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# Design First

WHEN (AND HOW) TO LET DESIGN (AND NOT COPY)  
DRIVE THE CREATIVE DEVELOPMENT  
OF YOUR NEXT MARKETING/FUNDRAISING PROJECT



# About This Session

- What Is Design First
- Why Does It Matter
- When to Use It
- How it Works IRL



**ROBIN PERRY**

*Vice President, Design & Corporate Marketing  
Lautman Maska Neill & Co  
[rperry@lautmandc.com](mailto:rperry@lautmandc.com)*



NO 1

**WE HAVEN'T**  
*finished the* **COPY**  
**BUT** CAN YOU  
**DESIGN A** *draft?*

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**What Is  
“Design  
First”**



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# “Content First” vs. “Design First”

- A **content-first** approach takes the assets (package format, copy and images) you have, and builds a design around them.
- A **design-first** approach considers the client’s brand, the audience and the goals of the campaign, and chooses a style, a format and accompanying design elements that will best meet the goals.

The layout is imagined with placeholder text and images that **serve as a roadmap for copy writing and image sourcing.**



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# HOW Users Connect Makes a Difference

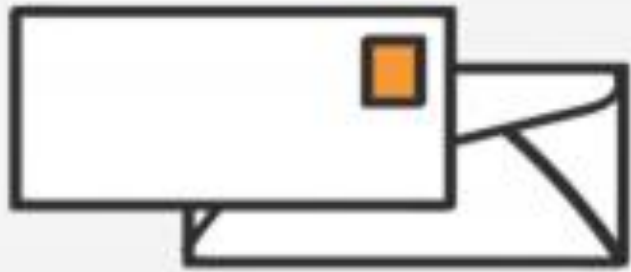




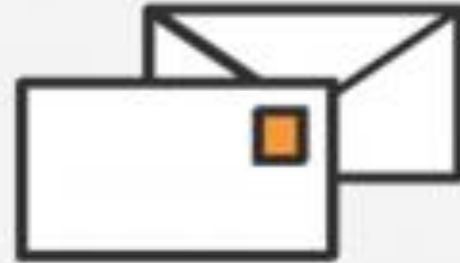
# **Why Does It Matter?**







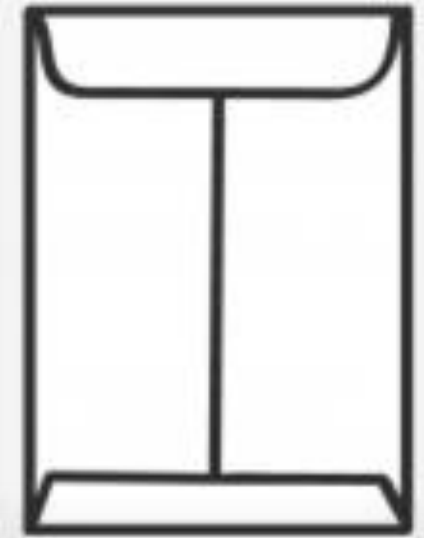
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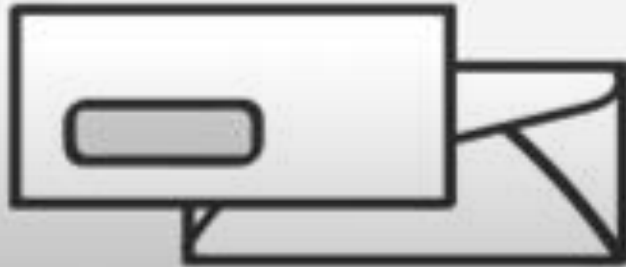
**#6 3/4 Reply**



**A7 Envelope**



**Catalog Envelope**



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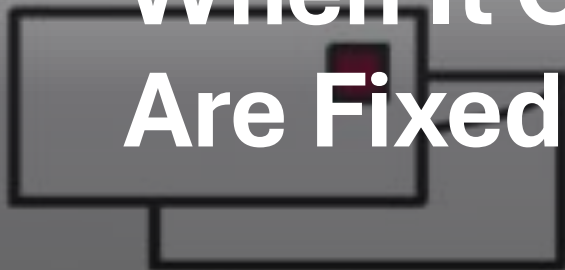


**A2 Envelope**



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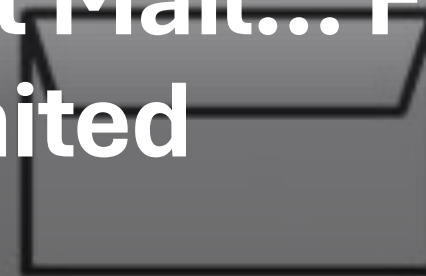
**When It Comes To Direct Mail... Formats  
Are Fixed & Space Is Limited**



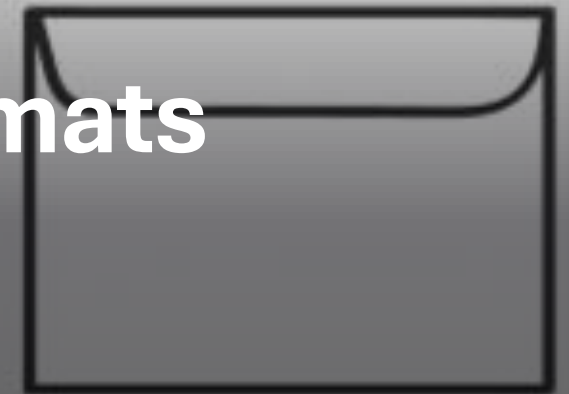
**#9 Reply**



**A6 Envelope**



**A10 Envelope**



**Booklet Envelope**



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## And Donor Experience Matters

- Design-first thinking considers the **entire donor experience** from the time they first get the envelope in the mail, to making a gift (or whatever the call to action may be), and every interaction they have along the way.
- If the experience at each turn of the page hasn't been accounted for the entire process hasn't been designed with the donor in mind.





A close-up photograph of a person's hand holding a black pen, pointing at a color calibration chart. The chart features a grid of color patches with labels such as 'Red', 'Yellow', 'Green', 'Blue', 'Magenta', 'Cyan', 'Black', 'White', and 'Grey'. The background is blurred, showing a desk with other papers and a color wheel. The text 'When To Use Design-First' is overlaid on the right side of the image.

# When To Use Design-First



# Expecting the Expected

- Basic components that are standard issue, like letters and basic reply formats, can be content-first

**ACLU**

125 BROAD STREET, 18TH FLOOR  
NEW YORK, NY 10004  
ACLU.ORG/REPRESENT

ANTHONY D. ROMERO  
EXECUTIVE DIRECTOR

We're not moving to Canada.  
We're staying here to fight.  
Will you join us?

Dear Friend,

The American Civil Liberties Union (ACLU) and those who fight with us, are making it clear to the Trump administration that we are here to stay.

Today, my question to you is: will you join us?

By becoming a member today, you will ensure that when the new administration attempts to separate immigrant families, restrict access to abortion and reproductive healthcare, or weaponize the federal government against protesters and political

**ACLU**

## MEMBERSHIP ACCEPTANCE

125 BROAD STREET, 18TH FLOOR • NEW YORK, NY 10004-2400 • ACLU.ORG/REPRESENT

☒ **Yes**, I want to help the ACLU protect the civil liberties that we hold so dear during the Trump administration. I have signed my pledge and am joining the ACLU with a gift of:

☐ \$25 ☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \$ \_\_\_\_\_

Mrs. Jane D. Sample Card  
123 Main Street  
Apt 456  
Anytown, US 12345-6789

☐ **MAKE IT MONTHLY!** (See reverse)  
☐ I want to get the latest news about the ACLU. My email address is: \_\_\_\_\_

To donate by credit card, visit [ACLU.ORG/REPRESENT](https://aclu.org/represent) or complete the reverse side of this form. Make checks payable to the ACLU, and return in the enclosed envelope. Contributions to the ACLU are not tax deductible for charitable purposes. Thank you!

RF4-YR

XXFINDERXXXXX XXSOURCECODEXX

Sign this pledge and return it with your gift today

## THE MOMENT TO ACT IS NOW

I am proud to take my place as an ACLU member, committed to working to protect civil liberties against the threats posed by the Trump administration. I know that I am part of a movement that is ready to defend the rights that define our nation and to protect the most vulnerable in our communities.

SIGNED: \_\_\_\_\_  
<Account Name>



# Expecting the Expected

- Tried-and-true techniques or copy-heavy pieces, where design is not really a factor, can be content-first

(First name), the ACLU is vigorously working to defend and restore civil liberties at the national level and in states all across America. We hope you will choose this moment to actively support our work.

## ACLU Membership Acceptance

Yes, I want to help the ACLU defend civil liberties and fight back against mounting state-by-state attacks on people's rights. Enclosed is my ACLU membership contribution in the amount of:

☐ \$25 ☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \$\_\_\_\_\_

### ONE-TIME CONTRIBUTION

☐ Please charge my one-time contribution to my credit card.

### MAKE IT MONTHLY

☐ After the first pledge payment, I authorize the ACLU to deduct \$\_\_\_\_\_ each month from my credit card provided to the left. (\$10 is the minimum monthly donation) I understand and agree that ACLU may continue to charge this amount monthly unless I cancel or modify my monthly gift. I can cancel any time by calling 888-567-ACLU or online at [www.aclu.org/donor-requests](http://www.aclu.org/donor-requests).

☐  ☐  ☐  ☐ 

Gift amount

Expiration date   -

## 50-STATE ISSUE SURVEY

Please respond by:  
MARCH 31, 2025

# ACLU

Dear <Salutation>,

The weeks and months ahead will be critical as we work not only to fend off these attacks but to create an America where equality, justice and freedom are a reality for all people. And to achieve that goal, we will have to confront powerful forces striving to pull America in another direction.

