

**CHILDREN'S HEALTH
JOINT PUBLIC AWARENESS AND FUND RAISING PROGRAM
DIRECT MAIL**

THEME 2017 FALL CAMPAIGN
PACKAGE ADDRESS LABELS
AUDIENCE SUPPORTERS
JOB# SEPTEMBER 2017 FALL CAMPAIGN

PACKAGE COMPONENTS:

- A. Letter, 2 pages
- B. Carrier Envelope
- C. Reply Device
- D. Reply Envelope
- E. Address Labels
- F. Bounceback Card

PUBLIC EDUCATION CONTENT:

A. Letter

- (1) You see, thousands of children are spending this fall in one of our hospital rooms. Imagine how hard that must be. Not only are you away from home, but every day, they're dealing with the realities of serious illness or injuries.
- (2) I sincerely hope that no child you know will ever need the kind of emergency care that Tatum received, but sadly, this fall, many more children will.

CALL(S) TO ACTION:

A. Letter

- (1) Please show your support for the children who come to Children's Health by signing and returning the enclosed card by October 31. When you do, we'll hand-deliver it to a child who needs encouragement from a caring friend.

CHILDREN'S HEALTH
COST ALLOCATION
SEPTEMBER 2017 FALL CAMPAIGN

<u>LINES OF COPY</u>	<u>TOTAL</u>	<u>PUBLIC ED.</u>	<u>MGMT & GENERAL</u>	<u>FUNDRAISING</u>
LETTER	40	27		13
REPLY DEVICE	18	1		17
ADDRESS LABELS	10	5	2	3
BOUNCEBACK CARD	2	2		
REPLY ENVELOPE	1			1
OUTER ENVELOPE	1	1		
TOTAL LINES	72	36	2	34
% OF TOTAL		50%	3%	47%

Dear Friend,

September 2017

2 There's a very special reason why I'm sending you the enclosed greeting card. It's for a child
being treated at Children's Health.

3 You see, thousands of children are spending this fall in one of our hospital rooms. Imagine
4 how hard that must be. Not only are they away from home, but every day, they're dealing with the
realities of serious illnesses or injuries.

5 However, by taking two simple steps today, you can help lift the spirit of these local children
and brighten their day.

6 The first step is to sign and return the enclosed greeting card. You can even write a note of
encouragement inside if you'd like.

7 **The second thing I'm asking you to do is send a 2017 Fall Campaign gift of**
8 **\$25, \$35, \$50 or more to support our mission to make life better for children in our**
community . . . children like Tatum.

9 No child should ever have to go through what five-year-old Tatum has gone through. A trip
10 to the doctor for a sore throat changed this little girl's life forever. She didn't have strep throat or
11 tonsillitis. Tatum had leukemia. And that was just the beginning.

12 During Tatum's first round of chemotherapy, her colon became inflamed and she had to
13 have emergency surgery. The next day, Tatum's kidneys started to fail and her lungs filled with fluid.
14 A team of doctors and nurses worked tirelessly to do everything possible to keep this little girl
15 alive. Three months later, including 39 days in the intensive care unit, Tatum was released.

16 Her family estimates that 80 to 100 people at Children's Health were part of the successful
17 effort to save their daughter's life. "The staff was incredible," Tatum's dad says.

18 "I never thought my own daughter would be a patient at Children's," says Tatum's mom.
19 "But after what we've been through, I understand, like I never could have before, the value of this
hospital and its place in the community."

20 As the leading pediatric health care system in North Texas, Children's Health is often a
21 child's best chance for lifesaving care. And in many cases, her only hope.

(over, please)

22 When you support our **2017 Fall Campaign**, you'll further that hope by helping to:

23 • **Provide comprehensive pediatric care** of unsurpassed quality to all of our patients,
24 including access to state-of-the-art technology whenever it is needed;

25 • **Keep children healthy** where they live, learn and play by promoting wellness and a
proactive approach to healthy living;

26 • **Fund pediatric research** that will lead to improved treatments and cures for illnesses to
save the lives of children . . . children like Tatum.

27 Today, I'm glad to report that Tatum is home and getting stronger daily.

28 I sincerely hope that no child you know will ever need the kind of emergency care that
29 Tatum received, but sadly, this fall, many more children will. That is why we need your help.

30 Few people realize that as a not-for-profit hospital, Children's Health is largely supported by
31 caring people like you in North Texas. We rely on your generosity to provide world-class care to the
children who need us.

32 Please show your support for the children who come to Children's Health by signing and
33 returning the enclosed card by October 31. When you do, we'll hand-deliver it to a child who
needs encouragement from a caring friend.

