

MADD 2008 Check Matching Package  
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**OE Teaser Option:**

Hurry! *Matching Gift Challenge* doubles your money, but only for a limited time ...

Dear XXXDonor NameXXX,

I'm sure you know the familiar red ribbons of the MADD "Tie One on For Safety" campaign serve as a reminder to everyone not to drink and drive.

*But, do you know how close to home the danger really is?*

**At any one time, American families are sharing the road with an estimated 2.8 million drivers with three or more drunk driving convictions. And, more than 600,000 of those drivers have five or more convictions!**

Please tie this red ribbon on your car now. You never know when or where the car next to yours in XXXXXCityXXXXX will belong to someone who needs one more reminder to think twice before getting behind the wheel.

Displaying your red ribbon is one way you can help MADD keep the XXXXXCityXXXXX roads safer. But, today I'm also writing because you can make a significant difference in XXXXXStateXXXXX and across the nation with a special gift matching opportunity to support MADD's **Campaign to Eliminate Drunk Driving**.

**XXXDonor NameXXX, it's as simple as this – when you send a donation of \$HPC1 today, it will be doubled to become \$HPC1(x2) during the *Matching Gift Challenge*!**

You see, generous MADD supporters from all over the nation – men and women who feel the same way you do about protecting our families from drunk drivers – have offered to match your gift, dollar-for-dollar, but only for a short time.

When you send a gift of \$HPC2 before April 14 it will automatically become \$HPC1(x2) and goes twice as far to support high-visibility enforcement crackdowns, including checkpoints and saturation patrols in all 50 states.

And, think how much can be accomplished when your gift of \$HPC3 is matched and we have \$HPC3(x2) more to help get ignition interlock legislation passed in all 50 states. Interlock technology has been proven to be up to 90% effective in preventing repeat drunk driving offenders from getting on the road!

The repeat offenders won't stop themselves from drinking and driving – but together we can stop them by getting ignition interlock laws on the books in 2008.

It's still so hard to think that if ignition interlock laws had been in place in Florida in 1988, my son would still be alive today. The three-time repeat offender who killed him would never have been able to start his car ... would never have made it onto the road at all. And, I could be writing a letter to my son in college today, instead of to you.

Please, will you help MADD prevent another senseless death by giving the most generous gift you can afford? Tomorrow may be too late ... perhaps for someone you love.

The **Campaign to Eliminate Drunk Driving** is the most aggressive effort in the 27 year history of MADD ... and it's working!

Already, four states – New Mexico, Arizona, Louisiana and Illinois – have passed comprehensive alcohol ignition interlock laws. The red ribbon tied to your antenna and the gift you send will help efforts to do the same in 30 more states considering ignition interlock legislation in the next few months.

That's why the MADD supporters who offered to match your dollar with their's are so passionate about encouraging you to give right now – we are really making a difference!

It's so easy to double your dollar with the *Matching Gift Challenge*. Up to \$XXX,XXX in donations can be matched during the campaign, but remember we must receive your gift no later than April 14.

With my letter are three *Matching Gift Challenge* coupons to ensure your contribution is processed as part of this special campaign and matched dollar-for-dollar. Please select the coupon with the gift amount of your choice, and return it with your personal check made out for the same amount in the envelope provided.

**Please use one, two or all three coupons and send an additional gift in honor of someone close to you!** Then, add up the coupon amounts and return them with a single check made payable to MADD for that amount.

We're so very close to ending the tragic and violent deaths of over 17,600 Americans every year in alcohol-related accidents. But, we can't do it without you.

Please send your gift, display your ribbon and let repeat drunk drivers hear your voice. If they won't take themselves off the road, we will!

Sincerely,

Glynn R. Birch  
MADD National President

P.S. Research shows that 75% of drunk drivers continue to drink and drive even when their licenses have been revoked. Ignition interlocks can stop them when they won't stop themselves ... and before they're in the lane next to you. Please return your gift by April 14 to be included in the *Matching Gift Challenge*.

And remember, you can use one, two or all three coupons. And, if you wish, use the space provided to add a personal tribute to a loved one you want to protect from repeat offenders.