

Monthly Giving Direct Mail Template

Fname Lname  
Address  
City State Zip

Dear name,

**Show your appreciation**

Thank you! Your past support has \_\_\_\_\_

**Issue your invitation**

Suggested words and phrases

special invitation

as a loyal supporter

this invitation was prepared just for you

Have you wondered how you can make more of a difference?

“This is the most important thing we’ve ever asked you to do.” (Greenpeace)

lasting legacy

“That’s why I’m inviting you to become an Earth Advocate today.” (NRDC)

**Extol the benefits of monthly giving**

Suggested words and phrases

your convenience

predictable base of support

Help us \_\_\_\_\_ without ever writing another check!

**Your case...and how your donor makes it possible**

Show impact

**The ask**

With your gift of just \$5 a month we can \_\_\_\_\_

Your gift of just \$10 a month means that \_\_\_\_\_

**Thank again**

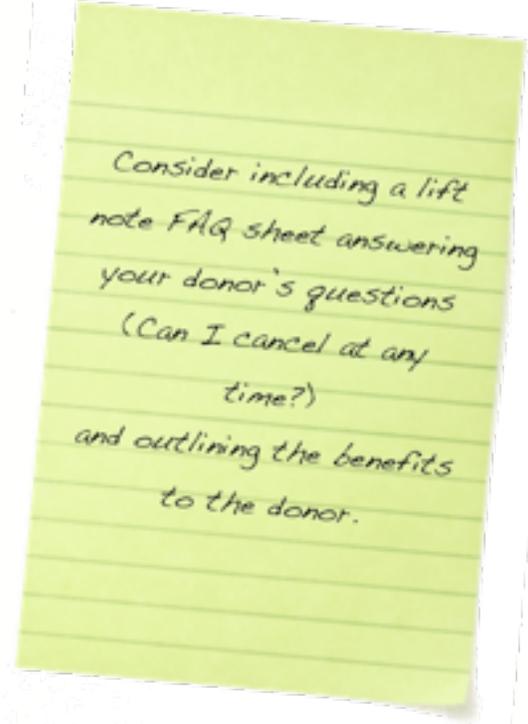
“Thanks to you, we work for long-term solutions.” (Oxfam)

Sincerely,

*Handwritten Signature*

Title

**PS:** When you become a monthly donor, you’ll have the satisfaction of \_\_\_\_\_.



*The most important word in your MG appeal is you.*



Save the Chimps

SPEAKING OUT FOR THEM

www.savethechimps.org



NONPROFIT ORG.

These chimps have already suffered so much...  
You can ensure they live the rest of their lives in peace.

610-719074 -1407  
SAVE THE CHIMPS  
Become Monthly Supporter  
6x9.5 c

pgs: 8

00005253P

Gabe & Gabby



# Save the Chimps

SPEAKING OUT FOR THEM

www.savethechimps.org

Just \$8 a month can buy bananas, vitamin supplements,  
and a soft, cuddly blanket for a chimp like Jaybee. Please help.

June 2014

Dear Supporter,

Every morning, 365 days a year, more than 250 rescued chimps wake up ready for breakfast and eager to play in their peaceful sanctuary home here in Southern Florida.

And because of people like you, we are able to provide for each one of their needs – for the rest of their lives. For that, I am forever grateful.

As a supporter of Save the Chimps, you understand that the care we provide our chimps is ongoing. We made a commitment to them – to give these chimps, who have already suffered so much, the full and peaceful lives they deserve.

But this commitment – this lifelong promise – comes with a significant price tag.

**You see, it costs about \$44 a day to care for one chimp in our sanctuary.** When you multiply that times the number of chimps here, you can understand why the need is so great.

Thankfully, a group of special supporters has taken their generosity one step further to provide for the chimps – by pledging their monthly support to Save the Chimps.

These loyal supporters donate as little as \$8, \$12 or even \$20 a month to Save the Chimps. And, their monthly donations really add up – providing us with the reliable stream of income we need to pay for nutritious food and medical care, and a safe, engaging environment where our chimps can roam outside, climb trees, and play with their friends.

Your past support shows me that you share the incredible commitment of these very loyal friends. So I would like to invite you to become a part of this special circle of supporters. **Will you accept my invitation by returning the enclosed R.S.V.P. and becoming our newest monthly contributor today?**

So many chimpanzees are counting on us day in and day out, so I'm eager to receive your response!

**And, when you agree to give monthly, we'll mail you photos throughout the year of some of the chimps whose lives you're having an impact on!** I have enclosed a photo of one of these chimps for you today – a special guy named Jaybee.

Jaybee's early years were spent alone in a tiny cage suspended off the ground like a birdcage in the now-defunct Laboratory for Experimental Medicine and Surgery in Primates. He was anesthetized over 150 times, suffered through at least 19 unnecessary liver biopsies, and one of his lymph nodes was surgically removed.

