

The
Vulnerability
Project

[@AgentJenLove](#)

[@StevenScreen](#)

[#AFPSoCo](#)

“Through my research, I found that vulnerability is the glue that holds relationships together. It’s the magic sauce.”

Brené Brown

[@AgentJenLove](#)

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Vulnerability in *Your* Fundraising

[@AgentJenLove](#)

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Date

Name

Address

City, State Zip

Dear Name,

Thank you for your past support as a member of the Leadership Circle for KCTS 9. Your investment in public media has been extremely important in our ability to provide meaningful programming both on air and online as well as through engagement and outreach opportunities for conversations that elevate our community.

We have so much to discuss. From gentrification, to economic development, to innovation and technology, there are so many national and global conversations that begin right here, with us. We need to keep those conversations moving forward. We cannot be community driven without being community supported. Your continued funding will help us invest in the production of more local content across multiple platforms, in depth coverage of the stories that impact the communities that we work and live in and allow us to remain a trusted source in convening people to discuss the issues that truly matter. We will do all of this while staying committed to the national PBS programs you know and love. From the educational programming that has been our hallmark for over 60 years to the news and investigative journalism that people rely on and trust to the British dramas that folks can't stop watching, KCTS 9 will be there, when and where you need us.

I hope you take pride in the role you've played in serving the community for so many years. I am grateful for your gift of «Last_Major_Gift_Amount». Please consider joining us again today with a gift of «Ask_Amount» or more. As a member of the *Leadership Circle*, you will be invited to exclusive events, VIP receptions, and private screenings featuring prominent PBS personalities and have the opportunity to meet other passionate supporters of public media.

It's time to elevate our public media to the public good that it is. Your support will be an **investment in a conversation that will make us stronger, smarter, and more connected to each other.** A conversation we believe is worth having.

Again, my sincere thanks for all your support and partnership in our work.

Best regards,

Robert I. Dunlop
President & CEO

Name

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Dear [Salutation],

I'm writing you today with an important request. You are one of our most faithful donors, and I'm going to be very direct.

You know that KCTS 9 is an essential part of your life, whether it's the *PBS NewsHour*, *MASTERPIECE*, or *Father Brown*. You know that you'd miss it terribly.

So I come to you when your help is needed to make ends meet. And today is one of those times.

KCTS 9 is running \$500,000 behind our goal and our fiscal year is about to end.

I do not want a shortage of funds to get in the way of providing you your favorite programs.

So I'm hoping – asking – will you please send in a special gift before June 30th?

I'm convinced we can meet our budget, but I urgently need your help by midnight, June 30th.

You know that KCTS 9 is viewer supported. You know that generous donors like you provide most of our operating budget.

You deserve to know what's at stake with the shortfall. Here's just a part of what your gifts make possible:

- Your favorite programs
- News and election coverage (more important than ever before)
- The upcoming *SUMMER OF SPACE*, with coverage on the 50th anniversary of Apollo 11 and America's role in the space race. You are going to love it.

Will you help keep the programs you love on the air – for you and all your neighbors? Please help your beloved community KCTS 9 end our fiscal year strong.

After all, you've shared loud and clear that you want less time spent on pledge drives.

You are part of an incredible community of generous donors who help keep KCTS 9 on the air – and have made KCTS 9 a beloved local institution. Thank you.

Your commitment to KCTS is strong. I know you care about KCTS and that's why I am sharing this urgent request with you. Truthfully, I'm honored and thankful to be able to write to you about this. You understand what's at stake here, and you've proven you care.

(over, please)



**YOUR HELP NEEDED:
BY JUNE 30**

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Ms. Jen Love



Dear <Jen>,

When I close my eyes, I can still picture it in sparkling, vivid detail. Our family Christmas tree.

For my mom, Christmas was a huge, joyful event. Every surface in our home would be covered in decorations—nativity scenes, moving trains, snow globes. It was so beautiful!

But most beautiful of all was our Christmas tree. It was the most spectacular collection of handmade crafts and cherished decorations, each one with its own story and memory. And, always at the top, her beloved antique bulbs that belonged to her mother and grandmother.

On Christmas Eve an elf would come and add candy canes and foil-wrapped chocolates. The tree glowed with magic and wonder on Christmas morning. We would open gifts as mom and dad made us a delicious brunch that seemed to last forever. These are my fondest childhood memories by far.

When I close my eyes, I can still picture it. I can still smell the pine needles that make the tinsel stick to my fingers. I can feel my heart swell until it almost bursts with joy. And then...break with sorrow.

Like my mom's Huntington disease (HD) symptoms, the loss was gradual. Fewer and fewer decorations came out every year. I became aware of her heightened stress and anxiety. A few years ago, we stopped having family Christmas at their place altogether.

Last year, you wouldn't even know it was Christmas in their home. Mom

and I picked out a few gifts for her grandkids. We got together at my brother's for supper. I put her food on her plate, and I cut it for her. We locked eyes, and I could see and feel her overwhelming loss and sorrow.

This year, Christmas will be hard again. I know it will. But, I also know that hope for the future makes the losses easier to bear. Knowing that the Huntington Society is there for our family and everyone affected by HD gives me a burst of joy.

You've heard of the *Believe: Transforming Tomorrow Together* campaign, right? The Society has set an ambitious goal to make a major investment in research and services, to provide help to families like mine today and into the future. I'm very inspired by this campaign and I hope you'll join me and support the Society this holiday season.

My mom made me believe in the magic of Christmas. And I believe in her. I believe in her courage.

In my heart, I believe that we can end HD. Together. Maybe not in time to save my mom, but for other people in my family and other people I care about.

