

Give five.

CAMERA-READY ADS "GIVE FIVE" CAMPAIGN

INDEPENDENT SECTOR'S PROGRAM ON MEASURABLE GROWTH IN GIVING AND VOLUNTEERING

These camera-ready ads from INDEPENDENT SECTOR'S "Give Five" advertising campaign are for your use in newsletters, organizational magazines, church bulletins, club mailings and in other creative ways we hope will come to mind. They support the Measurable Growth in Giving and Volunteering program which asks Americans to stretch toward a new standard in our giving and volunteering -- 5% of income and 5 hours of volunteer time each week to the causes we already care about.

The ads are identical to the ones being distributed by The Advertising Council to newspapers and magazines across the country. Those ads will have been mailed by May 1, 1987. If newspapers and magazines in your area don't yet have them you might share yours with them. Any help you can give via follow-through with your local media will be most appreciated.

Whether using the ads in your own publications or with the media in your area, you can localize them by adding the name and phone number of a local agency. This can be added wherever the ad currently has a blank space and can be done by your local printer.

Perhaps you can blow up one or two of your favorite ones and use them as posters around the community -- for meetings, campaign rallies, volunteer recognition days, National Philanthropy Day activities, etc.

More copies of these ads are available at \$5.00 per set from INDEPENDENT SECTOR along with the "Give Five" theme buttons (featured in the ads and television spots), available at \$.10 each. You can also get copies of "Daring Goals for a Caring Society", the main handbook for the Measurable Growth in Giving and Volunteering program, at \$5.00 each with bulk discounts available. PRE-PAID MAIL ORDERS PLEASE.



INDEPENDENT SECTOR
1828 L Street, N.W.
Washington, D.C. 20036

Give five.

WHAT YOU CAN DO TO SUPPORT THE "GIVE FIVE" ADVERTISING CAMPAIGN

The purpose of the "Give Five" Advertising Campaign developed by the Ad Council for the "Daring Goals for a Caring Society" program is to create an environment of increased generosity in Americans. The campaign sets a standard for community service. We know that in order for the campaign to be successful, the message must be experienced over and over. And, although Burton-Campbell Advertising has provided us with excellent TV, radio, print and transit materials, the Ad Council advises us that over half of all public service time and space is donated to matters of local concern.

It is critical to the success of the campaign that people from each community use and distribute the materials. It is important, also, to emphasize the benefits to be gained in your community. In other words, please do what you can to make it a matter of local concern. We hope the following suggestions will be helpful -- and we hope you will help.

- Write a letter to the public service directors at your local radio and television stations and the advertising managers of your local newspapers and magazines urging use of the materials. Emphasize that the campaign is directed at giving to, and volunteering for, the causes you care about and, therefore, covers a broad range of activities that benefit organizations in your community.
- After a week or so, follow up on your letters with phone calls (if you already have a good working relationship with one or more public service directors or advertising managers, you may wish to skip the letter and just call).
- Use the print ads in your organization's newsletter.
- Submit the print ads for use in your church newsletter, house organ at work, and professional or social club newsletter.
- Distribute the print ads to other nonprofit organizations, corporations and community or shopping newspapers.

- Enlarge your favorite print ads into posters and use them around the community -- for meetings, campaign rallies, volunteer-recognition events or National Philanthropy Day activities, etc.
- Ask banks and local utilities to print the ads on their statement mail outs.
- Sponsor a breakfast, lunch or reception with other organizations for the local public service and public affairs directors in your area to introduce the campaign. NOTE: Preview videotapes of the campaign in 1/2" and 3/4" formats are available from INDEPENDENT SECTOR on a loan basis.
- Get the campaign on the agenda of your local PRSA (Public Relations Society of America) chapter, press club, corporate volunteer council, volunteer or fund raising group. Again, using the campaign video would be very effective.
- Add a line to the bottom of your letterhead stationery stating that you support "Give Five."
- Create other uses and let us know so we can add them to this list.
- Be sure to write a note or make a call and thank your contact person after they have used the ads. They really do appreciate it. Then put a note on your calendar to call again in six months to ask for their continued support and give them an update on the campaign.

Several of these suggestions assume you have sets of the print ads. IS has plenty of the ad sets available and they can be purchased -- along with the "Give Five" buttons -- for a modest fee. See the attached flyer.

Many thanks for helping.



