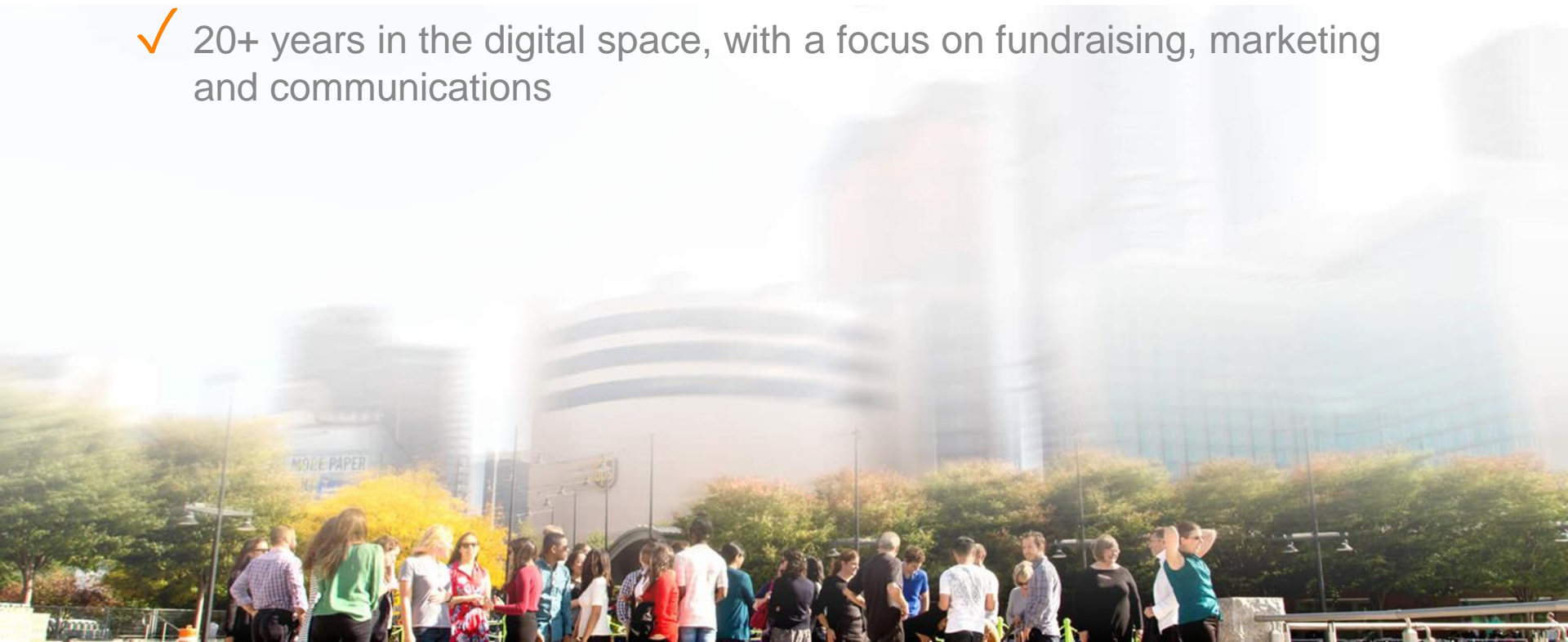






About Sanky

- ✓ 50 person agency based in NYC exclusively serving nonprofits
- ✓ 40+ years as a direct marketing agency
- ✓ 20+ years in the digital space, with a focus on fundraising, marketing and communications



HAVE YOU...?

- ✓ **Developed an internal rapid response protocol?**
- ✓ **Deployed a rapid response campaign?**
- ✓ **Capitalized on the 24-hour news cycle?**
- ✓ **How about a snowstorm, wildfire, or other weather event or natural disaster?**
- ✓ **Launched a campaign in response to a tweet?**

RAPID RESPONSE PROTOCOL – PHASE I

Listen/Monitor

- *What themes? What tools?*

Notify

- *Who? How big is the group? How senior?*

Decide

- *Is a response appropriate? What is the response?*
- *What current efforts might need to be paused?*

****Be nimble to adjust plan as needed!***

RAPID RESPONSE PROTOCOL – PHASE II

Respond – Internal

- *Statement, talking points*
- *Organization-wide buy-in*

Respond – External

- *Media / press release*
- *What channels? web, mail, email, social, search, third-party platforms...*
- *Fundraising and/or advocacy opportunities*
- *Current audience and/or acquisition?*

NATURAL DISASTER– EPISCOPAL RELIEF & DEVELOPMENT



HURRICANE RESPONSE

ERD responds to Hurricane Harvey in Texas. Less than a month later, Hurricane Irma, Jose, and Maria make landfall and ERD responds again.

