

Authentic Conversations

Great Storytelling from Interview to Appeal

Rachel Zant
PEN WITH A PURPOSE

Pam Grow - Motivate Monday

Aug 26, 2024

“**Authenticity** is a collection of **choices** that we have to make every day. It’s about the choice to **show up** and **be real**. The choice to **be honest**. The choice to let our **true selves** be seen.”

-Dr. Bréne Brown

What we're going to cover:

- Which stories should you tell?
- Perspectives.
- Interview tips and techniques.
- How to use interview content to create a compelling appeal.
- How to include your donor in the conversation
- Questions?

**Which stories should
you tell?**

What is the **purpose** of
your story-gathering?

ARE YOU...

Asking?

for a donation.

to take action.

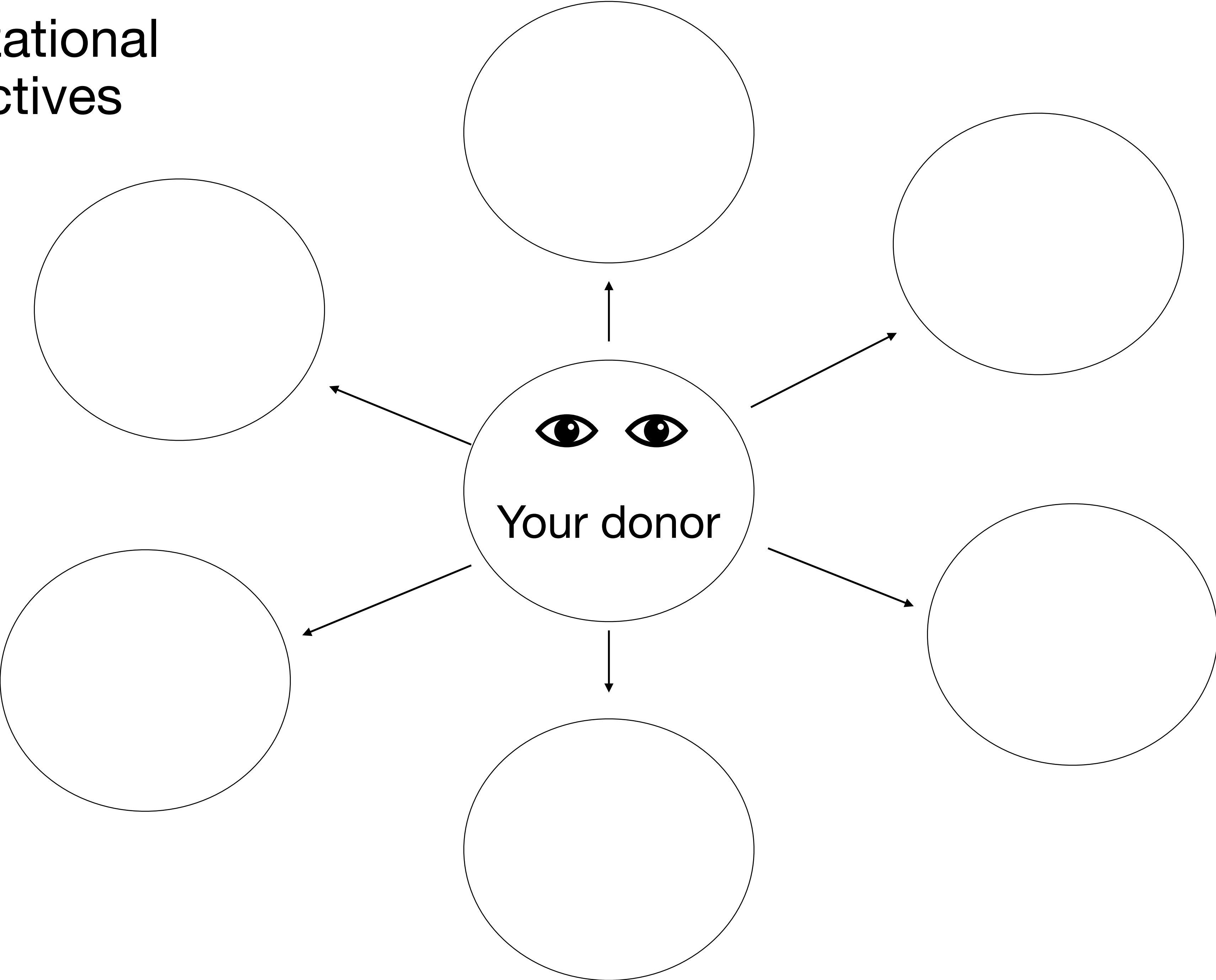
Thanking?

Reporting?

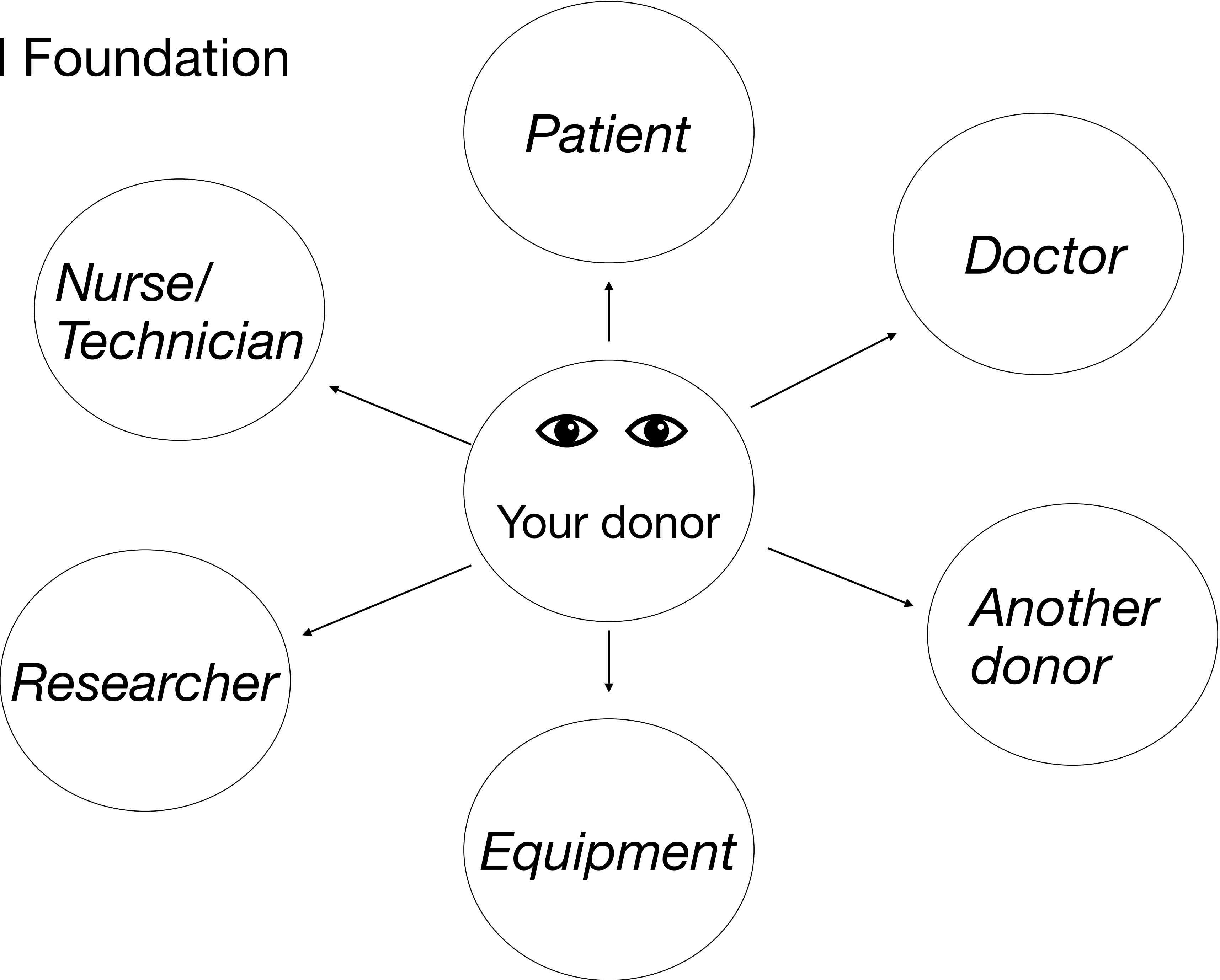
Informing?