INDEPENDENT SECTOR
 Communications
 1828 L Street, N.W.
 Washington, D.C. 20036
 202-223-8100

Just because charity begins, at home doesn't mean it should end there.

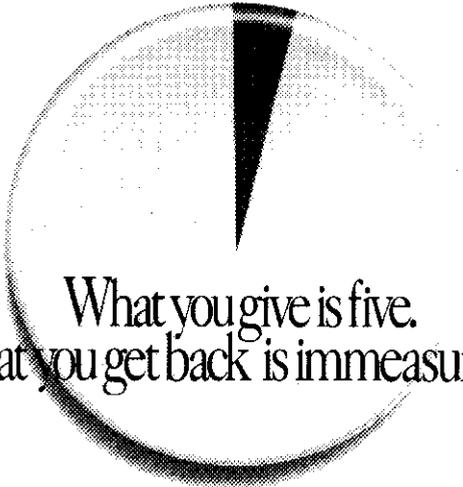
Nobody is suggesting that we should solve the problems of the world at the expense of our own families.

But, when we give less to charitable causes than we spend on frozen dinners and designer jeans, something is out of balance.

Suppose that, instead of the one or two percent most of us are giving now, we all raised our contribution level to five percent. Based on current income figures, we'd generate more than \$175 billion for the causes we say we care about. The homeless. The environment. Religion. And the arts. Just to name a few.

So look at your own giving. And see if you can't find a way to do just a little more.

That minor change in your family budget could be the start of some major changes in your family's world.



What you give is five.
What you get back is immeasurable.

 **Ad
Council**
INDEPENDENT
SECTOR A Public Service of
This Newspaper

How to accomplish more in five hours a week than you normally accomplish in forty.

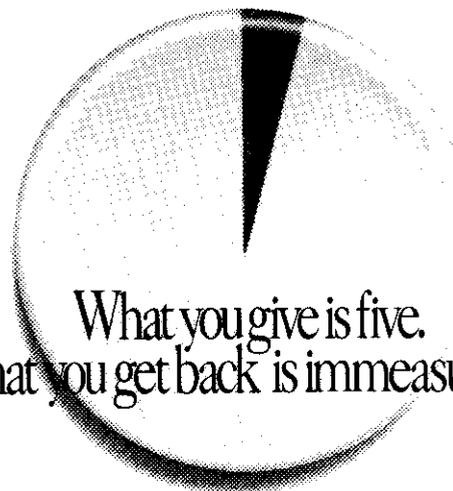
We're not talking about material accomplishment. What we're about to suggest won't put another penny in your pocket. And it has nothing to do with organizing your appointment calendar.

The idea is simply this: five hours a week, contributed to the causes you happen to care about. Charitable. Religious. Political. Artistic. Wherever you feel you have something to give.

Just five hours a week. Most of us waste that much time in front of the TV set, with our fingers on the remote-control button. When that same five hours could help us change, not just the channels, but the world we live in.

So think about it. Then look around your own community, and see what you can do.

It could be the most productive five hours you'll ever spend.



IS **Ad Council**
INDEPENDENT SECTOR A Public Service of This Newspaper

The problem isn't how little we care. The problem is how little we do about it.

We think of ourselves as a nation of caring people. And, in principle, it's absolutely true.

Most of us contribute money to at least one cause. Nearly half of us contribute time. Confronted with a direct appeal, we respond instinctively with help.

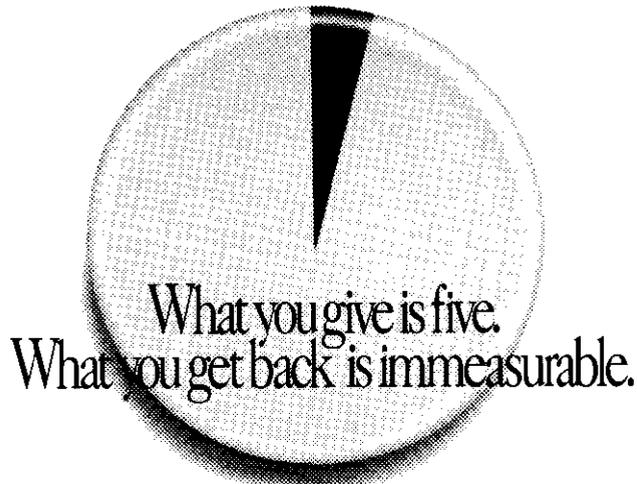
The trouble is that, too often, it's not much more than token help. A dollar here, an hour there, and then it's back to the concerns of our own lives.

