

USING PERSONALIZATION TO IMPROVE YOUR ANNUAL APPEALS

PRESENTED BY THERESA AIDE AND KAREN WENNING



SUTTLESTRAUS



DATA DRIVEN MAIL

Are you looking at it as a viable marketing channel?

VARIABLE DATA PRINTING

Variable data printing goes beyond the simple personalization of “Dear First Name.”

There are so many elements that can be customized.



Create design and determine variable elements



NAME	GENDER	AGE	INCOME	LOCATION
JAMES	MALE	58	\$45,000	DENVER, CO
AMELIA	FEMALE	29	\$120,000	DALLAS, TX
MIKE	MALE	34	\$70,000	BOSTON, MA
KATHY	FEMALE	42	\$185,000	MIAMI, FL

Create spreadsheet of key data points as they relate to the design

WISCONSIN DRIVERS

SAFER DRIVING
COULD SAVE YOU MONEY

WELCOME TO
WISCONSIN



THERESA, TAKE THE AARP SMART DRIVER™ COURSE AT A
LOCATION NEAR YOU!

www.aarp.org/driving5
(608) 274-5161

Theresa, refresh your driving skills
and learn proven safe-driving
strategies. You could also be
eligible for a discount on your auto
insurance.*

HERE IS THE LOCATION NEAREST YOU:

GREENTREE GLEN
APARTMENTS
732 STRUCK ST
MADISON



CHOOSE YOUR COURSE:
UPCOMING SCHEDULE
Wed., July 10, 9:00 am

SPACE IS LIMITED.
RESERVATION REQUIRED
CALL NOW!
(608) 274-5161

To find additional locations and
courses in your area, visit:
www.aarp.org/driving5



\$15[†] for AARP members
\$20[‡] for non-members

[†]Some hosts charge an additional administrative facility fee in addition to course costs.

AARP
Driver Safety

AARP Driver Safety
P.O. Box 93114
Long Beach, CA 90809

NONPROFIT ORG
U.S. POSTAGE
PAID
AARP

*****AUTO**ALL FOR AADC 535
THERESA AIDE
1000 UNIEK DRIVE
WAUNAKEE, WI 53597

000528619
0049 00987
0002

TOYOTA

This program is supported by a generous grant from Toyota to AARP Foundation.
*In Wisconsin, upon completion, you may be eligible to receive an auto insurance discount. Other restrictions may apply. Consult your agent for details.
[‡]Some hosts charge an additional administrative facility fee in addition to course costs. When registering, check local course listings for administrative fee information.

ARE YOU APPEALING TO THE MASSES, OR TO SPECIFIC INDIVIDUALS?

Data can be used to personalize your appeal campaigns using many variables. Let's explore how you can use personalization to improve your fundraising results:

AGE

LANGUAGE

CHILDREN
IN HOME

GENDER

MEMBERSHIP

INCOME

PAST
DONATIONS

PERSONAL
PREFERENCES

DISTANCE

LOCATION

OTHER DATA





1. AGE

People respond to marketing and images that sound and look like them. You can use pictures of families in different life stages for each age group. In written copy make sure you aren't using slang terms that may isolate a generation who don't know what you're talking about.



Thank you!

You have established an excellent credit record with Hy Cite Enterprises, LLC due to your recent purchase of Royal Prestige® Products.



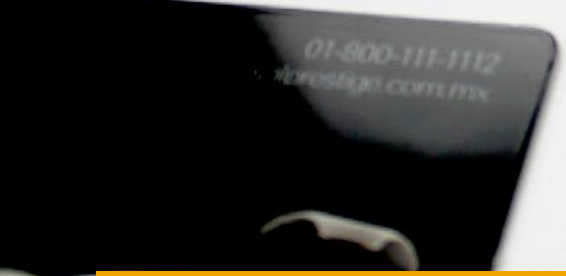
Thank you!

You have established an excellent credit record with Hy Cite Enterprises, LLC due to your recent purchase of Royal Prestige® Products. Your prompt



iGracias!

Usted ha establecido un historial de crédito positivo con Hy Cite Enterprises, LLC, debido a su reciente



iGracias!

Usted ha establecido un historial de crédito positivo con Hy Cite Enterprises, LLC, debido a su reciente compra de productos Royal Prestige®. Por haber hecho sus pagos puntualmente ha ganado nuestra categoría de Cliente Distinguido, así como crédito disponible para futuras compras.

