

MADD – Calendar Receipt Verification Package
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OE Teasers:

Your 2009 MADD Calendar is enclosed. Receipt confirmation requested.
If you ask a stupid question...be prepared for a dangerous answer!

Letter Copy:

“Will repeat offenders stop themselves from getting behind the wheel again?”

What do you think the answer is?

Dear XXTitle Last nameXX,

Some questions have answers so obvious...yet so many people still don't get it!

With repeat drunk driving offenders involved in __% of all alcohol-related accidents in this country, it's clear they won't take themselves off the road until we do. Of the repeat offenders on the road right now, 600,000 of those drivers have 5 or more drunk driving convictions!

Sadly, affordable technology has been available for years that could save thousands of lives lost to these criminals every year because they continue to get behind the wheel again...and again.

**Ignition interlocks are proven to save lives -
so why aren't we using them in every state to keep all of America's roads safe?**

Every day at MADD, we're fighting to have legislative leaders answer that question with the obvious – get solid ignition interlock laws passed to prevent repeat offenders from getting behind the wheel if they've been drinking!

Even the roads in XXCityXX may be far more dangerous for you and your family than you imagine. Last year alone, ____ alcohol-related accidents forever changed the lives of families in XXStateXX and the government is reporting a 15-year high in alcohol-related traffic deaths in the United States.

XXTitle Last nameXX, I'm sending you this special 15 month MADD calendar for two reasons...

First, it's a sincere gesture of appreciation for your continued support and commitment to MADD. Without you, we simply couldn't make the amazing progress we have since the **MADD Campaign to Eliminate Drunk Driving** began.

With your recent generous gift of \$HPC, we were able to get new ignition interlock laws on the books in Washington, Nebraska, West Virginia and Virginia. *Thank you!*

I hope you'll consider sending another gift of \$HPC, \$2xHPC or as much as \$3xHPC to help our continuing efforts in eleven states where legislation is pending now and the united voice of MADD supporters must be heard. *(Yes, even if the answers seem obvious to you and I, reality tells us we can't take for granted that everyone "gets it" and tougher laws will be passed all by themselves.)*

Can you imagine what a difference it will make in the safety of America's streets and highways when the **MADD Campaign to Eliminate Drunk Driving** goals are achieved?

How secure will you feel knowing repeat offenders are being kept off the road by ignition interlocks and advanced technology now in development that will prevent drunk drivers from ever getting behind the wheel?

As you can see, the exclusive MADD calendar I've enclosed for you is filled with full color photos of some of our country's most scenic and memorable drives. Perhaps you've driven them yourself in recent years and enjoyed the bounty and beauty of our country.

Most importantly, I wanted you to have this calendar to remind you of how important your support is to the grassroots efforts of MADD to keep roads like these safe for all of us.

Because it's important to me that our most loyal supporters have their exclusive copy of the calendar, will you please complete the receipt verification form and return it as soon as possible so we know your copy arrived in good condition? Thank you!

"Will repeat offenders stop themselves from getting behind the wheel again?"

Yes, they will when we give them no other option! The answer to keeping our roads safe is clear – and we need your support now more than ever.

Sincerely,

Laura Dean Mooney
MADD National President

P.S. Please let us know you received your MADD calendar as soon as possible by returning the Receipt Verification form with your generous gift. Together we can ensure every driver is safe - and sober!

Reply Copy/Receipt Verification:

XXTitle nameXX,

*Thanks for letting me know
you received your MADD calendar!*

- Thanks, Laura. I received my special MADD calendar and will display it proudly.
- My calendar arrived damaged, please send me a replacement.
- I want safer roads in *XXCityXX* for me and my family. Please use my gift to help MADD's efforts to pass critical ignition interlock legislation in every state and to support programs that help those whose lives will never be the same because of people who selfishly choose to drink and then drive.

\$HPC \$2xHPC \$3xHPC \$4xHPC Other _____

Acknowledgement Copy:

Dear *XXTitle Last nameXX,*

Thank you for your recent gift of *\$XX* to support MADD's efforts to get tough ignition interlock legislation passed and laws in place to protect America's streets and highways. Your continued support is appreciated and so important to the people of *XXStateXX* at this critical time in our nation's history.

I hope you'll display your MADD calendar proudly to help spread the word to family and friends that together, we can make a difference – and we will make every road safer for the people we love.

Gratefully,

Laura Dean Mooney
MADD National President