Response:

- Email and direct mail appeals
- Donation form & website promotion
- Paid search and social advertising
- Chaperoned email with third-party partner

HARVEY, IRMA, JOSE, & MARIA



Send your prayers and support to those in need.


[Donate Now](#)

Dear Kiesha,

I'm sure you're following the news. The flooding from Hurricane Harvey is already at historic proportions after making landfall as a Category 4 hurricane—wreaking havoc with 130 mph winds and storm surges. The worst may yet be coming.

Those affected by Hurricane Harvey urgently need our help.

The residents of communities throughout Southeast Texas are sheltering in place while Houston—America's fourth largest city—is witnessing unprecedented and devastating destruction.



Please send your prayers and, if possible, your support to help us bring vital resources to those in need.

[Donate Now](#)


The unrelenting rain from this storm shows no signs of stopping, and the National Weather Service is expecting an increase in precipitation and flooding. While Southeast Texas is enduring the first wave of this disaster, Louisiana and other areas along the Gulf Coast are also in danger.

We are working with our local partners as they develop their relief efforts—and stand ready to assist wherever possible.

Please join us in praying for all those struggling to survive this terrible storm—and if you can, make an emergency gift to help us aid in the relief efforts.

Thank you, as always, for your compassionate support.

Yours faithfully,




R. W. Radtke
Robert W. Radtke
President
Episcopal Relief & Development

P.S. Please make an urgent gift to our Hurricane Harvey Response Fund—and help us provide our church partners in Southeast Texas and other Gulf Coast communities with essential supplies and resources right away.

We promise to always use your donation wisely

2016 EXPENSES	
Fundraising	9%
Administration	7%
Programs	84%

[Donate Now](#)



Episcopal Relief & Development • 810 Second Avenue, New York, NY 10017
1-800-512-HEAL (4325) • episcopalrelief.org • © 2017. All rights reserved.

[Unsubscribe](#) • [Update your subscription preferences](#)

Dear Kiesha,

Episcopal Relief & Development is partnering with the dioceses of Texas, West Texas, and Western Louisiana on response efforts. This strategy enables us to work with local church leaders who have extensive and valuable experience in responding to disasters.

If you have already made a gift, thank you. **If not, [please support our efforts by making an urgent donation today.](#)**

Our partners are moving quickly to gather information, assess needs, use church facilities when possible, and will provide critically needed supplies to those in need. **[With your help, we will continue to provide immediate needs and long-term assistance to rebuild.](#)**



Please pray for those affected and send your support.

[Donate Now](#)

Dear Kiesha,

I'm sure you're following the news. The flooding from Hurricane Harvey is already at historic proportions after making landfall as a Category 4 hurricane—wreaking havoc with 130 mph winds and storm surges. The worst may yet be coming.

HARVEY, IRMA, JOSE, & MARIA

EMERGENCY UPDATE

Dear Ms. Dudley,

When Hurricane Harvey made landfall as a Category 4 hurricane with 130 mph winds, no one expected that the real disaster would come days later as a result of relentless rain.

The National Weather Service called Harvey's flooding unprecedented and "beyond anything experienced." Communities have been devastated by rising rivers, overflowing reservoirs, topped dams, and breached levees.

Now, more than ever, people in the path of Hurricane Harvey need our prayers — and our help.

To get that help to those who need it the most, please make an urgent donation of \$50, \$75, \$100 or more to Episcopal Relief & Development's Hurricane Harvey Response Fund today!

Episcopal Relief & Development has partnered with the dioceses of Texas, West Texas, and Western Louisiana on response efforts. This strategy enables us to work with local church leaders who have extensive and valuable experience in responding to disasters.

Our partners are moving quickly to gather information, assess needs, use church facilities when possible, and provide critically needed supplies to those in need. When the water recedes, we will stand by these communities providing long-term assistance to rebuild.

Please continue to pray for those impacted by these storms and give to Episcopal Relief & Development's Hurricane Harvey Response Fund today. Thank you and God bless.

