

Jacqueline Vazquez
UCF Advertising and Public Relations

DIRECT MAIL EXAMPLE:



January 1, 2018
42 Wallaby Way
Orlando, FL 32816

Dear Maria,

Happy New Year! The dawn of a new year brings new joys, opportunities and ways to improve yourself. What resolutions are you making for 2018? As a strong, independent and hard-working woman, I can imagine that your goals are meaningful and challenging!

But let's be honest: how many of these New Year's resolutions allow you to give back to the community while also teaching yourself new skills? To help answer this question, I would like to personally invite you to volunteer with us here at Habitat for Humanity of Greater Orlando.

Here at Habitat, we strive to build a world where everyone has a decent place to live. Our events normally consist of volunteers helping to build or improve a home in the Orlando community. However, we also offer workshops and networking events to teach you new skills in construction, organization and planning.

The fact of the matter is that volunteer rates are lowest among 20 to 24 year olds and highest among 35 to 44 year olds, with a decline in women volunteers by 2% in the last four years. We need the skills, strength and resilience that women like you have to offer. Why not build up your resume while building up your community?

You deserve to experience the unique joy that comes with helping other women and their families reach the dream of a happy and healthy life. Our community needs leaders like you to rise up and give back, and in turn, it will give back to you.

Our New Year's resolution is to continue to make Orlando a home to families that are unable to have their own houses...With your help, we know we can #BuildHerUp.

Sincerely,

Jacqueline Vazquez
President of Habitat for Humanity of Greater Orlando

P.S. If you take a picture wearing your #BuildHerUp key necklace and share it with us on social media, you'll be entered into a sweepstakes for a chance to win a bedroom remodel for your house and for a Habitat family in your community! Send us your pictures via Facebook and Twitter by January 31st, 2018. Visit www.habitat-orlando.org for more information.

KICKER

"New year, new you, new skills! #BuildHerUp"

KEEPER

This package will include a necklace with a key pendant, similar to the popular "Giving Key" necklaces. Each key will have an empowering word etched on one side and #BuildHerUp on the other side. This necklace is useful because it can be worn in a fashionable way by our target audience and can generate interest/be a conversation starter about our organization's mission.