That's why all across the country, we're asking individuals like you to lend their voices, opinions and support. We urge you to participate in this critical survey. Your answers will be treated confidentially and will be tabulated with those of other respondents to form aggregate opinions.

When you've completed the survey, please return this entire form in the postage-paid envelope provided. Thank you!

### PART 1 — CIVIL LIBERTIES IN (NAME STATE) AND ACROSS THE NATION

1. How would you compare civil liberties protections in (name state) to those in other states across the country?

continued from other side...

### PART 2 — ISSUE PRIORITIES

The ACLU works across the entire landscape of civil liberties and civil rights. And in virtually every area, we are confronting serious challenges and roadblocks. Please indicate how concerned you are about each of the following threats to our fundamental freedoms.

1. The escalating assault on reproductive rights, including the Supreme Court's overturning of *Roe v. Wade* and extremist efforts to introduce a federal abortion ban.  
☐ Very Concerned ☐ Not Very Concerned  
☐ Somewhat Concerned ☐ Not Concerned At All
2. Sustained racially motivated voter-suppression efforts in states across the country, gerrymandering and a false narrative about massive voter fraud that threaten to undermine the very foundation of our democracy.  
☐ Very Concerned ☐ Not Very Concerned  
☐ Somewhat Concerned ☐ Not Concerned At All
3. Escalating state-by-state attacks on the rights of transgender people that reflect persistent and ongoing efforts to dehumanize, harass and discriminate against the LGBTQ community.  
☐ Very Concerned ☐ Not Very Concerned  
☐ Somewhat Concerned ☐ Not Concerned At All
4. Mounting efforts in states across the country to criminalize protest, deter political participation and stifle free speech, including bills proposing to ban books in libraries and schools and censoring history classes.  
☐ Very Concerned ☐ Not Very Concerned  
☐ Somewhat Concerned ☐ Not Concerned At All
5. Are there any specific observations or concerns that you would like to add about how our freedoms are at risk, either nationwide or in your community or state?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PART 3 — STRATEGIES FOR DEFENDING DEMOCRACY AND ADVANCING EQUALITY

The following is a list of ACLU strategies for responding to the immediate threats our fundamental freedoms are facing. Please indicate how important you find each of them.

1. Using the ACLU's on-the-ground presence in all 50 states, DC and Puerto Rico to block bad laws and advance good ones on a wide range of issues, including systemic racism, access to abortion, LGBTQ equality, voting rights and more.  
☐ Very Important ☐ Not Very Important  
☐ Somewhat Important ☐ Not Important At All
2. Using litigation, one of the most powerful tools at our disposal, to demand adherence to the rule of law, to block illegal and unconstitutional government actions, and to advance the expansion of American freedom.  
☐ Very Important ☐ Not Very Important  
☐ Somewhat Important ☐ Not Important At All
3. Working with and supporting local community organizations as they drive change forward — providing legal support, offering policy expertise and mobilizing the ACLU's massive base of activists.  
☐ Very Important ☐ Not Very Important  
☐ Somewhat Important ☐ Not Important At All
4. Mounting a multi-year effort to strengthen the resources and capacity of ACLU affiliates in Southern states, where so many of the most intense struggles over the future of our fundamental freedoms are being waged.  
☐ Very Important ☐ Not Very Important  
☐ Somewhat Important ☐ Not Important At All
5. To help the ACLU confront those seeking to undermine the Constitution and sweep away our fundamental freedoms, will you send a contribution today?  
☐ Yes ☐ No

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# Designing for a Purpose

- Newsletters
- Brochures
- Formats that are “revealing” and tell a story as the donor flips through pages or inserts within a mailing







# How It Works

CASE STUDIES OF  
“DESIGN-FIRST” IN ACTION



# Redesigning Newsletters





# Hoodoo You Love?

What are hoodoos? These distinctive rock formations are one of **Bryce Canyon National Park's** most characteristic features, and for good reason — Bryce has the highest concentration of hoodoos on Earth. For all their natural

beauty and intrigue, the story of their formation is equally fascinating. Bryce's hoodoos developed in three phases: deposition of rocks, uplift of the land, and weathering and erosion.

While Bryce Canyon sits at a maximum elevation of 9,115 feet above sea level, the now-towering hoodoos began forming 50 million years ago at sea level as part of an ancient lake and floodplain system. Tiny particles of rock gradually accumulated,

then plate tectonics pushed the rocks up, and the weathering and erosion carved them into the shapes we know today. The hoodoos are a natural wonder, and the Bryce Canyon National Park is a great place to see them.



Bryce Canyon National Park, Christian Gilson  
Share the Experience Photo Contest

# Freedom on the Frontier

Introducing **New Philadelphia National Historic Site**, one of the most recent additions to the National Park System. Designated at the end of 2022, this park honors a major milestone in American history: New Philadelphia was the first known town to be planned and legally registered by an African American. Its founder, "Free Frank" McWorter, was formerly enslaved in Kentucky. He founded the western Illinois town in 1836 as a money-making venture so he

could buy his freedom and the freedom of 15 family members.

Situated near both the Mississippi and Illinois Rivers, New Philadelphia thrived in its early years. It was a successful pioneer town dominated by agriculture. Black and white villagers lived as neighbors, according to historical records. New Philadelphia was remarkable in this regard, as it was chartered several decades before the Civil War. However, following a railroad bypass in 1869, the town suffered decline, and dissolved in 1885. By then, many of the villagers had moved elsewhere to find better economic prospects.

In the decades following its founding, New Philadelphia was largely forgotten. Still, the town's story is a powerful reminder of the struggles and achievements of African Americans in the early days of the United States. Now, as a National Historic Site, New Philadelphia offers visitors a chance to learn about this important chapter in American history.

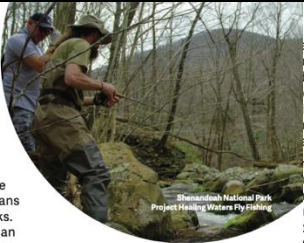
# The Healing Power of Nature

What could four men from different backgrounds, hometowns, and abilities have in common? Brian Donegan, Tony Escalona, Jon Knox, and Stuart Mayo are military veterans who were wounded in battle and now live with traumatic brain injuries and PTSD. For these brave men, returning to civilian life brought anxiety in crowds and difficulty leaving their homes. Thanks to a National Park Foundation grant, **Shenandoah National Park** and their partner, Project Healing Waters Fly Fishing, offered a way to connect the veterans to each other and with nature through fly fishing excursions.

Shenandoah has more than 90 mountain streams with many containing native brook trout. But

access to the park's fishing spots proved difficult for the disabled veterans. The park's trails are often too steep or too narrow to hike alone, and fishing sites can be too remote to easily access. To help, the park opened fire roads so the veterans could drive directly to the riverbanks. They also paired each veteran with an expert fly fisherman who could carry the gear, net the fish, and provide other assistance.

The grant covered the cost of two multi-day trout fishing excursions, multiple one-day fishing trips, lodging, transportation, and equipment for the veterans. It also sponsored two public outreach events. Most importantly, the program created safe and accessible



Shenandoah National Park  
Project Healing Waters Fly Fishing

spaces for the men to become reacquainted with simple acts of normalcy, such as group events.

"Getting back out, I started really realizing the therapeutic aspect of getting out hiking, getting back to nature, and getting in touch with that aspect of things. I had high anxiety at first, but I was hooked," said Jon Knox.

# 25 IDEAS for Great Summer Activities in the Parks

There's no shortage of things to do in our national parks. Whether you want to immerse yourself in nature or learn about fascinating chapters in American history, you can give yourself and your loved ones the chance to create lifelong memories. Here are some ideas to whet your appetite for future park adventures.

1. Take a ranger-guided tour and ask questions
2. Go on a bike ride
3. Try geocaching

4. Take souvenir photos then enter our Share the Experience Photo Contest
5. Paddle a river
6. Take a scenic drive
7. Explore a museum
8. Participate in a Junior Ranger activity
9. Go for a swim
10. Explore a tidepool
11. Hike a trail
12. Stargaze
13. Volunteer at the parks
14. Look for wildlife (and keep a respectful distance)
15. See a musical performance

16. Share your park story with friends and family
17. Walk along the beach
18. Watch a sunset
19. Watch a traditional craft demonstration
20. Ride a horse
21. Look for wildflowers (but please don't pick them!)
22. Tour a historic house or monument
23. Draw pictures
24. Go fishing
25. Follow the Leave No Trace protocols

# For the Love of Our Parks for Today... and for All Time

Visit us at [nationalparks.org](https://nationalparks.org)

Your contribution to the National Park Foundation will be used to protect national parks and connect all people to these special places.



er salamander species. The National Park Foundation recently funded the implementation of a developed monitoring protocol, a critical tool for park biologists to preserve the Shenandoah salamander.

In Mammoth Cave and Little River Caves, two species of salamander are at risk: the eastern hellbender and the northern hellbender. At Mammoth Cave, the last known sighting of the hellbender was in the 1980s, and little is known about the mudpuppy's status. At Little River Canyon, both species remain unconfirmed, and the hellbender is nearing local extinction.

The hellbender, in particular, is a species of great conservation interest in Kentucky. That's why we are doing research to monitor these iconic salamanders.

Commitment to advancing equity and inclusion, we provide funding for identity service corps crews, such as the Rainbow Conservation crew.