What's the best
perspective to share?

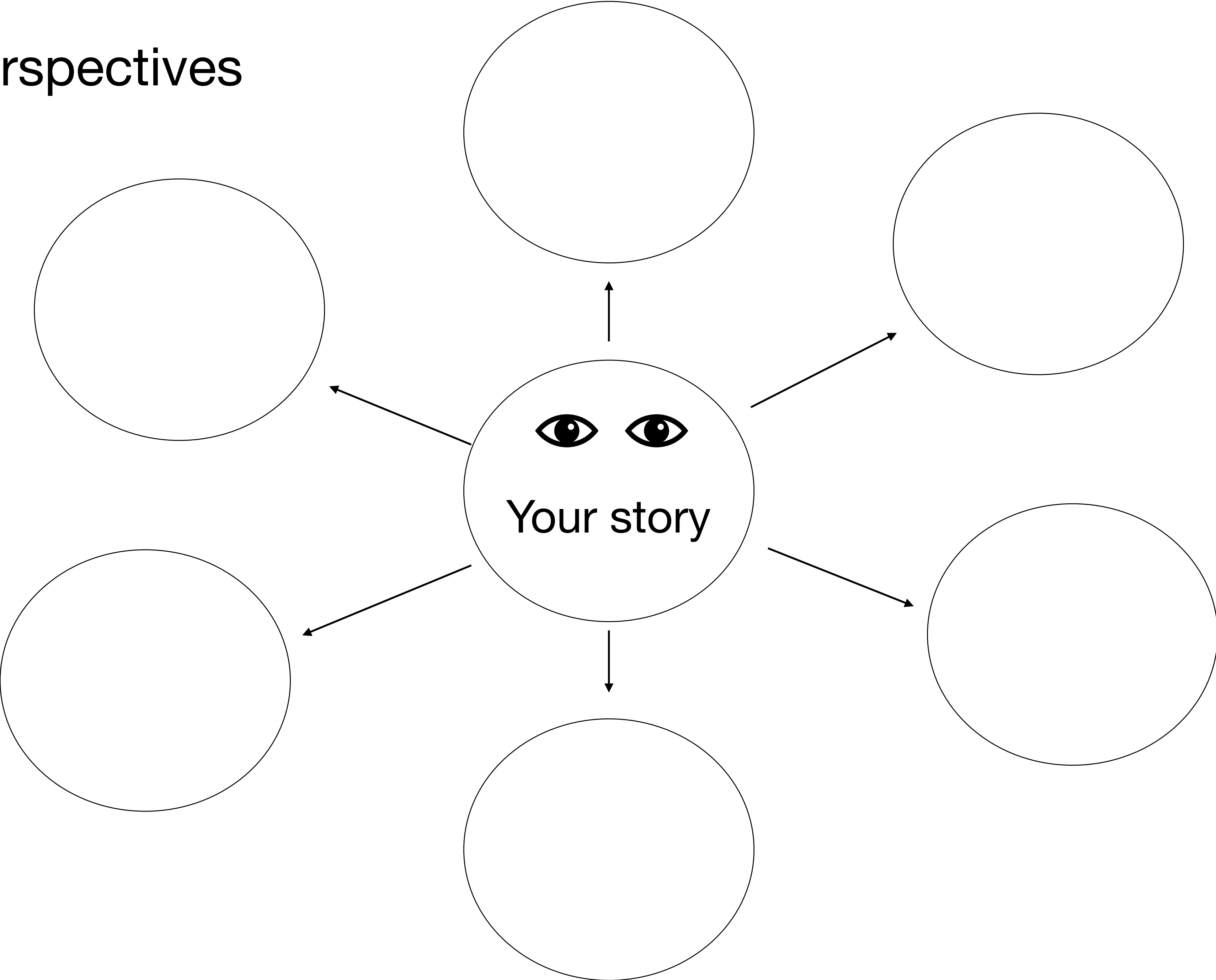
Organizational perspectives



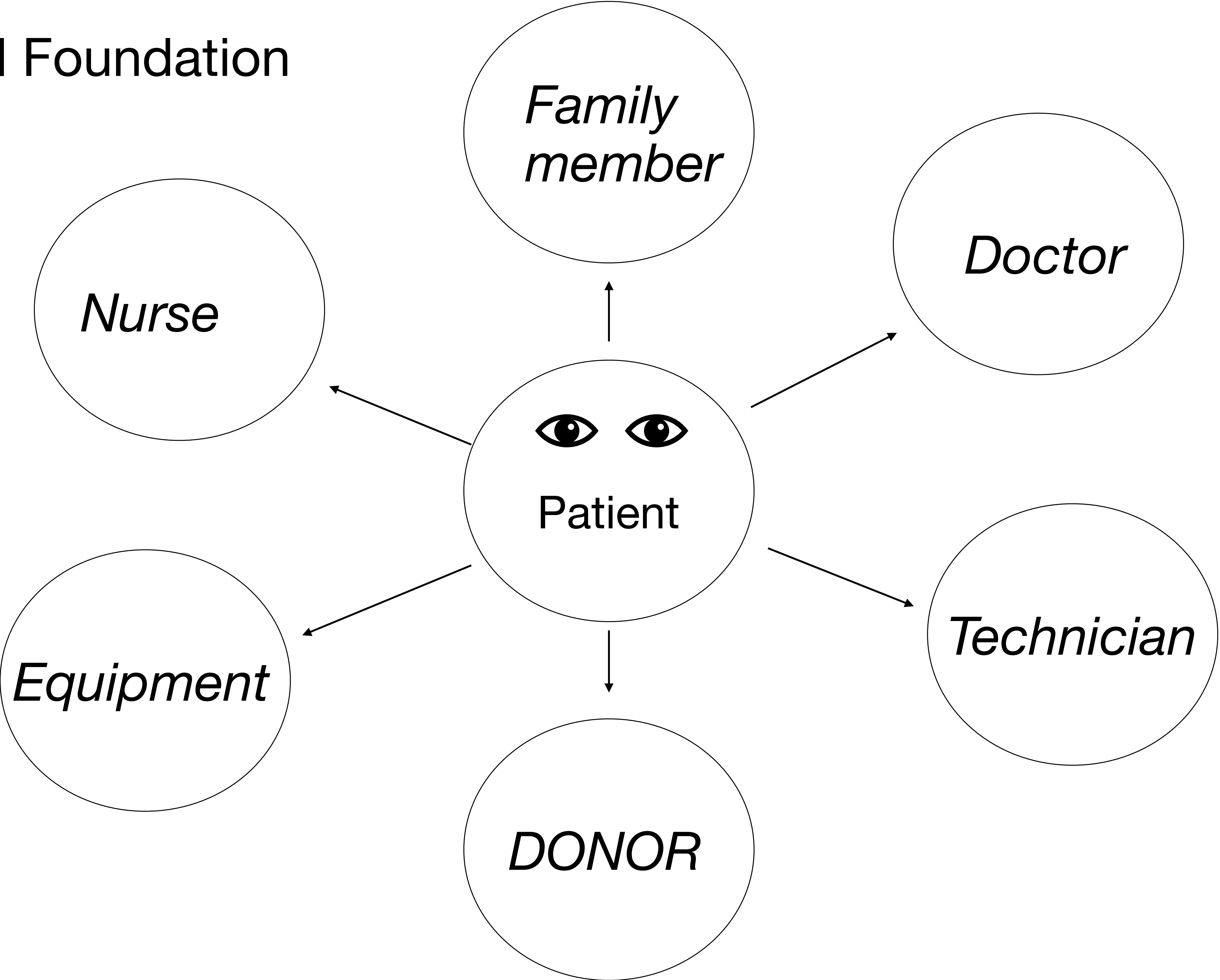
Hospital Foundation



Story perspectives



Hospital Foundation



Interview tips & techniques

A great interview comes from **trust** & **rapport**

- Set things up for success.
- What's the best format?
- Record it, so you can focus!
- Look for moments of connection & be yourself!
- Build in extra time.

Ask questions about **feelings** instead of **facts**.

- How did it make you **feel** when...
- What makes you feel **grateful** about...
- What makes you **angry**...
- What **keeps you up** at night...
- What brings you **joy**...
- What **inspires** you... about the work you do?

