

2011 State Required Intros and Disclosures

The following disclosure information should be prefaced by the statement that most, if not all, of the following states require disclosure of the actual legal name of the caller. In addition to that, the specific further disclosures set forth below must be made "at the point of solicitation." Effectively, this means that disclosure of company name, paid status and any additional information must be given prior to asking for any money or volunteer assistance.

South Dakota, Utah:

"Hello, Mr.(S)____, This is (first and last name) from Donor Care Center calling for ..."

Connecticut:

"Hello, Mr.(S)____, This is (first and last name) a paid solicitor calling from Donor Care Center Inc. a paid professional fundraiser calling on behalf of The Humane Society of the United States located at 700 Professional Drive, Gaithersburg, Maryland 20879.

Tennessee:

"Hello, Mr.(S)____, This is (first and last name) from Donor Care Center a paid solicitor, calling on behalf of ..."

Virginia:

"Hello, Mr.(S)____, This is (first and last name) a paid solicitor from Donor Care Center calling for ..."

Alabama, Delaware, Missouri, New Mexico, Vermont:

Opening or at point of solicitation – "This is (first and last name), a paid caller from Donor Care Center ..."

Vermont: Close for Yes to Volunteer

"To find out how much of your contribution goes to the charity and how much to the paid fundraiser, call the Vermont Attorney General's Office at 1-800-649-2424, or log onto the Attorney General's website."

In Direct Ask

Prior to the time an individual makes or authorizes payment of a contribution (e.g. if a credit card is to be used for the contribution this disclosure must be made prior to taking the card number) the professional fund-raiser shall disclose in substantially the same form the following information:

"Information on how much of the contribution goes to the non-profit organization and how much goes to the fund-raiser can be obtained by contacting the Vermont Consumer Assistance Program at 1-800-649-2424 or at the Attorney General's web site:
<http://www.state.vt.us/atg>."

2011 State Required Intros and Disclosures

Arkansas, DC, California, Kentucky, Louisiana, Mississippi, New Hampshire, New Jersey, North Carolina, Oregon, South Carolina:

Opening or at point of solicitation – “This is (first and last name), a paid caller from Donor Care Center...”

Colorado:

Opening or at point of solicitation, “Just so you know, I’m a paid caller from Donor Care Center.”

Before close – “If you have any questions please call The Humane Society of the United States at 202-452-1100 or write 700 Professional Drive, Gaithersburg, Maryland 20879 Good Bye.”

Kansas, Massachusetts:

Opening or at point of solicitation – “This is (first and last name of caller), a paid caller from Donor Care Center.”

In close for Yes or No: “If you have any questions please call The Humane Society of the United States at 202-452-1100 they’re located at 700 Professional Drive, Gaithersburg, Maryland 20879, Good-Bye.”

Alaska, Maine:

Opening or at the point of solicitation - “This is (first and last name), a paid caller from Donor Care Center a professional fundraiser calling on behalf of The Humane Society of the United States which is located at 700 Professional Drive, Gaithersburg, Maryland 20879. A copy of the current financial statement and contract will be provided upon request.

Florida:

Opening or at point of solicitation – “This is (first and last name) from Donor Care Center calling on behalf of The Humane Society of the United States located in Maryland.

Georgia:

Opening or at point of solicitation – “This is (first and last name) from Donor Care Center calling on behalf of The Humane Society of the United States located in Maryland. A copy of the contract is on file and is available from the Office of the Secretary of State.”

Illinois:

Opening or at the point of solicitation – “This is (first and last name), a paid caller from Donor Care Center calling on behalf of The Humane Society of the United States.”

Minnesota:

Opening or at the point of solicitation - “This is (first and last name), a professional fundraiser calling on behalf of The Humane Society of the United States which is located in Gaithersburg, Maryland.”

2011 State Required Intros and Disclosures

New York:

Opening or at the point of solicitation, "Just so you know, I'm a professional fund raiser from Donor Care Center."

Ohio

Opening or at the point of solicitation - "Just so you know, I'm a paid caller from Donor Care Center and The Humane Society of the United States. is located at 700 Professional Drive, Gaithersburg, Maryland 20879."

Pennsylvania:

Opening or at the point of solicitation "This is (first and last name) a paid caller with Donor Care Center, calling on behalf of ..."

Washington and Wisconsin:

Opening or at point of solicitation, "This is (first and last name) with Donor Care Center calling on behalf of The Humane Society of the United States. which is located in MARYLAND."