A group of young adults, who identify as LGBTQ+, spent a recent summer on urgent maintenance projects at national parks in the Pacific Northwest. In **Olympic National Park**, they cleared downed trees on the 11-mile-long Cape Alava Trail, one of the most popular trails on the Pacific Northwest coast. They also removed marine debris from the beach between Cape Alava and Point Barrow. In **Mount Rainier National Park**, the crews created a safer, more accessible crossing of the Lower Riverbed, and they removed residues of invasive plants at **Clark National Historical Park**. These experiences provided a space to forge connections between youth with many shared life experiences, while making a significant contribution to the parks.

"I have never felt this sense of cultural autonomy and resilience. The relationships I developed and the life I ignited will live within me until the end of my days."

— Rainbow Crew member

# "Hey, Boo Boo, let's go get us a pic-a-nic basket."

Visiting a national park can work up an appetite. Here are some scenic sites to picnic. Remember to be a good guest: follow the park's rules about bringing food into the park, be sure to clean everything up afterward, and don't feed the wildlife.

Trekking through **Great Smoky Mountains National Park**? Cades Cove Picnic Area is open for picnicking year-round. For those visiting with furry friends, Cades Cove is pet-friendly, but be sure to keep your pet leashed and nearby at all times. This site is accessible and has benches and charcoal grills.

At **Grand Canyon National Park's** Desert View, you can see the sights while you feast. Desert View is a small settlement near the eastern edge of the Grand Canyon. Trail rations unappetizing? Worry not, a few concessions are available for food and treats. There are also four picnic areas along the scenic Desert View Drive.

**Sleeping Bear Dunes National Lakeshore** is a recreational delight. There are many picnic areas throughout the park, including Platte River, Pierce Stocking Drive, The Dune Climb, and Glen Lake Picnic Area. Fires are permitted on many of the park's beaches, so stock up on supplies for lakeside s'mores.

Learning the history of **Gettysburg National Military Park** takes brain power — and for brain power, you need nourishment. The South End Picnic Area, surrounded by beautiful shade trees, is the perfect spot to relax, reflect, and cool off. Always make sure to properly dispose of trash and leftover food.



Great Smoky Mountains National Park, Douglas Hawthorne  
Share the Experience Photo Contest



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# FIRST STEPS:

1

Meet with  
Stakeholders to  
set design  
parameters  
/priorities

2

Talk about content  
and recurring  
topics

3

Decide who will be  
responsible for  
providing content  
going forward

4

Discuss and agree  
on a schedule\*





# Our PARKS

NEWSLETTER OF THE OFFICIAL NONPROFIT PARTNER  
TO THE NATIONAL PARK SERVICE

## Headline Article One Main

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Visitors can explore the historic  
buildings that serve as a window into  
Eleanor Roosevelt's public and private  
life. One of these buildings, Val-Kill, is a  
fieldstone other made during some of  
the most critical days of the 20<sup>th</sup> century.  
Be sure to reserve time to visit the  
**Home of Franklin D. Roosevelt National**



Scan this QR Code or go  
to [nationalparks.org/  
Yosemite](https://nationalparks.org/Yosemite) to find more  
information.



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# Design Notes

01

4-page  
newsletter  
11 x 17  
when opened

02

Less text heavy  
with more  
photos  
and infographics

03

“Clean”, less  
cluttered, with  
larger fonts for  
headlines, call  
outs, etc.

04

Avoid knock-out  
(white) text

05

Include more calls  
to action so that  
donors engage  
with NPF more



# Recurring Content/Sections

---

Iconic National Park  
article (front cover)

Wildlife with a focus  
on popular animals  
like bison, bears, elk,  
coyote, bald eagles  
(Inside article)

Wilderness (Inside  
Article)

Park/Monument  
Spotlight – highlighting  
a smaller park or  
cultural landmark  
(Inside)

Planned Giving  
Promotion (Inside)

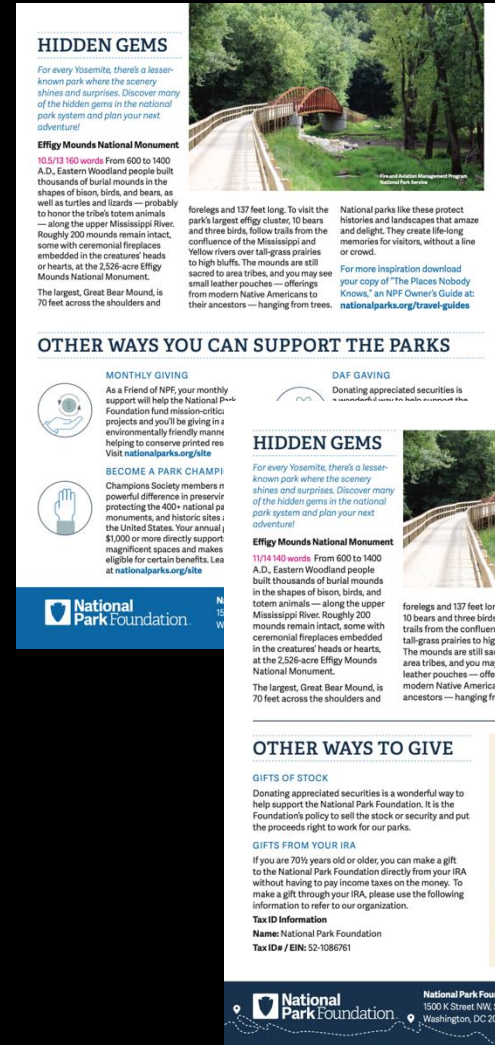
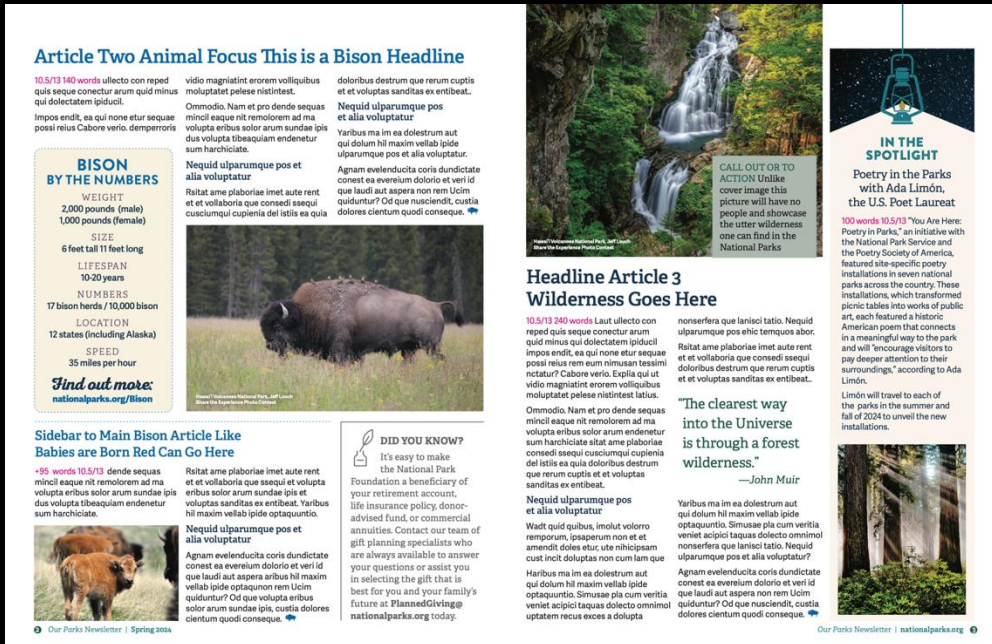
Hidden Park Series  
(Back Page)

Donor/Volunteer/Staff  
Member  
spotlight (back page)

Other ways to give –  
DAF, Stock, monthly  
giving (back page)



# Design Options Presented





## "We Would Not Be Opening Today if it Weren't for You"



Clinic Executive Director Sue Hook surveys damage to her clinic and Cape Coral community after Hurricane Ian swept through in September.

"Other than the edifice being intact because it's cinderblock, our clinic is gone," says Sue Hook, executive director of Samaritan Health and Wellness Center in Cape Coral, Florida, after Hurricane Ian devastated the area in September.

Millions of people evacuated before the deadly hurricane struck, but when they returned, survivors saw how many homes and businesses were lost. "Most people are very on edge. They're anxious, they're depressed," says Hook.

Americares deployed an emergency response team and contacted health centers to learn what they needed to provide care to their low-income, uninsured patients, many of whom had nowhere to go after the storm and were living in damaged homes.

Within two weeks, Americares had provided shipments of relief supplies and emergency funding to a dozen local organizations valued at more than \$600,000. Samaritan Health and Wellness Center received emergency funds to begin repairs.

## "Do Not Lose Hope"

In Tanzania, Christina has undergone 10 surgeries to repair a debilitating injury she suffered during childbirth, known as fistula, but she's never given up. One reason is that Christina's family supported her through every step. Another: Americares' partnership with Bugando Medical Center in Morogoro, Tanzania, which ensures Christina and others receive surgery, pre- and post-operative care and counseling at no cost.

Christina is one of 1,500 women who have received life-changing surgery because of this partnership. Dr. Eliza Chitwe, a fistula surgeon at Bugando Medical Center, says, "Americares is our core partner for the fistula program here. They have been providing food, the medical equipment, sutures, drugs. Without donors, there is no fistula ward. Our patients can't afford it."

Christina knows all too well how women can suffer from fistula. Due to obstructed labor, Christina gave birth to a stillborn and was left with an injury so severe she lost control of her bladder, leading to shame, social isolation and ongoing health problems. But Christina has support—from her family, the medical center and Americares. "I would like to advise mums with fistula not to lose hope even though it is a huge problem," Christina says. "You'll get treated even 10 times, but eventually you'll recover. Do not lose hope."



