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DIRECT MAIL (COPY & ART DIRECTION)

The letter included images of the various groups that need assistance

SECOND HARVEST
 October 2001

NO ONE SHOULD GO HUNGRY IN OUR COMMUNITY THIS THANKSGIVING

Mrs. Jane Single
 1234 Main Street Apt 101
 Toronto, ON M1M 1M1
 Dear Mrs. Single:

Thanksgiving is a time to share the season's blessings with family and friends... a time for good cheer, a home-cooked meal, laughter and giving thanks for our food.

Sadly, those living in poverty in our city have little to share. Many parents find it difficult to explain the meaning of Thanksgiving to their children. For them it can be a sad and lonely occasion.

It is said that, 'If you have food in your refrigerator, clothes on your back, a roof over your head and a place to sleep at night... then you are richer than 75% of the world. If you have some money in your wallet, and some in the bank... then you are among the top 8% of the world's richest people. If you have friends and family to turn to... then you are a very rich person.'

An estimated 93,000 families living in Toronto have none of the above. They rely on food relief programs, social service agencies, emergency shelters, soup kitchens, churches and schools in the GTA that largely depend on Second Harvest.

Thanks to generous donors like you, this year alone, we delivered over 3.5 million pounds of food to approximately 250 programs like the ones listed above... that's food for about 15,000 fresh, nutritious meals every day in Toronto.

The situation has become worse with the spiralling cost of gasoline. It has added to our cost of delivering fresh food to those who need it the most.

PLEASE HELP US AGAIN SO NO ONE GOES HUNGRY THIS THANKSGIVING

Just \$5 will help fill 10 more plates.

So please open your heart and your wallet once again to help your neighbours, who struggle to survive daily. They include the working poor, the elderly on fixed incomes, people who have lost...

1450 Lockhart Road, Unit 1E, Toronto, ON M4J 1G1 • Tel: 416-492-2824 • Fax: 416-492-2502 • secondharvest.ca

THANKSGIVING DONATION FORM

Yes, This Thanksgiving I want to help feed the hungry Cheque enclosed Please bill my: **SECOND HARVEST**

I have my credit \$100 to fill about 200 plates Please bill my: MasterCard VISA American Express

\$150 to fill about 300 plates

\$250 to fill about 500 plates

\$500 to fill about 1000 plates

Other \$ _____

Name: _____
 Address: _____
 City: _____
 Province: _____
 Postal Code: _____
 Phone: _____
 Email: _____

Thank you for your support

I would like to help all year long by joining 'Partners Against Hunger'

YEAR END MAILING

This Second Harvest mailing was specific to an event -Thanksgiving.

To beat the traditional holiday Christmas giving rush, I suggested we leverage Thanksgiving – a highly respected holiday that is not as faith based as Christmas. Plus it is the perfect time for Torontonians to help their neighbours, since this holiday is so closely related to food.

KUDOS TOO TO THE CLIENT: The client telephoned over 200 select donors who had not responded by a certain date and got a 48.51% response to their calls.

The Result: A 37% increase in donations from the year before. This piece was mailed to 6,957 donors and prospects and generated a 6.06% response, almost twice as much as the year before. A reminder mailing produced a 10.29% response.

SECOND HARVEST

1450 Lockhart Road, Unit 1E, Toronto, ON M4J 1G1

CANADA POST CANADA
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The outer envelope focused on a particular event- Thanksgiving