

Heifer International

Disaster Fundraising for Secondary-Responder Charities

Summary:

An international development organization with deep roots in the region affected by the Indian Ocean tsunami, Heifer International has played a significant role in helping the region recover because of the resources CMS has helped them raise.


Immediately following the tsunami, CMS recommended a two-pronged approach that included both housefile and new donor acquisition mailings.

To maximize efficiencies and minimize production time, CMS developed a package that could serve the needs of both audiences with only the messaging unique to the audience.

Since Americans everywhere were looking for ways to do something to help, the creative treatment emphasized the contents of the package. The copy went on to explain how Heifer International could help them find an outlet for their compassion and drive home the urgency of their giving by plainly addressing the fact that though Heifer is not a relief organization. The sooner they act the sooner they can begin saving lives.

Though not a first-responder, Heifer was able to raise money for these efforts because they pursued an aggressive fundraising strategy immediately following the disaster.

//// //// //// //// URGENT TSUNAMI RUSHGRAM //// //// //// ////



TSUNAMI RECOVERY EFFORTS
URGENT MESSAGE FOR:

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DEAR XXXXXXXXXXXXXXXXXXXXXXX:

VISITING THE INDONESIAN ISLAND OF SUMATRA IN THE AFTERMATH OF THE MASSIVE TSUNAMI TRIGGERED BY THE WORLD'S MOST POWERFUL EARTHQUAKE IN 40 YEARS, U.N. SECRETARY-GENERAL KOFI ANNAN SAID, "WE NEVER SEEN SUCH UTTER DESTRUCTION MILE AFTER MILE."

YOU SURELY KNOW FROM NEWS REPORTS, VILLAGES AND SEASIDE COMMUNITIES WERE COMPLETELY OBLITERATED AND THE FINAL TOLL MAY NEVER BE KNOWN.

XXXXXXXXXXXXXXXXXXXX, PLEASE CONSIDER A GIFT AT THE \$AMT1, OR \$AMT3 LEVEL TO HELP FAMILIES RECOVER FROM THIS DISASTER THAT HAS DESTROYED THEIR HOMES AND LIVELIHOODS.

HEIFER INTERNATIONAL HAS BEEN HELPING SMALL FARMERS IN INDONESIA FOR MORE THAN A DECADE AND WE HAVE THE EXPERIENCE REQUIRED TO HELP PEOPLE THERE TO REBUILD AGRICULTURAL PRODUCTION, INCREASE FAMILY INCOMES AND SUPPORT ECONOMIC GROWTH, EDUCATION AND PUBLIC HEALTH EFFORTS.

FROM OUR FOUNDING IN 1944, HEIFER INTERNATIONAL HAS BEEN WORKING TOWARD ITS GOAL OF ENDING HUNGER BY HELPING MILLIONS OF PEOPLE WORLDWIDE BECOME MORE SELF-RELIANT THROUGH THE GIFTS OF LIVESTOCK AND TRAINING IN THEIR CARE.

FOR EXAMPLE, IN OUR EXISTING PROJECTS IN WESTERN AND SOUTHERN SUMATRA, HEIFER HAS PROVIDED CATTLE, WATER BUFFALO, GOATS, DUCKS AND FISH FINGERLINGS TO HELP STRUGGLING FAMILIES. AND WE HAVE TAUGHT FAMILIES ENVIRONMENTALLY SOUND FARMING PRACTICES, LIVESTOCK MANAGEMENT AND SUSTAINABLE FISHING METHODS TO HELP

//// //// //// //// //// TSUNAMI RECOVERY REPLY //// //// //// ////


I WANT TO HELP TSUNAMI SURVIVORS REBUILD THEIR LIVES AND FULLY RECOVER FROM THIS TERRIBLE DISASTER. TO HELP PROVIDE LIVESTOCK TRAINING, LIVESTOCK AND RELATED HELP TOWARD LONG-TERM RECOVERY IN SUMATRA AND ELSEWHERE IN THE REGION, MY DONATION IS ENCLOSED FOR:

\$AMT1 \$AMT2 \$AMT3 Other \$ _____

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UP TO A MILLION DOLLARS RAISED WILL GO TOWARD THE TSUNAMI REBUILDING EFFORTS. FUNDS RAISED OVER THIS AMOUNT WILL GO TOWARD THE ENTIRE MISSION OF HEIFER. PLEASE MAKE YOUR TAX-DEDUCTIBLE GIFT PAYABLE TO HEIFER INTERNATIONAL AND RETURN IT IN THE SPECIALLY MARKED ENVELOPE ENCLOSED.

