

Moody Radio 2008 Share Campaign

Integrated Direct Mail, Broadcast, E-mail, Microsite, and detailed Analytics, increasing online giving by 122% and new gifts by 87%.



← Microsite

Moody Radio Thank-You Gifts

As an expression of thanks for your generous support in helping us raise our Share 2008 pre-event goal, we are offering you your choice of the following specially selected thank-you gifts:

- For your Share 2008 gift of any amount, you can receive . . .** The book *Who Made God? And Answers to Over 100 Other Tough Questions of Faith* by Ravi Zacharias and Norman Geisler, with sections by Lee Strobel!
- For your gift of \$30/month (or \$1/day) you can receive . . .** The superb *Psalms and Proverbs NLT Audio Bible*, read by Moody Radio's own Mike Kellogg!
- For your single Share 2008 gift of \$1,000 or more, you can receive . . .** The entire *NLT Audio Bible* narrated by Mike Kellogg!
*The fair market value of this gift will be deducted on your receipt. This gift is only available for single gifts of \$1,000 or more.

Special For New Donors! The Moody Radio program guide is a window into a 12-month in the Word, and our brand new *Moody Radio* program guide.

← Direct Mail

SHARE2008
Giving and Growing... Together

My Moody Share 2008 Pre

YES, [Name], you can count on me to help you get Share 2008 off to a great start! I'm writing you a pre-Share card, and our brand new *Moody Radio* program guide. Here is my special gift of \$_____.

MOODY RADIO
KMBI • KMLW • KSPL
5408 S Freya • Spokane, Washington 99223

SHARE2008
Giving and Growing... Together

KMBI | MOODY RADIO
KMLW • KSPL
5408 South Freya • Spokane, Washington 99223

[DATE], 2008

Mr. John Q. Sample
KMA Direct Communications
One Legacy Town Center
7160 Dallas Parkway, Suite 400
Plano, TX 75024

Dear Mr. Sample,

I'm writing to you because you are a pre-Share donor. Here is my special gift of \$_____.

MOODY RADIO
SHARE 2008 IS COMING
[FEBRUARY 12-15!]

SHARE2008
Giving and Growing... Together

I will tell you how to give you an off to a pre-Share card.

SHARE2008
Giving and Growing... Together