Ask questions about **impact**.

- How do our donors directly impact the work you do each day?
- How does XYZ organization directly impact *your* life?
- What would *you* say to a donor who gives \$25 , or \$50 or \$100 to show the impact they have on your life / your work?
- Can you *share a story* about...
- Who or what has most impacted you/inspired you...

#1 tip for conducting a great **interview**?

Keep your **mouth shut** and
your **heart open**.

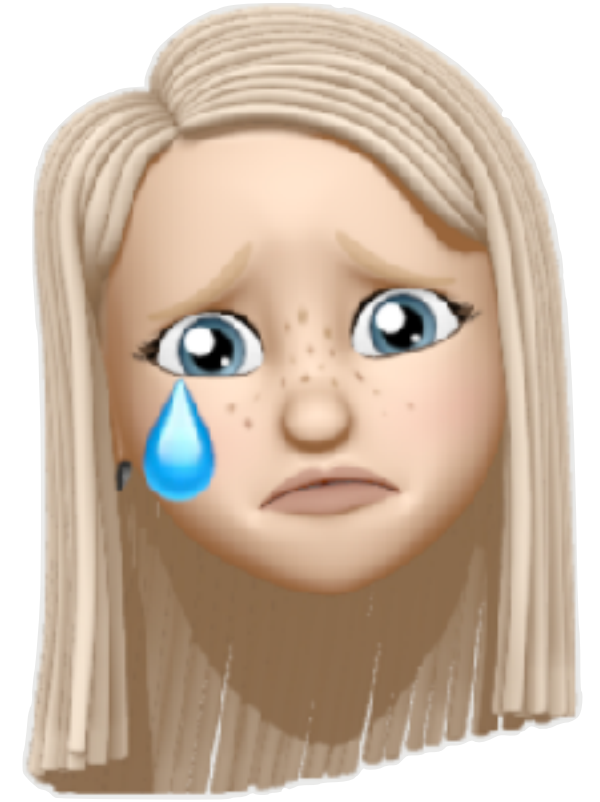
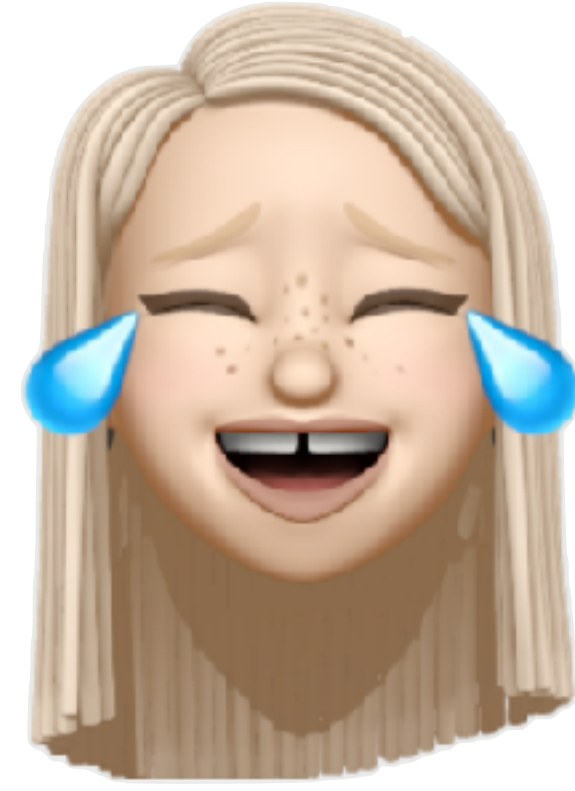
The **best** question for **last...**

“Is there anything else you’d like to tell me?”

“Is there anything else I should have asked?”

Ok Rachel...

but what if I'm still getting **nothing**?



Feelings!