TO DONATE ONLINE VISIT WWW.HEIFER.ORG/URGENT OR CALL 1-800-422-0755.

 1015 LOUISIANA STREET / LITTLE ROCK, AR 72202 / WWW.HEIFER.ORG/URGENT

//// //// //// //// //// URGENT TSUNAMI RUSHGRAM //// //// //// ////

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RUSH

DA5012999
Recycled Paper

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 9237 MERRIFIELD VA

POSTAGE WILL BE PAID BY THE ADDRESSEE

HEIFER INTERNATIONAL
PO BOX 1692
MERRIFIELD VA 22116-9861

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Heifer International

Hope for the Future Campaign

Summary:

In 2005, Heifer International launched their Hope for the Future campaign.

This 10 year, \$800 Million campaign to reach at least 23 million men, women, and children who are on the brink of starvation and help them raise livestock and grow crops to provide stable sources of food and income provided a solid copy platform from which to message specific segments with tailored messages.

The Hope for the Future campaign fundraising strategy included a successful major donor appeal, an upgrade invitation, and a welcome for donors who had recently upgraded into a higher giving group.

CMS created an impressive high end package that included:

- A letter from the President of the organization outlining the importance of the campaign and the impact it could have on global poverty;

- An insert that detailed the work being done within all of the regions where Heifer is working and the projects that they hope to implement with the donors' support;
- A large carrier with a label and a live stamp that would stand out in a donor's mailbox and communicate the gravitas of its contents; and,
- The welcome versions also include a personalized certificate that welcomes the donor to the next giving level.

This approach proved that a treatment and messaging reflective of careful segmentation combined with the clear expression of need can inspire upgraded giving in a net effective way. Plus, the durability of the multi-year campaign message allows for the efforts to be mailed annually with continuing success.



Jo Luck
President and CEO

October ##, 2005

Dear XXTitle.LastNameXX,

Our *Hope for the Future* campaign is officially underway!

And I'm honored to welcome you to the group that will lead this historic effort: I'm calling you **Partners in Hope**.

I'm assembling this prestigious body of Heifer's most dedicated friends because our *Hope for the Future* campaign is the most ambitious endeavor Heifer has ever launched.

I've selected you to be a charter member of **Partners in Hope** because of your extraordinary determination to help end poverty and hunger as a supporter of Heifer International.

Your generous gifts have played a critical role in the success of Heifer International — at a level that, over time, impacts literally hundreds of lives around the world. But even beyond this important contribution is the energy and inspiration you bring to Heifer's work through your profound personal commitment to the less fortunate.

There are very few supporters whom I can approach about making gifts at the \$AMT1 or even \$AMT2 level, and there are truly only a small handful of individuals who understand the vital nature of our role in ending global poverty as well as you do.

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\$800 million
self-reliance.

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g are towards
Future campaign can
rkable story of the Li family

202 • www.heifer.org/hope



Heifer International's Hope for the Future Campaign

Responding to the Unprecedented Needs of the 21st Century

Heifer International's *Hope for the Future* campaign is a decade-long \$800 million comprehensive effort to reach at least 23 million of the world's poor and hungry.

Right now, 3 billion people are living in poverty, and roughly 800 million of them are malnourished and chronically hungry. The sad truth is that hunger-related diseases are claiming 100,000 lives every day.

It's not hard to understand why either: **there are 1.2 billion people who must survive on less than a dollar a day.**

However, Heifer seeks to overcome hunger and hopelessness through programs that provide struggling families with the means to lift themselves out of poverty. We have 60 years of experience, and millions of children and parents can attest to the effectiveness of our methods.

Today, the challenge of meeting the needs of the world's underprivileged requires that we implement Heifer's mission on a new scale and accelerate global efforts to end hunger.