But think about it, for a minute. If we all gave just five hours a week to the causes we care about, it would be like mobilizing a force of more than 20 million full-time volunteers. If we all gave just 5% of what we earn, it would come to \$175 billion a year.

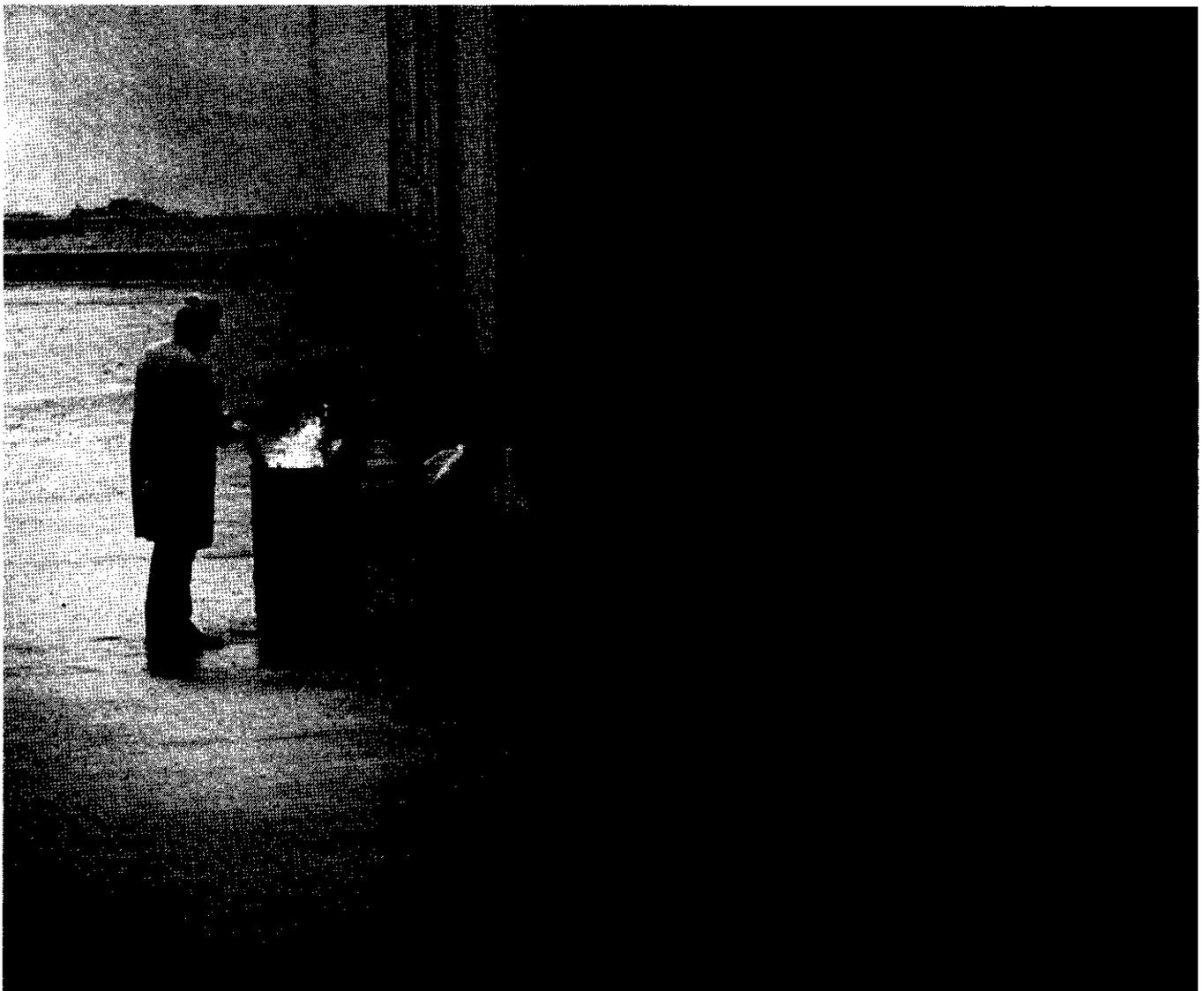
It has to start with somebody, though. And not somebody else. Us.