Yours faithfully,



Robert W. Radtke
President

P.S. You can help right away by visiting the Hurricane Harvey Response Fund donation page on Episcopal Relief & Development's website at www.episcopalrelief.org/harvey-fund

 Printed on recycled paper

Rob, in response to the catastrophic floods left by Hurricane Harvey, I want to help Episcopal Relief & Development meet immediate needs and provide long-term assistance to rebuild. Enclosed is my emergency contribution of:

\$50 \$75 \$100 Other \$ _____

Ms. Adriane Dudley
5194 Dronningens Gade Ste 3
St Thomas, VI 00802-6921


**Episcopal
Relief & Development**
Healing a hurting world

444058 DM17-4

Episcopal Relief & Development
815 Second Avenue, New York, NY 10017
www.episcopalrelief.org • 1-855-312-4HOPE (4325)



**Episcopal
Relief & Development**

Healing a hurting world

EMERGENCY UPDATE

The Reverend Ellen Tillotson
38 Fair St
Guilford, CT 06437-2617

HARVEY, IRMA, JOSE, & MARIA

Episcopal Relief & Development - Help a Family in Need

[Ad support.episcopalrelief.org/](https://support.episcopalrelief.org/)

Give today and provide food, financial support, and disaster relief.

Create Lasting Impact · All Gifts Tax Deductible · 501(c)(3) Charity

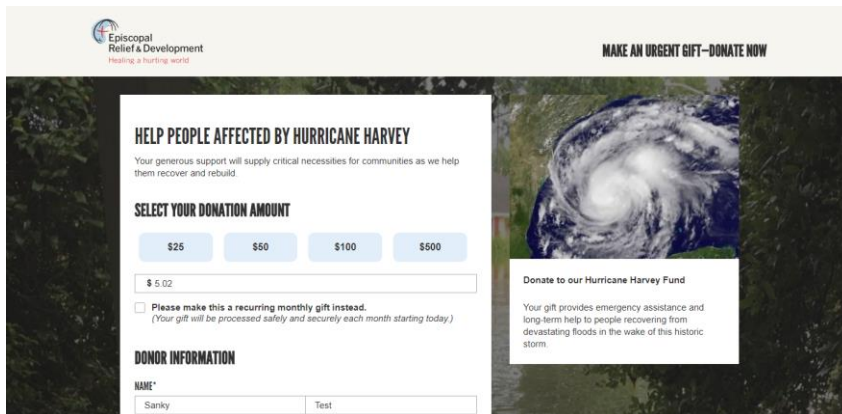
Top-Rated Charity – CharityWatch

Hurricane Harvey

Help relief efforts for Hurricane Harvey by donating now.

Disaster Relief

Help those affected by hurricanes, earthquakes & other disasters.



Episcopal Relief & Development
Healing a hurting world

MAKE AN URGENT GIFT—DONATE NOW

HELP PEOPLE AFFECTED BY HURRICANE HARVEY

Your generous support will supply critical necessities for communities as we help them recover and rebuild.

SELECT YOUR DONATION AMOUNT

\$25 \$50 \$100 \$500

\$ 5.02

Please make this a recurring monthly gift instead.
(Your gift will be processed safely and securely each month starting today.)

DONOR INFORMATION

NAME*
Sanky Test

Donate to our Hurricane Harvey Fund

Your gift provides emergency assistance and long-term help to people recovering from devastating floods in the wake of this historic storm.



Episcopal Relief & Development
18 hrs · 🌐

The unrelenting rain from Hurricane Harvey has devastated communities throughout Southeast Texas while threatening Louisiana and other Gulf areas. Please make an urgent gift to our Hurricane Harvey response fund to assist our church partners as they help their communities recover. And join us in praying for all those struggling to survive after this terrible event.




Donate to the Hurricane Harvey Response Fund


Please help provide emergency assistance to people recovering in the aftermath of this devastating storm and its historic flooding. Your gift will offer immediately needed necessities and help to rebuild communities in the long term.

SUPPORT.EPISCOPALRELIEF.ORG [Learn More](#)

Like Comment Share

HARVEY, IRMA, JOSE, & MARIA





Help us respond to Hurricane Irma — and other storms on their way


[Donate Now](#)

Dear %FIRST NAME%,

Hurricane Irma left hundreds of thousands of people in dire need. They will require critical assistance in the weeks and months ahead. In addition, we are only at the start of what promises to be a very active hurricane season.

As we launch relief efforts in communities both in the US and the Caribbean, we urgently need your support.

Hurricane Irma's impact is truly unparalleled — leveling islands with record-breaking winds, flooding, and heavy rains. At least 47 people died as a result of the storm including at least 12 in the US, and millions continue to be without power. The devastation in the US Virgin Islands is catastrophic.



Help us provide relief to people impacted by such devastating disasters.


[Donate Now](#)

We are supporting our partners in the affected areas across the Caribbean and US, and helping them to quickly provide supplies, assess damage, and help rebuild.

