

[HUMANE SOCIETY OF THE UNITED STATES]  
 [MARCH] [2013] - [HSU004VF]

[FAMILY & FRIENDS 2013]  
 [\$10+ MULTI YEAR/GIFT DONORS]

## INTRODUCTION:

Hello, may I speak to [DONOR'S TITLE, LAST NAME]?

**IF WHO'S CALLING:** I'm calling on behalf of the Humane Society of the United States. May I speak to [him/her]?

**IF NOT AVAILABLE:** Okay, we'll call him/her back at another time. Thank you! (Code as Call Back)

**IF OFFERS "I'M ALSO A SUPPORTER"** *continue*

## FIRST REQUEST

Mr (s) Donor Last, this is <<DSR NAME>>, I'm a paid caller with Donor Care Center calling for The Humane Society of the United States, and I'm not calling to ask you for a donation, but I'm calling to ask you to spare a few moments of your time - at home - to help raise awareness of animal cruelty and help support our life-saving animal protection efforts. It's really easy to do and as an animal lover you'll feel great knowing you're doing more to help The HSUS stop cruel acts by humans on helpless animals.

Mr/Mrs \_\_\_\_\_, we're calling to ask you to be a volunteer in our "FRIENDS HELPING ANIMALS NOW" 2013 Campaign. All you need to do is send out a few pre-printed letters to your family and friends who love animals like you and I do. We'll supply you with everything you need, all you do is address the envelopes, enclose the letter explaining why you are asking them to support the work of The HSUS, and collect any donations from your friends and send them back to us! Every friend who responds is another animal advocate and we need more of them if we're going to help even more animals this year. It's really that easy to make a difference for animals. The kits will be mailed to you in a few weeks - I'll go ahead and send one out to you, OK?

**IF YES:** *Go to CLOSE FOR YES VOLUNTEER CLOSE*

**IF NO/HESITANT:** *Go to 2<sup>ND</sup> Request*

## SECOND REQUEST

### LISTEN, EMPATHIZE, RELATE, CONTINUE

I understand [DONOR'S TITLE & LAST NAME], you don't even have to leave your home to do this - we'll provide everything you need - all you need to do as a volunteer is sign some letters about The HSUS that come pre-written. and you have an entire month to do it. As a volunteer you are a compassionate voice for the innocent animals who can't speak for themselves! The kits will come out in a few weeks - I'll go ahead and send one out to you, OK?

**IF YES:** *Go to CLOSE FOR YES VOLUNTEER CLOSE*

**IF NO:** *Go to 3<sup>RD</sup> Request*

## THIRD REQUEST

I understand if you're unable to volunteer at this time, <<Donor Name>>. I'm sure you are aware that throughout the year we rescue animals from lives of abuse and neglect. Whether it's providing food and

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shelter to animals impacted by natural disasters, or rescuing animals from fighting operations, our staff is dedicated to the safety and protection of all animals. Many friends who can't send letters simply choose to support this campaign with a special one-time gift of ASK1 or ASK2 dollars? Which of those amounts could you manage?

**IF YES:** Go to *CLOSE FOR YES OTG CLOSE*

**IF NO:** Go to *NO CLOSE*

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### YES VOLUNTEER CLOSE

That's wonderful! I just need to confirm your name and address. I have you as Mr/Mrs. [Last Name].

And what is the spelling of your first name? Are you still at <<Donor Address>>?

Great! Your kit will arrive in 2 to 3 weeks and will include everything you need. About a month after you mail the letters to your family and friends, all you need to do is just return the gifts you've received back to The HSUS using the large white envelope provided in the kit – **OK?**

**If No/Hesitant:** Go to 3<sup>rd</sup> Request/*CLOSE FOR NO*

**If Yes:** [Confirm Name and Address]

If NONE Pet Info on file: And we would like get to know more about our supporters. Do you have a dog or cat? (Dog, Cat, Both, None, Do not wish to disclose)

Email: And do you have an email address I can update your record with?

**If YES:** Thank you for all you are doing to help The HSUS. You will receive a call just to verify we spoke, please let anyone answering the phone know The HSUS will be calling. Thank you again and have a great day! **End Call**

**If "I don't want the donations coming back to me":** Go to *OBJECTION RESPONSE*

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### YES OTG CLOSE

**Address Verification** - Mr(s)\_\_\_\_, thank you so much for that generous \$XX pledge. I just need to take a quick moment to make sure we have your name and address correct in our records.