All Other States (HI,IA, ID, MD, MI, MT, ND, NE, NV, OK, RI, TX, WV, WY):

Regular Intro & Close:

Opening or at point of solicitation - "This is (first and last name), a paid caller from Donor Care Center on behalf of The Humane Society of the United States."

No Rebuttal States:

Arkansas/North Carolina/Oregon/ Pennsylvania/Utah

The Humane Society of the United States is a Delaware non-profit organization whose purpose is to reduce suffering and to create meaningful social change for animals by advocating for sensible public policies, investigating cruelty and working to enforce existing laws, educating the public about animal issues, joining with corporations on behalf of animal-friendly policies, and conducting hands-on programs that make ours a more humane world. The Humane Society of the United States is located at 700 Professional Drive, Gaithersburg, Maryland 20879. 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.** Your contribution is tax deductible as allowable by law. 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.

Arizona: Financial information filed with the Secretary of State is available for public inspection or by calling toll-free, 1-800-458-5842. Colorado: **DONOR CARE CENTER'S REGISTRATION NUMBER: 20083000714. THE HUMANE SOCIETY OF THE UNITED STATES REGISTRATION NUMBER: 20053007448; COLORADO RESIDENTS MAY OBTAIN COPIES OF REGISTRATION AND FINANCIAL DOCUMENTS FROM THE SECRETARY OF STATE BY CALLING (303) 894-2200 OR AT www.sos.state.co.us.** FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. Florida registration number CH1705. Georgia: A full and fair description of the programs of The Humane Society of the United States and our financial statement summary is available upon request at the office and phone number indicated above. Illinois: Contracts and reports regarding The Humane Society of the United States are on file with the Illinois Attorney General. Kansas: The Humane Society of the United States Kansas registration number is 227-694-7. The annual financial report for the preceding fiscal year is on file with the Secretary of State, 1st Floor, Memorial Hall, 120 SW 10th Ave., Topeka, KS 66612. Maine: you may obtain information on the respective percentages of contributions that will be paid to the charitable organization and to the paid fund raiser by contacting the Attorney General, Department of Professional & Financial Regulation, 35 State House Station, Augusta, ME 04333. Maryland: A copy of the current financial statement of The Humane Society of the United States is available by writing 700 Professional Drive, Gaithersburg, Maryland 20879 or by calling (CLIENT PHONE NUMBER). Documents and information submitted under the Maryland Charitable Solicitations Act are also available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1-410-974-5534. Mississippi: The official registration and financial information of The Humane Society of the United States 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 MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (937) 504-6215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. New York: New York residents may obtain a copy of The Humane Society of the United States annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. North Carolina: Financial information about The Humane Society of the United States and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. Pennsylvania: The official registration and financial information of The Humane Society of the United States may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Washington: A Notice of Solicitation required by law is on file with the Washington Secretary of State. You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. 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.

How Contributions Are Allocated Between The Humane Society of the United States 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>.

REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE OF THE PAID SOLICITOR, THE ORGANIZATION OR THE CAUSE THE SOLICITOR REPRESENTS.

The following must appear on the front of the materials sent via mail relative to Virginia fund raising and must be made in not less than 10 point BOLD type-face on a portion retained by the potential donor: Virginia: The professional solicitor conducting this campaign (Donor Care Center, Inc.), files a financial report for each campaign it conducts. Copies of these financial reports are available from the Virginia Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218; 1-804-786-1343.

The Humane Society of the United States
F&F Program
2011

INTRODUCTION CARD:**LISTEN TO VOICE AND ASSUME GENDER:**

Hello, [DONOR'S TITLE & LAST NAME]?

IF GENDER OF PERSON ANSWERING PHONE IS DIFFERENT FROM NAME ON CARD: Hello, may I speak to [DONOR'S TITLE & LAST NAME]?

***** SPEAK ONLY WITH PAST CONTRIBUTOR OR SPOUSE *****

IF YES: Go to: CARD 1

IF NOT AVAILABLE: ASK IF SPEAKING WITH HUSBAND/WIFE

IF YES: That's great Mr(s)____! Do you and your [husband/wife] both support
The Humane Society of the United States?

IF YES: Go to: CARD 1

IF NO: Not a problem Mr(s)____, we can try back at another time, thanks!

IF NO: That's fine. I'll call back another time. Thank you and goodbye!

