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Greater Bay Area Make-A-Wish Foundation®
233 Pine Street, 6th Floor
San Francisco, CA 94104-2745

Ms. Jane Doe
123 Any Street
Any Town, AS 00000



November 3, 2005

Ms. Jane Doe
123 Any Street
Any Town, AS 00000

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Dear Ms. Doe,

Thank you for your continued support of the Greater Bay Area Make-A-Wish Foundation.

You are one of our most loyal donors. And your leadership giving helps make hundreds of special wishes come true every year. Thank you for making this possible.

As you can imagine, the awareness and success of Make-A-Wish is growing. And we're receiving more and more wish requests each year. On top of that, the average cost of a wish continues to increase.

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That's why I'm writing again today to ask you to consider the enclosed funding proposal – to invest in the Make-A-Wish Foundation, and to help ensure that our resources keep pace with children's wishes in the coming year.

Ms. Doe, your gift of \$1,000 was very generous. Please consider deepening your commitment to children in need with a gift of \$2,500 to Make-A-Wish. Your gift will renew your membership in our **Well Wishers Circle** at the Benefactor level – and help guarantee that no wish, and no child, is turned down due to lack of funds.

If a gift of that amount isn't possible for you at this time, please know that any gift you contribute today will make a difference to a child facing a life-threatening illness.

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I know you understand what these kids are going through, and the importance of providing each child and their family with one magical experience in the midst of all their suffering.

(over)

Greater Bay Area Make-A-Wish Foundation®

235 Pine Street, 6th Floor San Francisco, CA 94104-2745 1-800-464-WISH (9474) www.makeawish.org

Your gift today will help make wishes come true for children like...

... Kate, who is fighting leukemia, and wished to meet the cast of *Wicked*...

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... Annie, who is just six and battling Batten disease, wished to visit Disneyland and meet a real princess ...

... Daniel, with brain stem glioma, wished to have his very own candy machine at home ...

... Haley, with end stage renal disease, who wished to be a model for a day.

After you have had a chance to review the enclosed proposal and the stories of these four children, please consider making as generous a gift as you can to Make-A-Wish today. And help make wishes come true for many more children in the year ahead.

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As a member of the **Well Wishers Circle** you'll want to keep up on the special wishes granted because of your warm generosity. You'll receive periodic reports about children whose greatest wish was fulfilled, the Make-A-Wish newsletter, and invitations to Make-A-Wish events throughout the year.

But the most important benefit of the **Well Wishers Circle** is the good feeling you get from knowing you're doing something extra for young children in need.

Thank you for your extraordinary compassion and commitment to helping children in need. We simply could not continue this important work without you.

Sincerely,



Patricia Wilson
Executive Director

P.S. Every wish is as unique and magical as the children we help. Your gift today will help provide a special experience for a young child this coming year. Thank you.



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A proposal to

Ms. Jane Doe

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*We grant the wishes of children with life-threatening
medical conditions to enrich the human experience
with hope, strength, and joy*

Greater Bay Area Make-A-Wish Foundation®
235 Pine Street, 6th Floor San Francisco, CA 94104

Introduction

“If you could wish for anything . . . what would you wish for?” Wish granting starts with one question—a wonderful and magical question that indulges the imagination and empowers the spirit. The answer can be as simple as a new puppy or as elaborate as touring the castles in Ireland. The Make-A-Wish staff and its base of more than 400 caring, trained volunteers use creativity and the generosity of others to fulfill each wish.

Every wish is different. Although each child imagines an experience uniquely their own, there are some common themes among the requests to Make-A-Wish. Some children long to visit a special place, like Alaska to fish for salmon. Others want to “be” a cowboy, a ballerina, or a circus performer. Meeting a beloved hero or celebrity is another common wish. Acquiring that special something—a computer, new bedroom furniture, or even art lessons—also brings joy and comfort to Make-A-Wish children.

