

The letter and Orderform

The art of storytelling is Key when it comes to soliciting funds. Every line, every sentence is crucial and this piece did it in spades.



Outer Envelope with a child's drawing of an angel and a message that read: "I am sending you this angel for two reasons..."

MAKING A CHILDREN'S HOSPITAL GROW

Every year in November IWK Health Centre Foundation kicks off a year-end Holiday Campaign to its house list in four Maritime Provinces—New Brunswick, Prince Edward Island, Nova Scotia and Cape Breton.

Each year it features one child who has survived due to the care of the hospital staff and state-of-the-art equipment at the hospital.

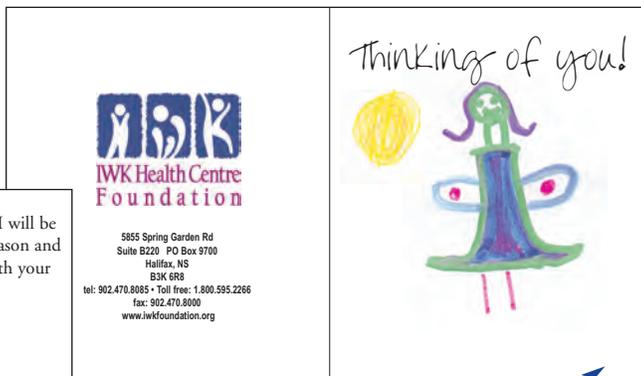
The art therefore is in the storytelling and its ability to make donors respond. This piece featured Britney Anne, born with a heart condition that made the left side of her heart become enlarged and not function properly, and the heroic effort of the hospital staff to save her.

The mailing is also usually accompanied by a Get-well Card recipients are asked to sign and mail back to help boost the moral of kids stuck in hospital during the holidays.

A reminder mailing usually follows a few months later.

The Result: This year's campaign brought in more funds than the previous year, beating the previous response of just 6% by 4.53% more for a total of 10.53%.

The Reminder Holiday Mailing achieved a response rate of 5.19% which was also higher than last year response of 3.33%



Get well Card. (Front)
(Inside message)

This card is to let you know that I will be thinking of you over this festive season and hoping that you will be home with your family soon.
Wishing you a Happy Holiday.

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