

495 Rossford Ave.
Ft. Thomas, KY 41075

December 30, 2008

CARE
151 Ellis Street, NE
Atlanta, GA 30303

Dear Sir or Madam:

Congratulations! You've been selected to receive a \$200 contribution this year. If you abide by the following simple rule you will receive another one at this time next year:

Do not send me any communication or appeal other than a once a year reminder that I will send you another donation of similar magnitude. You may send that reminder anytime after September.

You will not send any updates, surveys, newsletters, reminders, or any other mailing. Calls are also out. I know what your organization is doing, and I know that you're doing good work. I can check up on you via the web. No need to remind me. Should you remind me more than the one time I've allocated to you, then you will no longer receive my contribution. I'll give you two weeks from the time of this mailing for the rule to go into effect, since you may have the next mailing already underway.

Planned Parenthood has fallen off my list: I first asked them to stop soliciting so often. Then I warned them that I'd stop giving if they kept it up. Finally, I was compelled to stop giving, because they weren't listening to me. They sent me five mailings even after I informed them that their aggressive fund-raising has turned me off completely, and that I would no longer give to them. Each time I return their mailing, in the self-addressed (even stamped) envelope, telling them to remove me from their lists; each further mailing is proof that their aggressive fund-raisers are oblivious, and that they are only turning off those who wanted to be friends.

Please don't make the same mistake: I want to help, but I won't waste my money on those who fund-raise me to distraction.

Good luck,

Andrew Long