Heifer International's *Hope for the Future* campaign promotes community development, and shares the gifts of livestock, training and education to create a sustainable, socially just, economically viable and environmentally sound world.

A Global Response to a Global Problem

IN AFRICA...

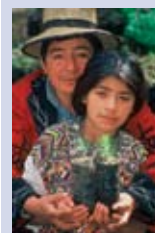
At least 300 million sub-Saharan Africans are living on just pennies a day.

Many suffer from malnutrition and illiteracy. And few are prepared to deal with natural disasters like floods, droughts, and disease. Uncontrolled urban development and improper farming techniques are causing potentially catastrophic environmental degradation, and famine looms in many African countries.

Heifer is working with African farmers and governments to develop sustainable and environmentally sound farming techniques. Agricultural training is a vital component of Heifer's work in Africa because the livestock we provide depend on bountiful harvests year after year. This combination helps communities become self-reliant and more resistant to the devastation of disease and disasters.

IN ASIA...

With three-fifths of the global population living in Asia, the population has placed a great burden on the land, and fresh water is an especially enormous problem for millions of Asians. Long before the devastating tsunami struck the region, Heifer had been providing flood and disaster relief, and continues to promote water resource management techniques that prevent environmental degradation.



Jacinto and his daughter at their family nursery. They're using these tree seedlings to help restore their surrounding Guatemalan forest.



For orphans like Thembeke Duma in South Africa the protein-packed eggs from even a single chicken can make a life saving difference.



Lila Balami with one of her prized Angora rabbits. Lila now owns eight rabbits and has passed on four to other families in her village of Talku Dudne Chaur, Nepal.

To: Jo Luck
Heifer International Headquarters
1015 Louisiana St.
Little Rock, AR 72202



I accept! Heifer's *Hope for the Future* campaign is just what the world needs right now, and I want to help.

Thank you for inviting me to be a charter member of Heifer International's *Partners in Hope*, and I agree that by dramatically increasing Heifer's capacity to share livestock and training with children and families, we can create a ripple effect of self-reliance and sustainability.

I also understand that we must immediately marshal the resources to reach all the *Hope for the Future* campaign goals because Heifer International is uniquely capable of responding to the challenges of hunger and poverty being felt by millions around the globe.

So to help move the *Hope for the Future* campaign quickly forward, please find my special gift enclosed in the amount of:

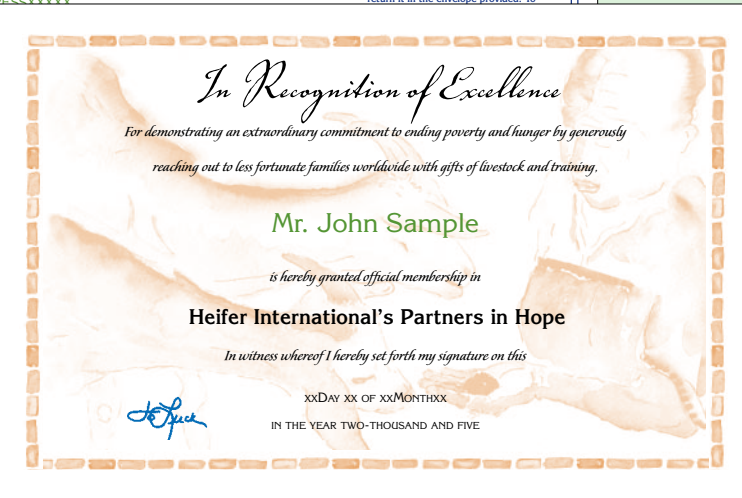
\$Amt1 \$Amt2 \$Amt3 Other \$____

From: XXFirstNameLastNameXX
XXXXADDRESSXXXX
XXXXADDRESSXXXX
XXXXADDRESSXXXX
XXXXADDRESSXXXX

DJ502
xxmemberidxx
600888081

HEIFER INTERNATIONAL
1015 Louisiana Street
Little Rock, AR 72202
www.heifer.org/hopecampaign

Please make your tax-deductible gift payable to Heifer International, and return it in the envelope provided. To



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 9237 MERRIFIELD VA

POSTAGE WILL BE PAID BY THE ADDRESSEE

HEIFER INTERNATIONAL
PO BOX 1692
MERRIFIELD VA 22116-9861



Results:

- ✓ This fundraising strategy was highly successful, exceeding gross income projections by more than 50%.
- ✓ Increased average gift by more than 25%.
- ✓ In addition, the campaign goal of \$800 Million has almost been reached — several years ahead of schedule.