We have you listed as [DONOR'S TITLE, FIRST NAME & LAST NAME]. Is that correct?

Are you still living at [DONOR'S FULL ADDRESS]?

**Credit Card Ask** - Mr(s)\_\_\_\_, will you be using a VISA, Mastercard, Discover or American Express?

**IF YES:** Great! Could you please read me your credit card number? And the expiration date? What is the name exactly as it appears on the card?

Thank you so much Mr(s)\_\_\_\_. We'll process that right away. Thanks again for your very generous gift of \$XX! Have a great day!

**IF NO (to cc 1x payment):** I understand, but the reason I was asking is it is safe and easy, and it helps reduce our processing costs. Would you be willing to reconsider?

**IF YES:** Great! I'll just wait while you get your card. Could you please read me your credit card number? And the expiration date? What is the name exactly as it appears on the card?

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Thank you so much Mr(s)\_\_\_\_. We'll process that right away. Thanks again for your very generous gift of \$XX! Have a great day!

**IF NO (to cc but yes to 1x gift):** That's no problem. We'll send you a letter tomorrow in follow-up to my call. You'll recognize it because it will have a blue telephone stamped on the envelope. We will look forward to receiving your donation in the next couple of weeks. Thanks again for your very generous gift of \$XX! Have a great day!

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**NO CLOSE**

I understand that you can't donate at this time <<Donor Name>> and thank you again for all you've done. We look forward to your continued support. Thank you!

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**\*\*F&F OBJECTION RESPONSES\*\***

**RECENTLY LOST PET (DEATH/OTHER)**

Mr(s) \_\_\_\_, I'm so sorry to hear about your loss...was that just recently? (Wait for response)  
 I know how difficult it can be to lose your (pet/dog/cat)...they really are part of the family. And you know some other folks I spoke to today have decided to do the letters in memory of the pet they lost....would you consider doing this in your (pet/dog/cats) honor?

**I SAW A NEWSPAPER AD THAT SAYS THE HSUS GIVES VERY LITTLE TO ANIMAL SHELTERS**

We are aware of these attack ads, and the truth is they are funded by a PR outfit working for special interest groups such as agri-business who want to stop us from promoting humane treatment for factory farmed animals. So they have no credibility. While we do give some aid to local animal shelters, they typically raise their own funds. Our focus is on critical projects that local shelters don't typically do such as puppy mill raids, national anti-dogfighting programs, advocacy for animal protection laws, stopping of cruel factory farming practices, and much more.

**I DON'T WANT THE DONATIONS COMING BACK TO ME**

Mr(s), \_\_\_\_\_ you'll be pleased to hear that your friends also can go online and give to your campaign using their credit card – the pre-written letters you send them will contain directions for them to do that. But we have found this campaign to be much more effective if your friends do have the option of sending their donations back to you. You can just forward your friends' unopened envelopes back to us. You don't need to know what they gave. Can we count on your help?

**DO I HAVE TO SIGN THE LETTERS?**

We encourage our volunteers to sign the letters so that your family and friends will know who sent it to them. This personalization is so important - it lets you share your commitment with your family and friends.

**AM I ASKING MY FAMILY AND FRIENDS FOR MONEY?**

Yes, as someone who is so committed to the work done through The HSUS, we are asking you to become an ambassador and share your experience with your friends. They will make their checks payable directly to The HSUS should they choose to make a donation.

**WON'T COMMIT**

I can certainly understand your hesitation about making a commitment at this time. Many people I've spoken to felt the same way until they realized how much of a personal impact they could make simply by mailing a few letters. We would not be calling you if the need weren't so great. Mr(s) \_\_\_\_\_, can we please count on you to volunteer a few minutes of your time?

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### **I'M TIRED OF DOING IT/ FIND SOMEONE ELSE**

I know how you must feel Mr(s) \_\_\_\_\_, because YOU understand our mission and why we need you, we continue to ask for your help. But if we don't speak up for helpless animals who can't speak for themselves, who will? Your friends will be proud of you and your efforts to stop animal cruelty and will hopefully be appreciative of the opportunity you given them to do the same. Please help us in our efforts on behalf of all animals by mailing just a few letters to your family and friends, we really need you!

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### **TOO OLD**

We really need you because you understand our mission. Since this is a mailing campaign, you can do it from the comfort of your own home. You don't have to go door-to-door, other than to drop the letters in the mailbox. Volunteers are so hard to find, can you PLEASE help us mail just a few letters to your family and friends? Maybe there's someone else in the household who can help you too?