The magnitude of the destruction is only beginning to be understood. With your help, we will be prepared to assist communities for the long haul — after Irma and whatever comes next.

Please make an urgent gift to our Hurricane Relief Fund and pray for the individuals and families affected. This is just the beginning of a long recovery — and our brothers and sisters in need are counting on us.

Yours faithfully,



RWR


Robert W. Radtke
President
Episcopal Relief & Development

P.S. After the generous response to Hurricane Harvey, it's vitally important that we provide the same level of compassionate response to families and communities affected by Irma and additional hurricanes yet to come. **Your donation today will help them recover as quickly as possible and rebuild in the months ahead.**

We promise to always use your donation wisely

2016 EXPENSES

Fundraising	9%
Administration	7%
Programs	84%



[Donate Now](#)




Episcopal Relief & Development

3 hrs · 🌐

#HurricaneIrma left hundreds of thousands of people in dire need. They will require critical assistance in the weeks and months ahead. In addition, we are only at the start of what promises to be a very active hurricane season. As we launch relief efforts in communities both in the U.S. and the Caribbean, we urgently need your support. Please make a gift to our Hurricane Relief Fund today: <http://bit.ly/support-hurricane-relief>



👍 Like
💬 Comment
➦ Share



SUPPORT THE HURRICANE RELIEF FUND

MAKE AN URGENT DONATION

Please give today to our **Hurricane Relief Fund** and help our partners reach vulnerable communities devastated after Hurricane Irma and other major storms. In the face of what could be a record-breaking hurricane season, please make an urgent gift today to provide relief to devastated communities in the Caribbean and the US.

SELECT YOUR DONATION AMOUNT

\$25

\$50

\$100


\$500

\$ 5.03

Please make this a recurring monthly gift instead.
(Your gift will be processed safely and securely each month starting today.)

DONOR INFORMATION

NAME*



Help us be where we're needed

Your gift provides our partners on the ground with critical supplies, such as food and water to communities devastated by Hurricane Irma and other storms. You'll also help us empower communities to not only prepare for emergencies, but assist with the long-term efforts needed to rebuild and heal.

NEWS CYCLE – NAACP LDF


CHARLOTTESVILLE

The name speaks for itself.

Response:

- Media coverage
- Advocacy petition promoted via email, social, and website
- Display advertising
- Lead generation acquisition campaign using third-party platforms

CHARLOTTESVILLE



ACTION ALERT

Petition: Congress must take action after Charlottesville

Dear Sanky,

Last night on Rachel Maddow, I [outlined what our next steps should be](#) to actively fight white supremacy, including isolating the President, using the courts to challenge injustice, and pressuring Congress to act.


Sign our petition now to urge your members of Congress to do the following:

- Hold oversight hearings with the Department of Justice and other agencies that enforce criminal and civil rights laws to find out what they're doing to counter white supremacist groups.
- Oppose any judicial and executive nominees who have given platform to, supported, or condoned white supremacist activities, organizations, or ideology.
- Hold hearings on and pass legislation to restore the full protections of the Voting Rights Act, and other bills that would protect the right to vote.

Our political leaders must go further than tweeting their outrage – and we must count them accountable in the days and weeks


Add your name now and tell Congress stand idly by as white supremacists ti
lives of people of color, Jews, and LG
individuals.

This isn't a political moment. This is an Ar moment.



With you in struggle,
Sherrilyn A. Ifill
Sherrilyn A. Ifill
President and Director

P.S. If leaders have been elected to reple the powers they have to get America bac white supremacy – **add your name now.**




CONGRESS PLEASE TURN YOUR WORDS INTO ACTION



5:16 PM · 18 Aug 2017

31 Retweets **34** Likes

2 31 34



SHARE THIS PETITION:

Tell Congress: We must do more to fight white supremacy



After the violence in Charlottesville, the President walked back his already insufficient condemnation of white supremacist violence and attacked those fighting for justice and equality. Many members of Congress took to Twitter or released statements condemning white supremacy — *but that's not enough.*

Sign the petition now to demand that Congress put their words into action immediately.