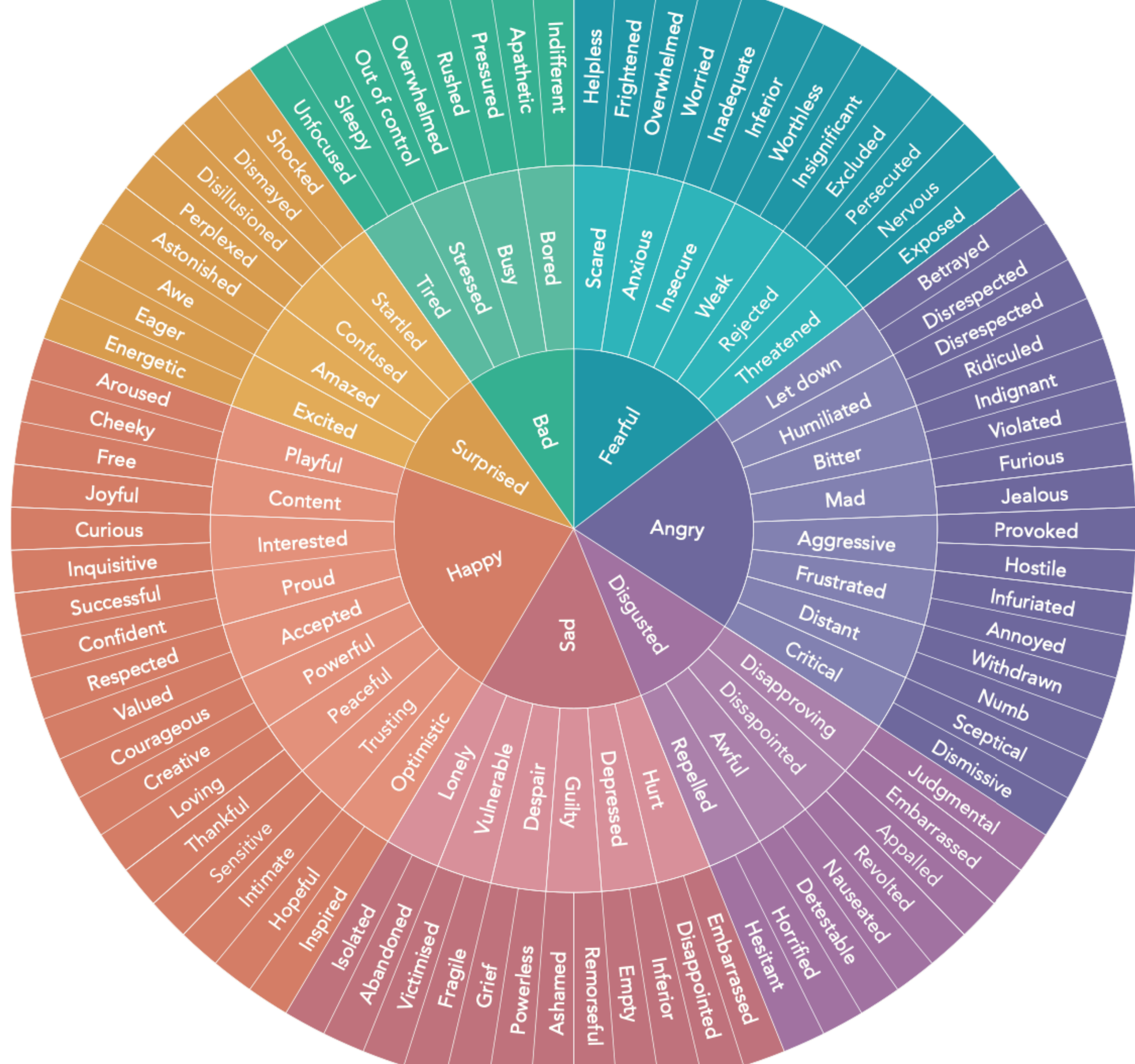


“I’ve learned that people will forget what you **said**, people will forget what you **did**, but people will never forget how you made them **feel**.”

Maya Angelou

But feelings are scary!

How do **YOU** feel right now?



Creating an effective appeal

What I got from my client... :(

C.A.P.P. Program: In just two years, over 512 children and an additional 205 family members have received Crisis Intervention Services from Crisis Aid. What makes this program unique is the deliberate ongoing rapport building and mentoring that is facilitated between victims, their families, law enforcement and service advocates. Due to the exceptional results from this program, we now have offices in two different police stations (St. Louis County and St. Charles County). But...

THE NEED KEEPS EXPONENTIALLY GROWING

What I turned it into.... :)

Please read this letter from Cindy.
Pat

Dear Loving Friend,

It's always in the eyes. The eyes tell the story of the soul.

When I first looked into Aleysha's eyes, they were lifeless.

She looked like a cute little 13-year old girl, but she was sitting on the chair in front of me with ~~her~~ her shoulders hunched, body curled in to protect itself. She outright refused to admit that anything had been done to her - even though we had horrific video evidence of the terrible things she'd endured.

Things I won't describe to you, except to say it would **break your heart knowing Aleysha was treated that way. In a way no child should ever be treated.**

It took time and patience, but eventually, Aleysha did speak to me about what had happened to her. That was the first step.

Now, I'm not going to tell you it was an easy road; there were many ups and downs as we worked with her. But I recently received a photo from Aleysha's aunt. She was dressed in a fancy prom dress, smiling from ear to ear. Can I tell you... it sparked so much joy in my heart!

And her eyes? They were filled ~~with~~ with life!

It was a long road that started with a first, challenging step. **That step could not have happened without you.**

Through your amazing support of Crisis Aid International, you gave Aleysha the support she needed to open up about what was happening to her. I'm so grateful I had the honor to be there for Alysha, through the Child's Anti-Exploitation (CAP) Program, to give her that trusted space.

You had a hand in all the steps that came after that, too.

As a Crisis Aid employee working in partnership with the police, I was able to be there (and so were you!) to support Aleysha along the way. We (YOU and I) were able to walk alongside Aleysha as she slowly began to see the police department as a **safe place to go for help**. We stayed with Aleysha and her new family as they navigated the criminal justice process. We **held her hand as she bravely stood up to be** a part of the prosecution of her abusers - the people she no longer called family.

Please read this letter from Cindy.
Pat

Dear Loving Friend,

It's always in the eyes. The eyes tell the story of the soul.

When I first looked into Aleysha's eyes, they were lifeless.

She looked like a cute little 13-year old girl, but she was sitting on the chair in front of me with ~~her~~ her shoulders hunched, body curled in to protect itself. She outright refused to admit that anything had been done to her - even though we had horrific video evidence of the terrible things she'd endured.

Things I won't describe to you, except to say **it would break your heart knowing Aleysha was treated that way. In a way no child should ever be treated.**

It took time and patience, but eventually, Aleysha did speak to me about what had happened to her. That was the first step.

Now, I'm not going to tell you it was an easy road; there were many ups and downs as we worked with her. But I recently received a photo from Aleysha's aunt. She was dressed in a fancy prom dress, smiling from ear to ear. Can I tell you... it sparked so much joy in my heart!

And her eyes? They were filled ~~with~~ with life!

It was a long road that started with a first, challenging step. **That step could not have happened without you.**

Through your amazing support of Crisis Aid International, you gave Aleysha the support she needed to open up about what was happening to her. I'm so grateful I had the honor to be there for Alysha, through the Child's Anti-Exploitation (CAP) Program, to give her that trusted space.

You had a hand in all the steps that came after that, too.

As a Crisis Aid employee working in partnership with the police, I was able to be there (and so were you!) to support Aleysha along the way. We (YOU and I) were able to walk alongside Aleysha as she slowly began to see the police department as a **safe place to go for help**. We stayed with Aleysha and her new family as they navigated the criminal justice process. We **held her hand as she bravely stood up** to be a part of the prosecution of her abusers - the people she no longer called family.