**LOYAL CUSTOMER:
SAMPLE A SAMPLE**

**ACCOUNT NUMBER:
12345678**

**LOYAL CUSTOMER:
SAMPLE A SAMPLE**

**ACCOUNT NUMBER:
12345678**

**CLIENTE DISTINGUIDO:
SAMPLE A SAMPLE**

**NÚMERO DE CUENTA:
12345678**

**CLIENTE DISTINGUIDO:
SAMPLE A SAMPLE**

**NÚMERO DE CUENTA:
12345678**

**CRÉDITO DISPONIBLE:
\$100**

2. LANGUAGE

If a portion of your audience does not use English as their first language, it's always good practice to print your marketing in the language they are most familiar with.



3. GENDER

Recipients may relate better to an image of someone of their same gender portrayed in your letter.



goldfish swim school



4. CHILDREN IN HOME

You can use mail list selections to target only families with children in the home. You can also segment your mailings based on the ages of children to make your offer even more specific. If you have a child's birthday this could also be used as a trigger date for a mail campaign.

love, laugh...and learn.
 e water. And we love kids. At Goldfish, we teach
 it life-saving skills to turn the tide on water-
 accidents and give parents peace of mind.
 earn best when they are having fun, so our
 and facility is dedicated to them and their
 mming.

FOR KIDS 4 MONTHS TO 12 YEARS
 T-TO-TEACHER RATIO
 RE-ART FACILITY
 -BUILDING CURRICULUM

Place your approved offer in this text box!

Exp. 1/1/18
 \$100 Value



goldfishss.com

goldfishswimschool.com

goldfish swim school

BIRMINGHAM
 2388 Cole Street, Suite #101
 Birmingham, MI 48009



LIGHT OF FAITH

Faith – the theme chosen for the 2019 Annual Appeal (ACA). In the Light of Faith we are able to... communities while also providing mental health, drug, alcohol... faith formation, support, mentorship and training to many, no... where they are on their faith journey. In the Light of Faith, to support those... throughout the diocese that need it the most.

in our world and in our Church, we need the... according to this reality, we have chosen... day Pope Saint John Paul II... avoids it for fear his... lives by the truth comes... that what he does is

mentally Christian lives, where we not only... all the sin in this world. In the Light of Faith we are... our vocation, and given the grace to share the light... and corporal works of mercy... supported by the Annual Catholic Appeal. To mention... while School receives ACA support for both teacher training... that our students are receiving a better Catholic education. So... and in your support of this appeal... participation in the Annual Catholic Appeal last year. Please... and an your students are receiving a better Catholic education. So... helpfully consider what you can give. Let us pray... of know, love, and serve God better. Thank you... mission.



IN MEMORIAM
December 31, 1945 –
November 24, 2018
"The light shines in
the darkness, and the
darkness has not
overcome it."
— John 1:5

IN MEMORIAM
December 31, 1946 –
November 24, 2018
"The light shines in
the darkness, and the
darkness has not
overcome it."
— John 1:5

IN MEMORIAM
December 31, 1944 –
November 24, 2018
"The light shines in
the darkness, and the
darkness has not
overcome it."
— John 1:5



May our beloved
bishop rest in peace;
thank you for your
continuing support.
Msgr. James Bartella
Diocesan Administrator

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bishop rest in peace;
thank you for your
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5. MEMBERSHIP

You can use membership in a certain parish or school to personalize mailers by including a picture of a building, a personal letter from the local leader or other localization pieces as variable text and images.





These programs are funded or operated by our parish alone. These require the generosity of every parish of our diocese. I urge you to join the 2019 parish goal of \$18,671,74 towards our 2019 parish goal. Your gift will help us accomplish far more than we can do on our own. Together we can do great things for Christ's Church.

Thank you for your support this year. Together we can do great things for Christ's Church. Thank you for your support this year. Together we can do great things for Christ's Church.

HOW MUCH SHOULD I GIVE?
 Estimate your monthly gift based on 1% or more of your yearly income.

INCOME	ANNUAL GIFT	MONTHLY
\$15,000	\$150	\$12.50
\$25,000	\$250	\$21
\$30,000	\$300	\$25
\$40,000	\$400	\$33
\$50,000	\$500	\$42
\$75,000	\$750	\$62.50
\$90,000	\$900	\$75
\$120,000	\$1,200	\$100
\$150,000	\$1,500	\$125
\$180,000	\$1,800	\$150