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### **TOO SICK**

I'm SO SORRY to hear that Mr(s) \_\_\_\_\_. Good health is the one thing many people take for granted. I hope you are well soon.

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### **I'M TOO BUSY/ VOLUNTEER FOR OTHER CHARITIES**

I understand you've got a lot going on and time is precious to you, Mr(s) \_\_\_\_\_. Volunteers like you are so special to our animal-protection efforts. YOU understand our mission and why we need you. This Friends Helping Animals Now 2013 letter mailing campaign doesn't take very long to do. Won't you please help us mail just a few letters?

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### **I'LL BE ON VACATION**

How wonderful to be getting away, Mr(s) \_\_\_\_\_! This campaign is actually geared for situations like this because you can do it before you leave, while you're away or when you get back. Volunteers are hard to come by so will you please reconsider, it's just a few letters and you have a month to do it. Can we count on your help?

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### **HOW MANY LETTERS IS A "FEW"/ THAT'S TOO MANY /DON'T KNOW THAT MANY PEOPLE**

We provide you with enough materials to send fifteen letters but would be happy if you could help us with however many you're able to send. If you need ideas of who to send to, think of your family, friends, cousins, neighbors, coworkers or church members. Volunteers are so hard to come by. Do you think you can complete sending just these few letters?

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### **I WANT ADDITIONAL PACKETS**

I am set up to send you the first packet today, but if you find that you use all the materials and want to do more, we would really appreciate it! You can call our help line at 1-855-634-4787 and order additional materials.

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### **I DID IT IN THE PAST AND GOT A POOR RESPONSE**

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I know how disappointing that can be, Mr(s) \_\_\_\_\_, but even if you don't get any donations, it is just as important to raise awareness about The HSUS's mission. Volunteers like you are few and far between, you understand our mission and that's why we need you. This Friends Helping Animals Now 2013 letter writing campaign doesn't take very long to do. Won't you please help us mail just fifteen letters again this year? It would be a big help!

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**WON'T PROVIDE POSTAGE / NO MONEY**

I can understand you not wanting to have an added expense, many of our volunteers visit their family and friends or spread the mailing out over the month and consider their time and the postage their personal contribution to helping spread the word about The HSUS. Fifteen stamps would only be six dollars and ninety cents, Mr(s) \_\_\_\_\_ --can we count on your help?

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**DON'T LIKE ASKING MY FAMILY AND FRIENDS FOR MONEY**

I understand why you may feel that way, but if we don't speak up for helpless animals who can't speak for themselves, who will? Your friends will be proud of you and your efforts to stop animal cruelty and will hopefully be appreciative of the opportunity you given them to do the same. Family and friends are actually our strongest supporters because they understand our cause and are the ones that we can depend on the most. It is because of their support that we are able to work to end animal neglect, cruelty and abuse.

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**JUST RECEIVED LETTER/PHONE CALL**

Wonderful, you must be one of our most loyal supporters, and because of your generosity we are asking if you could donate your time to help us. We are asking you to participate in our Friends Helping Animals Today 2013 letter writing campaign.

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**RECENTLY GAVE**

Wonderful! Thank you for your generous donation. But actually we are calling to ask you if you would consider helping in a different way by donating your time for our Friends Helping Animals Today 2013 campaign. [DO NOT GO TO THIRD ASK]

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**\*\*BASIC OBJECTION RESPONSES\*\***

**DON'T KNOW THE ANSWER TO A QUESTION.**

That is an excellent question and I wouldn't want to give you wrong information. So let me give you the phone number to HSUS's Donor Services department and they can connect you to someone who would know more about that. Are you ready for that number? It's 866-720-2676 (open 8 am EST to 10 PM EST Monday to Friday and 9 am EST - 5 PM EST on weekends.)

**HOW MUCH MONEY GOES TOWARDS THIS PROJECT/FUNDRAISING?**

That's a great question, Mr(s)\_\_\_\_. The Humane Society of the United States overall cost of fundraising is 18 percent of their total budget. And keep in mind our fundraising efforts are designed to educate the public about the issues as well as raise support. *Return to Point of Interruption or If more information requested:* That's fine, Mr/Mrs. \_\_\_\_\_, I can give you a phone number and you are welcome to call The HSUS to talk with a person who can provide you with that type of information. Would you like that number? The toll free number is 866-720-2676 (open 8 am EST to 10 PM EST Monday to Friday and 9 am EST - 5 PM EST on weekends.)

