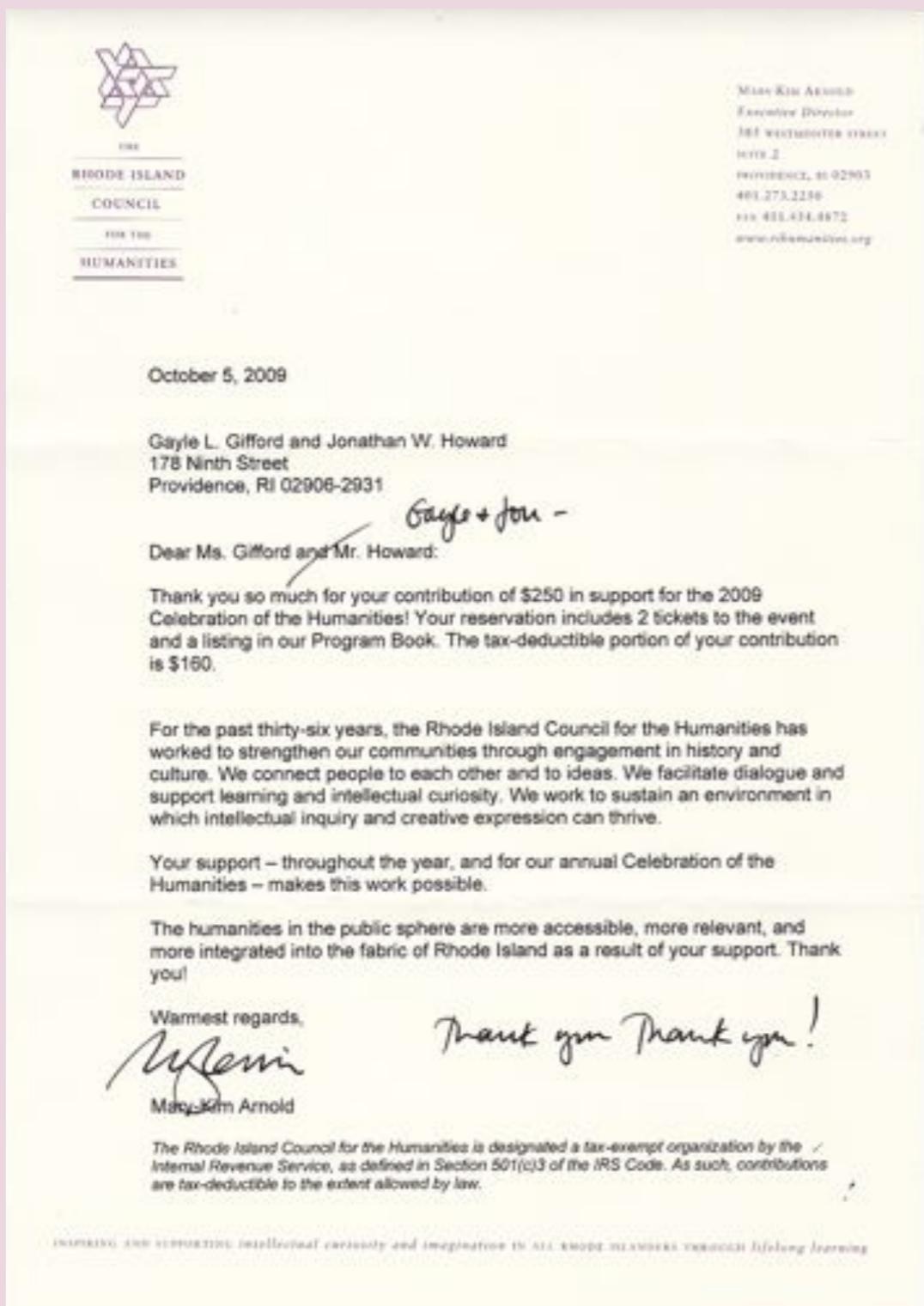
Creative: Design to communicate



Creative: How do donors benefit?

How we use your donation	How you benefit
We	You

How to say "thank you"



How to say "thank you"

Dear Ms. Gifford and Mr. Howard:

Thank you so much for your contribution of \$250 in support for the 2009 Celebration of the Humanities! Your reservation includes 2 tickets to the event and a listing in our Program Book. The tax-deductible portion of your contribution is \$160.

How to say "thank you"



From "good" to "GREAT"

Story

Urgent

Personal

Benefits

Multi-media

Surprise

Involvement

Invite

"You"

Important

"I"

Choices

Call to action

Delight

Offer

From "good" to "GREAT"

Action steps

What will you do
to improve
response this year?

QUESTIONS?



THANK YOU!

Jayla Jan

Fundraising books you should read

Direct mail copy that sells! by Herschell Gordon Lewis, Prentice Hall, 1984

FriendRaising; Community Engagement Strategies for Boards Who Hate Fundraising but Love Making Friends by Hildy Gottlieb, Renaissance Press, 2006

How to Write Successful Fundraising Letters, by Mal Warwick, Strathmore Press, 1996

Donor Centered Fundraising by Penelope Burke, Cygnus Applied Research, Inc. 2003

Visit our website for more resources: www.ceffect.com

Email us for this presentation (as a PDF): jon@ceffect.com / gayle@ceffect.com

Or call anytime. We love talking about fundraising! 401.331.2272