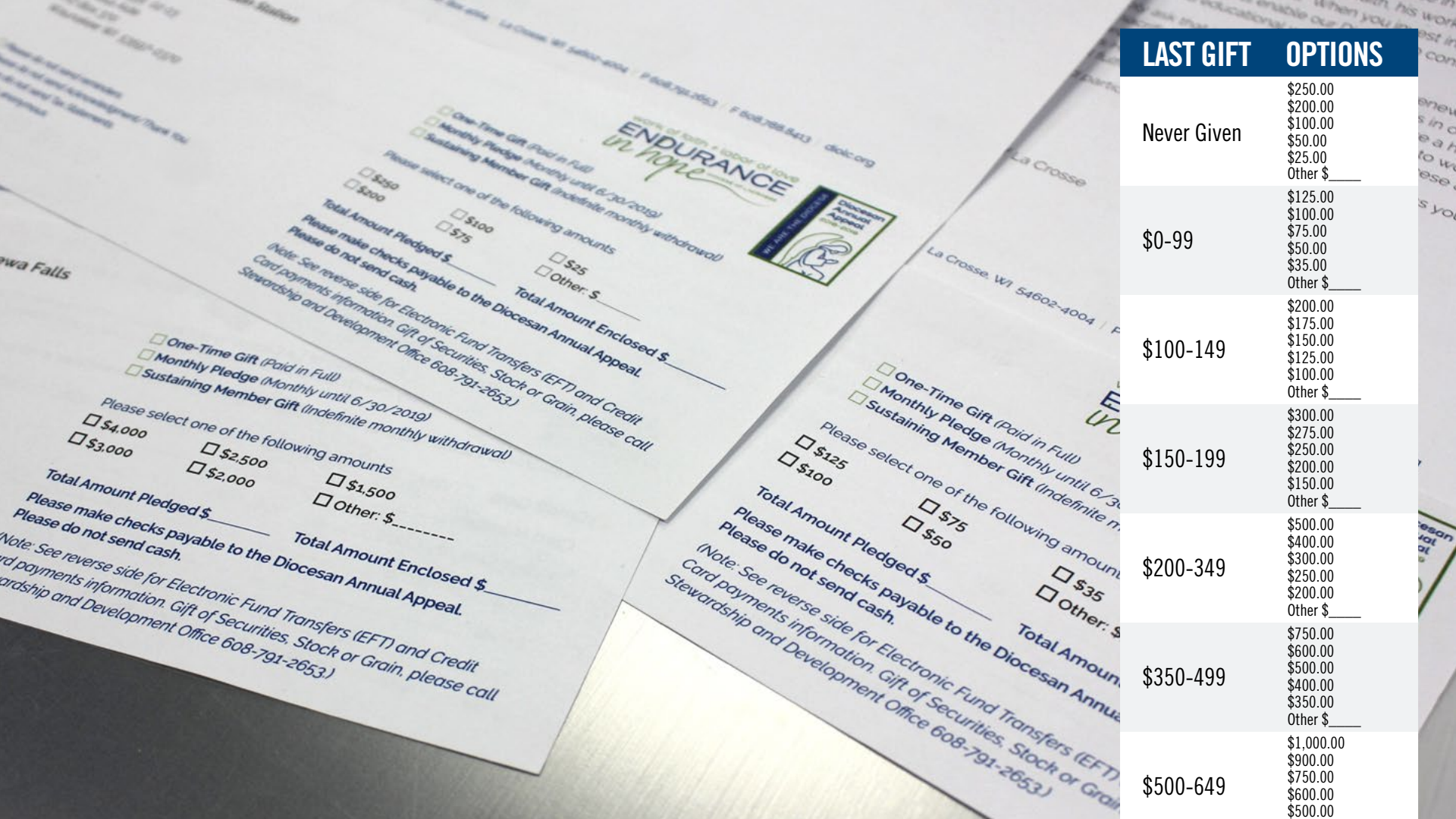


WAYS TO GIVE
 VISIT [WWW.UCA.ORG](#)
 TEXT GIVE TO 313-313-3133
 SCAN



6. INCOME

You can create a monetary ask based off household income.



LAST GIFT	OPTIONS
Never Given	\$250.00
	\$200.00
	\$100.00
	\$50.00
	\$25.00
\$0-99	Other \$ _____
	\$125.00
	\$100.00
	\$75.00
	\$50.00
\$100-149	\$35.00
	Other \$ _____
	\$200.00
	\$175.00
	\$150.00
\$150-199	\$125.00
	\$100.00
	Other \$ _____
	\$300.00
	\$275.00
\$200-349	\$250.00
	\$200.00
	\$150.00
	Other \$ _____
	\$500.00
\$350-499	\$400.00
	\$300.00
	\$250.00
	\$200.00
	Other \$ _____
\$500-649	\$750.00
	\$600.00
	\$500.00
	\$400.00
	\$350.00
\$650-4999	Other \$ _____
	\$1,000.00
	\$900.00
	\$750.00
	\$2,500.00
5000+	\$5,000.00
	\$1,500.00
	\$1,000.00
	\$500.00
	Other \$ _____

7. PAST DONATIONS

Another way to create a custom monetary ask is based off previous donation amounts. A bump table should always start with the previous donation amount and then try to ask for higher amounts.