So take a look around your own community and find something that needs doing. Or make that next donation a little bigger than usual. But, whatever you do, do something.

After all, one person may not be able to make that much difference. But 200 million people can make all the difference in the world.



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INDEPENDENT
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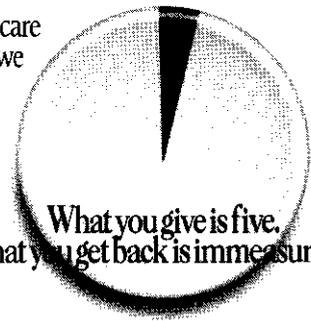
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A few words for anybody who still thinks money can't buy happiness.

There are people in the world, and maybe in your own community, whose total monthly income is less than you spend on a large pizza.

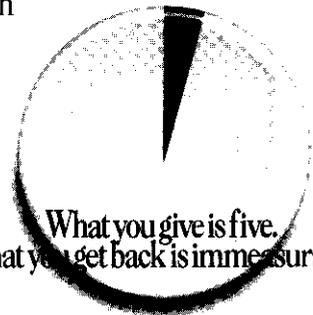
There are people whose definition of happiness would be as simple as a safe place to sleep at night. Or a chance to get a decent education. Or a cure for a debilitating disease.

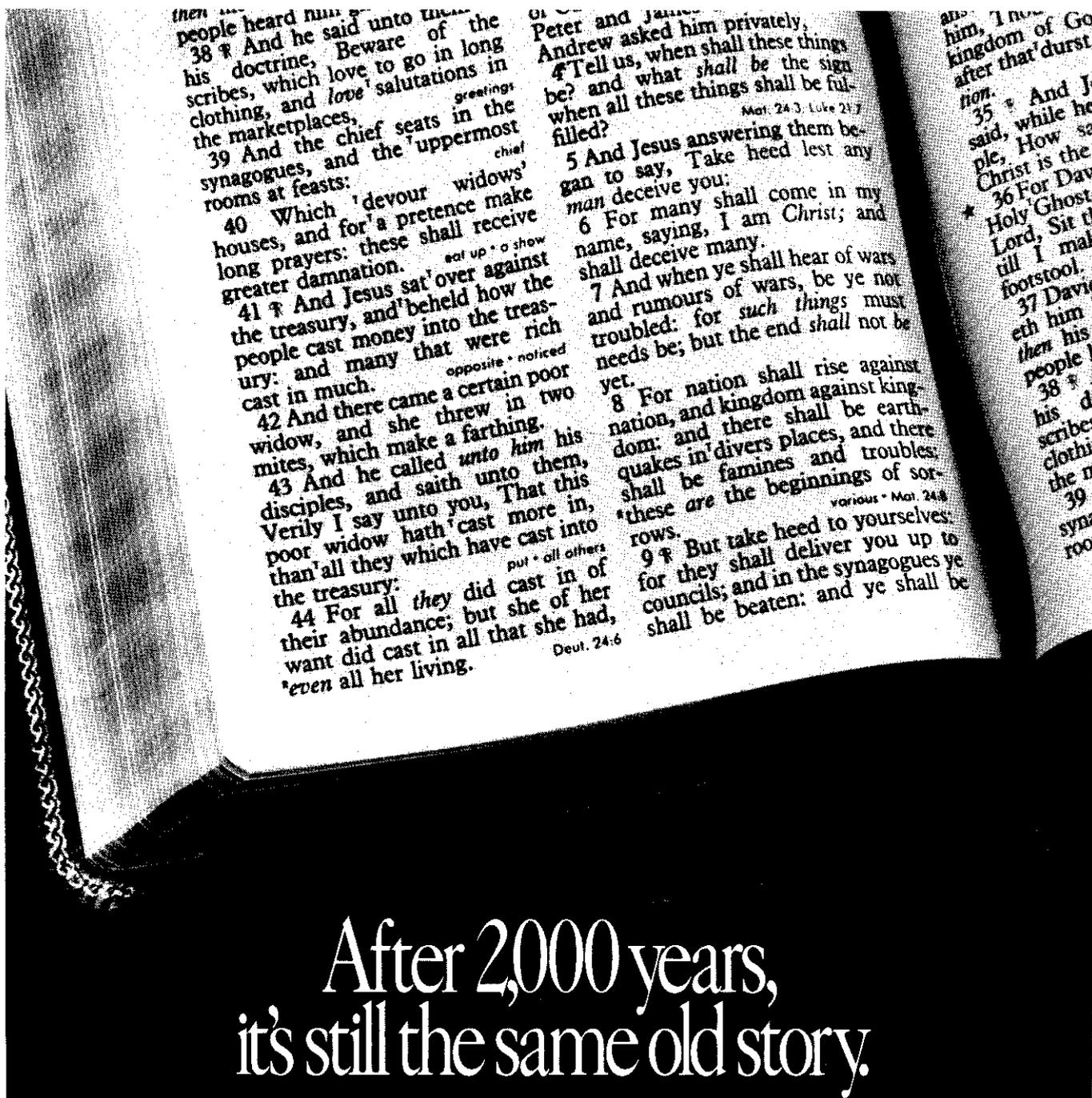
In a country with personal income in excess of \$3.5 trillion a year, surely we can do something about that.