Aleysha moved in with her aunt and uncle to help create a more stable home environment. **You and I guided them** through a plan where Aleysha could be comfortable receiving mental health counseling and support.

There were certainly roadblocks along the way.

Aleysha had lived in a world without structure, a world of complete and utter neglect. She now lived in a stable home with proper boundaries and rules - which was a lot to get used to at first! But with support, her aunt and uncle stuck it out, and Aleysha began to respect the boundaries she was living with.

At first, I would see Aleysha almost every week. Now, we check in around major events or milestones, like prom or graduation. I love seeing those photos that show her living the kind of life a girl her age *should* be living! She even made all A's and B's on her most recent report card. I remember when her aunt called me. She ~~was~~ was so excited! I could just see Aleysha beaming from ear-to-ear through her words. I am so incredibly proud of her. She has shown amazing strength and resilience through all of this.

That is what you have done for Aleysha. Thank you!

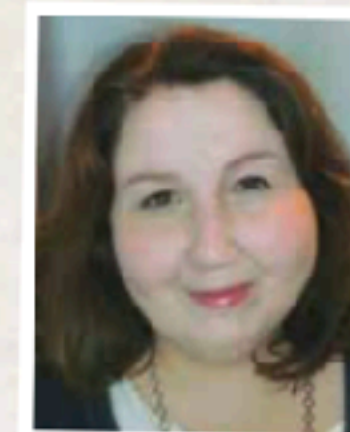
Together, you and I helped her take the first step towards a new life filled with hope and possibility rather than one filled with pain and fear, and horror.

Thank you for helping to put the spark of life back into Aleysha's eyes! Thank you for reaching out your hand and showing her that the compassionate love of God can heal all wounds, given time and space to do so.

Yours in the utmost gratitude,

Cynthia M. Malott

Cindy Malott
Director of US Safe
Crisis Aid International



PS: Your continued support of Crisis Aid International will help so many more children impacted by the horrors of the sex-trafficking and child sexual exploitation industry. **Thank you again for opening your heart to those innocent souls in need of God's love.**

Note: name and details changed to protect privacy.

At first, I would see Aleysha almost every week. Now, we check in around major events or milestones, like prom or graduation. I love seeing those photos that show her living the kind of life a girl her age *should* be living! She even made all A's and B's on her most recent report card. I remember when her aunt called me. She ~~was~~ was so excited! I could just see Aleysha beaming from ear-to-ear through her words. I am so incredibly proud of her. She has shown amazing strength and resilience through all of this.

That is what you have done for Aleysha. Thank you!

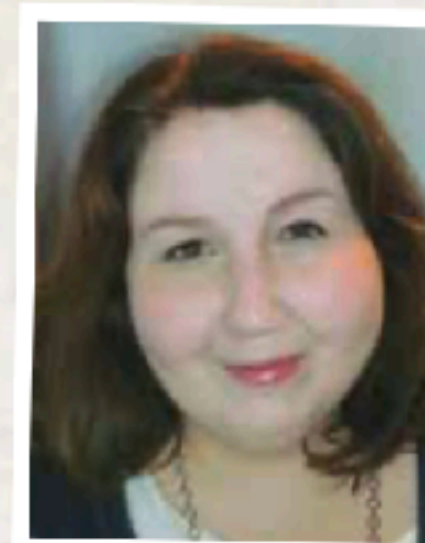
Together, you and I helped her take the first step towards a new life filled with hope and possibility rather than one filled with pain and fear, and horror.

Thank you for helping to put the spark of life back into Aleysha's eyes! Thank you for reaching out your hand and showing her that the compassionate love of God can heal all wounds, given time and space to do so.

Yours in the utmost gratitude,



Cindy Malott
Director of US Safe
Crisis Aid International



PS: Your continued support of Crisis Aid International will help so many more children impacted by the horrors of the sex-trafficking and child sexual exploitation industry. **Thank you again for opening your heart to those innocent souls in need of God's love.**

Note: name and details changed to protect privacy.



Ms. Generous Donor
1234 Kindness Street
Anytown, XO 12345

<Mail Date>

Dear Generous,

Happy New Year! I hope you are staying happy and well as we usher in the new year.

I want you to know just how grateful I am for your compassionate support of Crisis Aid International. **Your gifts make such a difference to so many people living right here in the USA. Thank you!**

I'm including a note from Cindy, Director of our US Safe Program, which helps U.S. victims of sexual exploitation and trafficking. She shares a story to show just how impactful and life-changing your gift can be to a young victim.

I hope Cindy's note inspires you to make another life-giving gift today.

Your gift of \$<XX> or \$<XXX> will help us open another Children's Anti-Exploitation Program (CAP) office.

A single office serves over 500 at-risk children a year! That's 500 more children you can help save from sexual abuse and trafficking with your gift today.

Your past generosity has helped many children already. **Through you**, we have Crisis Aid staff working inside police departments for St. Louis city, St. Louis county, Jefferson county and St. Charles county in Missouri. We also have a Crisis Aid staff member working in the Wyoming Police Department outside Grand Rapids, Michigan.

Through you, Crisis Aid's CAP staff work closely with Child

Please turn over...

Protective Services and Child Forensic Units at Children's Hospitals through these offices, providing a 24-hour response. The Crisis Aid team works tirelessly to help children and families affected by sexual abuse or trafficking. In addition, **through you**, our US Refuge Home has provided a safe home for over 200 girls.

A social worker from one of the Children's Hospital emergency departments recently said this to Cindy:

"When we refer children into the CAP program, Crisis Aid responds right away. I haven't seen any of the children we have referred into the CAP Program come back through the system. That's Success!"

That's an amazing testament to the power of this work and how needed it is.

There's so much more you and I can do to help these children. The need has never been greater.

You can help us open another essential CAP office as soon as possible. You can help save more children across the United States who suffer from the horrors of sexual abuse and sex trafficking.

Please, send your loving gift today.

Thank you – and may God bless you beyond your wildest dreams!



With a grateful heart,

Pat Bradley
Co-Founder, Crisis Aid International

PS: YOUR LIFE-CHANGING GIFT CAN HELP SAVE 500 MORE CHILDREN FROM A LIFE OF HORROR AND GIVE THEM A LIFE OF HOPE



Ms. Generous Donor
1234 Kindness Street
Anytown, XO 12345

<Mail Date>

Dear Generous,

Happy New Year! I hope you are staying happy and well as we usher in the new year.

I want you to know just how grateful I am for your compassionate support of Crisis Aid International. **Your gifts make such a difference to so many people living right here in the USA. Thank you!**

I'm including a note from Cindy, Director of our US Safe Program, which helps U.S. victims of sexual exploitation and trafficking. She shares a story to show just how impactful and life-changing your gift can be to a young victim.

I hope Cindy's note inspires you to make another life-giving gift today.

Your gift of \$<XX> or \$<XXX> will help us open another Children's Anti-Exploitation Program (CAP) office.

A single office serves over 500 at-risk children a year! That's 500 more children you can help save from sexual abuse and trafficking with your gift today.