8. PERSONAL PREFERENCES

You can use almost any kind of data you have to personalize a mailpiece. Here a wine retailer used knowledge of previous purchases to classify their list members and target them accordingly.





JIM, DON'T TRAVEL 363 MILES TO ICSC
ONLY TO COME HOME EMPTY HANDED.

JOLINDA, DON'T TRAVEL 163 MILES TO ICSC
ONLY TO COME HOME EMPTY HANDED.

9. DISTANCE

If you are trying to push people to a physical location for an event or in-person interaction, you can include the distance from the mailing address and even include a driving map of how to get there for convenience.

Alan, our closest clinic is 6.7 miles from your home!

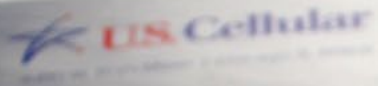


UnityPoint Health - Meriter -
DeForest-Windsor Clinic
10 Savannah Drive
DeForest, WI 53532
www.meriter.org/deforestwindsorclinic

to this clinic, UnityPoint Health - Meriter
and specialty care clinics throughout
the Madison area for your convenience.
by visiting:
deforestwindsorclinic.meriter.org

UnityPoint Health - Meriter
DeForest-Windsor Clinic
10 Savannah Drive
DeForest, WI 53532
www.meriter.org/deforestwindsorclinic

UnityPoint Health - Meriter
Alan Schindler
1000 Union St
Wausau, WI 54981



We've got you covered
from Allenton to anywhere.

Business
U.S. Cellular
8410 W. Bryn Mawr | Chicago, IL 60631

We've got you covered
from Deforest to anywhere.

T10
1859



10. LOCATION

Including text of the city or street name, or imagery of a local landmark can signal to a recipient that this is not another generic message and has relevance to their daily life.

BUSINESS UTILITY DATA FOR: 13

YOUR UTILITY USAGE HISTORY

The graphs below compare your business's utility usage over a 12-month period. Many things affect how a business uses energy and water: building age, type of business, equipment in use, operating hours, business practices and heating and cooling systems can all have an effect on your business's energy and water usage profile. If you would like to examine your business's energy use in more detail, contact your Energy Services Representative for a complete energy assessment.

2018 Bill Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Electric Usage (kWh)	1641	1450	1371	1361	1201	1376	1454	4568	4709	3690	3939	3783
Amt Billed for Electricity	\$572	\$532	\$503	\$503	\$445	\$485	\$506	\$604	\$611	\$468	\$448	\$446
Water Usage (cu ft)*	393	360	361	343	341	373	336	366	381	339	459	408
Amt Billed for Water	\$51	\$49	\$49	\$48	\$48	\$50	\$48	\$49	\$50	\$48	\$54	\$51
Avg Daily Temp (°F)	22	22	33	37	69	69	73	73	71	63	48	31



11. OTHER DATA

This energy company uses variable printing to list and graph past energy usage for residential customers.

HOW YOUR CUSTOMERS HOW YOU CARE FOR THE ENVIRONMENT

Consider offsetting your energy usage by participating in Choose Renewable for \$3 per block of renewable energy each month. Each \$3 block of renewable energy you buy is added to your monthly electric bill and ensures 300 kWh of electricity is generated by a renewable resource. Contact us to get started.



66%

of consumers say they're willing to pay more for products and services that come from companies committed to positive social and environmental impact.

* Nielsen Survey of Environmental Responsibility & Consumer Behavior



Salutation),
and blessings to you and your families.

You today on behalf of all the people who need
ort through the Annual Appeal. In 2018, thanks to
erosity of so many, we clothed and fed 76,000 of
edy brothers and sisters in partnership with Catholic
ies, we educated over 65,000 children and youth
gh our Religious Education Programs, and supported over 200
inarians to serve in our parishes, and supported over 200
ests in retirement. In 2019, new initiatives were launched,
ograms grew and lives continue to change.

You have generously supported the Annual Appeal in the
past; thank you. I am happy to announce that our parish
is currently at **63.47%** of the **\$100,000 goal** and we have
until December 31 to raise **\$63,470**. I ask your prayerful
consideration in joining me in committing ourselves to our
brothers and sisters in need and to renew your pledge to the
Annual Appeal. The mission of the Church must continue.
Our local Church needs your support now more than ever.

I am available to meet or talk with you if you would like
to discuss the Annual Appeal further, especially if you are
hesitant or reluctant to make a gift at this time. I pray that
with your help, our parish can meet its goal and continue to
do so in the years ahead.