What do you believe?

You'll find enclosed 2 beautiful holiday ornaments. One is for you to keep, to help decorate your home for the holidays. I hope this original, hand-drawn Amaryllis ornament inspires you and reminds you of your connection to the Society and your support of families like mine. Thank you!

You can use the second ornament to share a message in support of the Believe campaign. You can write your family name, honour a loved one, send holiday wishes or write what you believe. The Society will be displaying the ornaments they receive in their offices to brighten up the holidays. I can't wait to see a photo of all of them in the spring issue of *Horizon*!

From my family to yours, wishing you joy this holiday season,



Jenna

A loving daughter of a mom with HD

ACRES of Diamonds

Helping Homeless Women & Their Children Discover the Life They Were Created For

Thank you! You have supported us with your generous prayers, financial commitment and time, and for that we are truly thankful. The women and children at Acres of Diamonds could not rebuild their lives without your support. I would like to share an inspiring story of how your generosity transformed a family.

When Sara and her two children moved from Florida to Washington, the last thing she expected to be was homeless. Sara was excited about a new job opportunity in Seattle, but the job fell through and suddenly she was living out of her car. Her children, 5-year-old Jasmin and 12-year-old Luke, were devastated.

Sara, Luke, and Jasmin wondered about things like; where would their next meal come from, would they ever have a roof over their head again, and how could they excel in school? Sara discovered Acres of Diamonds and made the difficult call to ask for help. Acres welcomed her warmly, and now this family resides at Acres getting help to rebuild their lives. Sara's children suffered emotionally while living in their car, especially Jasmin. When she arrived at Acres, she was withdrawn and sad. Now that she has a place to call home, Jasmin is a vibrant Kindergartner who looks forward to school and can be seen with a smile on her face. Luke is getting the support he needs to be successful in 7th grade. Through prayer and effort, Sara now has a job to provide for her family. Over time, Acres of Diamonds will support Sara and her children through The Path to Graduation programs. They will transition to independent living because of the generous support from people like you.



When hard times hit for single mothers - whether it is domestic violence, recovery from drugs or alcohol, or financial devastation Acres is a place of refuge and rebuilding, of hope and recovery. Right now, programs like ***Uplifting Kids*** need your support! Research shows us that each time a child relocates due to homelessness they lose 6 months of progress in school. Homeless children experience four times the sickness and twice the hunger rate of other children, and are more likely to be homeless in adulthood. With your help, we can break this cycle. ***Uplifting Kids*** provides supplemental academic support, life skills training, mentoring, and an introduction into a relationship with God. Instead of slipping through the cracks at school, kids at Acres will meet with tutors regularly and have opportunities to plan, learn, and grow in fun ways, breaking the patterns of homelessness for good.

Will you help us continue this important work with families like Jasmin's? Simply return the enclosed card or if you prefer give us a call at 425.788.9999. We promise to keep you updated on the progress of our residents – your support is making a difference in your community.

With gratitude,

Jennifer Paddock - Executive Director

P.S. –Thank you for partnering with Acres of Diamonds and making a positive change in the lives of children & women who need it most.

Thank you to Minuteman Press of Redmond for donating this paper

PO Box 1672 Duvall, WA | 425.788.9999 | www.acresofdiamonds.org

HOMELESS MOMS & KIDS NEED YOUR HELP TODAY!

Dear <short salutation>,

I have some urgent news to share with you.

Just a few days ago my phone rang and I received word that another mom and her 3 kids were in desperate need of help. Julianne had just fled her abuser after being strangled and stomped to the ground. She was able to escape with her 3 kids in tow. But she had no place to go. We were able to give her our last room.

Stories like this one are all too common here at Acres. The need for more stable housing and resources to help homeless moms and kids is at an all-time high.

Our resources are thin right now and I could sure use your help. Homelessness does not take a summer vacation!

I need to raise \$15,000 by September 1st in order to help the moms and kids in my care. Currently there are 12 women and 17 kids staying here at Acres. Their needs vary, but every single one of them is extremely important to me and I know they are important to you.

Your \$35 gift secures a night of safety for one child or one mom.

Can I count on you to provide a 1 night, 3 nights, maybe 5 nights of safety? Every night matters and brings a mom and her kid's one step closer to feeling safe.

You can give moms like Julianne their own apartment, counselors to help them recover and start changing their story. Julianne's kids will make new friends at Acres. She and her kids will have the support they need to start working towards their goals and building the foundation for a successful future.



“One of the greatest barriers to connection is the cultural importance we place on ‘going it alone’. Somehow we’ve come to equate success with not needing anyone. Many of us are willing to extend a helping hand, but we’re very reluctant to reach out for help when we need it ourselves. It’s as if we’ve divided the world into ‘those who offer help’ and ‘those who need help’. The truth is that we are both.”

Brené Brown, Gifts of Imperfection

We *The* *Stories*
Tell *Ourselves...*

@AgentJenLove

@StevenScreen

#AFPSoCo

“We can't ask so
directly or often,
that will put
people off.”

“We can't exploit
our beneficiaries
by showing them
in need.”

“We’re not doing
direct response,
this is
fundraising!”

"I'm going to like
the fundraising my
charity creates."

"Your cause
is so much more
compelling than
my cause."

Permission Slips

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No vulnerability = no creativity.

No tolerance for failure =
no innovation.

It's that simple.

If you're not willing to fail,
you can't innovate.

If you're not willing to
build a vulnerable culture,
you can't create.

Brené Brown, The Call to Courage

“Vulnerability is our path back to each other, but we’re so afraid to get on it.”

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