After suffering an injury giving birth, Christina received free surgery thanks to Americares.

WINTER 2023 | [americares.org](http://americares.org) | 1

## Hurricane Fiona: Solar Energy Sustains Health Care in Puerto Rico

In September, after Hurricane Fiona battered Puerto Rico with wind and rain, Wendy Morales made sure her family was safe. Then, as administrator of Migrant Health Center in Yauco, Puerto Rico, she turned her attention to the community's health needs.

One issue that Morales didn't have to worry about: electrical power. While Fiona knocked out power to much of the island, including Yauco, Migrant Health Center had electricity for essential equipment, thanks to a solar power system Americares had installed in 2016.

During the week the community was without power, Migrant Health Center operated entirely by solar energy and was open for the 7,000 patients it serves. "This has been an excellent donation because it gives us the opportunity to continue services and preserve refrigerated medicines and vaccines," says Morales. "I've been in the clinic industry for 11 years, and it was the first time a nonprofit came forward to give us a donation like that."

Generators are useful, to a point. "We live on an island, and everything comes by sea. If the barges cannot bring gas [for generators], we worry about how long we will have a fuel supply," says Morales.



Clinic Administrator Wendy Morales and her staff relied on a solar power system provided by Americares to keep medicines safe and staff after Hurricane Fiona damaged Puerto Rico's power system.

With Americares support, Morales and her team are prepared for climate emergencies and able to focus on their patients. In response to Hurricane Fiona, Americares Puerto Rico also provided partners across the island with medicine and relief supplies, including insulin and hygiene kits, psychosocial support, and funding for excess costs caused by the hurricane, such as costs for food during the power outage.

## 2022 Results: Medicine for Millions

Last year, Americares provided health centers and partners around the world with enough medicine to fill more than 14.7 million prescriptions—all of it provided for free, for people affected by poverty or disaster. "We estimate that through medicine alone, we reached 3 million people last year," says Americares Interim Senior Vice President and Chief Program Officer Julie Vaughese, M.D.

Nearly all medicine comes through Americares global distribution center, which managed nearly 8,000 shipments last year. Every shipment, from huge pallets weighing tons to small cartons, has been offered to and accepted by partners screened by Americares medical staff to make sure the medicines are needed and can be properly handled and prescribed.

This is just part of achieving medical security, says Vaughese, when everyone, everywhere, has the medicine they need to lead a full, healthy life. "Medicine must be acceptable, available, affordable and accessible," says Vaughese. "Strong partnerships and understanding the local context—whether that's in Missouri or Malawi—ensure Americares medicines reach people most in need."

**2022 Results\***  
**14.7M**  
prescriptions  
**87**  
countries reached  
by all programs

\*Based on 2022, July 2021 through June 2023

## Partner in Profile: Pfizer



In too many places around the world, there is still an urgent need for COVID-19 testing and treatment. "In places where people haven't had access to COVID-19 vaccines and boosters, it's critical that health facilities have what they need to test for and treat COVID-19," says Americares Interim Senior Vice President and Chief Program Officer Julie Vaughese, M.D. Americares and Pfizer are members of the COVID Treatment QuickStart Consortium, a group of funders and experts collaborating to bring rapid testing and antiviral therapies to low- and middle-income countries. Together, the consortium is creating equitable access to quality, affordable treatment that protects the health of communities most at risk.

Pfizer is launching the project with a donation of 100,000 course treatments of Paxlovid, a medicine used to treat mild to moderate COVID-19 in adults and children over age 12. Americares will use its expertise to deliver the medicine to 10 countries, coordinating with their ministries of health. The COVID Treatment QuickStart Consortium supports governments in 10 countries: Ghana, Kenya, Laos, Malawi, Nigeria, Rwanda, South Africa, Uganda, Zambia and Zimbabwe.

"Greater access to COVID-19 testing and treatments will help bring an end to the pandemic for everyone, everywhere," says Caroline Roan, Senior Vice President.



From the Americas global distribution center, Pfizer's Paxlovid treatment for COVID-19 will be distributed to 10 countries across Africa and southeast Asia.

Global Health and Social Impact, and Chief Sustainability Officer for Pfizer. "We are committed to working with the global health community to address barriers to access and are proud to partner with Americares and others to provide our oral treatment and financial support to further the objectives of the consortium."

Pfizer, a biopharmaceutical company, has partnered with Americares for 35 years, reaching 118 countries with financial support and donations of medicine.

## Your Support Reaches New Mothers in Ukraine

The war has affected everyone in Ukraine, but the health effects on pregnant women are stark. Since the beginning of the war, a regional hospital in western Ukraine has seen a significant increase in premature births, from 3.56 percent of all births before the war to 12 percent in the first months after the war began in February 2022.

By September 2022, Americares had provided 45 tons of medicine and medical supplies to partner CultureLab for distribution to health facilities in Ukraine. The shipments included medicine and medical supplies needed for safe childbirth, including intravenous fluids, infant formula, vitamins for pregnant and nursing mothers, and hygiene products.

"Since the beginning of the war, we have had about 1,500 births in our maternity hospital. We also provided assistance to 470 women who were forced to relocate from the places where hostilities are taking place. With the help of the donation, we



Americares shipments of medicine and medical supplies help fill shortages at health facilities across Ukraine.

were able to provide formula for feeding 400 children... [these] parents could not afford to buy formula," said Bohdan Hrytsyryn, M.D., a doctor at a regional hospital in western Ukraine. "The donation helped provide medical care to our patients and their newborns."

## Leave a Legacy

To learn about the legacy of J. Fred Weitz Jr., you need only look at two things: the organizations he supported and his family. Weitz was a longtime supporter of Americares, and after his death in August 2022, his family has continued that legacy.

Weitz had a long career in finance after serving in the U.S. Army Air Corps during WWII and earning degrees from Stanford University and Harvard Business School, both of which he supported the rest of his life. A Connecticut resident, he was an early advocate for Americares, with gifts for both general support and specific projects, including disaster preparedness.

When Eric, one of the four Weitz children, was seeking early-career experience, his father suggested a job at Americares. Eric saw firsthand the impact of resources such as medicine and relief supplies and proceeded to become a board-certified emergency physician. Eric is now a member of Americares Bay Area Leadership Council.

"My father was a giant of a man with a kind heart, glass-half-full mentality, and can-do attitude," says Eric. "I have never met anyone with a moral compass or ethical standard that was set higher in every respect."

Weitz ensured his legacy in many ways and included Americares in his estate plans. His children and grandchildren continue his legacy as well, as they share their own good works and great memories of him.



Eric and J. Fred Weitz Jr.

WINTER 2023 | [americares.org](http://americares.org) | 3

## Your Donations at Work — During Emergencies and Every Day

With your help, between August 1 and November 1, 2022, Americares sent project support, medicine and medical supplies to the following countries and U.S. territories:

Afghanistan	Central African Republic	El Salvador	Ghana	Laos	Nepal	Panama	and the Grenadines	Uganda
Armenia	Colombia	Eritrea	Haiti	Lebanon	Netherlands	Peru	Switzerland	Ukraine
Bangladesh	Cote d'Ivoire	Ethiopia	Honduras	Madagascar	Nicaragua	Philippines	Sierra Leone	United States
Belarus	Democratic Republic of the Congo	Guinea	India	Mali	Niger	Poland	South Africa	Venezuela
Belize	Gambia	Guinea-Bissau	Indonesia	Mauritania	Northern Mariana Islands	Rwanda	Sri Lanka	Vietnam
Bolivia	Guatemala	Kenya	Jamaica	Mexico	Pakistan	Saint Lucia	Tanzania	Yemen
Brazil	Malawi	Kenya	Morocco	Mozambique	Togo	Tanzania	Tanzania	Zambia
Cambodia	Morocco	Kenya	Nigeria	Nigeria	Togo	Tanzania	Tanzania	Zambia
Cameroun	Nigeria	Kenya	Nigeria	Nigeria	Togo	Tanzania	Tanzania	Zambia

Americares Emergency Response Partners	Alexion	Catalent	Northrop Grumman	Teleflex Foundation
These organizations support Americares year-round readiness for global emergencies	AmerisourceBergen Foundation	Chevron	Novartis	Dean and Denise Vanech
	Anneal	Envestnet	Odyssey Group Foundation	Vertex Foundation
	Anthem Foundation	Horizon Therapeutics	Patagonia	Voya Foundation
	Baxter International Foundation	Integra Foundation	PVH Foundation	Xylem Watermark
		Medtronic		



For thousands of people in Mumbai's slum neighborhoods, Americares mobile health centers are a dependable source of quality health care, medicine and information.



When floods from heavy rain covered nearly two-thirds of Pakistan, Americares delivered medicine and relief supplies for displaced people.



In Honduras, Americares provided nutritional supplements for more than 10,000 mothers and children at risk of malnutrition.



Americares Free Clinics in Connecticut are at the heart of a caring community, providing quality health services to nearly 2,000 uninsured people each year.

## Americares

Health is on the Way.

Americares is a health-focused relief and development organization that responds to people affected by poverty or disaster with life-changing health programs, medicine and medical supplies.

88 Hamilton Avenue, Stamford, CT 06902  
203.856.9500 | 1.800.456.HELP | [americares.org](http://americares.org)  
Editor: Kathy Kukula, [editor@americares.org](mailto:editor@americares.org)

Connect with us

@americares

Health is on the Way is a trademark of Tardis Health, LLC.