If cost of phone call:

We do not charge The HSUS a percentage of what they raise. We charge a flat fee for our services. In this case, the cost to The HSUS is roughly \$2.20. It is our best estimate that The HSUS will receive at least 50% of the funds raised on this campaign.

Additional Info:

A) How much is The HSUS paying you and your company to raise money for it?

We get a flat fee, which means we are paid by how many supporters we invite to become volunteers. It would be very expensive for The HSUS to hire and train the people it needs to make these telephone invitations, which is why they work with us on this program. [If asked for specific amount, then one can say "We are paid a flat fee of about \$2.20 per contact."]

B) How much of my donation will go to The HSUS, and how much will be retained by your company?

If you or friends you ask make a gift, 100% of it goes to The HSUS. Our firm is paid a flat fee based on how many phone calls we make. This fee does not vary depending on the amount of your gift, and is not deducted from your gift. We are paid the same per person spoken to, whether you make a gift of \$25 or \$100. This is a very cost efficient way to reach out to donors because all your subsequent gifts go toward supporting the critical animal protection programs of The HSUS, which has the highest possible rating from Charity Navigator and performs very well on other independent evaluations of charities. The HSUS also has a program ratio of 79.5 percent, meaning that nearly 80% of all funds it receives go directly to program spending. When you support The HSUS, you're supporting one of the most effective animal charities in the nation.

[optional]

You are clearly an informed donor and we do need people to ask these kinds of questions to make sure as many animals as possible are helped. Please know that The HSUS is constantly evaluating the most cost-

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efficient ways to reach our donors and we are calling you only because it is one of the best ways we've found to connect with supporters."

**How \$ Used?**

Your donation(s) will be used wherever it is needed most. The HSUS works to reduce animal suffering and to create meaningful change for animals. The Humane Society of the United States relies on private support to run our campaigns to combat animal cruelty, to provide direct care and rescue for more than 75,000 animals every year, and to work for public policies to protect animals. Without The HSUS, animals would not have a strong, powerful voice to draw attention to their plight or fight for them to be treated humanely.

**Cost of fundraising**

The HSUS has excellent program-to-fundraising ratios that compare very favorably with other animal protection charities, and with other charities in the non-profit sector. The HSUS has the highest possible rating from Charity Navigator, America's premier independent charity evaluator, and meets all of the Better Business Bureau's standards for charitable accountability. Based on 2011 expenditures, 80 percent of total expenses went to our animal welfare programs, 17 percent of total expenses went to fundraising, and 3 percent of expenses went to management and general expenses. But financial numbers alone are not an accurate reflection of the effectiveness of an organization or the impact it is having on its mission. The HSUS is the most effective animal protection organization in the world. We have been ranked the #1 highest impact animal protection organization by Guidestar's Philanthropedia, which surveyed experts in the field. The HSUS was also named by Worth Magazine as one of the 10 most fiscally responsible charities. We encourage you to visit our website at [humanesociety.org](http://humanesociety.org) to read a list of our most recent accomplishments.

**IF ASKS ABOUT PROGRAMS:** Our program work consists of activities like our animal protection programs, such as the work we do to shut down puppy mills, stop animal fighting and end factory farming for example. It also includes research and education, cruelty prevention programs, direct care and service, and advocacy and public policy.

**IF ASKS ABOUT FUNDRAISING:** It covers the cost of our efforts to raise funding for all of our programs. Ways we raise funds include direct mailings, telemarketing, television advertising, online marketing, and planned giving.

**IF ASKS ABOUT TELEMARKETING:** While telemarketing represents just a small share—less than 5 percent—of our larger fundraising and member recruitment and direct marketing efforts, The HSUS relies on it to invite our donors and advocates to become Humane Heroes. These heroes pledge to provide ongoing, monthly support to the organization via a credit card or check. These monthly gifts are vital to the success of our animal protection campaigns -- and continue to help animals long after we have paid the telemarketing company to make the invitations. Fully three-quarters of our funds go to programs that help animals, and the monthly donations we receive from our Humane Heroes are a critical part of this.

**SEND ME FINANCIAL INFORMATION**

Mr(s)\_\_\_\_, I'll pass this on to our Donor Services Department. They'll be able to get a financial statement out to you as soon as possible. [RECORD FS IN COMMENTS] *Return to point of interruption.*

**WHERE ARE YOU CALLING FROM/WHO ARE YOU/DO YOU WORK FOR [CLIENT NAME]?**

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I am work for Donor Care Center, on behalf of The Humane Society in the United States. We have partnered with them to recruit volunteers all across the country for our new 'Friends Helping Animals Now' 2013 campaign.