Sincerely in Christ,

Sample Name
Sample Name



Sample Parish Name
2019 Support

THE 2019 ANNUAL APPEAL

ENCLOSURE



Create design and determine variable elements



NAME	GENDER	AGE	INCOME	LOCATION
JAMES	MALE	58	\$45,000	DENVER, CO
AMELIA	FEMALE	29	\$120,000	DALLAS, TX
MIKE	MALE	34	\$70,000	BOSTON, MA
KATHY	FEMALE	42	\$185,000	MIAMI, FL

Create spreadsheet of key data points as they relate to the design



work of faith + labor of love
ENDURANCE
in hope
DIOCESE OF LACROSSE



Dear Theresa,

May the Lord give you Peace!

We are now beginning Holy Week, an extraordinary and sacred time in the Church year. For us Catholics, we solemnly contemplate the Crucifixion and Resurrection of our Lord; also, we also reflect on the institution of the sacraments of the Holy Eucharist and the Priesthood. The call to the priesthood, like any vocation, is a call answered with faith, hope, and love. The endurance of the clergy rests on quality preparation and formation of men in mind, body, and soul.

For the past nine years, we have been resolute in our Diocese to do whatever we can to maintain the Church's reputation and provide concrete measures to avoid the types of failures that are coming to light today. Throughout the years, we have instituted one of the most rigorous Safe Environment programs in the church. Our curricula go beyond standard best practices for the protection of children and the vulnerable. We have transformed and enriched our seminary formation program, along with the addition of two new programs to ensure that we promote healthy and committed future priests.

- The *Journey Program*, a first of its kind, allows young men to experience a pre-seminary period of discernment without the challenges of a full college class load.
- The *Regency Program* is now in its fourth year. This very successful program allows a seminarian to suspend his college course work to focus his efforts on any specific spiritual or psychological formative needs.

I am truly inspired by all the good works our Church in Western and North Central Wisconsin does, living out the mission of Jesus Christ each day. Your contribution of \$10.00 to the Diocesan Annual Appeal last year helped to further our efforts. It is in humility that I am asking you to reinvest in the Diocesan Annual Appeal, so works and programs like those above can continue. Your sacrificial gifts enable hope to become a reality in the many lives that are weakened by a world of sadness and discouragement by helping the Church do better in its response. Candidly, without your donations, the 38 apostolates of our Diocese -- our hope-inspiring works of mercy -- could not occur.

Thank you for your generous spirit and consideration of participation. May God reward you and bless you and your family.

Yours in the spirit of Divine Hope,

William Patrick Callahan

Most Reverend William Patrick Callahan
 Bishop of La Crosse



DIOCESE of LA CROSSE

of La Crosse 3710 East Avenue South P.O. Box 4004 La Crosse, WI 54602-4004 P 608.791.2653 F 608.788.8413 dioc.org

work of faith + labor of love
ENDURANCE
in hope
DIOCESE OF LACROSSE



- One-Time Gift (Paid in Full)
 - Monthly Pledge (Monthly until 6/30/2019)
 - Sustaining Member Gift (indefinite monthly withdrawal)
- (the following amounts)

\$35

KEY DATA POINT

Package ID

Parish, Stevens Point



...hope.
 + *William Patrick Callahan*
 Most Reverend William Patrick Callahan
 Bishop of La Crosse



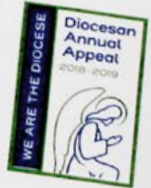
DIOCESE of LA CROSSE

Diocese of La Crosse 3710 East Avenue South P.O. Box 4004 La Crosse, WI 54602-4004 P 608.791.2653 F 608.788.8413 diolc.org

St. Peter Parish, Stevens Point

0000091427 561 04 01
 Theresa Aide
 Suttle-Straus, Inc.
 PO Box 370
 Waunakee WI 53597-0370

work of faith + labor of love
ENDURANCE
in hope
DIOCESE OF LA CROSSE



- One-Time Gift (Paid in Full)
- Monthly Pledge (Monthly until 6/30/2019)
- Sustaining Member Gift (Indefinite monthly withdrawal)

Please select one of the following amounts

- \$125
- \$100
- \$75
- \$50
- \$35
- Other: \$ _____

Total Amount Pledged \$ _____ Total Amount Enclosed \$ _____
 Please make checks payable to the Diocesan Annual Appeal.
 Please do not send cash.

(Note: See reverse side for Electronic Fund Transfers (EFT) and Credit Card payments information. Gift of Securities, Stock or Grain, please call Stewardship and Development Office 608-791-2653.)

- Please do not send reminders.
- Please do not send Acknowledgment/Thank You.
- Please do not send Tax Statements.
- This gift is anonymous.