Your past generosity has helped many children already. **Through you**, we have Crisis Aid staff working inside police departments for St. Louis city, St. Louis county, Jefferson county and St. Charles county in Missouri. We also have a Crisis Aid staff member working in the Wyoming Police Department outside Grand Rapids, Michigan.

Through you, Crisis Aid's CAP staff work closely with Child

Please turn over...

Protective Services and Child Forensic Units at Children's Hospitals through these offices, providing a 24-hour response. The Crisis Aid team works tirelessly to help children and families affected by sexual abuse or trafficking. In addition, **through you**, our US Refuge Home has provided a safe home for over 200 girls.

A social worker from one of the Children's Hospital emergency departments recently said this to Cindy:

"When we refer children into the CAP program, Crisis Aid responds right away. I haven't seen any of the children we have referred into the CAP Program come back through the system. That's Success!"

That's an amazing testament to the power of this work and how needed it is.

There's so much more you and I can do to help these children. The need has never been greater.

You can help us open another essential CAP office as soon as possible. You can help save more children across the United States who suffer from the horrors of sexual abuse and sex trafficking.

Please, send your loving gift today.

Thank you – and may God bless you beyond your wildest dreams!



With a grateful heart,

Pat Bradley
Co-Founder, Crisis Aid International

PS: YOUR LIFE-CHANGING GIFT CAN HELP SAVE 500 MORE CHILDREN FROM A LIFE OF HORROR AND GIVE THEM A LIFE OF HOPE

I want you to know just how grateful I am for your compassionate support of Crisis Aid International. **Your gifts make such a difference to so many people living right here in the USA. Thank you!**

I'm including a note from Cindy, Director of our US Safe Program, which helps U.S. victims of sexual exploitation and trafficking. She shares a story to show just how impactful and life-changing your gift can be to a young victim.

I hope Cindy's note inspires you to make another life-giving gift today.

Your gift of \$<XX> or \$<XXX> will help us open another Children's Anti-Exploitation Program (CAP) office.

A single office serves over 500 at-risk children a year! That's 500 more children you can help save from sexual abuse and trafficking with your gift today.

Your past generosity has helped many children already. **Through you**, we have Crisis Aid staff working inside police departments for St. Louis city, St. Louis county, Jefferson county and St. Charles county in Missouri. We also have a Crisis Aid staff member working in the Wyoming Police Department outside Grand Rapids, Michigan.

Through you, Crisis Aid's CAP staff work closely with Child



Ms. Generous Donor
1234 Kindness Street
Anytown, XO 12345

<Mail Date>

Dear Generous,

Happy New Year! I hope you are staying happy and well as we usher in the new year.

I want you to know just how grateful I am for your compassionate support of Crisis Aid International. **Your gifts make such a difference to so many people living right here in the USA. Thank you!**

I'm including a note from Cindy, Director of our US Safe Program, which helps U.S. victims of sexual exploitation and trafficking. She shares a story to show just how impactful and life-changing your gift can be to a young victim.

I hope Cindy's note inspires you to make another life-giving gift today.

Your gift of \$<XX> or \$<XXX> will help us open another Children's Anti-Exploitation Program (CAP) office.

A single office serves over 500 at-risk children a year! That's 500 more children you can help save from sexual abuse and trafficking with your gift today.

Your past generosity has helped many children already. **Through you**, we have Crisis Aid staff working inside police departments for St. Louis city, St. Louis county, Jefferson county and St. Charles county in Missouri. We also have a Crisis Aid staff member working in the Wyoming Police Department outside Grand Rapids, Michigan.

Through you, Crisis Aid's CAP staff work closely with Child

Please turn over...

Protective Services and Child Forensic Units at Children's Hospitals through these offices, providing a 24-hour response. The Crisis Aid team works tirelessly to help children and families affected by sexual abuse or trafficking. In addition, **through you**, our US Refuge Home has provided a safe home for over 200 girls.

A social worker from one of the Children's Hospital emergency departments recently said this to Cindy:

"When we refer children into the CAP program, Crisis Aid responds right away. I haven't seen any of the children we have referred into the CAP Program come back through the system. That's Success!"

That's an amazing testament to the power of this work and how needed it is.

There's so much more you and I can do to help these children. The need has never been greater.

You can help us open another essential CAP office as soon as possible. You can help save more children across the United States who suffer from the horrors of sexual abuse and sex trafficking.

Please, send your loving gift today.

Thank you – and may God bless you beyond your wildest dreams!



With a grateful heart,

Pat Bradley
Co-Founder, Crisis Aid International

PS: YOUR LIFE-CHANGING GIFT CAN HELP SAVE 500 MORE CHILDREN FROM A LIFE OF HORROR AND GIVE THEM A LIFE OF HOPE

trafficking. In addition, through you, our US Refugee Home has provided a safe home for over 200 girls.

A social worker from one of the Children's Hospital emergency departments recently said this to Cindy:

“When we refer children into the CAP program, Crisis Aid responds right away. I haven't seen any of the children we have referred into the CAP Program come back through the system. That's Success!”

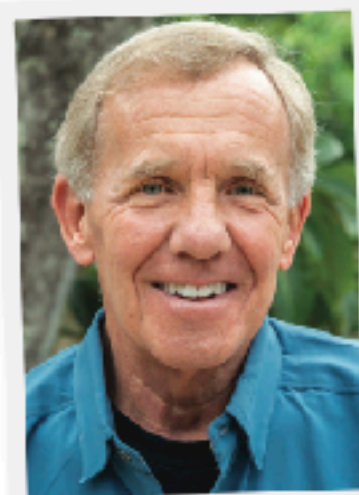
That's an amazing testament to the power of this work and how needed it is.

There's so much more you and I can do to help these children. The need has never been greater.

You can help us open another essential CAP office as soon as possible. You can help save more children across the United States who suffer from the horrors of sexual abuse and sex trafficking.

Please, send your loving gift today.

Thank you – and may God bless you beyond your wildest dreams!



With a grateful heart,

A handwritten signature in blue ink that reads "Pat Bradley". The signature is written in a cursive, flowing style.

Pat Bradley
Co-Founder, Crisis Aid International

*PS: YOUR LIFE-CHANGING GIFT CAN HELP
SAVE 500 MORE CHILDREN FROM A LIFE OF
HORROR AND GIVE THEM A LIFE OF HOPE*

Special Reply Form for: <Ms. Caring Donor>

Yes, Pat! I want to give more children the life of hope that they deserve with a gift of:

\$Ask1

\$Ask2

This gift will really help!

\$Ask3

I prefer to give \$ _____

I have enclosed my check, payable to Crisis Aid International

OR

I prefer to make my gift with my credit card Visa MasterCard AMEX Discover

Card Number: _____ Expiry Date: ____/____

Cardholder's Name: _____ Card Security Code: _____

Telephone: _____

Billing Address (if different from mailing address): _____

Email: _____

By providing your email address, you consent to us contacting you from time to time. Crisis Aid International respects your privacy and does not share email addresses.

