

Vietnam Veterans Memorial Fund – Annual Membership Renewal
Copywriter: Mary Guinane McNamara

Dear (Donor Name)

We're all looking for ways to declare our belief in American freedom.

By renewing your commitment to the Vietnam Veterans Memorial Fund and placing your 2005 VVMF Member card in your wallet, you'll be sending a message about your American pride to all. It will be an especially important message to veterans and their families. They need to know that you appreciate their sacrifices on your behalf.

There are over 58,245 names inscribed on The Wall, honoring the young men and women who gave their lives in Vietnam for our freedom. But its power to heal, educate and honor has created a legacy far beyond what we could've imagined when it was built in 1982.

With over 4 million visitors each year, The Wall has touched countless lives. If you haven't already, I hope you'll plan a trip soon to experience the legacy for yourself.

There's no reason, however, for distance to stop you from continuing your participation in our programs. From wherever you live, you can be an involved VVMF member.

When you participate in our *Remembrance Card Program*, you'll be able to send a personal message to veterans as we honor them during the holidays. A special tree is placed at the apex of The Wall and every heartfelt message is read and appreciated by veterans, their families and Memorial visitors.

The *Teach Vietnam Teachers Network* has helped hundreds of educators become liaisons between the Memorial Fund, their community and state and local schools. With your help, they have been provided with free educational materials and professional development opportunities. Please participate in this program by telling teachers in your area to contact the Memorial Fund for more information.

One of the most meaningful experiences for VVMF members is to view *The Wall That Heals* when it is in your area. This traveling exhibit, a half-scale replica of the Memorial and an educational museum profiling the Vietnam War, reaches out to veterans so they can experience the unique healing power of The Wall in their own communities. Your support and participation in this program, helps us keep it traveling the country and extending The Wall's legacy to those who are unable to visit the Memorial in our nation's capital.

And please check our website www.vvmf.org and click on *The Virtual Wall* for a unique way to experience the impact of The Wall and to better understand how your support has helped all of the programs carry on its legacy. I've read hundreds of the remembrances posted there by veterans, families and friends ... and each time, I'm filled with a new appreciation for those who gave the ultimate sacrifice for our freedom.

If you've never been to the Memorial in person, or haven't been there recently, I'd like to invite you to come soon. You'll be pleased to see that the new lighting system is in place and the results are magnificent. The monument illuminated at night is a truly beautiful sight.

Also this year we unveiled the *In Memory Plaque*, acknowledging those whose lives were lost after their service in Vietnam, but who are not eligible for inclusion on The Wall. Hundreds of these American heroes, will be remembered, not forgotten, because of this addition to the Memorial site, made possible by support from VVMF members.

As you know, many other special ceremonies take place at The Wall to celebrate Veterans Day, Father's Day and other special occasions. I hope you can plan your visit to include attending one of these special celebrations. Those who come to honor and remember their loved ones appreciate your presence. Also, talk with the veterans you meet there. You will see in their eyes how much it means to them to have your support.

As a VVMF member, you have helped us accomplish so much this past year. In 2005, plans will move forward on the Vietnam Veterans Memorial Center. When you accept your VVMF Member Card, I hope you'll also send the most generous donation you can manage. Your financial support also sends a message about your belief in American freedom.

Whether you say it with a flag on your porch, the VVMF Member card in your wallet, or a generous gift, your actions speak loudly. Thank you for letting your voice be heard.

Sincerely,

Jan C. Scruggs
Founder and President

P.S. Please tell your friends and family about your Vietnam Veterans Memorial Fund membership and how important it is for all of us to be involved. You can use our website www.vvmf.org to learn more about our programs and see how your gift is being put to work.