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Below, you’ll read the stories of four children who live with life-threatening illnesses, and how Make-A-Wish was able to give them an experience they’ll always remember, simply by granting their wish. Your gift today will help us to grant hundreds more wishes for children in need this coming year.

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I Wish to Meet

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Kate, age 17, leukemia

I wish to meet the cast of the musical *Wicked*

From a wish escort . . .

When I met Kate and her family outside of the Orpheum Theater, you could tell they were excited. I ushered them to their amazing seats. Kate and her family were sitting in some of the best seats in the house, just 13 rows from the stage.

When I met up with the family after the show, you could tell Kate loved it! She was busy telling me all about her favorite parts when one of the Stage Managers approached us and invited the whole family backstage. The Stage Manager introduced Kate to various cast members as we wandered around backstage. Kate saw how everything worked, including the contraptions they used to make Elphaba, the Wicked Witch of the West, fly, and a lot of the costumes and props. Her favorite part of the wish was getting to meet Glinda the Good Witch! Kate and her sister even got to try on the crowns Glinda wears during the show. At this moment, Kate began to cry because she was overwhelmed by the entire experience.

Due to medical restrictions, Kate had been waiting two years for a wish, so the whole family was overwhelmed by the entire experience. For Kate, this really was a wish come true, and it brought so much happiness to her entire family.



I Wish to Go

Annie, age 6, Batten disease
I wish to go to Disneyland

Annie knew right away what she wanted to wish for when her wish grantors arrived. She loves all of the Disney characters, especially the princesses. It was her dream to see “all the magic of Disneyland and meet a real princess.” Annie’s entire family (all eight of them) embarked on a Disney adventure that took them to Southern California and Annie to her dream vacation. The experience of Annie’s wish is best described by her mother in a letter she sent to Make-A-Wish:



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“What a wonderful experience we all had in living out Annie’s magical wish. Of course it was wonderful for Annie; the joy she felt was unimaginable. It was far more special than anything she has ever experienced. She was transformed into a princess for the entire week!! To Annie, this was an experience beyond all of her expectations. To the rest of us, it was the gift of a lifetime of treasured memories we will forever hold on to. We laughed, we cried, we overwhelmingly enjoyed Annie and the gift of our family spending these days together. Annie’s wish has brought immeasurable joy to our children, to Joseph and me, and to her grandparents, who have stuck by us every step of this journey and wish. We are incredibly thankful for this unbelievable gift you gave to our special girl.”

I Wish to Have

Daniel, age 6, brain stem glioma
I wish to have a candy machine

It seems every young child has a fascination with candy and candy machines, but Daniel decided that he’d take it one step further for his wish.

Daniel’s wish was to have his own candy machine in his house. Specifically, Daniel wished for a claw machine, which enables the user to pick up candy with a huge metal claw. Because we wanted to make sure he had enough candy to keep him occupied, Daniel’s machine was stuffed with 7,000 pieces of candy before it was delivered to his home.

Daniel’s candy machine was delivered to him during a party thrown by his wish grantors, where everyone ate cheese pizza—his favorite food.

According to his family, after his machine was delivered, Daniel spent the next few hours using the claw to get candy for everyone in his family!



I Wish to Be

Haley, age 13, end stage renal disease
I wish to be a model for a day

Haley is a very energetic, outgoing, and happy 13-year-old girl. She greeted her wish grantors with great enthusiasm when they came to interview her. They talked for awhile about her love for country music, Starburst candy, magazines, and all things Brad Pitt. She particularly loved the idea of being a model. Ever since she was a little girl, Haley has loved to have her picture taken. So it was only natural that Haley wished to have a photo shoot with a magazine.



For her wish, Haley and her family were flown to New York City, where she had a photo shoot with *Teen People*, one of her favorite magazines. Every moment from hair, makeup, and wardrobe fittings surpassed Haley's expectations for the day. The staff at the photo shoot was amazing, and they said Haley was a natural. Not only will Haley have the wonderful memories of her photo shoot, but now she has the beginnings of a portfolio to remember her experience as a model for a day.