Congress: You must take action to stop white supremacy

Dear:

Public statements condemning hate in response to the white supremacist violence in Charlottesville, VA are not enough. I'm joining with NAACP Legal Defense and Educational Fund, Inc.(LDF) and other concerned citizens to urge the U.S. House and Senate to turn their words into actions by:

- Holding oversight hearings with leaders from the Department of Justice, Department of Homeland Security, and other agencies about efforts to prosecute hate and domestic terrorism crimes, and enforce civil rights and other laws that prohibit recipients of federal funds from engaging in discrimination
- Opposing judicial and executive nominees who have evien

You are emailing the above message to:

-  **Sen. Charles Ellis Schumer**
District: New York US Senate
Phone:(202) 224-6549
Fax:(202) 228-3027
-  **Sen. Kirsten Elizabeth Rutnik Gillibrand**
District: New York US Senate
Phone:(202) 224-4451
Fax:(202) 228-0282
-  **Rep. Jerrold Lewis Nadler**
District: New York District 10
Phone:(202) 225-5835
Fax:(202) 225-6923

1 2 3

ADD YOUR NAME TO THE PETITION

SIGN THE PETITION

CHARLOTTESVILLE



The NAACP Legal Defense and Educational Fund (LDF) is a nonpartisan, nonprofit 501(c)(3) organization that has been at the forefront of civil rights litigation and advocacy for over 75 years.



Email

First Name

Last Name

Zip Code

Tell Congress to Fight White Supremacy

Tell Congress: We must do more to fight white supremacy

After the violence in Charlottesville, the President walked back his already insufficient condemnation of white supremacist violence and attacked those fighting for justice. The President's actions have led Congress to take to Twitter or release statements of support for white supremacy — but that's not enough.

Sign our petition now to urge Congress to take the following:

- Hold oversight hearings with the agencies that enforce criminal justice to see what they're doing to counter white supremacy.
- Oppose any judicial and executive actions that would undermine the rule of law.

The following sponsored message from the NAACP Legal Defense and Educational Fund, Inc. has been sent to you via Mother Jones. We're a nonprofit, and a majority of our budget comes from readers like you—but revenue from advertisers helps us run a stable business, maintain independence, and produce more of the hard-hitting journalism you expect from us.



ACTION ALERT

Petition: Congress must take action after Charlottesville

Dear Ana,

Last week on Rachel Maddow, [I outlined what our next steps should be](#) to actively fight white supremacy,



democrats.com

Mother Jones

THE Nation.

NEWS CYCLE – AFRICAN WILDLIFE FOUNDATION

Cecil the Lion is Killed

A beloved lion is lured out of a national park and illegally killed by an American hunter, prompting outrage around the world.

Response:

- Crowdfunding campaign
- Email and social promotion
- Third-party chaperoned email acquisition campaign
- Paid search campaign targeting lion keywords

CECIL THE LION

JUSTICE — FOR CECIL —

Cecil the lion was hunted and killed for sport.
You can help put an end to poaching.



BENEFITING: African Wildlife Foundation
THE STORY:

Cecil, a beloved 13-year-old lion at Hwange National Park, was killed for sport. Donate Now to help protect lions and other African wildlife from the threat of poaching.

Authorities allege the hunter paid about \$55,000 to hunt Cecil. He was lured out of a national park with food, shot with a bow and arrow, tracked for 40 more hours, then finished off with a gun.

Poaching is one of the most pervasive threats to wildlife around the world. Tigers, lions, elephants, rhinos, and many other lesser known species are heavily targeted for their skins, claws, tusks, horns, and other body parts for the illegal wildlife market where they are sold and traded. These horrific crimes are carried out on a grand scale – the illegal wildlife trade is estimated to be a \$20 billion a year.

[See More](#)

[Tweet](#) [Share](#)

DONATE
TO THIS FUNDRAISER

\$70,564
MONEY RAISED

Chuck Pugh	\$20
Jennifer Garrison	\$50
Evandro	\$200
Sally L. Sullivan	\$75

Support

DONOR COMMENTS



LYNN BERGHS

DONATION: \$100

In memory of the beautiful Cecil. 2 weeks ago



VALLI ALICIA HALE

DONATION: \$10

In memory of Cecil, a beautiful and courageous lion 3 weeks ago



ALBERT EURS

DONATION: \$20

CECIL THE LION

Dear Alex,

In the aftermath Cecil the lion's death, the Care2 community is stepping up efforts to demand justice. That's why we're connecting you with our partners at African Wildlife Foundation. They're taking action to protect lions like Cecil. Please continue reading and consider donating to African Wildlife Foundation to ensure that a tragedy like this never happens again.

Thank you!
Your Care2 Team



A trophy hunter killed Zimbabwe's most beloved big cat, Cecil, but Cecil isn't alone.

Africa's total lion population has declined by 42% over the past two decades – and today less than 30,000 of these big cats remain.

African Wildlife Foundation is the leading conservation organization working on the ground in Africa to protect critical lion populations through conflict mitigation, creation of corridors, strengthening of parks and reserves and advocacy.