IF PRE-RECORDED MESSAGE TO NOT CALL AGAIN: CODE AS PRIVACY MANAGER

IF CALLBACK TIME/DATE VOLUNTEERED: SCHEDULE CALLBACK

IF WHO'S CALLING: My name is [FULL NAME]. I'm a paid caller with Donor Care Center, calling on behalf of
The Humane Society of the United States. May I speak to [him/her]?

FIRST REQUEST

This is <<DSR NAME>>, I'm a paid caller with Donor Care Center calling for The Humane Society of the United States. The main reason for my call is not to ask for money, it's to **thank you so much** for your **past support!**

Today I'm actually calling with news about a volunteer campaign that you can do from your own home to help rescue our animal friends. More and more abuse cases are coming to light and so we face an exploding demand on our rescue teams to stop abuse. So this grassroots campaign is going to help us find new folks who care about suffering animals like you and who might like to become HSUS members.

The campaign is called "*Stop the Cruelty*" and since you're obviously really committed to animals we thought you'd be willing to receive a campaign kit. All you need to do is send out a few pre-printed letters contained in your kit to family and friends who love animals like you do and who might want to join. That's it. We'll supply you with everything you need, all you do is address the envelopes, provide a stamp, collect any donations from your friends and send them back to us! Can we count on you to help us out in a few week, Mr(s)____? It's really that easy, and you'll feel great about personally being able to help stop cruelty and rescue more innocent animals!

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

IF NO/HESITANT: Go to 2ND Request

SECOND REQUEST

I understand [DONOR'S TITLE & LAST NAME], but we'll provide everything you need to complete the campaign and you have an entire month to do it. Your help is so important to our mission, which is becoming more critical every day. We've already provided hands-on care for THOUSANDS of animals in 2011, but we cannot stop there! Can you help us, help countless animals in (donors state) and across the country by participating in our "Stop the Cruelty"

The Humane Society of the United States
F&F Program
2011

campaign? **It only takes a few minutes of your time and it will literally help protect THOUSANDS of animals!**

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

IF NO: Go to 3RD Request

THIRD REQUEST

I understand if you're unable to volunteer at this time, <<Donor Name>>. As a non-profit organization, we rely solely on the support of friends like you to continue to help 'Stop the Cruelty' and provide care and homes to more animals than any other national animal protection organization in the US. Can you help with a special one time gift of ASK1 or ASK2 dollars?

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

IF NO: Go to *NO CLOSE*

YES VOLUNTEER CLOSE

That's wonderful! I just need to confirm your address. 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, you just return the gifts you've received back from family and friends to HSUS using the large white envelope provided in the kit – **OK?**

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

If NO/Hesitant: Go to 3rd Request/*CLOSE FOR NO*

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

YES OTG CLOSE

Address Verification - Mr(s)____, thank you so much for that generous \$XX pledge. With your permission can I put you down for a gift of \$XX? (Pause) Thank you! 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 [DONORS 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: 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?

Thank you so much Mr(s)____. We'll process that right away. Thanks again for your very generous gift of

The Humane Society of the United States
F&F Program
2011

\$XX! Have a great day!

IF NO: 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!

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!

****OBJECTION RESPONSES****

I DON'T WANT THE DONATIONS COMING BACK TO ME

Mr(s), _____ your friends can forward their gift directly to HSUS, but we have found it to be much more effective if they send their donations back to you. Also, when you return the gifts to us we can ensure that you are acknowledged for your support. 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 HSUS, we are asking you to become an ambassador and share your experience with your friends. They will make their checks payable directly to 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?

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. Volunteers like you are few and far between; and you can do this from the comfort of your home. Please help us once more mail just a few letters to your family and friends, we really need you!

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 even have to go door-to-door. 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?

The Humane Society of the United States
F&F Program
2011

TOO SICK (NOT SERIOUS).

I'm SO SORRY to hear that Mr(s) _____. Good health is the one thing many people take for granted. Do you think you could help us spread the word about the needs of these people by just mailing a few letters from the comfort of your own home?

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 few and far between. YOU understand our mission and why we need you. This family & friends letter writing campaign doesn't take very long to do. Won't you please help us mail just a few letters?

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?

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?

I DID IT IN THE PAST AND GOT A POOR RESPONSE

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 HSUS's mission. Volunteers like you are few and far between, you understand our mission and that's why we need you. This family & friends 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!

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 HSUS. Fifteen stamps would only be six dollars and sixty cents, Mr(s) _____--can we count on your help?

DON'T LIKE ASKING MY FAMILY AND FRIENDS FOR MONEY

I understand why you may feel that way, but 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.