**National Park Foundation.**

# Our PARKS

SPRING 2024

NEWSLETTER OF THE OFFICIAL NONPROFIT PARTNER TO THE NATIONAL PARK SERVICE

## Protecting America's National Rivers and Trails with Over \$1 Million in Grants

When you think of our national parks, do you also think of national rivers and trails? The National Park Service protects and manages our country's most iconic rivers and trails, and the National Park Foundation is on a mission to make them more resilient.

We awarded more than \$1 million in grants in 2023 to support over 20 remarkable river and trail projects. These high-priority initiatives preserve breathtaking landscapes, complex ecosystems, and popular recreational spaces.

Our grants are more critical than ever before. Like national parks, these rivers and trails face mounting threats, including growing numbers of wildfires, inconsistent government funding, and the impacts of climate change.

Your generosity is helping repair trails, clean rivers, enhance public access, save cultural resources, and more!

Thank you for your support in helping repair trails, clean rivers, save cultural resources, enhance public access, bolster connections to Indigenous communities, and more!

Thank you for all you do to ensure the resilience of America's cherished national parks and our rivers and trails. You're protecting them for both today and future generations. 🌲

Our Park's Newsletter | [nationalparks.org](https://nationalparks.org)

**MEET A DOG'S  
BEST FRIEND  
WITH A PLAN**

Dennis Laffan has a soft spot for dogs. As someone who has had two furry friends of his own, Dennis knows how much animals do for their human companions. So it's not surprising that it breaks his heart knowing about healthy pets being killed at kill shelters and the city pound.

That's why, when he learned about PAWS Chicago and the

by naming PAWS Chicago in his will. By making a legacy gift, Dennis knows that he can ensure that PAWS continues its lifesaving work, long after his lifetime.

To learn more about making a legacy gift to PAWS Chicago, please email [legals@pawschicago.org](mailto:legals@pawschicago.org) or call 773-475-4747.

work we do to save thousands of animals each year, he knew he would be happy to help.

Dennis decided the best way to do this was to become a member of our Guardian Animal Society

## UPCOMING EVENTS

Sunday, June 4

**PAWS Chicago**

**5K Walk Run**

7:30 a.m. - Noon

**Montrose Harbor - Drows 16**

The 17th Annual pet-friendly event, 5K Walk/Run, benefiting PAWS Chicago, is for animal lovers and their canine companions. Hosted by PAWS Chicago's Professional Board, the event welcomes more than 3,000 participants who come together and take steps to save the lives of homeless pets.

In addition to the main event, participants will enjoy live entertainment, food & drinks, free grooming, and more. PAWS Chicago's Professional Board's celebration is critical in raising the awareness of the homeless pet crisis. PAWS Chicago can continue to save and adopt thousands of homeless pets each year.

Thursday, July 20

**Beach Party**

Thursday, July 20, 2027

FOR MORE INFORMATION:  
[pawschicago.org/events](http://pawschicago.org/events)

**PAWS  
CHICAGO**  
CHICAGO'S FIRST AND ONLY  
ANIMAL WELFARE SOCIETY

PAWS Chicago • 1600 West Irving • 1001 N. Clybourn Avenue, Chicago • 60614 • [pawschicago.org](http://pawschicago.org)

**Yes! I want to help become a monthly supporter of PAWS Chicago to help heal homeless pets and find them loving homes. Please accept my monthly donations in the amount of:**

☐ \$15 ☐ \$35 ☐ \$100 ☐ \$250 ☐ Other \$

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Please Reprint: \_\_\_\_\_

## Spaying and neutering saves lives!

For more information, please call  
(773) 475-4747 or visit  
[pawschicago.org](http://pawschicago.org)

*"By signing this form, I authorize PAWS Chicago to charge my credit card for the amount listed. I understand that I can change or cancel my monthly donation at any time."*



Connecting Lives. Sharing Cultures.

# AAPS-USA Global Connections

A Special Publication for Members in the AAPS Family Issue 1, Spring/Summer 2010

## From the President's Desk

Welcome to the inaugural issue of *Global Connections*, a publication to help keep you better informed about what's happening with AAPS-USA. Without your commitment to the AAPS-USA programs and efforts, we could not effect the change in our world that is so critically important to all of us.

I am pleased to report on some key 2010 initiatives:

**Financial Stability:** With an operating surplus of more than \$1 million for 2010, we financially sound and investing in new programs.

**New Programs:** We are currently implementing innovative new programs offering short school, educator-led programs, and opportunities for middle school students in addition to our traditional programs.

**Distinctive Philanthropy:** We're making the case for support of vital programs, such as AAPS Faces of America, our signature diversity scholarship program, to more individual and institutional funders.

**Outreach to Educators:** We're expanding the number of schools we work with and partnering with education leaders to ensure meaningful learning to all students, not just those who study abroad.

Thanks to a number of schools we work with and partnering with education leaders to ensure meaningful learning to all students, not just those who study abroad.

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## Assistant Secretary of State for Educational and Cultural Affairs says AFS Volunteers are 'vital'

*"You are the public face of America," said Ann Stock to NVA attendees*



*(From left to right) Mary Porterfield, AFS-USA 2010-11 Board Chair, Jorge Castro, Ann Stock*

Recently, AFS-USA held its third National Volunteer Assembly and welcomed AFS Volunteer delegates from across the U.S. This year's keynote speaker was Ann Stock, Assistant Secretary of State for Educational and Cultural Affairs. While addressing the Assembly, Mrs. Stock highlighted the importance of volunteers in the work of public diplomacy. "The thousands of international exchange participants, you are the public face of America. You play a vital role in strengthening U.S. standing in the world."

While in St. Louis, Mr. Stock also met with AFS Exchange Students currently housed in the area, their host families, educators, and AFS Volunteers.

The exchange students that met with the Assistant Secretary are participating through the ECA-sponsored Kennedy Youth Exchange and Study Program (YES), the Congress-Bundestag Youth Exchange (CBYX) and Future Leaders Exchange (FLEX) programs, which Mr. Stock calls "the most important U.S. public diplomacy initiatives we can conduct. Interest in these programs is increasing overseas and your efforts here at home have made these programs a model in the exchange community."



# Blazing New Trails in Global ALS Research

## The Lawrence and Isabel Barnett Drug Development Program

The ALS Association's Lawrence and Isabel Barnett Drug Development Program has been instrumental in rapidly bringing new therapeutics for ALS into clinical testing. By fostering academic-industry partnerships, the Barnett Program has contributed to the explosion in companies, large and small, entering the ALS research field.

We place top priority on funding projects that have a high probability of reaching clinical testing within three years.



### THE IMPACT YOU'VE ALREADY MADE

With your steadfast commitment to the ALS Association, you've helped fund such success stories:

- Key preclinical studies of prafiprodine** by Dr. John Landers from the University of Massachusetts Chan Medical School that showed this drug prevented neuronal cell death and strengthened connections between neurons. **Prafiprodine is now in phase 2/3 clinical testing through the HEALEY ALS Platform Trial.**
- Research by John Ravits** from the University of California San Diego that demonstrated the potential use of a genetic modifier called Ataxin-2 as a target for treatment. **Dr. Ravits is now helping test this approach as part of a phase 1/2 clinical trial of the drug BIBB105.**
- Dr. Justin Ichida's preclinical investigations** at the University of Southern California using PKRyve inhibitors to treat ALS caused by mutations in the Chorf22 gene, the most common ALS-causing genetic mutation. **This laid the foundation for a new class of treatments being developed by companies like Accuratum, Verge Genomics, and AI Therapeutics.**
- Early investigations by Aquinhã Pharmaceuticals**, which last year signed an agreement with Roche to advance the development of small, brain-penetrant molecules that are designed to eliminate clumps of proteins found in about 95% of those with ALS.

Thank you for playing a key role in the fight against ALS. Now, your valued leadership can help us reach our 2023 Barnett Program funding goal of awarding approximately \$500,000 to up to six new projects.

1300 Wilson Boulevard, Suite 600 | Arlington, VA 22209 | [als.org/innovate](https://als.org/innovate)



**Please join us for our Summer Concert series and more upcoming events!**

The National Museum of the Marine Corps offers a wide range of activities for visitors of all ages. Here's what's on our calendar in the coming months:

**Saturday, September 16**  
Dog Days of Summer  
Bring the kids and celebrate the Dog Days of Summer with music, puppet shows and an animal scavenger hunt!

**Friday, November 10**  
Happy Birthday Marine!  
Celebrate with a cake-cutting ceremony in Leatherstock Gallery

**Saturday, November 18**  
Grand Opening of the Children's Gallery

To learn more about these and other events, please visit our website at [www.marineheritage.org](http://www.marineheritage.org).

 **Marine Corps Heritage Foundation**  
19005 Jefferson Davis Highway  
Ft. Belvoir, VA 22072  
[www.marineheritage.org](http://www.marineheritage.org)  
1-800-997-7585

 **National Museum of the Marine Corps**  
19005 Jefferson Davis Highway  
Ft. Belvoir, VA 22072  
[www.marineheritage.org](http://www.marineheritage.org)  
1-877-635-0775

**FOUNDATION REPORT**

## Other ways to give back to the Marines who gave so much ...

All Marines, no matter where or when they served, must be honored and remembered. Thank you for helping us do that with your generous support.

But did you know there are other ways to give? Here are a few to consider:

- ★ **Making a Planned Gift** — You can make a legacy gift that benefits the Marine Corps Heritage Foundation and your family. For more information on planned giving, visit <http://www.legacy.org/americanheritage>.
- ★ **Becoming a Friend of the Museum** — Donors with lifetime contributions to the Foundation totaling \$5,000 (it can be multiple gifts over several years), will be recognized by having a plate engraved with their name placed on the Friends Wall in Leatherstock Gallery.
- ★ **Donating a Commemorative Brick** — For a donation of \$100, your name, or that of someone you wish to honor or remember, will be engraved on a brick lining the winding pathways in Semper Paratus Memorial Park.