KEY DATA POINT

- Parish
- City
- Last Year Amount
- Constituent ID
- Campaign ID
- Fund
- Appeal
- Package
- Gift ID



48 versions of letters combined into one mail stream

St. Benedict Catholic Church

Dear Sample,

I have great hope for 2019 and beyond! The people of St. Benedict Parish have been especially generous in recent months in response to our Fall 2018 giving campaign. Additionally, our parish exceeded our goal for the 2018 United Catholic Appeal before the end of the year, giving us a head start toward 2019. I am truly grateful for everyone's generosity.

While we have already been receiving donations toward the 2019 United Catholic Appeal throughout this year, at this present moment as we officially begin our promotion for this year's Appeal, I specifically invite you to help us meet our goal for the United Catholic Appeal in 2019. I see the Appeal as "our" gift given back to the diocese for ministry we simply cannot provide alone as a parish.

The United Catholic Appeal ensures that the ministries offered throughout the diocese will continue helping all of us bring the Good News of Jesus Christ to Northeastern Minnesota and beyond. The Catholic Services Appeal supports the works of **Ongoing Clergy Formation, Vocations and Seminary Education, Marriage Preparation, Family Life Ministry, Religious Education, 7 Catholic Schools, Native American Ministry, Young Adult Ministry, Siriba's ability to travel the diocese for Confirmation.**

These are programs that cannot be funded or operated by our parish alone. These require the cooperation of every parishioner in every parish of our diocese. I urge you to join 24% of our parishioners who have already donated \$19,471.74 towards our 2019 parish goal of \$58,413.63. Your support of these ministries is critical. Your gift will help us accomplish more than we are able to as an individual parish.

I now, humbly ask for your support this year. Together we can do great things for the Church in the Diocese of Duluth and beyond.

Thank you for your good works and ongoing support of St. Benedict's. Thank you for your personal commitment to the ministries that affect those within our diocese universal Church. May our Lord continue to abundantly bless you and your loved ones.

Sincerely yours in Christ,

Rev. Joel M. Hastings

Fr. Joel Hastings
Pastor
St. Benedict Church

HOW MUCH
Estimate your
monthly gift based
on 1% or more
of your yearly income.

INCOME
\$15,000
\$25,000
\$30,000
\$40,000
\$50,000
\$75,000
\$90,000
\$120,000
\$150,000
\$180,000

DECIDE - ACT

- Pledge a Gift of \$ _____
Paid in the Amount of \$ _____ Monthly Quarterly
- I am unable to make a pledge and grateful to offer this one-time gift of \$ _____

Please make checks payable to: **ST. BENEDICT'S CHURCH**
and write UCA in the memo line

Please return this pledge card with your gift in the enclosed envelope. Thank you!

KEY DATA POINT

Letter



ST. JOSEPH'S &
OUR LADY OF THE SACRED HEART
CATHOLIC CHURCHES
113 SW 4TH STREET
CHISHOLM, MN. 55719
PHONE: 218-254-5703
FAX: 218-254-3636



Dear Sample,

United Catholic Appeal (UCA) is the weekend of May 4th and 5th and the purpose of UCA is to help fund the Diocese of Duluth. The funding goes towards programs and other important educational, spiritual, and service ministries for our diocese. The purpose of UCA is to spread and strengthen the faith of Jesus Christ in Northeastern Minnesota.

All Catholics throughout the diocese are asked to support the appeal with their prayers and financial resources. As Catholics, we know that each one of us is called to support the ministries of our Church. Our gifts make it possible for our ten-county diocese to provide vital services to the spiritual and physical well-being of men, women, and children.

Because I am also a diocesan employee, working in the Office of Marriage and Family, keep in mind that we receive compensation from the UCA funds back to our parishes.

Parish assessments for the year of our Lord 2019 are:

St. Joseph's = \$32,330.57

Our Lady of the Sacred Heart's = \$7,121.44

The above figures are based upon our ordinary income from our regular envelopes and plate collections from our Sundays throughout the previous year. I have great confidence that we will make our goals with your generous support!

How can you help?

Please complete the enclosed UCA card with your current gift or pledge and drop it in the collection basket or mail it directly to the diocese. Our parishioner envelopes also contain monthly green envelopes that can be used for payment of your pledges. God loves a cheerful giver!

In Christ,

Fr. Anthony Craig

Fr. Anthony Craig, S.T.L.
Pastor

HOW MUCH SHOULD I GIVE?
Estimate your monthly gift based
on 1% or more of your yearly income.