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 Stop the Cruelty Family & Friends letter writing campaign.

The Humane Society of the United States
F&F Program
2011

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 'Stop the Cruelty' Family & Friends campaign. [DO NOT GO TO THIRD ASK]

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 right away. [RECORD FS IN COMMENTS] *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 the Humane Society of the United States and if so, do you still want to receive updates?

IF YES: That's great. I will 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: We can do that. 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]

WHERE ARE YOU CALLING FROM/WHO ARE YOU/DO YOU WORK FOR THE HUMANE SOCIETY OF THE UNITED STATES?

I 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 'Stop the Cruelty' campaign.

WHY DO YOU USE PAID CALLERS?

Well, this program raises funds which allows **The Humane Society** to continue focusing on their mission to celebrate animals and confront cruelty. **The Humane Society of the United States** simply doesn't have the staff to make these calls. So, because of the immediate need, HSUS has asked us to assist them. *Return to point of interruption.*

WHERE DID YOU GET MY NAME?

Well, [Title] [Last Name], we're calling you today because you have been a friend and supporter of The Humane Society in the past.

I WANT TO RECEIVE FEWER MAILINGS FROM THE HUMANE SOCIETY OF THE UNITED STATES.

That's no problem. 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 exactly the way you want.

Are you ready for the number? It's xxx-xxx-xxxx. (Pause for response) Thank you and have a great day/evening. Goodbye.

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 **The Humane Society US'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 xxx-xxx-xxxx.

The Humane Society of the United States
F&F Program
2011

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. Have a good day/evening. 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. Have a good day/evening. 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'm sorry for this inconvenience. Have a good day/evening. Goodbye. [CODE CLIENT DNC]

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

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 **The Humane Society of the United States** "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*

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 and have a great day/evening. Goodbye.

HOW MUCH MONEY GOES TOWARDS THIS PROJECT/FUNDRAISING?

That's a great question, Mr(s)____. Are you asking for The Humane Society of the United States OVERALL fundraising percentages or the specific cost of this phone call?

If overall fundraising percentages:

The Humane Society of the United States overall cost of fundraising in 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 HSUS to talk with a person who can provide you with that type of information. Would you like that number?

The Humane Society of the United States
F&F Program
2011

If cost of phone call:

We do not charge HSUS a percentage of what they raise. We charge a flat fee for our services. In this case, the cost to HSUS is roughly \$2.00. It is our best estimate that HSUS will receive at least 50% of the funds raised on this campaign.

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.***

The Humane Society of the United States

2100 L Street, NW

Washington, DC 20037

202-452-1100

www.hsus.org

Date

Title. First Last
 Address 1
 Address 2
 City, State Zip Code

Dear Title. Last,

Thank you for speaking with our representative, (communicator first and last), on the phone the other day, and for making a generous contribution of (\$amt) to support our 2011 "*Stop the Cruelty*" campaign. Your gift will help The Humane Society of the United States provide a humane and sustainable world for all animals.

As (communicator first) explained when you spoke, every day in America, The HSUS uncovers new cases of cruelty. It's through our direct animal assistance, we rescue thousands of dogs and cats from various inhumane environments ranging from filthy, confining cages of unregulated puppy mills; the abusive treatment and bodily injuries suffered in barbaric dogfighting operations, to the overcrowded unhealthy living conditions of hoarding situations. Wherever animals are in danger, we are there because of your generous support.

Title. Last, as the nation's largest and most effective animal protection organization – we are America's force against cruelty, exploitation and neglect, as well as the most trusted voice extolling the human-animal bond. That's why your gift is so critical in helping us continue our ongoing and successful efforts to "*Stop the Cruelty*". **Please take a moment to send your (\$amount) gift today. Thank you for your support!**

Sincerely,

Wayne Pacelle
 President and Chief Executive Officer

P.S. Without you, we can't rescue defenseless animals from pain and suffering. Be a hero for animals! I have already committed your generous (\$amount) gift to "*Stop the Cruelty*". I've enclosed a return envelope, so please mail your urgently needed gift TODAY!

Date

One-Time Amount \$xx.xx

Thank you for supporting the important work of The HSUS through our "*Stop the Cruelty*" campaign! Please return your gift with this slip in the enclosed envelope or provide your credit card information below. Thank you so much for your support.

Mrs. First Last
 Address 1
 Address 2
 City, State Zip Code

☐ Enclosed is my gift of \$xx.xx.
☐ I've increased my gift to \$_____.