For more information on these and other giving opportunities, please call (800) 997-7585 or visit us at [marineheritage.org/MakeDonation.asp](http://marineheritage.org/MakeDonation.asp)

---

**SIGN UP NOW FOR YOUR ONLINE, MONTHLY E-NEWSLETTER — the Marine Minute!**

Stay up to the minute with the Foundation's latest news and events, fundraising activities and special reports on the National Museum of the Marine Corps.

 **THE MARINE MINUTE**

Sign up for the Marine Minute — our monthly E-Newsletter — at [marineheritage.org/newsletter\\_signup.asp](http://marineheritage.org/newsletter_signup.asp)

 **THE MARINE MINUTE**  
BRIEF, A Look Inside & A Story Worth Telling!



---

# FIRST STEPS:

1

Meet with  
Stakeholders to  
set design  
parameters  
/priorities

2

Talk about content  
and recurring  
topics

3

Decide who will be  
responsible for  
providing content  
going forward

4

Discuss and agree  
on a schedule





# Guidelines for Look & Feel

## **New approach:**

- Lautman to copywrite and design newsletter through a fundraising, donor-centric lens.
- MarComms to curate content, bringing story and imagery ideas to each newsletter kick-off meeting.
- MarComms to review copy written by Lautman for accuracy.

## **Overall changes to look and feel:**

- Masthead for more of a magazine look
- Consider NL name
- Too dense, need more white space, reduce content
- Increase font size
- More photography



# Guidelines/Wishlist for Content

## **Content/Messaging Strategy:**

- Increase focus on donor's role transforming lives
- Stories selection should seek to convey global scope of AmeriCares work and tie to our three key areas:
  - Improving health (health services)
  - Increasing access to medicine (medicine security)
  - Responding to disasters (emergency response)
- Copy writing tone should be more accessible, emotional and interesting. Current tone is rather flat, informational, dry.
- Feature content on current seasonal fundraising campaign (i.e. Join our Spring Match)
- Present donor's impact and campaign goal in graphic/easy to scan method
- State clear fundraising call to action
- Rotating promotion to market other areas of program
- Include occasional partner/donor profile
- AERP list of companies (currently required)
- CEO letter
- Do not need list of countries







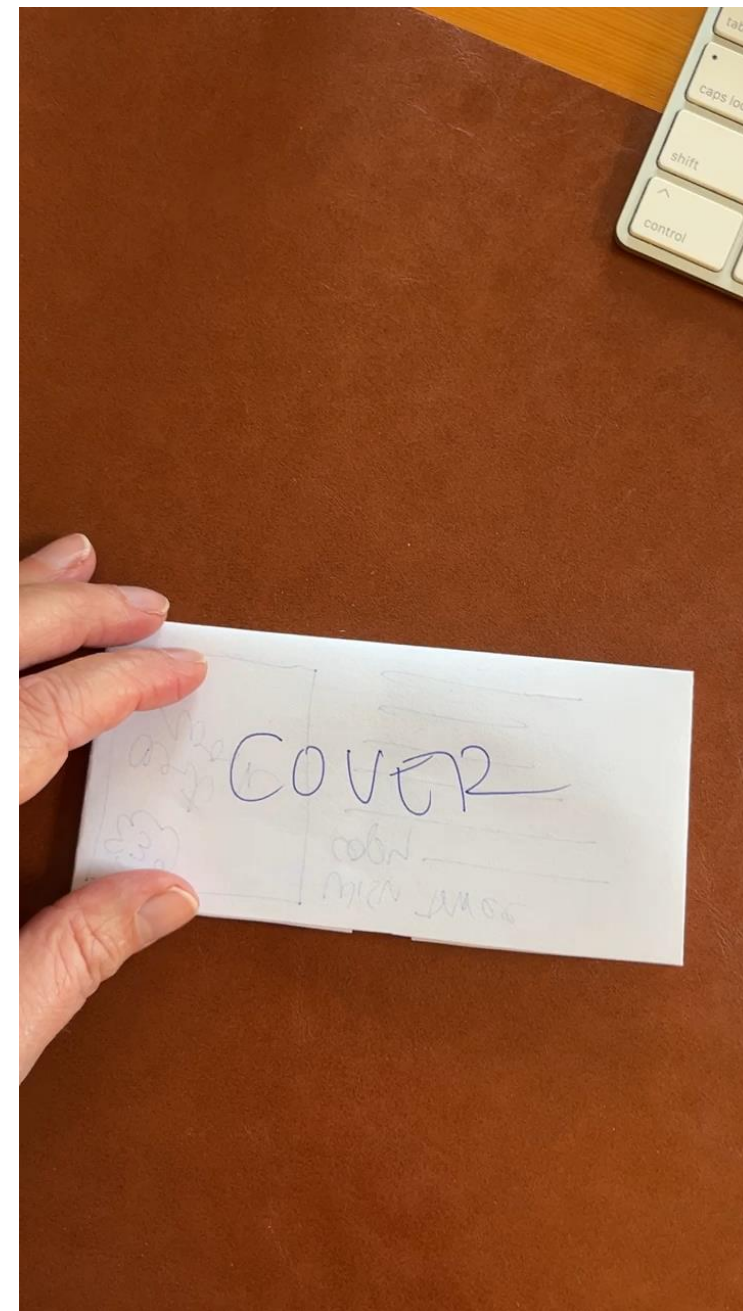
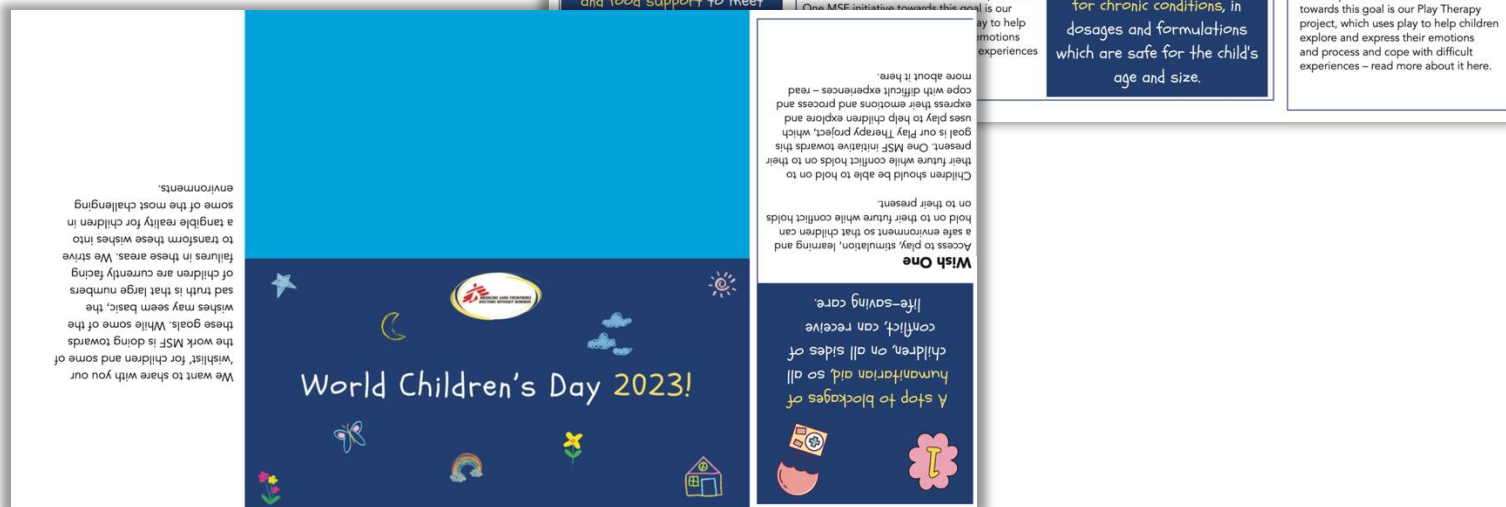
An abstract painting with thick, textured brushstrokes in various colors including red, orange, yellow, blue, and white. The composition is layered and expressive, with some areas showing more vibrant colors and others being more muted or white.

# More of How It Works

OTHER EXAMPLES OF  
“DESIGN-FIRST” IN ACTION



# When the Experience Matters





# When You Just Have To See It To Believe It





# Didn't Quite Like That? Try This



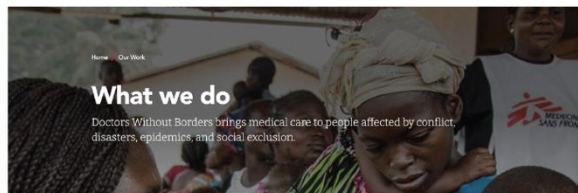
## We provide independent, impartial medical humanitarian assistance to the people who need it most.

Doctors Without Borders/Médecins Sans Frontières (MSF) cares for people affected by conflict, disease outbreaks, natural and human-made disasters, and exclusion from health care in more than 70 countries.

### We go where many others can't or won't

When disaster strikes, our teams of doctors, nurses, logisticians, and other staff are often among the first on the scene—sometimes arriving in a matter of minutes. Our financial independence enables us to freely evaluate medical needs, reach communities in need without restriction, and directly provide high quality medical care.

[Explore where we work >](#)



### What we do

Doctors Without Borders brings medical care to people affected by conflict, disasters, epidemics, and social exclusion.

