

Hospice Memorial Giving Program



Remembering...

Here is my gift for ABC Hospice Care.
Please add my ribbon to the memorial wreath.

\$50 \$100 \$250 \$500 Other \$ _____
 \$1,000 - also entitles you to a permanent tribute on our Tree of Life.*

If your gift is \$100 or more we will list the name of the person you wish to memorialize on the In Memory page of our next newsletter. Please provide the name of your loved one on the Memorial Wreath ribbon card, as you would like it listed. THANK YOU.

Enclosed is a check made payable to Continuum Hospice Care
 Please charge my credit card __ AMEX __ Visa __ M/C

Name _____
Address _____
City _____ State _____ Zip _____
Daytime P#r _____ E-Mail Address _____
Credit Card Number _____ Expiration Date _____
Signature _____

I ask that you send an additional memorial invitation to a friend or family member.
(Please provide address information on the back of this card.)
 I have included Continuum Hospice Care in my will or would like to know how to do so.
 Please call me at: _____

*If you would like more information on the Tree of Life or would like your name removed from the mailing list for future fundraising appeals, please contact Michelle Gillan at mgillan@chpnet.org or call 212-636-8409. Your gift is tax deductible to the extent allowed by law.

2008 Memorial Wreath Invitation

PLACE
STAMP
HERE

ABC Hospice Care
1 Alphabet Lane
Anytown, USA 12345-6789

Memorial card:
4.625x6.25 (folded) 6.25x9.25 (flat)

Reply card:
4.625x6.25

Outer envelope:
5.25x7.25

Reply envelope:
4.75x6.5



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Why we developed this:

We designed these materials and this approach for a healthcare client that wished to find a sensitive and emotionally respectful way to solicit for memorial gifts from individuals touched by hospice within 3 months of a loss. The graphics are approachable and engaging. The language within expresses condolences, and focuses strongly on memorial giving opportunities, including a specially created memorial vehicle, that seeks to engage recipients with an involvement device that is returned to the hospice for display.

This memorial card is the first piece of a strategic cycle of contact that then seeks to move the individual from straight memorial giving to an interest in the broader context of hospice and opportunities to continue support of that aspect of care.

Things you should know:

While this package is a stand alone piece, it's important to remember that its success involves a cycle of specific touches planned and undertaken throughout the course of year. For further information about the entire program, please contact lbrown@drsol.org.

 1 Alphabet Lane
Anytown, USA 12345-6789