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The Cancer Research Society

March 2007

ID:12345678 (5487) /4810

Mr. John Q. Sample
402-625 President-Kennedy Ave
Montreal, QC H3A 3B5**1****The new Environment-Cancer Fund.
It's a milestone in Canadian cancer research.**

Dear Mr. Sample,

2

I don't know if I've ever been as excited about a cancer research program as I am about the recently launched Environment-Cancer Fund.

Its purpose is to fund research that will investigate links between certain agents in our everyday environments and the development of cancer. Why?

Researchers are suspicious that many household products – from kitchen and bathroom cleaners to furniture and carpets – are releasing chemical vapours that can cause cancer. But there hasn't yet been sufficient research to prove it.

The same was once true about the link between tobacco smoke and cancer...diet and cancer. Scientists suspected a cause and effect, then conducted research that confirmed their suspicions.

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As soon as the link was proven, campaigns were launched that reduced the percentage of Canadians who smoked and who were subjected to second-hand smoke. And with research into foods, people were given healthier dietary choices.

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Once a link is established between our everyday environment and cancer, health policy makers will be able to enact legislation to protect the public...and everyone will be able to make more informed decisions.

* * * * *

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Through your donations, you and our other loyal supporters were instrumental in making the dream of the Environment-Cancer Fund a reality. Now we need to sustain it.

5

I'm hoping we can count on you to make a donation today to help keep the Fund and our other research going. Perhaps \$25...\$30...or \$40. Or considering the importance of this new fund, maybe you'll choose to make an even larger contribution.

* * * * *

402 President-Kennedy Avenue
Montreal
Montreal, Quebec H3A 3B5
T: (514) 861-5017
F: (514) 861-5019
www.cancersociety.ca

(over please)



The Cancer Research Society

402-625 President-Kennedy Ave
Montreal QC H3A 3B5

CLASS

 \$25 \$30 \$40 \$50 \$75 \$_____ Visa MasterCard Amex. Signature _____ Tel. _____

Card number _____ Expiry Date _____

ID:12345678 (5487) /4810

Mr. John Q. Sample
402-625 President-Kennedy Ave
Montreal, QC H3A 3B5

Email Address _____

Please send me more information on contributing to the Cancer Research Society through a gift.

-
- In my will
-
-
- At the time of my death
-
-
- As a beneficiary
-
-
- Other _____



The Cancer Research Society

402-625 President-Kennedy Ave
Montreal QC H3A 3B5
(514) 861-5017CONTRIBUTORS OF \$10 OR MORE
ARE ACKNOWLEDGED WITH AN
OFFICIAL RECEIPT

TEMPORARY RECEIPT

Amount \$ _____

Date _____

PLEASE DETACH THIS SLIP
BEFORE MAILING I have already made a gift to myself to The Cancer Research Society. Thank you for your help! Please return this portion with your contribution.

Donation Registered (1510) 8229 860001

The number of cases of cancer is constantly increasing, largely because of our growing and aging population. Because that trend shows no signs of slowing, it's more important than ever that we learn about new causes of cancer...so we can develop new ways to prevent it.

We need to learn more about the possible cancer risk of exposure to physical agents like silica and radon...to common chemical agents like benzidine and vinyl chloride...and to biological agents like hepatitis B and C.

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6 The Environment-Cancer Fund will sponsor research into a variety of areas. For example, research teams will explore links between genetics, epidemiology and behavioural sciences.

And when a hazard is identified, we'll publicize the findings so that people's exposure can be limited in future...and lives will be saved.

• • • • •

7 We've established an Advisory Board comprised of some of the best and brightest cancer specialists in the country. Nova Scotia musician and songwriter Melanie Coane has agreed to serve as our Ambassador at no charge. The Vincenzo Guzzo family donated more than \$1 million in February...

Leading men and women across the country are getting behind the Environment-Cancer Fund because they recognize how important it is.

I hope you'll join them and do what you can...by making a donation today.

8 Thank you for being a loyal supporter of The Cancer Research Society. Thank you more than I can say for renewing your support today.

Sincerely,



Gilles Lévesque
Executive director

9 P.S. There's never been a major fund in Canada like the Environment-Cancer Fund for investigating the links between cancer and our home, school, work and play environments.

