

# GRAPHIC DESIGN SAMPLES: **FUNDRAISING**

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Note: Throughout, magenta text indicates variable copy.

# OPERATION FOOD SEARCH

## Midpoint Invitation

Craft large brochure using designer-selected stock imagery and client-provided snapshots. Lay out in letter format with graphics-heavy panels. Maintain serious theme throughout. Personalization on cover and throughout letter.

**Organization:** Operation Food Search

**Projects:** Midpoint Invitation - Full Plate Appeal

**Pieces:** Oversized Letter Brochure, Outer Envelope, Reply Slip



# DAYTON CHILDREN'S HOSPITAL

## Annual Fund Mailing

Provided with client-supplied image library and branding, create clean design with positive, emotional pull.

**Organization:** Dayton Children's Hospital

**Projects:** Annual Fund Mailing, Year-End Follow-Up

**Pieces:** Self-Mailer, Outer Envelope, Buckslip Insert



**Charlotte, age 3, is currently fighting cancer at Dayton Children's Hospital.**

Please return your reply slip with a generous gift today!  
Or, to read more about Charlotte's journey at give online,  
visit [www.childrensdayton.org/charlottesfuture](http://www.childrensdayton.org/charlottesfuture).

**Thank you!**

Dayton Children's Hospital | 937.641.3405 | [getinvolved@childrensdayton.org](mailto:getinvolved@childrensdayton.org)



## hope. possibility. promise.

Every day, families depend on Dayton Children's to provide their children with compassionate and life-saving care. **We need your help to continue to transform care for the kids in our region.**

**Be a part of the historic transformation of Dayton Children's to:**

- take world-class specialty pediatric care to new heights
- improve our delivery of the most technologically advanced treatments
- optimize healing with enhanced patient care spaces
- maximize patient safety
- welcome more renowned specialists to our growing medical team



Dear Friend of Dayton Children's,

*"No gesture is a small gesture when we have such an important job."*

One of our devoted Dayton Children's employees wrote these words as a beautiful reminder. No matter what our job at the hospital might be – a dietary worker delivering a snack to a child's room or a housekeeper changing a pillowcase – how we perform even the smallest deed makes a big difference in our care. Nothing is unimportant. And we strive to go above and beyond every day, in every possible way. We truly believe that *your* kids are *our* kids.

Our families live, work and play together. Our children go to the same schools, play on the same playgrounds and dream the same big dreams. And we all want the very best for them.

I'm sure you've noticed the changes happening here. Dayton Children's is transforming "from the inside out," thanks especially to friends like you who share our mission.

So here's a moment in which every one of us can do something wonderful for children in our region. And just as with our employees, there is no gesture too small or unimportant! We need you to help us go "above and beyond" in ensuring world-class care for more area children in need.

Please join us by making a gift today at [childrensdayton.org/donate](http://childrensdayton.org/donate).

Thank you!

*Debbie Feldman*  
Debbie Feldman  
President & CEO



**last year, generous donors like you helped make it possible!**

**79,330** children had access to treatment at the Soin Pediatric Trauma and Emergency Center

**700** critically-ill newborns were cared for in our Level III newborn intensive care unit

**52** families who found out their child had cancer were able to receive care in one of only 10 pediatric cancer centers accredited by the American College of Surgeons

**\$4,812,370** charitable medical care provided for patients whose families otherwise could not afford care

**300,000** patient visits happened close to home for kids in our region

**7,450** families selected Dayton Children's as one of their favorite charities to support

# BETA GAMMA SIGMA

## Year-End Appeal

Design appeal that aligns with updated brand standards using provided copy and designer-selected stock imagery. Convey friendly, professional theme.

**Organization:** Beta Gamma Sigma

**Projects:** Year-End Appeal, Kickoff Insert

**Pieces:** Reply Unit, Buckslip Insert, #10 Envelope



This acknowledgement serves as your receipt for tax purposes.

Please contact Teri Chadwick at 314-925-1796 or [tchadwick@betagammasigma.org](mailto:tchadwick@betagammasigma.org) if your records differ with this summary.