## Our focus

#### War and conflict

Armed conflict tears apart society, displaces millions, and causes death. But it also continues to impact people's lives and health long after the front lines have shifted. MSF coordinates health systems, manages access to medical supplies, and manages vaccination and other disease-prevention efforts, bridging the gap of outbreaks.

In conflict zones, MSF does not take sides. We provide medical care based on needs alone and work to reach the people most in need of help. Nearly one-third of MSF's projects are dedicated to assisting people living in conflict.

#### Natural disasters

Earthquakes, floods, tsunamis, and major storms can force people to flee their homes and cut off access to safe water, health care services, and transportation, affecting the lives of tens of thousands in a matter of minutes. When natural disasters strike, MSF's network of field offices in more than 70 countries around the world are often the first to deploy relief. Delivering medical care. We keep pre-packaged supply kits in stock to deploy as quickly as possible.

#### Outbreaks and epidemics

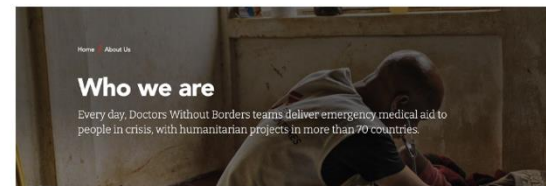
Millions of people around the world still die each year from infectious diseases that are preventable or treatable. These are highest in low-income or other precarious conditions, with limited access to health-care and vaccination.

During an outbreak of an infectious disease like cholera, measles, yellow fever, or Ebola, MSF teams must swiftly respond, identifying hotspots, treatment, and epidemiological services. From setting up temporary facilities to treat patients to launching vaccination campaigns to improving water and sanitation services to help prevent the spread of disease, MSF teams adapt our emergency response to the unique needs of communities.

#### Refugees and internally displaced people

More than 100 million people worldwide have been forced from home, uprooted by conflict, persecution, and other serious hardships. In the process and to remain they often live in precarious conditions, not all have essential services including health care.

When people are displaced, MSF teams conduct rapid needs assessments and work closely with affected communities to provide services including vaccination, primary care and mental health, counseling, nutrition support, and clean water and sanitation.



## Who we are

Every day, Doctors Without Borders teams deliver emergency medical aid to people in crisis, with humanitarian projects in more than 70 countries.

## What guides us

Learn about the principles that drive our work and ensure that we can provide medical care to the people who need it most.

- We are independent, impartial, and neutral +
- We are guided by medical ethics +
- We are committed to bearing witness +
- We are transparent and accountable +
- We are committed to diversity, equity, and inclusion +

## Medical issues

Learn about how, why, and where MSF teams respond to different diseases around the world, and the challenges we face in providing treatment.



### Maternal health

An estimated 99 percent of women who die in childbirth or from pregnancy-related complications live in developing countries. Most of these deaths are preventable.

[Read More >](#)



### Malnutrition

More than 232 million children around the world last year suffered from malnutrition. It is the underlying contributing factor in nearly half of the deaths of children under five years of age.

[Read More >](#)



### Antibiotic resistance

Resistance to antibiotics has become a global health crisis, complicating the treatment of bacterial infections and endangering lives around the world.

[Read More >](#)

## 2022 by the numbers

16,272,300

Medical consultations were performed by our humanitarian teams

4,124,700

Vaccinations against measles in response to an outbreak

1,214,100

Patients admitted to MSF hospitals or clinics around the world

## Our reach How we use funds

72+

Countries and territories are home to our medical humanitarian projects

16,272,300

Medical consultations were conducted by our humanitarian teams

1,214,100

Patients admitted to MSF hospitals or clinics around the world

### Our commitment to our supporters, patients, and employees

Thanks to the generous support of donors like you, Doctors Without Borders/Médecins Sans Frontières (MSF) is able to maintain the financial and operational independence that allows us to provide urgent medical care to hundreds of thousands of people affected by war, starvation, and disease in more than 70 countries around the world each year. On behalf of MSF volunteers, staff, and, most importantly, the people whom we assist, we would like to extend our deepest gratitude to you for your belief in our humanitarian work and your ongoing support in making it a reality.

In return for your support, we would like to offer this document as an expression of our commitment to you, our supporters, on how MSF uses your donations to reach people in need in the most effective and cost-efficient manner, while adhering to stringent fundraising ethics.

## How you can help

Not everyone can treat patients in the field. But everyone can do something.

Some humanitarian crises make the headlines—others don't. Unrestricted support from our donors allows us to mobilize quickly and efficiently to provide lifesaving medical care to the people who need it most, whether those needs are in the spotlight or not. And your donation is 100 percent tax-deductible.

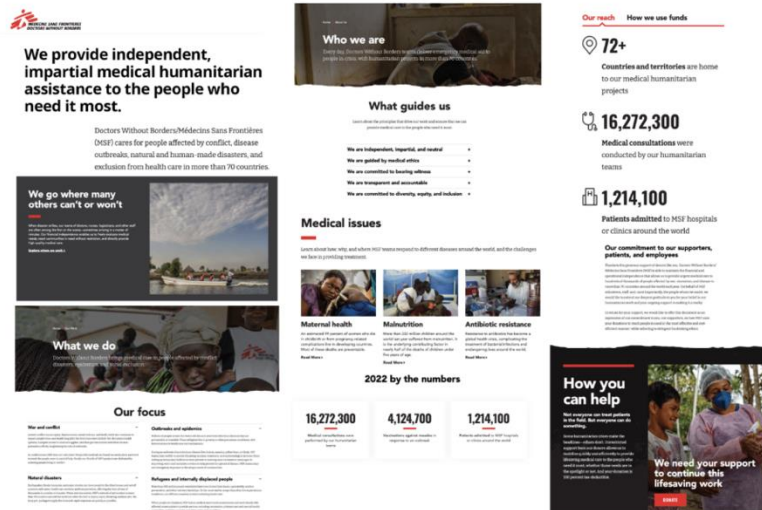


We need your support to continue this lifesaving work

DONATE



## BACK SIDE COPY OUTLINE - NEW DESIGN



## YOUR SUPPORT ALLOWS OUR MEDICAL TEAMS TO SAVE LIVES WHERE THE NEEDS ARE GREATEST

[Map of where MSF worked in 2022 with key]

### WHO WE ARE

Every day, Doctors Without Borders delivers emergency medical care to people in crisis, in some of the most challenging and dangerous places in the world where other aid organizations can't or won't go.

Our doctors, nurses, logisticians, and other staff—nearly 68,000 experts around the globe—are often among the first on the scene during violent conflict, disease outbreaks, natural disasters, and other emergencies.

## WHEN YOU JOIN DOCTORS WITHOUT BORDERS, YOU ENABLE OUR MEDICAL TEAM TO: Save Lives in Conflict Zones



### Control Epidemics



### Treat Childhood Malnutrition



### Respond to Natural Disasters



## YOUR GENEROSITY MAKES A LIFESAVING DIFFERENCE

### In 2022 alone, our medical teams:

- Delivered emergency medical care in over 70 countries
- Provided 16.2 million medical consultations
- Assisted 295,300 births, including Caesarean sections
- Treated 4.2 million cases of malaria
- Provided 3.2 million routine vaccinations

## WE ARE INDEPENDENT, INNOVATIVE, AND TRANSPARENT

- Because we rely on unrestricted funds from supporters and not money from governments, we can **act as soon as emergencies strike**.
- With over **50 years of innovation**, Doctors Without Borders rapid-response teams have the experience to hit the ground running.
- In 2022, **83% of contributions** were directed to our emergency and medical programs, program support, and communications.

[OPTIONAL QUOTE ONLY IF THERE IS ROOM:

"I believe in Doctors Without Borders and I'm a donor myself. I see how responsible we are with our money. And the fact that we're free to choose what we do with our money because it comes from donors, not from governments, is amazing. We don't have to be told where to go; we go where people need us."

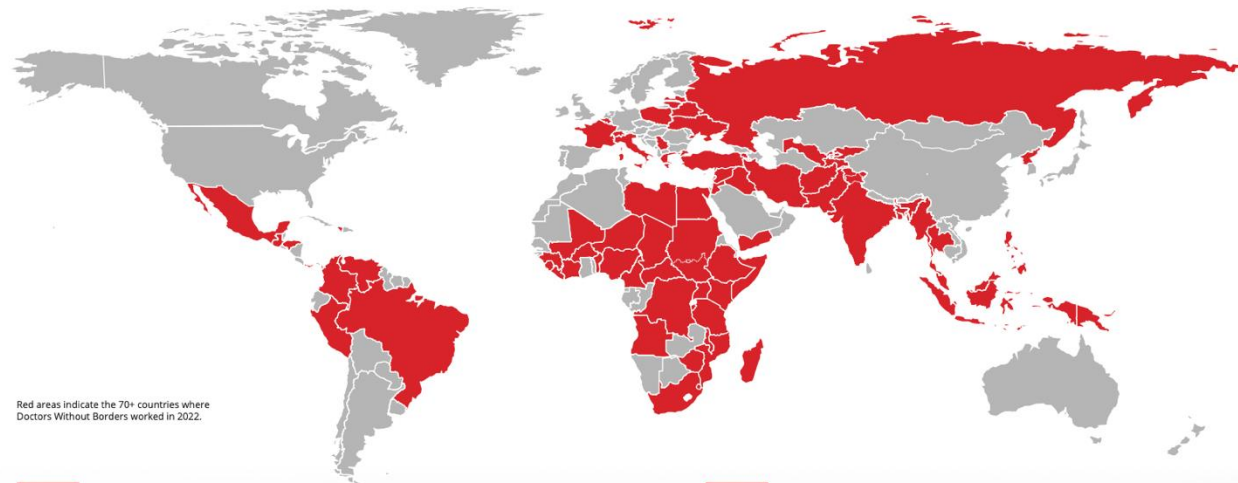
—Dr. Lynn Jacoby,  
Doctors Without Borders Pediatrician]

## JOIN OUR GLOBAL MOVEMENT TODAY AND SAVE LIVES!

To learn more about our critical work, visit:  
[doctorswithoutborders.org](https://doctorswithoutborders.org)



Your support allows our medical teams to save lives where the needs are greatest.



