



99 Harbour Square, Suite 1407, Toronto, ON M5J 2H2 • T: 416.203.9787 • F: 416.203.3568
 Email: designersinc@sympatico.ca • billy@designersinc.ca • Web: www.designersinc.ca



DIRECT MAIL (COPY & ART DIRECTION)

The outer envelope set the tone for the letter inside.



MY FIRST DIRECT MAIL PACKAGE FOR MAKE-A-WISH CANADA

Rather than talk about a single child, this piece for the holiday season focused on the magical medicinal power of granting children with threatening illnesses their wishes.

One of the key elements was a 'Hope Card' which acted as an involvement device to get donors to include their get-well wishes along with their donations.

The Result: This direct mail piece generated over \$80,000 from new and current donors.

The letter addressed the miracle of granting children a wish.



A hope card acted like an involvement device. It encouraged donors to send their wishes along with their donations.

More than 25 donors sent wonderful messages which will be displayed on the website.