Component	Specs
Outer Envelope	6 x 9 or 9 x 12, blue, CF, faux label
Letter	2 sheet/4 page, white offset stock, personalized
Campaign Plan	1 sheet/2page, 8.5 x 11, 4 color process with maps, callouts and photos
Reply	1 sheet/2page, 8.25 x 5 or 7 x 10, personalized
Certificate	8 x 10, 3/0, personalized
Reply Envelope	#10, CF, BRE

Heifer International

Holiday Catalog Acquisition

Summary:

Several years ago, Heifer International began mailing a holiday catalog to acquire new donors. The catalog offered its recipients alternative giving options during the holiday season. Through the use of beautiful imagery of heifers, goats, sheep, chicks and many more types of livestock, the mission of Heifer international to provide long term solutions to hunger and poverty inspires donors to make exceptionally generous gifts to the organization.

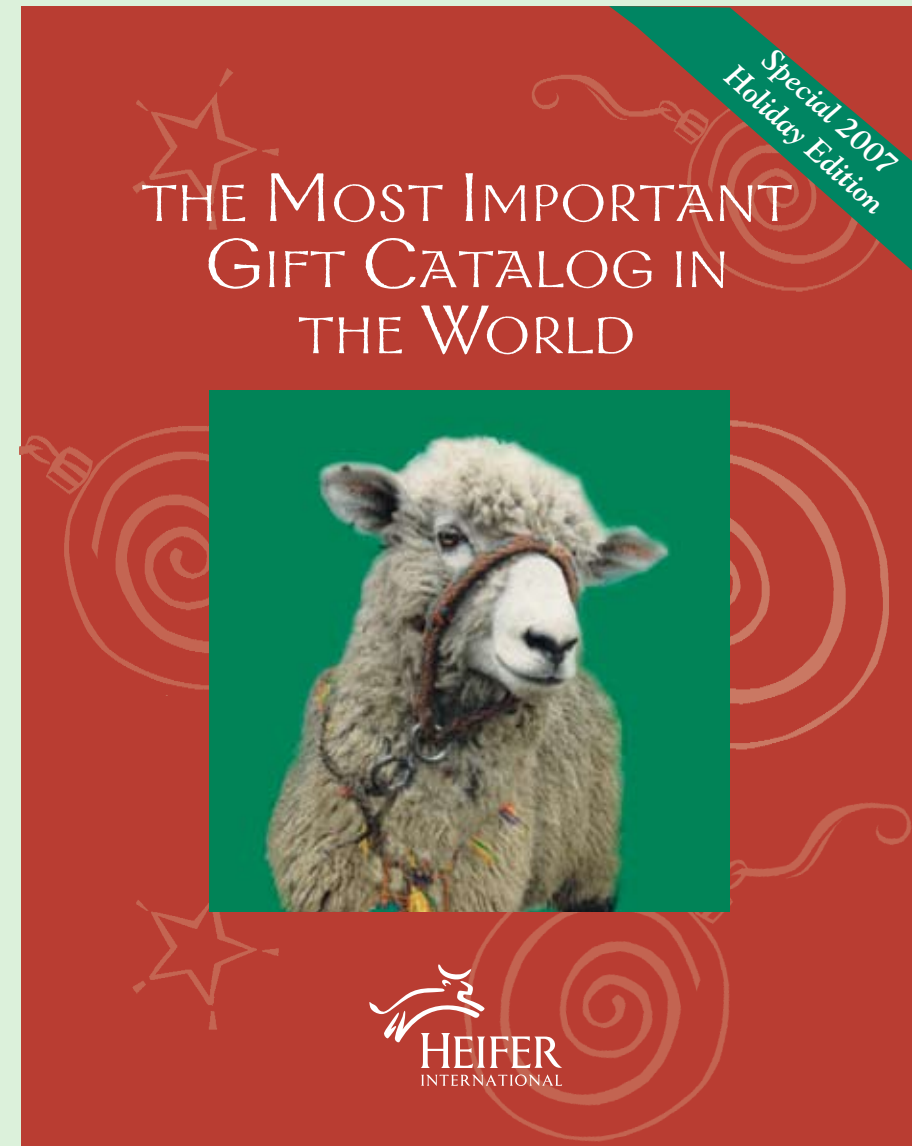
The catalog targets both donor lists and catalog lists and generates an extraordinary response from both sources.