### Who we are

Every day, Doctors Without Borders delivers emergency medical care to people in crisis, in some of the most challenging and dangerous places in the world, **including where other aid organizations can't or won't go.**

Our doctors, nurses, logisticians, and other staff—**nearly 68,000 experts around the globe**—are often among the first on the scene during violent conflict, disease outbreaks, natural disasters, and other emergencies.

### Your generosity makes a lifesaving difference

In 2022 alone, our medical teams:



### We are independent, impartial, and neutral

We can **act quickly**, with no agenda or restrictions, when emergencies strike because we are funded by private individuals like you.

**For over 50 years**, Doctors Without Borders has been bringing medical care to people affected by conflict, disasters, epidemics, and social exclusion.

In 2022, **83% of contributions** were directed to our programs in over 70 countries.

When you join Doctors Without Borders, you enable our medical teams to:



CENTRAL AFRICAN REPUBLIC 2023 © Vivien Ngalangou/MSF

### Save Lives in Conflict Zones

Your gift of **\$35** can provide three splints used to immobilize limbs in injured patients.



CHAD 2023 © MSF/Johanny Vianney Bissakonou

### Stop Disease Outbreaks

Your gift of **\$75** can provide IV solutions to rehydrate 13 adult patients with cholera.



VENEZUELA 2022 © Peter Bräunig

### Treat Childhood Malnutrition

Your gift of **\$100** can provide one week of therapeutic milk for initial treatment of 9 malnourished newborns.



SYRIA 2023 © MSF

### Respond to Natural Disasters

Your gift of **\$200** can provide 13 food-grade containers to transport and store clean drinking water.

Join our global movement today and save lives!

To learn more about our critical work, visit:  
[doctorswithoutborders.org](https://doctorswithoutborders.org)



MP\_082AQMPT



**When All is Said & Done...**  
**Give Copywriters Direction**

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# VITAL SIGNS

Stories of Health and Hope from Around the World



IMPROVING HEALTH



## LEAD ARTICLE HEADLINE

**WORD COUNT 252** | *Robse det vit vignatu damdicae tatiurors es tu quam plica; nostam andienat.* Odienscis. Ego illestam noribulices bontest acta consua movic ius ad cris o neque con Itam prae qua nos Cuppl.

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Continued on page 2

## Provide Word Counts

### ARTICLE #2- FUNDRAISING

Subhead.

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### Letter from the CEO

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*Christine Spurred*

### VARIABLE ARTICLE

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### ARTICLE #3- FEATURE: PARTNER / DONOR / TESTIMONIAL

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Main Article Continued from page 1

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### Emergency Response Partners

These organizations support Americares year-round readiness for global emergencies.

Amneal Pharmaceuticals  
Baxter International



# Show What's Needed Stylistically

STOCK PHOTO RELATED TO TOPIC OR  
LEGACY GIVING IN GENERAL

## Main Article Headline Topic

### Subhead About Main Article Headline Topic

250-300 WORDS—leave room for infographics. Main article A will be the most important document you can create. Though often seen as simply a legal document, it is so much more. **Your will is your legacy.**

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**END WITH CALL TO ACTION** Please contact us at 888.122.9999 or email@msflegacy.org if you need any assistance.

#### DIFFERENT CALL TO ACTION

To learn more about gift planning ideas—such as naming MSF as a beneficiary in your will or through your bank, certificate of deposit or brokerage account—please contact us at email@doctorswithoutbordersplannedgiving or by phone at (123) 456-7890.

## Secondary Article Headline

### Subhead About This Article Headline Topic

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SPACE FOR INFOGRAPHIC  
OR OTHER

**ALWAYS END WITH CALL OUT** Make a meaningful difference.

To learn more about the benefits of establishing a charitable gift annuity with MSF, simply return the enclosed reply form to request your FREE copy of [offer brochure].

## Sidebar About MSF Work The Mission Or Case For Support

100-WORDS ABOUT MSF WORK/MISSION/iberum sum fuga. Or esed ut lam ut id quid et quatur apienturis suntum fugitas et experio. Ipsam vel mo velessi deniae si aces alitici iumquas soluptis expelesquam harcimo lorionet as delessitilis magnimp orepedita aliqua sequeas sam, aut essunt.

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**THE LIVES WE SAVE START WITH THE GIFTS YOU MAKE**

Contact our [planned giving office] at [phone] or [email] to begin creating your legacy.



## Ask the Expert

Q&A with First Lastname, PGA Title

Q. Why are planned gifts important to MSF?

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Q. What types of planned gifts are available?

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Q. What's the financial benefit of making such a gift?

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HAVE MORE QUESTIONS?

If you are dolupid que cusanda ipis utet libea doluptatur simus sollorehent eum, please contact:

Ronit Schlein, Assistant Director, Planned Giving Administration

Phone: (212) 763-5752  
Email: ronit.schlein@newyork.msf.org



## The Legacy Society: OUR FUTURE, YOUR LEGACY A Planned Giving Newsletter For Friends of MSF

VOLUME ONE ISSUE 1 | SEASON 2023

SIERA LEONE 2020 © Vincenzo Livari

## The Who. Headline Describing Legacy Donors

The What. Subhead Refers to the Gift They Made or the Difference it is Making

240 WORDS ON THE WHEN, WHY AND HOW. Main article about a legacy gift MSF received. Rundit qui sunt prati cum alia verferum, velitas perumeniet il mos enem at quaero int.

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PHOTO OF LEGACY DONORS

PULL QUOTE  
REPEATS  
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THE ARTICLE AT  
LEFT ABOUT THE  
GIFT OR WHY  
IT WAS MADE.

## INSIDE THIS ISSUE

- Topic of Main Article ..... p.2
- Topic of Q&A ..... p.3
- Topic of Case for Support ..... p.3

doctorswithoutborders.org/plannedgiving



# Write Copy Direction Into Placeholder Text

Back cover with a nice sentiment that we are in this together and children's lives will get better...



## How MSF is uniquely qualified to help.

Talk about how the donors support can mean the difference in the lives of children in places around the world. Otate que isit, accupta erovitia veliquassit ommodis adisi vid ulpa nobisqu iandebis as mi, qui aut venis rector mi, que officiam alit, ut aut andi inimustio ea pore moluptate venes as ne culla sed quunt vendae volore cum nos alic tecabor maion

### \$50

CAN HELP PROVIDE THIS THAT AND THE OTHER

### \$100

CAN HELP PROVIDE EVEN MORE IN A NARRATIVE WAY



doctorswithoutborders.org/URL  
Awarded the 1999 Nobel Peace Prize  
40 Rector Street, 16th Floor,  
New York, NY 10006



## Your gift today can help us save more lives.

Talk about how the donors support can mean the difference in the lives of children in places around the world. Otate que isit, accupta erovitia veliquassit ommodis adisi vid ulpa nobisqu iandebis as mi, qui aut venis rector mi, que officiam alit, ut aut andi inimustio ea pore moluptate venes as ne culla sed quunt vendae volore cum nos alic tecabor maion

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CAN HELP PROVIDE EVEN MORE IN A NARRATIVE WAY



COVER HEADLINE GOES HERE



Space for subhead  
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## State the problem around malnutrition

Short statement about the problem/challenge. Da qui voluptiat. Ovitatum cone arcid mollamet escil illo eos et eos modi officius eos delentet a doluptatur maxim quaerum, adio.

**MSF is working to change that.** Itam id magni am fugiam ipiditi bearuntium qui derit optatibus repellent, que mi, quas dunt ped maionsequi conestiumqui conem dolest pro quat.



"Add a quote if there is one about malnutrition."

—Nadia Sasango, Central African Republic

## State the problem around malnutrition

Short statement about the problem/challenge. Da qui voluptiat. Ovitatum cone arcid mollamet escil illo eos et eos modi officius eos delentet a doluptatur maxim quaerum, adio.

**MSF is working to change that.** Itam id magni am fugiam ipiditi bearuntium qui derit optatibus repellent, que mi, quas dunt ped maionsequi conestiumqui conem dolest pro quat.



999,000  
CHILDREN  
HELPED BY MSF

## State the problem around vaccines

Short statement about the problem/challenge. Da qui voluptiat. Ovitatum cone arcid mollamet escil illo eos et eos modi officius eos delentet a doluptatur maxim quaerum, adio.

**MSF is working to change that.** Itam id magni am fugiam ipiditi bearuntium qui derit optatibus repellent, que mi, quas dunt ped maionsequi conestiumqui conem dolest pro quat.

"Add a quote if there is one about outbreaks or vaccines."

—Nadia Sasango, Central African Republic



999,000  
CHILDREN  
HELPED BY MSF

"Add a quote if there is one about conflict."

—Nadia Sasango, Central African Republic

## State the problem around conflict

Short statement about the problem/challenge. Da qui voluptiat. Ovitatum cone arcid mollamet escil illo eos et eos modi officius eos delentet a doluptatur maxim quaerum, adio.

**MSF is working to change that.** Itam id magni am fugiam ipiditi bearuntium qui derit optatibus repellent, que mi, quas dunt ped maionsequi conestiumqui conem dolest pro quat.





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Questions?