INCOME	ANNUAL GIFT	MONTHLY
\$15,000	\$150	\$12.50
\$25,000	\$250	\$21
\$30,000	\$300	\$25
\$40,000	\$400	\$33
\$50,000	\$500	\$42
\$75,000	\$750	\$62.50
\$90,000	\$900	\$75
\$120,000	\$1,200	\$100
\$150,000	\$1,500	\$125
\$180,000	\$1,800	\$150

DECIDE - ACT

- Pledge a Gift of \$ _____
Paid in the Amount of \$ _____ Monthly Quarterly
- I am unable to make a pledge and grateful to offer this one-time gift of \$ _____

Please make checks payable to: **DIocese OF DULUTH**
and write UCA in the memo line

Please return this pledge card with your gift in the enclosed envelope. Thank you!



WAYS TO GIVE

VISIT <http://bit.ly/GIVEUCA>
TEXT GIFT AMOUNT 218-387-6927
SCAN QR CODE ABOVE



Diocese of Duluth
2830 E 4th St
Duluth MN 55812-1501

Sample A. Sample
Member of Sacred Heart, Buhl
1000 Uniek Drive

...s = \$32,330.57
of the Sacred Heart's
...ve figures are based upon our ordinary
...ons from our Sundays throughout the previous
...ke our goals with your generous support!

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Fr. Anthony Craig, S.T.L.
Pastor

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\$90,000	\$900	\$75
\$120,000	\$1,200	\$100
\$150,000	\$1,500	\$125
\$180,000	\$1,800	\$150

... gift given back to the diocese.
...ie ministries offered throughout the diocese will
...ews of Jesus Christ to Northeastern Minnesota
...upports the works of: **Ongoing Clergy**
...on, Marriage Preparation, Family Life Ministry,
...e American Ministry, Young Adult Ministry on
...id Retreats, The Northern Cross, and Bishop
...ation.

...perated by our parish alone. These require
...rish of our diocese. I urge you to join the
...d \$19,471.74 towards our 2019 parish goal
...ritical. Your gift will help us accomplish far

...er we can do great things for Christ's
...t of St. Benedict's. Thank you for
...ct those within our diocese and the
...ly bless you and your loved ones.



WAYS TO GIVE
VISIT <http://bit.ly/GIVEUCA>
TEXT GIFT AMOUNT 218-387-6927
SCAN QR CODE ABOVE

Sample A. Sample
Member of Sacred Heart, Buhl
1000 Uniek Drive
Waunakee WI 53597-8501
1201

DECIDE - ACT

Pledge a Gift of \$ _____
Paid in the Amount of \$ _____ Monthly Quarterly
 I am unable to make a pledge and grateful to offer this one-time gift of \$ _____

Please make checks payable to **DIocese of Duluth**
and write UCA in the memo line

Please return this pledge card with your gift in the enclosed envelope. Thank you!

Diocese of Duluth
2830 E 4th St
Duluth MN 55812-1501

HOW MUCH SHOULD I GIVE?
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\$75,000	\$750	\$62.50
\$90,000	\$900	\$75
\$120,000	\$1,200	\$100
\$150,000	\$1,500	\$125
\$180,000	\$1,800	\$150



WAYS TO GIVE
VISIT <http://bit.ly/GIVEUCA>
TEXT GIFT AMOUNT 218-387-6927
SCAN QR CODE ABOVE



DECIDE - ACT

Pledge a Gift of \$ _____
Paid in the Amount of \$ _____ Monthly Quarterly
 I am unable to make a pledge and grateful to offer this one-time gift of \$ _____

Please make checks payable to: **ST. BENEDICT'S CHURCH**
and write UCA in the memo line

Please return this pledge card with your gift in the enclosed envelope. Thank you!

St. Benedict's Church
1419 St Benedict
Duluth MN 55811-2299

Sample A. Sample
Member of St. Benedict, Duluth
1000 Uniek Drive
Waunakee WI 53597-8501

KEY DATA POINT

- Return Addressee
- Member Of
- Address 1
- Address 2
- CS 2

ACT by response
others can encounter Christ's love



DID YOU KNOW?

\$10

Provides each participant The Gift of Self: A Spiritual Guide for civilly separated and divorced Catholics

\$30

Covers the unmet cost for one registration to the Annual Diocesan Assembly, Men's & Women's Conferences

\$75

Provides Circle of Grace curriculum for one parish

\$100

Provides Scholarships for Camp Survive and High School Retreats

\$120

Provides a scholarship for an engaged couple to participate in a marriage preparation retreat

\$360

Provides heat through emergency fuel oil funding

\$500

Provides one TV Mass for the home-bound

REFLECT • PRAY • DECIDE • ACT

CREATE CUSTOM GRAPHICS BASED ON:

- Age
- Marital Status
- Children

28 versions of 4-color letters combined into one mail stream



EVERY GIFT MATTERS

Dear Leslie & Marc,

Hands-on career experiences. Cutting-edge faculty research. Professional development training and workshops. These are just a few of the ways the School of Human Ecology changes lives every day.