The challenge is converting these catalog buyers into long-term committed Heifer donors and generating a second gift from them as quickly as possible.

CMS has been able to engage donors in the mission of Heifer through development of compelling mission driven language within the catalog. The personal stories allow the donor to identify with the people across the world who are in need of Heifer's help.

The subsequent appeals follow the same format, using compelling stories of livestock recipients and how their lives have changed since they received their Heifer animal. The messaging that Heifer uses in their mail does not change, but reinforces their mission and the impact that they are making all around the world on helping people out of hunger and poverty.

This case study shows that through consistent messaging and techniques, as well as compelling use of human interest stories, Heifer has been able to convert catalog buyers into committed Heifer donors.





Women like Mrs. Srintong from Thailand have improved their family's nutrition with milk from Heifer cows.

Heifers Helps Homeless Children in Romania

It was just three years ago that Loli arrived at the Centre for Homeless Children in Cluj, Romania. She was hungry, malnourished and desperate.

Fortunately for Loli, the Centre had just begun benefiting from a unique Heifer International program called "Farmers Feed the Children."

It all started when generous Heifer supporters reached out to farming families in five nearby villages with the gift of 180 quality heifers. The farmers in turn provide milk and cheeses to children's homes like the Centre throughout the Transylvanian region.

Project leader George Abrudan says, "Heifer's support means so much to these children. Before we started bringing quality food to them, they were barely surviving and had the poorest nutrition."

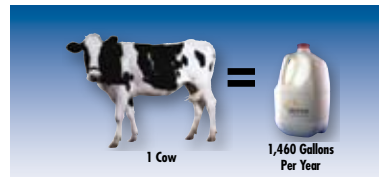
Now, one can notice a visible difference in their appearance. They look stronger, healthier."



Loli is about to enter the 1st grade and she's so excited. "I have a new uniform and a new pencil box, and I can't wait to go to school!" she says.

Today, Loli is growing up in a caring environment. She has decent clothes, she's getting proper education, and she has plenty of farm-fresh food to eat thanks to the generosity of Heifer International supporters like you.

Ana Plesa, who received one of the heifers, adds, "I am very happy with my cow; it's giving a lot of milk. At least we can help the children with some quality food."



Holiday Heifers

A heifer is the quickest way to help provide children and families with a sustainable source of nutrition and income.

That's because a heifer is a pregnant cow that arrives ready to immediately give a hungry family milk to drink and a calf to pass on to another struggling family.

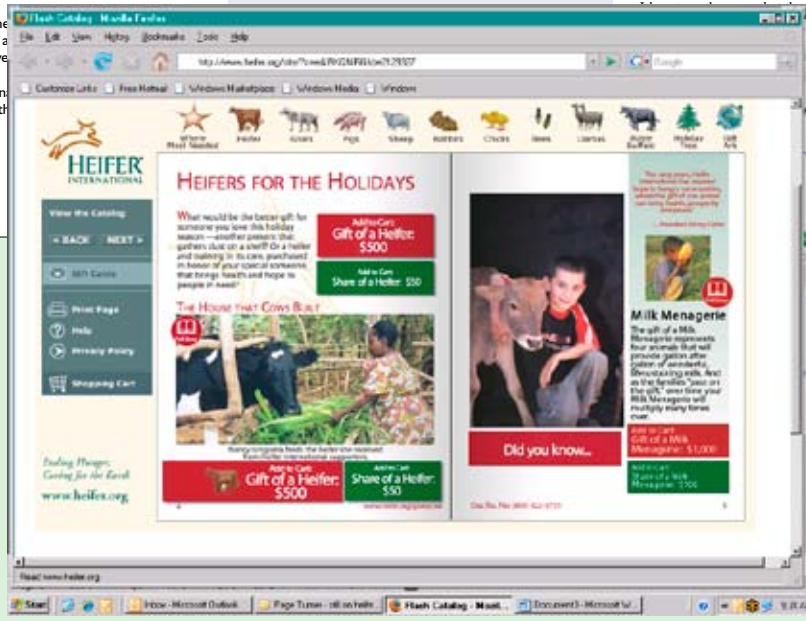
And since just one cow can produce up to four gallons of milk a day, there's plenty to go around each morning with enough left over to sell — income that can be used for clothes, school and medicines. Plus, Heifer training also teaches farming families how to use the manure for fertilizing their fields to increase their crop yields and improve their diet.

