

Fund raising by Direct Mail

Ontario Wildlife Rescue 2022 v.2

How to build a great list (most important part)

- a) – names of people who bring in animals
- b) – collect names full mailing addresses, phone and emails
- c) – past donors \$, supplies,

Data base (keep it simple)

- a) -excel
- b) – able to export CSV file for mailing house
- c) – record donations to database

Mailer (center piece)

- a) – size 8 ½ x11 (2 page) or 11 x17 (4 page)
- b) – not too slick (uncoated paper)
- c) – black and white or 4 colours , avoid too many large solids and bleeds
- A) – message “what you do, what is the story “
- B) – why they should donate (release stories, special projects)

Donation Form (asking for money)

- a) – no bigger than 4 x 9
- b) – tick off boxes for amount and one blank space
- c) – possible in integration with center piece and address label

Return Envelope

- a) – 4 x 9 (donation form fits in)
- b) – return address, not postage paid, ink black

Outside Envelope

- a) - #10 window (4 1/8 x 9 ½) white
- b) – ink two colour or 4 color no bleeds
- c) – message on envelope (why open – subject line)
- d) – postal indicia

Postage and Sorting

- a)- Personalized Mail (bulk rate lower postage)
- b)- used a mailing house, get quotes (Gail Shades of Hope partner in mailing house)

Frequency

- a) - three to 4 times per year (November or December a must)
- b) - test -test – test (track results Direct mail is a science not an art)
- c) – Salvation Army direct mail (\$ 50.00 donation gets samples)





As if COVID was not enough of a challenge for everyone and everything, we are now confronting



Highly Pathogenic Avian Influenza (HPAI).

Dear Mama,

Many cases have already been confirmed in Ontario, mostly in waterfowl, raptors and corvids.

Although transmissible to humans, this is very rare. The greatest risk is to other birds and sometimes to those animals that might eat the sick birds.



Because of the high bio-security needed to quarantine birds coming into care, many rehabs in Ontario are not able to accept birds this year. This leaves only a handful of rehabs to help in this crisis of fast spreading illness. Shades of Hope Wildlife Refuge is one of those facilities committed to saving as many lives as possible.

To reduce the risk of spread:

- plastic walls are being installed between cages
- foot baths and changes of shoes are placed outside every cage
- masks and gowns are changed after each patient receives care
- arriving birds enter through a different door, are isolated and treated away from other patients
- plastic sheets surround one of our clinic rooms and is washed between patients

Everyone is pushing to not only ease the suffering of the dying birds that arrive, but to limit the spread of the disease in the wild by allowing people to bring these poor animals to safety, knowing that they are, in most cases, terminal.



(please see over...)



PO Box 87, Pefferlaw, Ontario L0E 1N0 • www.shadesofhope.ca • 705.437.4654 • Registered Charity #835493131RR0001

☒ YES! I WANT TO SAVE WILDLIFE!

ENCLOSED IS MY GIFT OF:

☐ \$35 ☐ \$60 ☐ \$100 ☐ \$200 ☐ Other _____

METHOD OF PAYMENT:

☐ Enclosed is my cheque (payable to Shades of Hope)

☐ VISA ☐ M.C. ☐ A.M.



Credit Card	
CVV #	Expiry (MM/YY)
Signature	
Phone #	Email

☐ Sign me up for your e-newsletter.

☐ Please send me information on leaving a gift in my will.

☐ From time to time, Shades of Hope may contact you with information that may be of interest to you. If you do not wish to receive communications from us please check.

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No.9 REGULAR
THIS PROOF REQUIRES YOUR APPROVAL

