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DIRECT MAIL (COPY & ART DIRECTION)

One of the best ways to improve response is by donor involvement. The first thing that readers were asked to do was lift the flap on the right, which revealed the disturbing effects on children who go to school hungry.



BREAKFAST FOR LEARNING

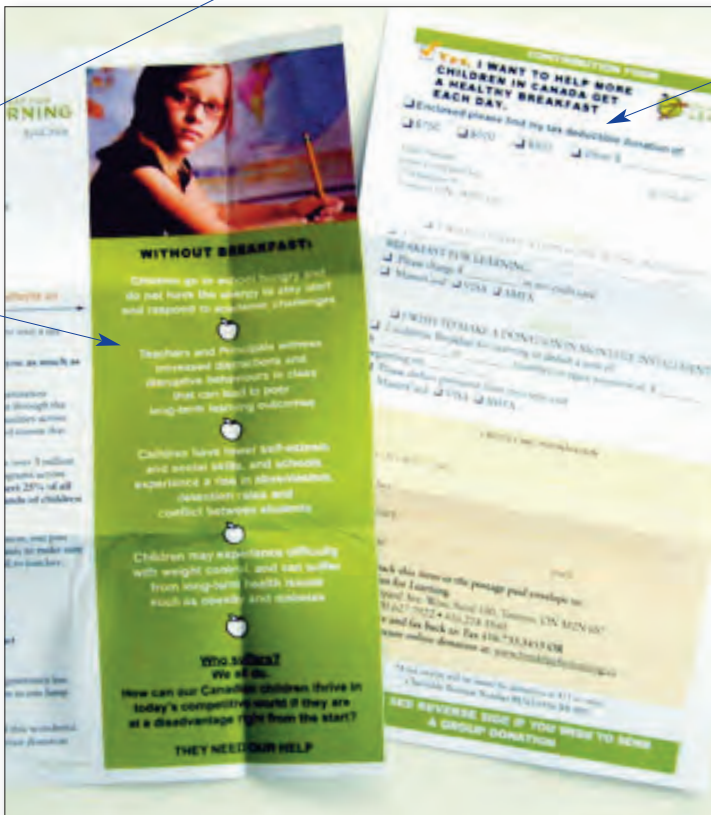
One important thing to communicate was to show why children don't function well on an empty stomach. I used a flap to reveal the importance of breakfast for children at the start of the day.

The other key message was that Sally Horsfall, a board member would match the donors gifts.

The Result: This piece generated \$13,876.50 from 117 donors (8.05% response).

Lift up flap closed

Lift up flap open



One side of the donation form allowed individual to make a donation while the other side encouraged donors to pool their resources in groups.