

**Friends of the World Food Program – Calendar Donor Mailing**  
**Copywriter: Mary Guinane McNamara**

**OE Teaser Copy:**

**Front:** The global food crisis is real - so is the solution!

Read inside about 2 easy ways you can help.<sup>[1]</sup>

**Back:** Your Friends of the World Food Program gift is inside!

**Letter Copy:** (Quote in banner with a child's photo<sup>[2]</sup>)

Dear (Donor name),

They're breathtaking aren't they?

The photos in this 2009 Friends of the World Food Program calendar – created exclusively for our most dedicated supporters – bring to life some of the most beautiful and exotic places in the world.

I hope they'll remind you of how much we appreciate your support and, more importantly, how your kindness has traveled around the world to help those most in need.

Yes, even in places as beautiful as these ... children and families struggle daily for the most basic necessity of life – food.

The harsh reality is that a global food crisis left unresolved during our lifetime could mean utter disaster for future generations. Already, nearly 15% of the world's population goes hungry *every day*.

(Donor name), your previous support has helped men, women and children in countries like Vietnam, India, Chile and Sudan. Because the World Food Program is the world's largest food distributor, gifts like yours enable us to have more than 5,000 trucks delivering food each and every day to those who would otherwise go hungry.

But, the global food crisis is a frightening reality in more places around the world than ever before.

Daily, headlines tell about the increasing need and dictate that we can no longer hope a world-wide crisis will somehow be averted. There is enough food for every man, woman and child on the planet ... and it's our mission to get that food to those who need it most!

When you send a gift of \$HPC now, or even increase it to as much as \$(HPCx1.5), your generosity will again have the same far-reaching and dramatic effect.

Just 25 cents a day feeds a child. Please consider carefully how far your contribution of **\$(HPCx1.5)** will go to preventing a child from facing another day without a meal.

Of course, the calendar is our gift to you, without obligation. But, my hope is that even if you can't send a gift, you'll take time now to let me know that your calendar arrived safely and in good condition. Please complete the Receipt Verification form and return it in the envelope provided as soon as possible.

Why is it so important that we know you received your calendar?

Because when you display this calendar, you're supporting Friends of the World Food Program's efforts every day simply by starting a conversation ...

(over, please)

... when someone asks about your calendar, please share with them this important message:

**Someone, somewhere dies of hunger every 5 seconds.  
850 million people in the world go hungry every day, most of them children.**

But, hunger has a solution.

Through the Friends of the World Food Program you are helping to provide lifesaving food in emergency situations in war-torn countries and when natural disasters strike unexpectedly, as they did to devastating effect this year in Myanmar and China. [t3]

And, to solve the long-term problem, WFP provides food for development programs like school feeding and food for work projects that are critical to promoting basic education, social stability and self-reliance.

We can end the cycle of hunger. But, we simply can't do it without you.

Even before you begin to mark your Friends of the World Food Program calendar with all the important dates you're looking forward to in 2009, please take time now to send the most generous gift you can. *The global food crisis is real and we're counting on your help.*

There will never be a more important day than this one to a child who is waiting for a meal ... and a sign that someone, somewhere cares. Thank you for your continued commitment to helping bring hunger relief to families around the world.

Sincerely,

Karen Sendelback  
President & CEO  
Friends of the World Food Program

P.S. Please be sure to complete the calendar Receipt Verification form and return it with your gift in the envelope provided. Then mark your calendar today as, *“The day I made a difference!”*

**Reply Copy:**

*“If you can't feed a hundred people, then feed just one.”*

*~Mother Teresa*

Yes, Karen. I received my 2009 Friends of the World Food Program calendar and will display it proudly.

My calendar arrived damaged, and I am returning it. Please send me a replacement.

I want to help end the hunger cycle by supporting Friends of the World Food Programs that bring meals and hope to families around the world. Please accept my gift today of:

\$HPC

\$HPCx1.5

\$HPCx2

Other \$ \_\_\_\_\_