#### **WHY DO YOU USE PAID CALLERS?**

Well, this program raises funds which allow HSUS to continue focus on helping animals. HSUS simply doesn't have the resources to make these calls themselves. Due to the immediate need, HSUS has asked us to assist them. *Return to point of interruption.*

#### **DONOR IS DECEASED**

I'm so sorry to hear that. I will update our records. Let me ask you, are you also a supporter of HSUS and if so, do you still want to receive updates?

**IF YES:** That's great. I'll make the change to your information so you'll receive the information going forward. [CODE DS OR DR IN COMMENTS] *Return to the point of interruption.*

**IF NO:** That is no problem. I will make a note to your record so you no longer receive information from us. [CODE DS OR DR IN COMMENTS AS WELL AS REMOVE FROM ALL CLIENT LISTS] Take care.

#### **I WANT TO RECEIVE FEWER MAILINGS FROM HSUS.**

So your request is handled properly, I'd like to give you the number to reach our Donor Services department. They will take care of that..

Are you ready for the number? The toll free number is 866-720-2676 (open 8 am EST to 10 PM EST Monday to Friday and 9 am EST - 5 PM EST on weekends.). (Pause for response) Thank you and have a great day/evening. Goodbye.

#### **PUT ME ON YOUR DO NOT CALL LIST/I DON'T WANT TO GET ANY MORE CALLS/TAKE ME OFF YOUR CALLING LIST.**

Mr(s)\_\_\_\_, please excuse this call. I will arrange to have your name removed from the calling list immediately. Goodbye. [CODE CLIENT DNC]

#### **PLEASE DON'T CALL ME FOR ANY CHARITIES AGAIN/I DON'T WANT TO GET ANY MORE PHONE CALLS FROM DONOR CARE CENTER [They specify they don't want calls from DCCI].**

Mr(s)\_\_\_\_, I will take care of that. I'll arrange to have your name removed from all of our client lists immediately. Goodbye. [CODE DCCI DNC]

#### **I ALREADY TOLD YOU NOT TO CALL ME ANYMORE**

Mr(s)\_\_\_\_, your name must have been given to me by mistake. I will make sure your name is added to our Do not Call list. Goodbye. [CODE CLIENT DNC]

#### **HOW DID YOU GET MY NUMBER?**

Your name was provided to us by HSUS, as someone who has supported them in the past. IF PRESSED FURTHER: Sometimes we use public directories and look-up services. *Return to point of interruption*

#### **I'M ON THE 'DO NOT CALL' LIST, WHY ARE YOU CALLING ME?**

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Mr(s) \_\_\_\_\_, it's our company's policy to fully comply with all do-not-call laws that apply to us. However, most **non-profit** organizations are exempt. If you would like, I could put you on HSUS' "do not call" list.

IF YES: No problem. I will have your name added. Please excuse the call. Good bye. [CODE CLIENT DNC]

IF NO: *Return to point of interruption*

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**COULD YOU PLEASE SEND ME A COPY OF YOUR 'DO NOT CALL' POLICY?**

Mr(s)\_\_\_\_, I'd be happy to send a copy of our "do-not-call" policy to you. Please let me confirm your address. We have it as (verify address). [Capture Request] Thank you. Goodbye.

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**IS THIS CALL BEING RECORDED?**

We only record calls in those states which do not require two-party consent. *Return to point of interruption. If asked if this specific call is being recorded:* I do not have a list of the two-party consent states but again, we only record calls in those states which do not require two-party consent. *Return to point of interruption.*

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**I'M AN EMPLOYEE OF / WORK FOR HSUS**

I apologize Mr(s)\_\_\_\_, I wasn't aware. Thank you so much for all that you do! Would you like me to add your phone number to our Do Not Call List?

IF YES: Ok I'll get you added right away (NOTE TO COMMUNICATOR: Add donor to DNC list). Thank you again and have a great day/evening!

IF NO: Ok no problem. Thank you again and have a great day/evening!

**The Humane Society of the United States**  
**2100 L Street, NW**  
**Washington, DC 20037**

2 The toll free number is 866-720-2676 (open 8 am EST to 10 PM EST Monday to Friday and 9 am EST - 5 PM EST on weekends.)