(over, please)

After 11 terrifying years there, Jaybee was transferred to The Coulston Foundation, the biomedical lab with the worst record of any primate care lab in the history of the Animal Welfare Act. He remained there until Save the Chimps stepped in.

When our founder, Dr. Carole Noon, first saw Jaybee, he was alone in a small cage trying to make a bed out of leftover monkey chow in his cage – arranging the small biscuits in a circle around himself before lying down. Dr. Noon's heart broke and she immediately got Jaybee a bedsheet.

Jaybee – who had rarely experienced an act of human kindness – was so excited and used the sheet to make his nest. Having no reason to expect he would ever receive another one, he refused to give it up for three days.

To this day, Jaybee still makes nests with the blankets and sheets we offer him at our sanctuary – always choosing the brightly colored ones. One time, he even ripped a hole in a blanket and put it over his head, proudly wearing it like a poncho!

Jaybee has been thriving in his new home since we rescued him – thanks in large part to the generosity of monthly donors whose support provides him with food, care, a wonderful sanctuary home, and even the warm blankets he snuggles up with every night.

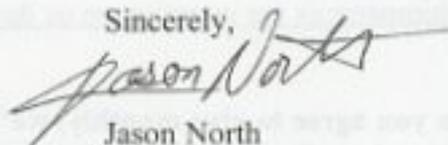
But, like all of us, Jaybee will age. And most likely his medical needs will increase. Having a dependable income from our monthly donors also enables us to budget for unforeseen expenses like medicine and vet bills.

**While we are grateful for every donation we receive, making a monthly gift is the most efficient and cost-effective way to support Save the Chimps.** It enables us to put more of your donation to work taking care of our chimps. Rest assured, you're always in control of your giving and can change the amount or cancel your monthly donation at any time.

I know you care about chimps like Jaybee, and are committed to ensuring they never experience pain, suffering or isolation again. Your support truly provides the love and hope they need and crave. And just think of how much love you'll spread by giving every month!

Thank you for helping these wonderful chimpanzees live happy, peaceful lives.

Sincerely,



Jason North  
Board Chair

P.S. By becoming a monthly supporter, you are very literally becoming a part of the team who cares for our chimps – just as though you were here at our sanctuary handing Jaybee a banana or blanket yourself. So I hope you will join this special group of supporters by returning my R.S.V.P. today.



Jaybee with his favorite blanket.

Amazing chimpanzees like Jaybee are thriving today  
thanks to your support of Save the Chimps.  
Thank you for caring so much!

**Did You Know:** Chimpanzees experience joy, anger, grief, sorrow, pleasure, boredom, and depression much as we do. They also comfort and reassure one another by grooming and embracing. For more facts visit [www.savethechimps.org](http://www.savethechimps.org).



Save the Chimps  
[www.savethechimps.org](http://www.savethechimps.org)

# Monthly Donor Enrollment Form

WORLD'S LARGEST CHIMP SANCTUARY *R.S.O.P.*



Hannah & Marty



Jazmine



Cora

**Yes!** I want to become a monthly supporter of Save the Chimps to provide nutritious food, medical care, and a peaceful sanctuary for all the chimps. Please accept the first of my monthly donations in the amount of:

\$8     \$12     \$15     \$20     Other \$ \_\_\_\_\_

I cannot give monthly, but here is my one-time gift of:

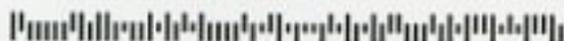
\$25     Other \$ \_\_\_\_\_

To give monthly, please provide your credit card information on the reverse.

*On behalf of all the chimps,  
THANK YOU!*

*All gifts are tax deductible.*

Stephen [REDACTED]  
P.O. Box [REDACTED]  
Carefree, AZ [REDACTED]



**Save the Chimps**  
SPEAKING OUT FOR THEM  
[www.savethechimps.org](http://www.savethechimps.org)

8000552532180250000004D1406A82S0

## CREDIT CARD AUTHORIZATION

Please charge my gift of \$ \_\_\_\_\_ to my:

MASTERCARD     VISA     DISCOVER     AMERICAN EXPRESS

Make this a:  monthly gift     one-time gift

ACCOUNT NUMBER

EXP. DATE

NAME AS IT APPEARS ON CARD

SIGNATURE

PHONE

By signing above, I authorize Save the Chimps to charge my debit or credit card each month for the amount stated above. I understand that I can change or cancel my monthly donations at any time.

Save the Chimps



0125840944+000007504582230004

FROM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Save the Chimps**  
**Donation Processing Center**  
**PO Box 9572**  
**Wilton, NH 03086-9572**