The Fund holds tremendous promise. It just needs the generous support of people like you for it to realize its potential. Thank you so much!

To learn more about the relationship between cancer and the environment, simply use your personalized web address recently sent to you to visit our web site, or go to www.CancerEnvironment.ca

We recognize any donation that you are able to give, but if you find automatic monthly deductions more convenient, would you please consider the following:

Your authorized donation can be automatically deducted monthly from your account in the amount you choose.

This will ensure that you:

- eliminate multiple mailings
- save paper and postage
- receive one donation (as receipt) at the end of the year

Caution: No this cannot change your donation of any type.

1 888 766-2262

PRE-AUTHORIZED PAYMENT

I authorize a monthly donation to the Cancer Research Society in the amount of

\$5 \$10 \$15 \$20 \$25 Other \$ _____

on the 1st or the 15th of each month. Signature _____

Please send a cheque marked "RSD" or "R" to the banking institution.

Bank _____ Branch N° _____ Acc. N° _____

Address _____

Or Visa MasterCard Amex

Signature _____ Tel. _____

Card number _____ Expiry date _____

To help us reduce the cost of supplying our checks, we occasionally exchange some names with other charitable organizations. If you do not wish your name to be exchanged, please check this box.

FREE: Your Guide to Writing a Will

There are many reasons why everyone should have a will.

A few include:

- it ensures that your last wishes will be fulfilled

- it makes things easier for those you leave behind
- it allows you to leave an enduring legacy to your favourite charity

If you don't have a will OR if you want to change it to include a gift to charity, please ask for our free booklet, **Your Guide to Writing a Will**.

It's comprehensive, it's easy to read. And we'd be pleased to send it to you with our compliments.

TO ORDER YOUR COMPLIMENTARY COPY

Tick the appropriate box(es) below. Then return this form in the enclosed envelope

OR call us toll-free at 1 888 766-3262 extension 334.

YES, please send me:

- My free copy of **Your Guide to Writing a Will**
- Also, send me a free copy of **Gifts of Securities**





*Where there's a will
there's a way...
to leave
a lasting legacy*

Please, send me with no obligation
my **FREE** booklet, as indicated on reverse.

(Fill out below, if needed)

Name _____

Address _____

Postal code _____

Telephone () _____

E-mail _____



The Cancer Research
Society



The Cancer Research
Society

200-200 Avenue D
Steak 01 100-100



ID:12345678 (9407) 14010

Mr. John G. Sample
800-820 President-Kennedy Ave
Montreal, QC H3A 3B5

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THE CANCER RESEARCH SOCIETY
402-625 Av Du Président-Kennedy
Montréal, QC H3A 3S5

Monthly Copywriting Genius #60

Copywriting Comments

1. Secret of Make It New: Position the product as brand new.
2. Secret of Staying Current: Refer to a recent event to make your promotion seem timely.
3. Secret of the Big Story: Let your reader behind the scenes or make them feel they are seeing events unfold before their very eyes.
4. Secret of the Four-Legged Stool: Show track record, build credibility, have a strong idea and a strong promise (or benefit). In this instance, the promise is that policy makers will enact legislation to protect the public.
5. Secret of Flatter the Reader: Make a statement or comment that “flatters” readers, appeals to their vanity or creates a common bond with the author of the letter.
6. Secret of Show, Don’t Tell: Use stories, events or analogies to show the reader how the product works; the benefits they’ll derive from using it.
7. Secret of Exclusivity: A way to position the product or service where only a select group is allowed to participate or receive it. Appeal to the prospect’s desire to be part of something unique.
8. Secret of Call to Action: A paragraph or sentence written in a way that makes the reader feel compelled to take action right now. It “pushes” the reader to pick up the phone, fill out the reply form or make a donation .
9. Secret of Accentuate the Positive: Focus on the positive aspects of the product’s benefits.

Design Comments

1. Notice how the letter is made to look important, as if it was printed using a special type of printer/paper.

2. The line breaks are used to separate the different sections of the copy. Normally, sub-heads would be used to pull the reader into the copy. But line breaks are used here for the same purpose.

3. Notice how extra large type (and bold) is used on the return envelope.