### GIFT SUMMARY

314-432-5650 | 11814 Borman Drive, St. Louis, MO 63146 | [www.betagammasigma.org](http://www.betagammasigma.org)



☐ I have enclosed a check made payable to **Beta Gamma Sigma**.  
☐ Please charge my ☐ monthly ☐ quarterly ☐ one time  
gift of \$\_\_\_\_\_ to ☐ MasterCard ☐ Visa ☐ Amex ☐ Discover

Card No: \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_

**make your gift online, please visit [betagammasigma.org/donate-now](http://betagammasigma.org/donate-now)**

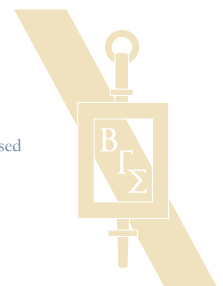
☐ I have requested a matching gift from my employer (form enclosed)

Gifts to Beta Gamma Sigma are tax-deductible to the extent allowed by law.

11814 Borman Drive, St. Louis, MO 63146 | [www.betagammasigma.org](http://www.betagammasigma.org)



Important 2017 Tax Information Enclosed



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# LUTHERAN FAMILY AND CHILDREN'S SERVICES FOUNDATION

## Fall Appeal

Following previous year's style, design newsletter with updated content and images (stock). Create new look for self-mailer.

**Organization:** Lutheran Family and Children's Services Foundation

**Projects:** Fall Appeal

**Pieces:** Newsletter, Self-Mailer

### Mark your calendars!

#### Southwest Missouri

##### Princesses & Me Tea

Saturday, October 22, 10 am  
Ramada Plaza Hotel & Oasis  
Convention Center  
Springfield, MO  
Info/Sponsorship/Reserve:  
Call Jaime Craig at (417) 862-1972

#### Southeast Missouri

##### Holiday Home Tour

Saturday, December 3, 9am - 4pm  
Self-guided tour of Cape & Jackson  
elegantly decorated homes  
Tickets on sale early November  
Info/Sponsorship:  
Michelle Ramsey (573) 334-5866  
or email MichelleR@lfc.org

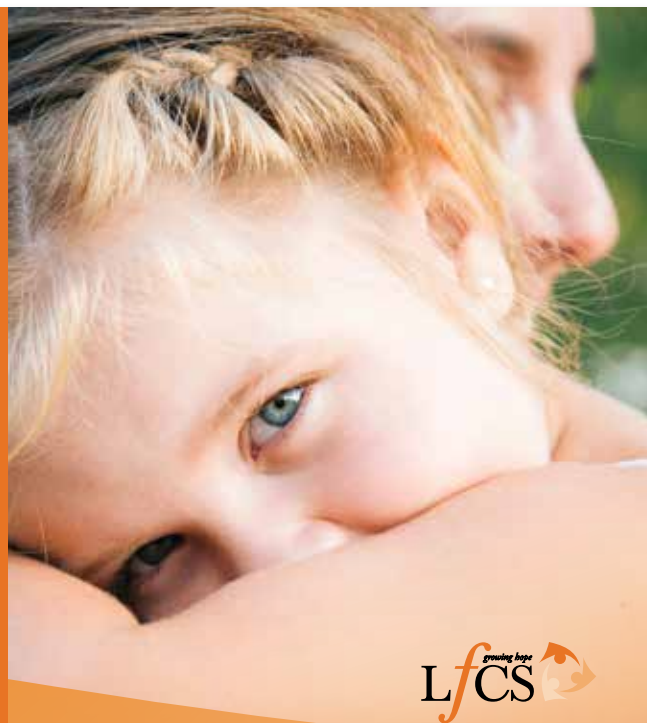
#### All Regions

##### LFCS Holiday Appeal in your Mailbox

November 16-21 ...  
God bless your generosity!

LFCS services are available to all  
in need, regardless of race, faith,  
national origin or gender.

Visit [www.lfcsmo.org](http://www.lfcsmo.org) for  
more events and news!



Safe, happy, healthy, and loved ...

thanks to you.

notes, "By helping these families journey through pregnancy, parenthood, and beyond, we improve their odds tremendously."