Donate today in Cecil's memory to ensure that this tragedy does not happen again.

[Donate in memory](#)



1400 Sixteenth Street, NW | Suite 120 Washington, DC 20036 | 1-888-494-5354
www.awf.org | [Support Us](#) | [Privacy Policy](#) | [Unsubscribe](#)

Photo courtesy of deltarain.com



African Wildlife Foundation

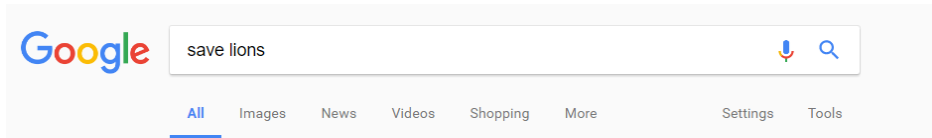
Published by Hannah Wilber [?] · August 20 · Edited [?] ·

With all the energetic momentum in the aftermath of Cecil's death, it's not naïve to feel optimistic about the survival of Africa's lions and wildlife.

Now more than ever, there is a real chance for improvements, but this can only be achieved with ongoing conservation-themed actions and dialogue. So how do we keep the momentum going? Here are just a few suggestions—feel free to share yours! <http://bit.ly/after-cecil>



CECIL THE LION



Save the Lions - awf.org

Ad www.awf.org/

Join the leading charity working to **save Africa's lions**.

Protecting 80+ Species · All Gifts Tax Deductible · 501(c)(3) Charity

4 Star Charity – Charity Navigator

[Fight Poaching](#) · [Protect Lions](#) · [Donate Now](#) · [Give Monthly](#)

AFRICAN WILDLIFE FOUNDATION

Can you imagine a world without lions?

What about elephants, gorillas, or rhinos?

If we don't act now, the next generation won't have to imagine a world without lions... they'll be living in it. We can't let that happen.

The African Wildlife Foundation is leading a global effort to put a stop to the slaughter of lions and other vulnerable species. Together, we can:

- **Stop the killing** with on-the-ground anti-poaching efforts;
- **Stop the trafficking** using intelligence and law enforcement;
- **Stop the demand** by increasing awareness among consumers.

Don't let Africa's wildlife become history. Join the fight to save these majestic creatures before it's too late.

Please select your tax-deductible gift amount below *

Other \$

Minimum payment \$5.00.

Yes, I would like to make my gift monthly.

Selecting "Yes" will cause your credit card to be charged once per month until its expiration date.

Your Information **Payment Information**

First Name * Payment Method *

Our Mission

The African Wildlife Foundation is the leading international conservation organization focused solely on Africa. For over 50 years, we have worked to ensure the wildlife and wild lands of Africa will endure forever.

> **Wildlife**

POLICY- DRUG POLICY ALLIANCE

SESSIONS NOMINATION



A politician who supports harsh drug laws and an outspoken opponent of marijuana legalization is nominated as Attorney General.

Response:

- Advocacy petition promoted via email, social, and website
- Sustainer fundraising campaign
- Lead generation acquisition campaign using Facebook advertising

SESSIONS NOMINATION

This message contains graphics. If you do not see the graphics, click here to view.



Help us challenge drug war zealots all year long

[GIVE MONTHLY](#)


Dear Sanky,

Last week, **Jeff Sessions** was confirmed as Attorney General. Sessions is a drug war extremist with a history of destructive, racist actions. Now he is one of the most powerful people in the country.

There's no telling the horrors a Sessions' Justice Department could bring to our movement.

Sanky, that's why I'm inviting a valued donor like you to become a Sustaining Member of the Drug Policy Alliance's monthly giving program, the Reformers Club.

I know you believe that the war on drugs is a racist tool used to destroy countless lives and communities, which is why we [need you by our side](#) now more than ever – our fight is just beginning.



We need to challenge the new administration at every step of the way. Becoming a monthly donor is the easiest, most cost-effective way to help us do it – and remember, you can change or cancel your gift at any time.


[GIVE MONTHLY](#)

Have no doubt, our movement is a multi-generational, intersectional one. It is intrinsically tied to the fight for civil rights and racial justice. Sessions threatens everything we fight for.

We're working hard to ensure the progress we made over the last few years isn't dismantled. We cannot go back to Reagan-era drug war tactics.

Your monthly gift will provide us with us a steady stream of resources needed to fight back – please join us before it's too late.