With just a single gift that represents a heifer, partner families can become self-reliant as others break the desperate cycle of poverty.

That's what makes a gift to Heifer International share the spirit of this special season with you and co-workers!

Gift of a Heifer: \$500
Share of a Heifer: \$50

DID YOU KNOW?
Just one cup of milk provides 10% of the recommended daily allowance of vitamin A.



Results:

- ✓ A file analysis shows that while a significant portion of their acquisition catalogs are mailed to catalog mail lists, we know that these catalog buyers are converting to donors.
- ✓ Heifer's 4-year donor retention exceeds their first year donor retention, indicating that not only do the prospects acquired convert to donors, but they become committed long-term supporters of the organization. This is unheard of amongst most non-profit organizations.
- ✓ In addition, the 5 year donor value is six times that of their value in year one. It is important to note when looking at this figure that Heifer nets income in their Acquisition program.

Component	Specs
Catalog	28 pages, 8 x 10, 4/C, 60# recycled text stock
Order Form	1 sheet/2 page, 18.25 x 8.5, personalized, BRE attached

Heifer International

Making the Case for Investment-Level Gifts

Summary:

When Heifer International wanted to significantly increase income from its \$500 plus donors, CMS developed a major giving strategy with three key elements:


- First, we wanted to give these highly valuable donors significantly more information about Heifer programs so that they can become true partners with Heifer in their efforts to end hunger and poverty.
- Secondly, we wanted to make a strong case that shows how much more Heifer can achieve with a \$5,000 investment-level contribution instead of a \$500 donation through the inclusion of plenty of supporting information.
- Thirdly, we wanted to develop mailings that are very personalized and unlike anything else the donor will receive through the mail.

We created a package around special efforts Heifer was making in a number of different countries with respect to orphans. Many of these children had lost their parents to AIDS.

A six page letter detailed the special vulnerabilities of hungry, impoverished orphans and why Heifer needs to give these children more than just a single animal. We wrote about why Heifer needs special committed partners to meet this need.

This case study shows how careful positioning with thorough supporting detail can strengthen the case for giving. By supplying the donor with enough information to show the high dollar donor that the organization is making a difference in the lives of impoverished people all over the world, the donor understands that their generous donation goes a long way to relieve people from hunger and poverty.




Jo Luck
President and CEO

Dear Mr. Sample,

You can look at a photograph from half a world away, a photo of a mother and child, and there are two things you will recognize at once.

While on the surface the people in the photo may have little in common with you, when you look into their eyes, you may see a reflection of something deep within yourself.

In the mother's eyes, love. Though she and her child may have little else in the world, her love for her child ... just as strong and real as the love you may feel for children in your life ... is a familiar bond that unites them, and gives them hope.

And in the child's eyes, wonder. He sees in the world around him much that is welcoming, some that is frightening. But safe in his mother's arms, and under her watchful gaze, he feels a sense of security and possibility.

In troubled places throughout the world, places where unspeakable poverty and desperation attend the daily lives of people like this mother and child, you can believe that together, united by hope and love, they will make it because they have each other.

Which is why the plight of the world's orphans is so tragic.

Now, the child who has nothing in the world has lost the one thing that keeps him safe and secure, the love and protection of his parents. Where wonder filled his eyes there is now fear, confusion and — saddest of all — hopelessness.

