

Dear valued donor:

***In honor of your past support, it's time for us to give back to you.***

***Here's a no-hassle, convenient way of putting your gifts to work—fast.***

Your past support has made it possible for us to make a world of difference to others. But we know your hectic schedule sometimes makes it hard to find the time to pledge. We also know Direct Payment is fast becoming the payment solution of choice with over 43% of all U.S. households automating at least one recurring payment. So, we figured why not make it just as easy to show your support and stretch your generous gifts even more?

***The benefits really add up***

Combine the lower cost, convenience and efficiency of our Sustained Giving program and you've got good cause to celebrate.

***Flexibility***—How and when you give is completely up to you. From credit cards to bi-monthly, monthly or quarterly debits you'll find the perfect fit.

***Peace of mind***—No need to worry about precious dollars getting lost in the mail. And you'll still have a worry-free record of contributions to realize well-deserved tax benefits.

***Convenience***—Now it's easier than ever to support your favorite cause whether you're away on business or vacation, or simply swept up in that thing we call life.

***Increased confidence***—Rest assured your hard-earned gifts are getting put to good use. We're using the most cost-effective way possible to collect your contributions as part of our efforts to make every dollar count.

***Save time and money time***—Have more time to give to friends and family instead of writing checks and tracking contributions. Plus, no more postage!

It's easy. It's efficient. It's automatic. Best part is we do all the work for you.

***{Organization Name}'s new Sustained Giving program gives you the convenience and confidence you deserve...and much more!***

**Call (800) xxx-xxxx for your free, no obligation registration kit.**

**Give it a try. Do it for your own good.**