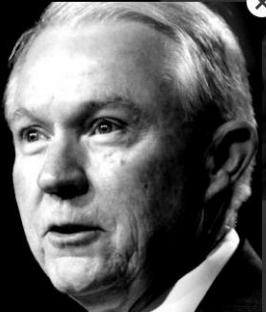
Thank you,



Bill Piper
Senior Director of National Affairs
Drug Policy Alliance

P.S. How is the time for committed friends like you to stand with us as we push for drug policies grounded in science, compassion, health and human rights? [Become one of 500 new Sustaining Members today.](#)

[GIVE MONTHLY](#)



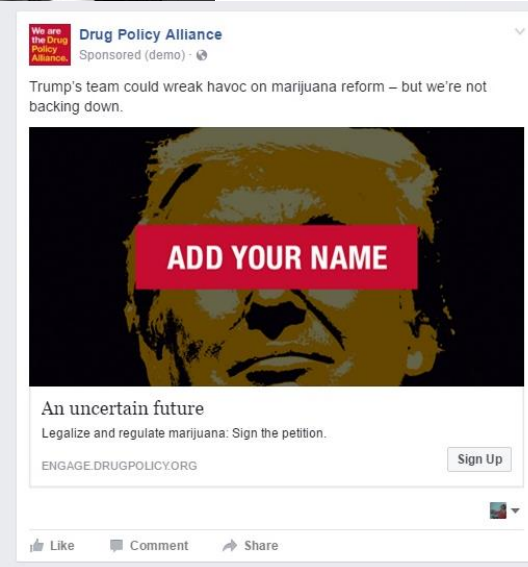
The Attorney General should
Protect our rights

IT'S OFFICIAL. Jeff Sessions is now Attorney General.

There's no telling what damage his justice department could unleash on our movement – and we need you to help us challenge it.


[GIVE MONTHLY](#)

Package of Overdose Prevention Bills Clear the New Mexico State Senate
Drug Policy Alliance 02/13/17



Drug Policy Alliance
(Sponsored (demo) · 🌐)

Trump's team could wreak havoc on marijuana reform – but we're not backing down.



ADD YOUR NAME

An uncertain future
Legalize and regulate marijuana: Sign the petition.

[ENGAGE.DRUGPOLICY.ORG](#) [Sign Up](#)

👍 Like 💬 Comment ➦ Share

POLICY- DRUG POLICY ALLIANCE

MARIJUANA MEMO

Attorney General Sessions rescinds an Obama-era memo that protects state-level recreational and medical marijuana policy from federal intervention.

Response:

- Advocacy petition promoted via email, social, and website
- Direct mail urgent appeal
- Lead generation acquisition campaign using third-party platform

MEMO



Protect marijuana legalization from Sessions' Justice Department

Congress: Stand Up to Sessions

Vermont just became the 9th state to legalize marijuana. This comes after Attorney General Jeff Sessions opened the door for a federal crackdown on legal marijuana by rescinding the Cole Memo, Obama-era guidance that allowed states to implement their own marijuana laws with limited federal interference.

Despite that alarming announcement, advocates like you and states like Vermont are fighting back. It's time for Congress to follow suit. Demand that your Members of Congress stop Sessions' Justice Department from interfering with state marijuana laws.

[See Your Message](#)

Your Information

Salutation *

- Select -

First name *

Last name *

E-mail address *

Address *

Address Line 2

City *

State *

- Select -

Zip Code *

Phone

SEND YOUR MESSAGE



[Terms & Conditions](#) [Privacy Policy](#) Connect with us:



Copyright © 2017 Drug Policy Alliance. All Rights Reserved.
131 West 33rd St., 15th Floor New York, NY 10001



Friend,

Today, Attorney General Jeff Sessions rescinded the "Cole Memorandum," the Obama-era guidance by the Department of Justice that has allowed states to implement their own marijuana laws with limited federal interference.

This is a nightmare that will allow Sessions' Justice Department to wreak havoc in states that have legalized marijuana.

Take action immediately: tell Congress to block the Justice Department from spending money to interfere with state marijuana laws.

Over the next two weeks during appropriations negotiations, Congress can and must put the brakes on Sessions' destructive agenda by limiting the Justice Department's ability to undermine states' decision-making.

Since 2014, Congress has approved the Rohrabacher-Blumenauer Amendment to stop the Justice Department from interfering in medical marijuana states, but the Cole memo was the only thing protecting non-medical marijuana legalization.

Now it's time for Congress to prevent federal interference in all states that have legalized marijuana.

Urge Congress to act now and block Sessions' Justice Department from attacking states that have legalized marijuana.