Just 5% of what we earn would come to \$175 billion a year. Maybe not enough to buy universal happiness, but certainly enough to give a lot of people a better chance at it.

So think about it. Then resolve to do something about it. Contribute to the causes you say you care about.

If you do, the people you help won't be the only ones who'll feel better.





After 2,000 years, it's still the same old story.

It's a Bible story, but it could just as easily be from the Torah. Or the Koran. Or the pages of yesterday's newspaper.

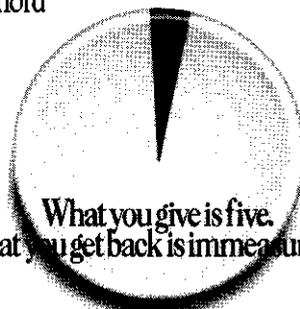
Because, unfortunately, it's also a parable for the 20th century.

Today the average family with an income under \$5,000 contributes nearly 5% to charity. Between \$50,000 and \$100,000, giving drops to just over 1%. In other words, the people who can afford the least are still the ones who give the most.

So think about it.

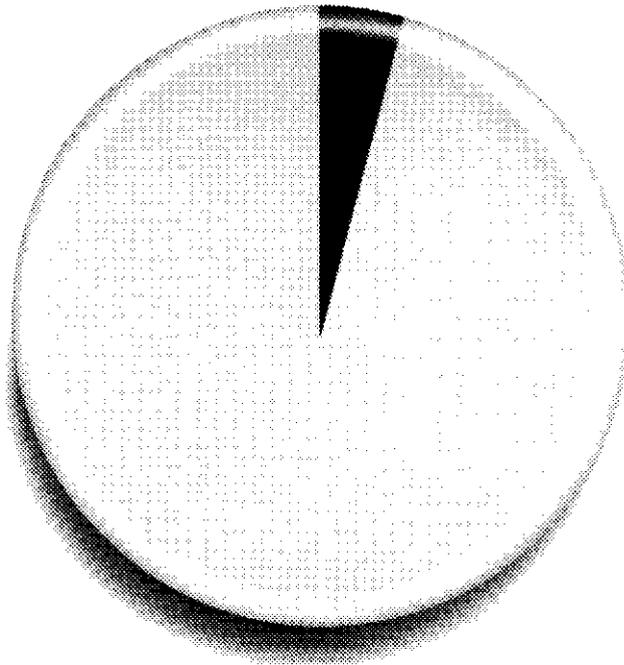
If all of us gave that same 5%, our collective contribution would come to more than \$175 billion a year.

And, with that, we could give our 20th-century story a far happier ending.



What you give is five.
What you get back is immeasurable.

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is five.
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The business section of the average newspaper is filled with investment options. Stocks and bonds and mutual funds. Retirement accounts and pork-belly futures.

But you don't see much about the most important investment of all. Almost anybody can afford it. Just five hours a week. Just five percent of what you earn. If we all gave that much, to the causes we care about, it would be like mobilizing a force of more than 20 million full-time volunteers. With an operating budget of over \$175 billion.

And what we could accomplish, with numbers like that, would pay dividends for generations to come.

So take a look at what you're doing now. For your community, your religious or political group, health research, whatever really matters to you. Then see if you can't find a way to do just a little more.

It's an investment that could pay you back for the rest of your life.

