



Street Address
City, ST Zip
Phone: (XXX) XXX-XXXX
Fax: (XXX) XXX-XXXX
www.website.org

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<Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>
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FOR PLACEMENT ONLY



SHOW THEM WHAT LOVE IS

01-10-AW-XX25-X

URGENT NEED

We are committed to rescuing and caring for every dog and cat that needs us, no matter what treatment is required, or for how long. It's expensive to look after homeless animals and our shelter is almost always full. Plus, dog adoptions continue to decline and overall, animals are staying with us longer than ever.

As we head into <<summer/fall/winter>> season, we need your support to ensure we're prepared to provide the specialized care every pet deserves.

Your generosity will directly help connect vulnerable animals with food, veterinary attention, safe shelter, and loving families. We care for them until they recover ... but we can't do it without you.

<<Anycity Humane Society>> • <<Street Address>> • <<City>>, <<ST>> <<Zip>> • <<www.anycityhumane.org>>



Your donation helps give
an animal a better life.

Dear <Salutation>,

Every pet deserves a chance to live a happy, healthy life. For this to happen, they need stability and comfort in a loving family.

Unfortunately, not every pet is born into such ideal circumstances.

Some are homeless. Others are neglected or abandoned. Animals rescued from these difficulties need compassion, tender care, and patience. It can take a lot of time and funding to change their lives.

Your support of <<the Anycity Humane Society>> makes it possible. You help dogs and cats recover and find new homes. While demand never seems to stop — every week, there are more animals requiring help — we remain committed to caring for every last one.

They're animals like **Sibby** ...

Sibby was very weak when she was brought to us. Someone found her in their backyard after hearing her desperate cries of hunger and thirst. This little girl needed nutrition and medical care right away, or there wouldn't be much hope for her future.

Thanks to you, we provided everything she needed and never gave up on her.

Please help us raise urgently needed funds by showing compassion and kindness today. Your donation will go toward helping <<Anycity's>> homeless and neglected animals.

With our shelter space full most of the time — and animals staying with us longer and longer — your now gift is especially important.

You gift of \$<LG> today can provide safe shelter, food, and lifesaving medical attention to dogs and cats that have nowhere else to turn. A generous gift of \$<UG1> would be especially helpful!

You'll make sure we're prepared to care for any animal who comes through our door this <<SEASON>> — for as long as it takes them to get better.

As for Sibby, after several weeks of treatment and

(over, please)



Your donation helps save animals like Sibby. Thanks to you, she'll spend the rest of her life with a wonderful family.



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MY GIFT TO SAVE ANIMALS

☒ **Yes, <<NAME>>!** I'll help <<the Anycity Humane Society>> provide lifesaving care to homeless animals. Enclosed is my gift of:

☐ \$<UG1> ☐ \$<LG> ☐ \$<UG2> ☐ Other \$_____

☐ I prefer to use my credit card (see back of form).

<<Anycity Humane Society>>
<<Street Address>>
<<City>>, <<State>> <<Zip>>



<SCANLINE1>



recovery, her condition improved greatly. Sibby put on weight and had a bit more energy every day. Soon, she was running all over the place, soaking in every bit of attention she could get from our staff. It was then we knew she was ready to find a new family to love her ... and with her friendly personality, that search was a short one!

Your generosity helps create the resources necessary to be there for all of our community’s most vulnerable animals. With your support, each one can receive veterinary attention, nutritious food, and a chance to be placed in a loving forever home.

Please send your gift today. It’s difficult for these animals to reach out for help when they’re hurting. And their cries aren’t always heard.

It’s up to us — you and me — to save them whenever we can.

And when we create happiness and hope for suffering animals, we make our community a better place for all of us.

On behalf of the cats and dogs who will have a second chance because of your caring generosity, thank you!

With sincere gratitude,

Signature

<<Signer>>
<<Signer Title>>

P.S. Please help us be there for every suffering animal. Send your gift now and your contribution will provide lifesaving care for dogs and cats. If you prefer, you can also donate online at <<www.anycityhumane.org>>.

Easy Ways to Make a Difference



Go online at XXXXXXXXXXXX



Simply scan to donate



Call us at (XXX) XXX-XXXX



Mail in your check



Please charge my gift to my credit card. ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover
☐ Make my gift monthly in the amount of: \$_____ ☐ One-time gift in the amount of: \$_____

CARD NUMBER

EXP. DATE

CVV

AUTHORIZED SIGNATURE

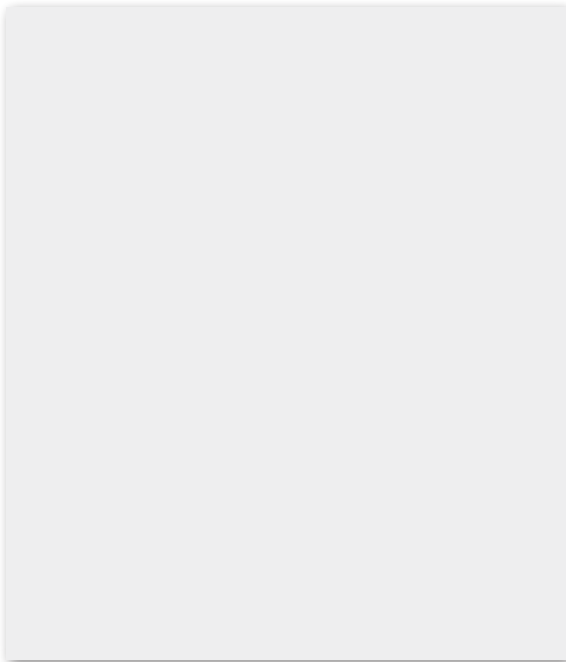
PHONE NUMBER

A financial statement is available upon written request from the Office of Consumer Affairs. We do not sell, trade or otherwise share our mailing lists. If at any time you wish to be removed from our mailing list, simply contact us by phone at (XXX) XXX-XXX or via email at XXXXXXXXXXXX.org.



LETTER

With your generous contribution today, you can provide safe shelter, food, and lifesaving medical attention to dogs and cats that have nowhere else to turn.



Name

Address

City/State/Zip

Your
Stamp
Here