You are invited to take a tour to see firsthand how your gifts are at work and what sets Hilltop apart from other centers. For questions or to schedule your visit, call (314) 785-7327 or email ShannonH@lfc.org.

In September 2018, Hilltop was selected by the Office of St. Louis Mayor Lyda Krewson and Alderwoman Pam Boyd as the 2018 Neighborhood Business of the Year for the 27th Ward.

Comprehensive services like these round out Hilltop's tradition of providing innovative early education curriculum. Classes take place in a nurturing, safe, and stimulating atmosphere, with

cutting ceremony and open attended by LFCS executives and community leaders was held

to lead the way in meeting the needs of these children and their families."

It's the kind of help that can rescue a family in crisis, a family like Bria's.

Bri first turned to Hilltop when her full-time babysitter quit "out of the blue" because of health concerns. Bri had no one she could turn to for care of her five-year-old son, Cyprien. Within days, LFCS was able to place her son in Hilltop's Head Start program.



### Safe at Home

Every child deserves a forever family and a home where they feel safe and loved.

But sadly, thousands of Missouri children live in fear and uncertainty.

Fourteen-year-old Jenny was one of them. By age nine, the little girl had faced more hardships than most people do in a lifetime.

"I lived with my mom - mostly in rehab centers, homeless shelters, or with babysitters," Jenny recalled. "One night we slept on a church balcony. I woke up and saw my mom using drugs..."

In the grip of addiction, Jenny's mom wasn't the parent she should be. She came to a breaking point, and one day, the unthinkable happened. Jenny remembered: "It pelted me with a brick. She was gone. I got later and later. She never came back, and the people at the daycare called the police."

Thankfully, LFCS donors enabled us to be there to help rescue Jenny from a future that seemed to hold little promise.

Our caseworker went to work immediately to find her a loving home. In a matter of hours, foster parents welcomed the little girl into their home.



LFCS caseworker Joanna kept in close touch, and over time Jenny's visits with her mom. "I always felt better seeing Miss Joanna," Jenny said. "She was honest and knew the right thing to say; she would comfort me when my mom canceled." Three years later, when her foster parents asked if she would like to be adopted, Jenny said YES.

The Missouri Department of Social Services receives over 5,000 reports of child neglect or abuse every month.

This need overwhelms our financial resources, but certainly not our hearts.

November is National Adoption Month. Through your continued generosity to Lutheran Family and Children's

Services, you can help us serve more children like Jenny, along with their parents who are facing desperate circumstances because of poverty, homelessness, illness, and addiction.

"Today, through our ups and downs, I am SO happy that I can call my family my own," Jenny said. "And I am happy that LFCS has people like Ms. Joanna to help."

Last year, generous LFCS donors enabled us to provide safe, stable and permanent homes to 448 children through Foster Care and Adoptive Services. Like Jenny, many of these children had endured years of neglect or abuse.

Source: <http://www.missouridepartmentofsocialservices.org>, page 3, retrieved 08/24/18

overcome brokenness to neighbors helped following natural disasters.

Grateful to God and to each other, let's carry on with the promise of providing hope and help where it's needed most!

With gratitude,

Mike Dugger  
President and CEO



Princesses and Me Tea  
Saturday, November 2, 2019

CAPE GIRARDEAU  
Kentucky Derby Party  
Friday, May 3, 2019

Holiday Home Tour  
Saturday, December 7, 2019



# KAPPA KAPPA GAMMA FOUNDATION

## Bonding Mailing

Using stock imagery, client-provided photos, and approved copy, design personal, motivating pieces that convey friendship, warmth, and togetherness.

**Organization:** Kappa Kappa Gamma Foundation

**Projects:** Fall Appeal, Spring Bonding

**Pieces:** Self-Mailer, Bonding Postcard



WEBSTER UNIVERSITY

# Campaign Collateral

Referencing brand guide and extensive online photo gallery, develop new campaign materials with placeholder content, showing several two-color concepts.

**Organization:** Webster University

**Projects:** [Long-term campaign use]

**Pieces:** Letterhead, Outer Envelope, Invitation, Tax Insert