And it's all possible because of Badgers like you. Thousands of alumni and friends come together to give every year, supporting our outstanding students and faculty. You can be one of the many that will make a difference this year.

- If 16 donors give \$75 each, you'll provide leadership-level support to areas of need such as scholarships, research, and student travel.
- If 14 donors give \$150 each, you'll fund an unpaid internship scholarship, enabling a student to afford a valuable learning experience.
- If three donors give \$200 each, you can send a student to a professional conference to present their research.

These resources allow us to provide our students with a rich educational experience that thoroughly prepares them for success. In fact, 91 percent of our graduates report feeling that the UW has prepared them for the next step in their careers.

Keeping a world-class education affordable is a team effort. **People like you strengthen the School of Human Ecology through gifts of all sizes, helping us remain a vibrant center of learning and public service.**

There are many reasons to give. Some people feel supporting valuable research focused on children's funding conservation of the priceless Helen Lou Collection. Others simply want to give the experiences they had. Whatever the reason, it's a Wisconsin Idea — and it's part of who we are.

It's what Badgers do.

Help us give our students and faculty the to unlock their full potential. **Your gift, strengthens the School of Human Ecology** its excellence for generations to come.

Sincerely,

Soyoon Shim
Dean
School of Human Ecology
University of Wisconsin-Madison

P.S. I know many alumni and and simple. You can make y Ecology Annual Fund tod



EVERY GIFT MATTERS

Dear Aaron,

Hands-on field research. Real-world skill development and learning opportunities. These are just a few of the ways the College of Agricultural and Life Sciences (CALS) changes lives every day. And it's all possible because of Badgers like you. Thousands of alumni and friends give every year to support our outstanding students and faculty — **and each gift has a profound impact.**

- \$25 gives one student a seat at our annual etiquette dinner, where students develop professional skills essential to future success.
- \$100 enables students to display their work at the CALS Undergraduate Research Symposium.
- \$150 provides one textbook to an introductory biology student.
- \$600 provides one scholarship for our QuickStart summer program, allowing first-year students to get a head start on course and career planning.

These resources allow us to provide our students with a rich, well-rounded educational experience that thoroughly prepares them for success after graduation.

Keeping a world-class education affordable is a team effort. **People like you strengthen CALS through gifts of all sizes, helping us remain a national leader of learning and innovation while also staying accessible.**

There are many reasons to give. Some people feel strongly about enabling students to participate in national competitions or bringing distinguished speakers to campus. Others simply want to give the next generation the same experiences they had. Whatever the reason, giving is part of the Wisconsin Idea — and it's part of who we are.

It's what Badgers do.

Help us give our students and faculty the resources they need to unlock their full potential. **Your gift, no matter the size, will strengthen CALS** and help to ensure its excellence for generations to come.

Sincerely,

Kate VandenBosch
Dean and Director
College of Agricultural and Life Sciences
University of Wisconsin-Madison

P.S. Prefer to give online? Visit allwaysforward.org/go/cals to give directly to the CALS Fund.



KEY DATA POINT
Primary Designation

Susan, please make a gift today.

STEP ONE

Choose your payment method

Make one-time or recurring gifts at allwaysforward.org/go/edu

Credit card # _____ Exp. _____
Print name (as it appears on card) _____
Signature _____

Check made payable to the University of Wisconsin Foundation
Complete this form and mail it to: University of Wisconsin Foundation
US Bank Lockbox
Box 78236
Milwaukee, WI 53278-0236

STEP TWO

Choose your gift amount

One-time gift
 \$40
 \$50
 \$60
 \$70
 \$ _____

STEP THREE

Choose your area to support

\$ _____ School of Education, 112301110
\$ _____ College of Agricultural and Life Sciences,
112041000
\$ _____ Other: _____

STEP FOUR Double your impact with a matching gift Employer matching-gift form: Enclosed Completed online

123456789

KEY DATA POINT

- First Name
- Ask Amount 1
- Ask Amount 2
- Ask Amount 3
- Ask Amount 4
- Primary Designation
- Secondary Designation
- Finder Number

CONCEPT TO COMPLETION: **TIPS FOR SUCCESS**

Key Data Points – Naming consistency

Orientation of images

Proofing longest and shortest records

Testing pledge forms

SUMMARY

let your
VENDOR
be your
RESOURCE

have a
WELL-THOUGHT OUT
EXECUTION
plan

let your data
WORK
FOR YOU

QUESTIONS? THANK YOU!



THERESA AIDE

THERESA.AIDE@SUTTLE-STRAUS.COM



KAREN WENNING

KAREN.WENNING@SUTTLE-STRAUS.COM

SUTTLESTRAUS