**www.hsus.org**

Last Gift Amount	Ask Amounts*
\$ .00 - \$9.99	Last Gift x 1.5 OR Last Gift Amount
\$10 - \$14.99	Last Gift x 1.5 OR Last Gift Amount
\$15 - \$24.99	Last Gift x 1.5 OR Last Gift Amount
\$25 - \$49.99	Last Gift x 1.5 OR Last Gift Amount
\$50 - \$99.99	Last Gift x 1.5 OR Last Gift Amount
\$100 - \$249.99	Last Gift x 1.5 OR Last Gift Amount
\$250 - \$499.99	Last Gift x 1.5 OR Last Gift Amount
\$500+	Last Gift Amount OR \$250.00
*All amounts will be rounded to the nearest \$5.00	

CLIENT INITIALS

DATE

February 15, 2013

«Fullname»  
«Address1»  
«Address2»  
«CityStZip»

*Pledge Remittance Notice*

Dear «Salutation»,

Thank you for speaking with my representative on the phone the other day. I greatly appreciate your generous pledge of \$«PledgeAmount» to The Humane Society of the United States, which will go a long way in helping us fight to end animal abuse and cruelty.

As my representative explained, every day The HSUS receives heartrending reports about animals suffering and often dying, victims of cruel acts by humans. Whether it's dogfighting rings ... puppy mills ... or the four million cats and dogs that are put down each year because of pet overpopulation – animal cruelty and neglect must STOP!

«Salutation», it's because of wonderful HSUS members like you that we are able to continue our mission of **Celebrating Animals and Confronting Cruelty**. Would you please mail your generous \$«PledgeAmount» gift today, so we can carry on with this life-saving agenda for the sake of the animals? Your exceptional support will make a critical difference. Thank you for being part of this vitally important campaign.

Sincerely,



Wayne Pacelle  
President and Chief Executive Officer

P.S. Please send your pledged gift of \$«PledgeAmount» right away, in the envelope I've enclosed. That way you'll be speaking out, in an eloquent way for animals who can't speak out for themselves. Thank you.

«StateDisclaimer»

Make sure your pet wears an identification tag to  
enable him to be returned to you if lost.

**Financial information about The Human Society of the United States (The HSUS) can be obtained by contacting us at 2100 L Street, N.W., Washington, D.C., 20037, 202-452-1100, or as stated below.** The Humane Society of the United States has retained Donor Care Center, Inc., 480 W. Tuscarawas Ave., Suite 307, Barberton, OH 44203 a paid solicitor, to assist in this fundraising program, 330-752-4302. Although our financial report is always sent free to anyone requesting a copy, certain states require us to advise you that a copy of our financial report is available from them.

**Colorado:** Colorado residents may obtain copies of the registration and financial documents from the office of the Secretary of State, (303) 894-2200,

<http://www.sos.state.co.us/> re: The HSUS Reg. No 20053007448, Donor Care Center Inc. Reg. No 20083000714. **Florida:** SC No. CH01705 A COPY OF THE OFFICIAL

REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE, 1-800-HELP-FLA. **Georgia:** A full and fair description of the programs and

activities of The HSUS and its financial statements are available upon request at the address indicated above. **Illinois:** Contracts and reports regarding the HSUS are on

file with the Illinois Attorney General. **Maryland:** For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, (800) 825-4510. **Michigan:** MICS No. 6355. **Mississippi:** The official

registration and financial information of The HSUS may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION

FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF THE CONTRIBUTIONS RECEIVED BY

THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://njconsumeraffairs.gov/charity/chardir.htm>.

**New York:** Upon request, a copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing the

Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. **Pennsylvania:** The official

registration and financial information of The HSUS may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Tennessee:** The HSUS has retained Donor Care Center, Inc., a paid solicitor.

**Virginia:** Financial statements are available from the State Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. **Washington:** The notice of solicitation required

by the Charitable Solicitation Act is on file with the Washington Secretary of State, and information relating to financial affairs of The HSUS is available from the Secretary of State, and the toll-free number for Washington residents: 1-800-332-4483. How

contributions are allocated between HSUS and Donor Care Center, Inc. **Vermont:** For information on how much of your contribution goes to the charity and how much to the paid fundraiser, contact the Vermont Consumer Assistance Program Morrill Hall, UVM, Burlington, VT 05405, tel. 1-800-649-2424, or the Vermont Attorney General's Internet

website, <http://www.atg.state.vt.us>. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Inquiries can be made to Thomas Waite, III, CFO at The HSUS. REGISTRATION IN THE ABOVE STATES DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION FOR THE HSUS BY THE STATE.