My friend, there is nothing I can tell you or teach you about compassion. Your strong support of Heifer International, as a member of our Ambassador's Council, tells me all I need to know about your kindness and your compelling vision for change. I'm sure, like me, you have felt deep sorrow in your heart for the plight of the world's orphans.

And maybe you even question whether your Heifer support can bring real and powerful change — sustainable solutions — to such a large and growing problem.

After all, goats and heifers, pigs and water buffalo, funded by your gifts, may help provide food and resources for education and medicine, but don't these orphaned children really need ... something more?

The answer is Yes! And that something more is just exactly what your generous gift to Heifer International will help to provide. When you make your contribution of \$500, or even \$750, you provide support that reaches out much farther than you may know, and helps fund programs that give

Heifer International • 1015 Louisiana Street • Little Rock, AR 72202 • www.heifer.org/orphans

To: Mr. John G. Sample
 From: Jo Luck
 Date: March 10, 2004
 Subject: Special Report on Orphans and Children at Risk

The mission of Heifer International does not discriminate by age. Families and individuals of all ages have benefited from our long-term, sustainable solutions, and we will continue to focus on comprehensive programs with the potential to benefit entire communities, old and young alike.

Unfortunately, it is in the nature of poverty that children are often among the most severely affected. Vulnerable to disease, malnutrition and, in the worst of cases, exploitation, their futures hinge on educational and training opportunities that, without assistance from Heifer, their parents may be unable to provide. When parents die -- from warfare, disease, malnutrition, natural disasters or through other causes -- orphaned children experience fear, loneliness and despair in addition to poverty.

That's why Heifer programs address the root causes of poverty and malnutrition, by implementing far-reaching programs that help to restore health, hope and happiness to communities throughout the world. It is often children who benefit most profoundly from these initiatives.

Heifer International's *Special Report on Orphans and Children at Risk* focuses on Heifer initiatives in over 16 countries on four continents. The Report highlights the need for "... more program-level support, to help to implement change on the scale, and with the speed, this challenge requires."

Following are several excerpted cases of Heifer International Programs, funded by generous supporters, that are touching the lives of orphans and other children throughout the world.



I think this photo says it all. There is no mistaking the love these children feel for each other. But there is also a mistaking their constant fear and worry. Orphans can't get by on love alone... They need opportunities, training, encouragement -- and Heifer animals to give them hope and the resources for food, clothing and school. Heifer programs make the difference, and so do you, when you give generously.
 Thanks again for your support,
 Jo Luck

Heifer International

ID #27-0708-01

Country:
 ROMANIA

Project:
 Farmers Feed the Children



Program Summary:

Farmers Feed the Children targets children in five hospitals, 10 orphanages, and two boarding schools for disabled children in north-central Romania.

Heifer International and our project partners seek to distribute 170 cows, 50 flocks of poultry and 25,000 chickens during the first two years of the program. Local farmers will receive the animals, as well as advanced training in their care. Funds are also being directed to developing a marketing co-op to help the farmers derive sustained economic benefits.

During the program, substantial portions of the yield will be directed to the children through their institutions. At full production, we anticipate that benefits to the orphans and students will include up to:

- 34,000 liters of milk per year
- 25,000 kilograms of beef per year
- 10,000 kilograms of chicken per year
- 250,000 eggs per year

Older children will also receive training in the care of animals, giving them confidence and advancing their opportunities.

March 2004

Results:

- ✓ This package drastically exceeded projections
- ✓ Achieved an average gift that was over \$1,000.
- ✓ Plus, 18% of the donors responding to this package upgraded their gift amount.

Component	Specs
Outer Envelope	6 x 11.5, heavy stock, CF, live label w/handwritten addressing
Cover Memo	8.5 x 11, 1 sheet/1 page, canary, personalized, paper-clipped to report
Special Report	10 sheet/10 page, 8.5 x 11, white offset, generic
Photo	3 x 5, 4/C, handwritten description on back
Reply	8.5 x 5.5, 2/1, personalized with handwritten note
Reply Envelope	#10, 1/0, 20# white stock, SRE