34 And once again, when you return the greeting card, please also consider including a
35 compassionate **2017 Fall Campaign** gift to support our mission to *make life better for children*.

36 On behalf of the entire staff at Children's Health, thank you for your generosity and care.

Sincerely yours,



Brent E. Christopher
President
Children's Medical Center Foundation

PS. 37 **Please return the enclosed greeting card for a child along with your**
38 **donation by October 31!** And as a special gift for you, I've enclosed personalized
39 address labels. When you use them, please be reminded of the difference you are
40 making in the health and lives of children across North Texas. Thank you.

41 **2017 Fall Campaign Gift from**
42 [REDACTED], **Southlake, TX**

43 YES, here's my gift to help Children's Health provide excellent care and research to save children's lives. I'm enclosing:

44 \$25 \$35 \$50 \$100 \$_____ to help as much as possible.



children'shealth?
Children's Medical Center
Foundation

45 Please make your gift payable to **Children's Medical Center Foundation**, and return it with this slip in the envelope provided.

46 To make your donation by credit card, please see the back of this form.

47 To contribute online, please go to **give.childrens.com**.
To make a gift by phone or for more information, please call **214.456.8360**.
2777 Stemmons Fwy, Suite 700 | Dallas, Texas 75207

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48 Please charge my credit card for the full amount of my gift.

(Optional) Please recognize my gift:



Gift Amount: \$

55 In honor of:

In memory of:

Please notify:

56 Name:

Address:

57 City, State, ZIP:

19 Card Number:

Expiration Date (mm-yy):

20 Cardholder's Name (as it appears on the card):

Cardholder's Signature:

51 I want to become a Miracle Maker by providing ongoing monthly support to Children's Health. I would like to give \$

52 automatically through the credit card listed above to Children's Health on the 1st or 15th of each month.

53 I would like to receive Children's Medical Center Foundation email updates. My email is:

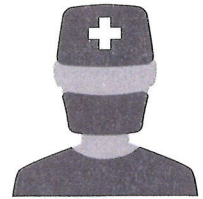
4 Please correct any incorrect information on this reply card, and we will revise your record.

I am a relative or friend of a child who received care at Children's Health.

58 Please contact me regarding opportunities to include Children's Health in my estate plans.

59 children'shealth? 2016 KEY METRICS

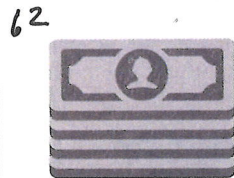
60 Total Patient Encounters



63 29,658 Surgeries

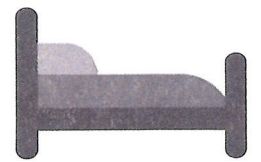
61 8th largest Pediatric Health Care Provider in the Nation*

*Modern Healthcare 2016



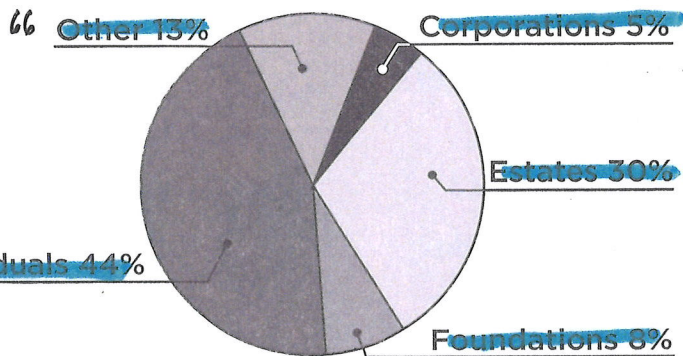
62 \$40 million Charity Care**

**Retail value of charity care



616 Licensed Beds

64 As one of the country's top pediatric hospitals, Children's Health relies on your generosity to provide world-class care to the children who need us.



67 In 2016, more than 44% of our funding came from individuals like you.

children'shealth?
Children's Medical Center Foundation

68 To contribute online, please go to give.childrens.com. To make a gift by phone or for more information, please call 214.456.8360.

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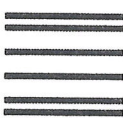
70

71 **You are
awesome!**

Your friend,

Signature

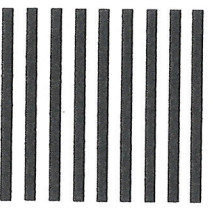
Send by October 31 to make
life better for children.



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 9366 DALLAS TX

POSTAGE WILL BE PAID BY ADDRESSEE

Children's Medical Center Foundation
P.O. Box 650473
Dallas, TX 75265-9868



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

1709AQ





72A **FREE** gift for you
with our compliments