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Thank You

The power of Make-A-Wish lies in the simplicity of this mission: we are focused on the children who need us. Each of these children and their families believe that a life can be measured in memories, not just in years.

We rely on our generous donors to cover the cost of every child's wish. For over 20 years, we've never had to turn down a child's wish due to a lack of funds—a record we are committed to maintaining. Your leadership gift can help us make wishes come true for hundreds of children living with a life-threatening illness. Thank you for your compassion and continued generosity.



Greater Bay Area Make-A-Wish Foundation®
235 Pine Street, 6th Floor San Francisco, CA 94104

TO: Patricia Wilson
Executive Director
Greater Bay Area Make-A-Wish Foundation

FROM: Ms. Jane Doe
123 Any Street
Any Town, AS 00000

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YES! I accept your invitation to become a Charter Member of the Well Wishers Circle. I am honored to take a leadership role in ensuring the Greater Bay Area Make-A-Wish Foundation has the resources to make every wish come true.

Please enroll me as a Charter Member at the following level:

- Well Wisher **Patron** with my renewed gift of \$1,000
 Well Wisher **Benefactor** with my gift of \$2,500
 Enclosed is my special gift of \$_____

I don't wish to become a Member of the Well Wishers Circle at this time, but I'd like to make a special gift of \$_____.

Please charge my credit card (*see other side of this form*)

Please make checks payable to Make-A-Wish. Your gift is fully tax-deductible.



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235 Pine Street, 6th Floor San Francisco, CA 94104-2745

1-800-464-WISH (9474) www.makewish.org

CREDIT CARD INSTRUCTIONS

Please charge my gift of \$_____ to my:

AMEX

Discover

VISA

MC

ACCOUNT NO.

EXP. DATE

SIGNATURE



Patricia Wilson, Executive Director

Greater Bay Area Make-A-Wish Foundation®

2550 Ninth Street, Suite 1059

Berkeley, CA 94710-2551

Monthly Copywriting Genius #46

Copy Comments

1. Secret of the Hare Krishna Principle: This is a way to create a sense of gratitude in the reader by giving him something valuable.
2. Secret of “I am like you”: Find testimonials that say, “I am like you,” or create a common bond or shared feeling or experience between the author and the reader. This helps boost response.
3. Secret of Show, Then Tell: Show the reader what you’re talking about by using analogy, stories, examples... then tell him about the product.
4. Secret of Copy Drivers: These are emotional hot buttons - such as fear, greed, guilt, anger, exclusivity, flattery, and patriotism - that make people act.
5. Secret of the Product USP (Unique Selling Proposition): This is where you state what makes your product different from all others. Turn the USP into a strong benefit.
6. Secret of the Big Story: Let your reader in on behind-the-scenes action, or make them feel they are seeing events unfold before their very eyes.
7. Secret of Show, Then Tell: Show the reader what you’re talking about by using analogy, stories, examples... then tell him about the product.
8. Secret of Testimonials: Use testimonials to add credibility to your sales letter. Choose testimonials that demonstrate the benefits of your product or act as proof of claims you made in the letter.
9. Secret of Inflammation Your Reader’s Most Pressing Worry: Find and exploit your reader’s point of maximum anxiety.
10. Secret of Benefit Statement: On the reply device or order form, remind the reader of the reasons they should buy this product by highlighting one of the product’s benefits in a paragraph.

Design Comments

1. Good use of logo on the front of the carrier. This builds immediate recognition and credibility for the product.

2. Each paragraph in the cover letter is very nicely spaced out. This makes the entire letter easy to read.
3. The cover looks professional and important. It makes the reader want to know what's inside.
4. Photographs used along side of the testimonials make them seem more real. In this case, the artist opted to use real photographs and not stock photography.
5. The "memorandum of acceptance" at the top of the reply device gives the appearance of an important document. It takes it from simply a reply device to a document of importance.
6. Notice how the reply device is done in large typeface. This makes it much easier for the reader to choose his donation.