OR

I prefer to give online at www.crisisaid.org/donate

Thank you for your ongoing compassion and caring support!

<Ms. Caring Donor>
<Address>
<Address>
<City> <State> <Zip>



P.O. Box 510167, St. Louis MO, 63151 USA
1 888 740 740 7779 314 487 1400 www.crisisaid.org

Const ID/Appeal-Seg Code

PAT BRADLEY
P.O. Box 510167
ST LOUIS MO.
63151

printer to
place inditia

<Ms. Caring Donor>
<Address>
<Address>
<City> <State> <Zip>

Special Reply Form for: <Ms. Caring Donor>

Yes, Pat! I want to give more children the life of hope that they deserve with a gift of:

\$Ask1

\$Ask2

This gift will really help!

\$Ask3

I prefer to give \$ _____

I have enclosed my check, payable to Crisis Aid International

OR

I prefer to make my gift with my credit card Visa MasterCard AMEX Discover

Card Number: _____ Expiry Date: ____/____

Cardholder's Name: _____ Card Security Code: _____

Telephone: _____

Billing Address (if different from mailing address): _____

Email: _____

By providing your email address, you consent to us contacting you from time to time. Crisis Aid International respects your privacy and does not share email addresses.

OR

I prefer to give online at www.crisisaid.org/donate

Thank you for your ongoing compassion and caring support!

<Ms. Caring Donor>
<Address>
<Address>
<City> <State> <Zip>



P.O. Box 510167, St. Louis MO, 63151 USA
1 888 740 740 7779 314 487 1400 www.crisisaid.org

Const ID/Appeal-Seg Code

PAT BRADLEY
P.O. Box 510167
ST LOUIS MO.
63151

printer to
place inditia

<Ms. Caring Donor>
<Address>
<Address>
<City> <State> <Zip>

Thanks for your love of exceptional theatre <Jane>!

Ms. Jane Donor
1234 Generous Street
Anytown, ON X0X 0X0

<Mail date>

Dear <Jane>,

You do love theatre, right? Exceptional, world-class theatre, of course!

Perhaps, like our passionate, creative founders, you love being drawn into the magic of a powerful story. Maybe you enjoy how this wonderful art form can ignite your imagination and appeal to all of your senses.

Perhaps you have other reasons for loving the theatre. Whatever your reason – **we are so glad you're here as a passionate supporter of Electric Company!** You are a vital part of the magic and passion that have made this a world-renowned theatre company for more than 30 years!

I'm writing today because, as you may know, **it takes a lot of time, energy and money to put on these spectacular shows.** Unfortunately, the financial cost is simply not covered by ticket sales. We depend on donations from kind and generous theatre lovers like you to make sure these shows are the very best they can be.

I'm truly grateful for your last generous gift in support of Electric Company.

<Jane>, will you consider making a gift [of \$XX or \$XX] today?

We currently need to raise **\$120,000 in funding for Carmen's show.**

If you and every person reading this letter today gave just \$35 – we'd be able to cover that cost. If you have greater means – a greater gift would certainly be welcomed. (And, you're not financially able to make a gift right now, then please don't worry about it one bit!)

Use your **imagination.**

<Addressee>
1234 Generous Street
Anytown, ON. XoX oXo

Dear <Rachel>,

You know the first thing I noticed?

It was eerily silent.

Normally, you hear all kinds of hums, clicks and beeps in an operating room. The tell-tale *ker-chunk* of the X-ray machine scanning a patient.

But not today.

<Rachel>, I just got back from an urgent visit to the OR. **A vital piece of equipment broke down and we need to replace it ASAP.**

It's called a C-Arm. It's a mobile X-Ray unit used for several types of urgent surgical procedures, including stabilizing bone fractures and performing joint replacements. I'll explain more in a minute, but first I have to ask:

<Rachel>, I just got back from an urgent visit to the OR. **A vital piece of equipment broke down and we need to replace it ASAP.**

It's called a C-Arm. It's a mobile X-Ray unit used for several types of urgent surgical procedures, including stabilizing bone fractures and performing joint replacements. I'll explain more in a minute, but first I have to ask:

Will you help us purchase a new C-Arm? It has a hefty price tag of \$198,000, but I know we can raise the funds if everyone pitches in to help.

In fact, if you and every person reading this letter gave \$35 right now, that would cover the cost. Now, if you could give \$<ASK2> or even stretch it to \$<ASK3> then we'd be that much closer that much faster!

It won't be quiet in the OR for long. We'll get a loaner machine to help

Please turn over...



You can see why it's called a C-Arm, right?

The C-shaped arm goes around the sedated patient. Images can be taken at anytime during the procedure so the surgeon can easily see what is happening in 'real time'.

It is really a critical piece of equipment!

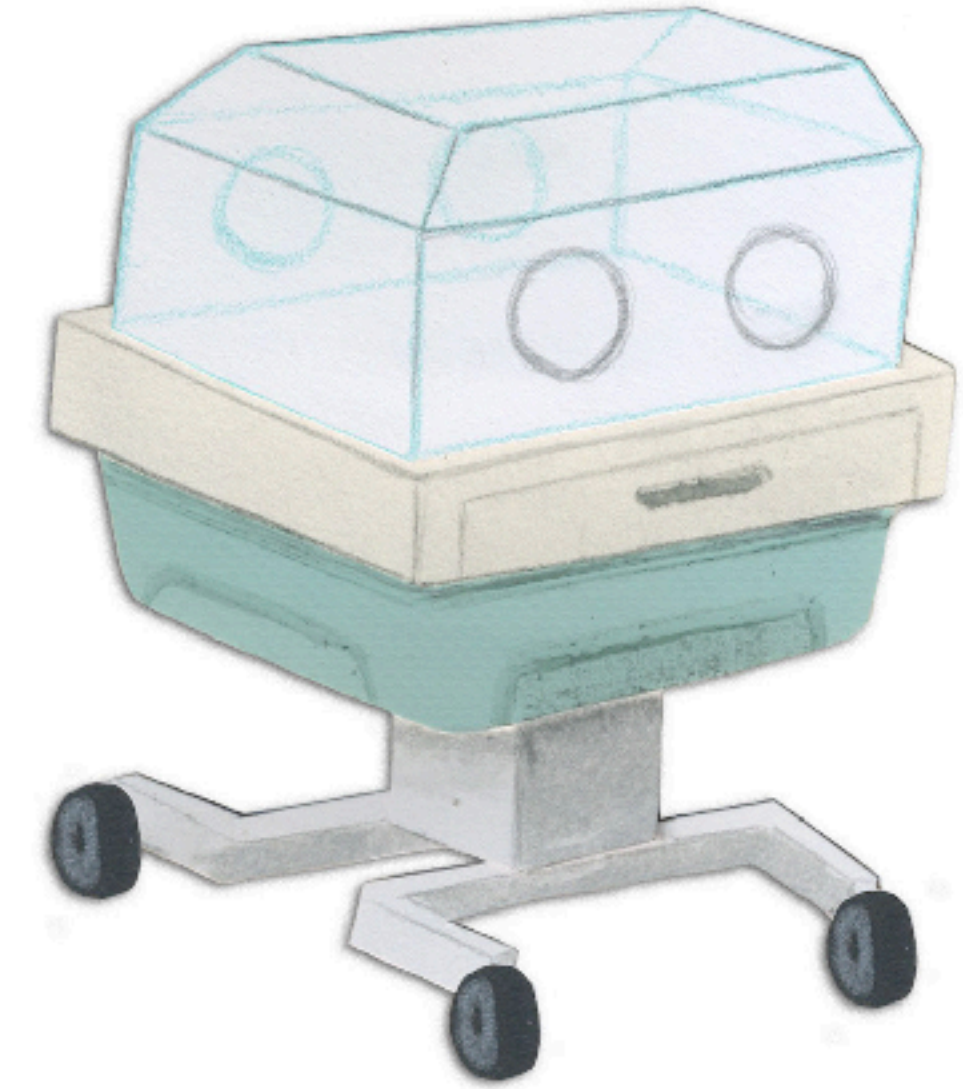
I hope you can pitch in to help purchase a new one for your community.

