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

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Dear Friend,

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.

You see, thousands of children are spending this fall in one of our hospital rooms. Imagine 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.

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

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.

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

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

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

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

“I never thought my own daughter would be a patient at Children’s,” says Tatum’s mom.

“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.”

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

(over, please)
When you support our 2017 Fall Campaign, you'll further that hope by helping to:

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

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

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

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

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. That is why we need your help.

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

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.

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

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

Sincerely yours,

Brent
Brent E. Christopher
President
Children's Medical Center Foundation

PS. Please return the enclosed greeting card for a child along with your donation by October 31. And as a special gift for you, I've enclosed personalized address labels. When you use them, please be reminded of the difference you are making in the health and lives of children across North Texas. Thank you.
2017 Fall Campaign Gift from
Southlake, TX

YES, here's my gift to help Children's Health provide excellent care and research to save children's lives. I'm enclosing $____ to help as much as possible.

Children's Health
Children's Medical Center Foundation
Southlake TX 76092-0107

1709AQB AAX
Please charge my credit card for the full amount of my gift:

- [ ] VISA
- [ ] MasterCard
- [ ] American Express
- [ ] Discover

Gift Amount: $________

Card Name: ____________________________
Expiration Date: __/___
Date of Birth: __/__/____
Cardholder's Name (as it appears on the card):

[ ] I want to become a Miracle Maker by providing ongoing monthly support to Children's Health. I would like to give $________ automatically through the Club Card PLUS service to Children's Health on the _______ or _______ of each month.

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

Please correct any incorrect information on this reply card and use all of your money.

(children's health)

2016 KEY METRICS

Total Patient Encounters

927,686

29,658 Surgeries

8th largest Pediatric Health Care Provider in the Nation

Modern Healthcare 2016

$40 million Charity Care

Retail value of charity care

616 Licensed Beds

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.

- [ ] Other 13%
- [ ] Corporations 5%
- [ ] Estates 30%
- [ ] Foundations 8%
- [ ] Individuals 46%

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

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
Thinking Of You!
You are awesome!

Your friend,

Signature
With our compliments

2 FREEgift for you