

Vietnam Veterans Memorial Fund
Copywriter: Mary Guinane McNamara

Dear Fellow American,

“It's been 39 years...and I think of you often.”

Such a simple message. Is there someone in your life you could say the same to, if only you knew how to reach them?

Unfortunately, this message wasn't jotted on a postcard or left on an answering machine. It was posted on the Vietnam Veterans Memorial Fund's *Virtual Wall* by an old high school friend of George Zelinko.

The Virtual Wall serves as a digital replica of the real Vietnam Veterans Memorial, known as The Wall, located in Washington, DC. It was created to extend the legacy of The Wall to millions of Americans and is a part of the Vietnam Veterans Memorial Fund's website www.vvmf.org.

For George Zelinko's friend, it was the only way to send that message...

George was a private in the United States Army who died, at age 23, in South Vietnam, while fighting for our freedom.

My name is Jan C. Scruggs, founder and president of the Vietnam Veterans Memorial Fund. After I returned from serving in Vietnam, I saw the need for a national memorial to honor those who served there, but didn't return. I also wanted to help our nation, divided by the conflict of the era, begin to heal.

In 1982, I started with \$2,800 of my own money and asked for help from the American people. It was the generosity of individuals like you, who made it possible for us to raise the \$8 million dollars needed to build The Wall.

And it was done with gifts as small as the check I've enclosed for just \$2.50.

Yes, the check is real and you can cash it if you wish. But, I'd like to suggest a better choice.

Let me explain...

With over 4 million visitors annually, it's likely you've heard of The Wall before now, but you may not know about all of the Vietnam Veterans Memorial Fund's programs. When you return this small check to us, with a gift of your own, you'll support our programs. You can become involved in these programs by:

- Participating in our Visitors Program when you make a trip to The Wall or attend our many observances throughout the year. You'll be helping to honor and remember those who gave the ultimate sacrifice for our country.
- Learning about how the Memorial Fund's *Echoes From The Wall* curriculum and the *Teach Vietnam Teachers Network* have helped thousands and thousands of educators and students across the United States understand the Vietnam era.
- Helping us keep *The Wall That Heals* (a half-size replica of The Wall, and accompanying museum) traveling around the country helping veterans find healing in their own communities.
- Keeping up-to-date on the new Memorial Center, a unique educational facility being built near The Wall, that will benefit current and future generations.

By simply returning the enclosed check with a \$10 gift in the return envelope provided, you'll help us continue all our programs and our mission to honor, educate and heal. If you can manage a gift of \$15 or \$25, you'll help us do even more.

I have included a *Support Our Troops* card for you to sign and I hope you will include a personal message on it as well. It is a way for you to express your thanks, person to person to our American Heroes. Imagine how much it will mean for one of our armed services personnel to receive a note from a stranger and feel connected through a great love of our country and its freedom.

Just like the individual gifts so many Americans gave to help build The Wall twenty-five years ago, you can do something today that really does matter.

By doing what you can to support the Vietnam Veterans Memorial Fund, you'll be sending a message that you're "proud of our American veterans." **Thank you.**

Sincerely,

Jan C. Scruggs
Founder and President

P.S. If you can't visit The Wall in person, please participate in our Visitors Program by visiting *The Virtual Wall* at www.vvmf.org and read the many remembrances left there by people from all over the world.

P.P.S. Please send back you *Support Our Troops* card with your personal message today. It will mean more than you know. Thank you!