 St. Thomas Elgin
General Hospital
Foundation

Thank you!
Jacqueline



Because of you, I'm not just a flexible bandaid. And, I know I'm not the sort of thing you'd find on the cover of a report, but here we are. I may seem like a small and insignificant player in the context of a hospital, but with **your help**, I have a big impact. **You give me** the power of healing many humans, big and small. I think of River. She came in last week with her mom for her COVID-19 booster. River was crying and holding her mom's hand, but the moment she saw me, all covered in cupcakes, she stopped crying. We soothed her. **You and I**. (Ok, maybe the cupcakes had something to do with it too.) **Thank you** for giving me that gift.



Because of you, I'm not just an infant incubator with a funny name (they call me a Giraffe because the lid of the incubator moves *wayyyy* up to allow easy access!). You help me to keep premature babies alive, giving them everything they need to thrive: a consistently warm environment, oxygen, wireless monitoring and more. I think of Mike and Connie, whose sleepless, worried eyes eagerly scanned their tiny, sleeping daughter, Jooles, cradled inside my warm walls. They were able to reach inside and gently touch her paper-thin skin, sitting with her each day and every hour. You and I kept Jooles alive until she became strong enough to go home. We healed her. **You and I**. **Thank you** for giving me that gift.



Because of you, I'm not just a flexible bandaid. And, I know I'm not the sort of thing you'd find on the cover of a report, but here we are. I may seem like a small and insignificant player in the context of a hospital, but with **your help**, I have a big impact. **You give me** the power of healing many humans, big and small. I think of River. She came in last week with her mom for her COVID-19 booster. River was crying and holding her mom's hand, but the moment she saw me, all covered in cupcakes, she stopped crying. We soothed her. **You and I**. (Ok, maybe the cupcakes had something to do with it too.) **Thank you** for giving me that gift.

**Include your donor in the
conversation**

Britter Matthews' motto? Give whatever you have to give!

Britter Matthews became involved in animal rescue in Central Indiana right after college. At first, she volunteered her time, since that's what she had lots of! Today, Britter is a busy mom of two young children (and five rescue animals!) who has also built a successful career. She's got a lot less time, but more money to give – so that's what she does!



Every bit counts. And it all helps animals in need."

We're so grateful to you, Britter, for your generous monthly gifts – and for being a loyal animal rescuer of four dogs, Oscar, Olive, Flynn, Tilly Rue, and Miss Kitty, who rules them all!

If you're interested in signing up for monthly giving, please email [Becky Honeywell at becky@friendsofindyanimals.org](mailto:becky@friendsofindyanimals.org). You can also use the reply form included with this newsletter to sign up right away.



Mark your calendar:

2024 Howl and Wine Event : Friends' biggest fundraiser and a howling good time! Thursday, October 24th, at the Biltwell Event Center

Britter has been a **loyal and generous monthly supporter** of the Friends of Indy Animals for about 2 years now. She finds monthly giving to be convenient, saying, *"You just set it and forget it! And, those monthly gifts add up to a whole lot of help for animals throughout the year."*

Britter says, *"Just look at what you have to give – and give that! You might have extra time to volunteer, or some extra warm blankets around the house... or it might be your money.*

your fur iendly update

WINTER 2024 EDITION



on how your gifts help Indy Animals!

1,238 cats trapped, fixed and vaccinated – thanks to you!

Your kind and loving heart makes such a difference to animals – especially those living a cold, unhealthy and very risky life on the streets.

You may remember us writing to you last Spring for help with the massive influx of cats and kittens. And, like a caring friend, you responded!

With your help, 1,238 community cats were trapped, fixed and vaccinated last year – thanks to a “trapper grant” provided to our rescue partner, Indy Neighborhood Cats (INC). In total, INC trapped, fixed and vaccinated more than 2,300 cats in 2023! They also kept nearly 3,000 cats from entering the Indianapolis Animal Care Services (IACS) shelter and provided direct medical care to over 200 cats.

While the vast majority of community cats are returned to their colony after being fixed, those that can be adopted are brought into our shelter partners to find their loving fur-ever homes.



**Special reply
form for:** <Name>

✓ Yes, Becky! I'll help animals in need of medical treatment, a warm bed and a safe, loving home right now! Here's my gift of:

\$<Ask 1> \$<Ask 2> \$<Ask 3> or Surprise us! \$ _____

I have enclosed my check, payable to **Friends of Indy Animals. OR**

I prefer to make my gift using my Visa Mastercard AMEX Discover

Card Number _____ Expiry _____

Name on Card _____

Signature _____

Telephone # _____

Email _____

You can also call **Becky Honeywell** at **(317) 207-7868** to make your gift right now.

Tell us what you think about your new update about the impact of your giving!

Turn over if you want to have a bigger impact with a monthly donation! →

You can also call Becky Honeywell at (317) 207-7868 to make your gift right now.

Tell us what you think about your new update about the impact of your giving!

.....

.....

.....

.....

Turn over if you want to have a bigger impact with a monthly donation! →

A brief summary

- **Step 1:** Identify your story focus or your program need.
- **Step 2:** Identify your main ‘character’ or perspective.
- **Step 3:** Identify supporting ‘characters’ or other perspectives that can add to the main story.
- **Step 4:** Interview anyone that you can. Use your **imagination** for the rest!
- **Step 5:** Put it all together! Determine who should be main signer, then how to include the other voices or perspectives to add to the appeal. (Lift notes, inserts, additional follow up package or emails, etc.) **Get creative!**
- **Step 6:** Include a way for the **donor to be involved** beyond making a gift.

“Trust is built in the small moments, it’s the little things. The moment you choose to **connect** or decide not to connect. To communicate or to remain silent. To be **vulnerable** or build a wall.”

-Dr. Bréne Brown



Direct mail connects!

Your **Kick Start Guide** to writing
an authentic direct mail letter.

Thank You!

Questions? Please do get in touch!

EMAIL: rachel@penwithapurpose.com

<https://www.linkedin.com/in/rachelzant/>

www.penwithapurpose.com

