



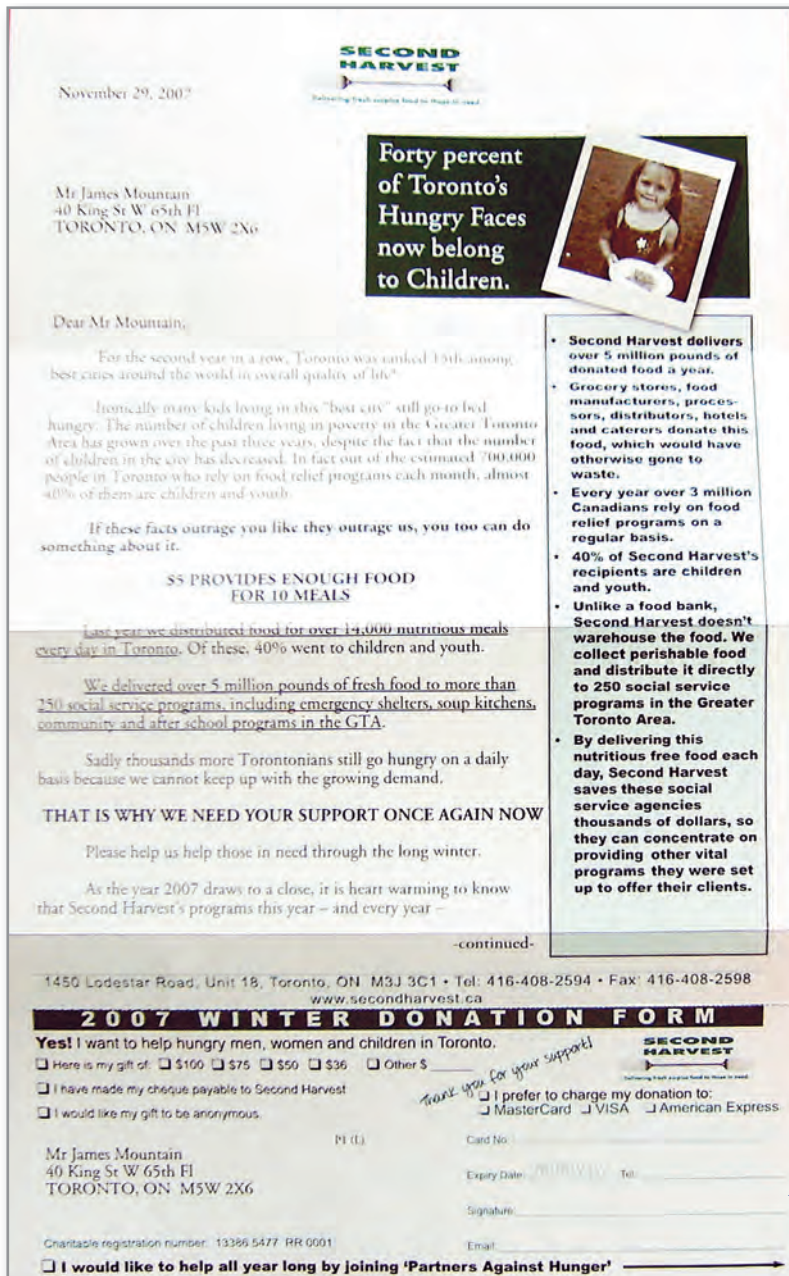
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**DIRECT MAIL (COPY & ART DIRECTION)**



*Outer Envelope used a strong teaser*



**SECOND HARVEST**

The message inside revealed that "Forty percent of Toronto's Hungry Faces now belong to Children".

The concept focused on the irony that for the second year in a row, the Mercer Human Resource Consulting survey had ranked Toronto as the 15th best great city around the world in overall quality of life. And yet in this great city men, women and children still went hungry.

The Result: This mailing more than doubled the average gift size of new prospects from \$56.73 last year to \$117.31.

It improved the average gift size from current donors from \$253.07 to \$287.82.

The total amount generated increased by 25% from the year before.

*Letter/Reply Form*