If Congress doesn't act now, businesses and consumers in every state that has legalized marijuana will be at risk of harassment and prosecution by the federal government. **It's no coincidence that Sessions released this news just days after legal marijuana sales began in California.**

Rescinding the Cole memo is not just an attack on sensible marijuana policies — it's an attack on civil and human rights. Police have long relied on the suspicion of minor marijuana offenses to profile, harass, arrest and even lock up massive numbers of people, especially in communities of color.

We won't stand by and let Sessions roll back our progress on marijuana legalization. Stand with us and help us block this alarming attempt to escalate the war on drugs.



Sincerely,

Maria McFarland Sánchez-Moreno
Executive Director
Drug Policy Alliance

P.S. **We were planning to write you today just to say thank you.** Thanks to supporters like you, we finished 2017 strong — raising over \$150k in our matching gift campaign. Moments like this demonstrate why your support is so important. Thank you for standing with us and funding our efforts to end the drug war.

Take Action



You have received this email because dpa@sankyinc.com is a member of the Drug Policy Alliance mailing list.

[Receive fewer emails.](#) - [Contact Us](#)

Drug Policy Alliance
131 West 33rd St., 15th Floor New York, NY 10001
[Unsubscribe](#)

MEMO



We are
the Drug
Policy
Alliance.

ESCALATING THE FAILED WAR ON DRUGS?



Sign the Petition.

Add Your Name

Dear Activist,

Attorney General Jeff Sessions just rescinded the "Cole Memorandum," the Obama-era guidance by the Department of Justice that has allowed states to implement their own marijuana laws with limited federal interference.

This is a nightmare that will allow Sessions' Justice Department to wreak havoc in states that have legalized marijuana.

Take action immediately: tell Congress to block the Justice Department from spending money to interfere with state marijuana laws.

Over the next two weeks during appropriations negotiations, Congress can and must put the brakes on Sessions' destructive agenda by limiting the Justice Department's ability to undermine states' decision-making.

Since 2014, Congress has approved the Rohrabacher-Blumenauer Amendment to stop the Justice Department from interfering in medical marijuana states, but the Cole memo was the only thing protecting non-medical marijuana legalization.

MEMO

**We are
the Drug
Policy
Alliance.**

**We are
the Drug
Policy
Alliance.**

URGENT

Drug Policy Alliance | 131 West 33rd Street, 15th Floor, New York, NY 10001 | 212.613.8020

URGENT: PLEASE RESPOND WITH YOUR MOST GENEROUS GIFT

YES! I will stand with DPA to ensure the failed drug war comes to an end – once and for all.

\$Ask1 \$Ask2 \$Ask3 Other: \$ _____

Please make your check payable to Drug Policy Alliance and return it in the enclosed postage paid envelope. To charge your gift, please see the back of the form.

<Sample A. Sample
123 Any Street
Apt 123
Anytown, USA 12345-6789>

**No more drug war.
Donate to DPA today.**

Make your gift faster, go online to:

drugpolicy.org/urgent

Drug Policy Alliance
131 West 33rd Street
15th Floor
New York, NY 10001
www.drugpolicy.org

**We are
the Drug
Policy
Alliance.**

NO MORE DRUG WAR

We're faced with an administration that intends to escalate the failed drug war through a harmful, regressive agenda. This is despite the fact that:

\$51 billion tax dollars are wasted annually on the war on drugs
1 in 111 adults is incarcerated in the US, the highest incarceration rate in the world – many of them for nonviolent drug offenses
57 percent of those incarcerated for drug offenses are Black or Latino

DPA has been at the forefront of the fight for sensible drug policy reform – and basic human rights – for more than 20 years. We will continue to stand on the right side of history, especially as more compassionate drug policy has seen:



18,000+ jobs created in Colorado because of legal marijuana, which also brought in \$2.4 billion to the state's economy.



911 Good Samaritan Laws and Narxone Access in various states, with expanded access to lifesaving overdose reversal drugs like Narcan to curb preventable deaths.



A dip in marijuana arrests in the states that legalized marijuana, leading to a decreased burden on law enforcement resources.



Monumental marijuana legalization victories across the U.S., including in the nation's most populous state, California, with Proposition 64.

Reform works and we're not backing down now. With dedicated advocates like you by our side, there is no reason why we can't see our movement through to victory.

Are you in?

Support us with your generous tax-deductible donation today

To make your contribution by credit card, please complete the following:

Mastercard Visa American Express Discover

Expiration Date _____

Credit Card # _____ CVV# _____

Name of Cardholder _____

Signature _____

My email address is: _____

We occasionally share our list with like-minded organizations. Please check here if you prefer that we do not exchange your name.

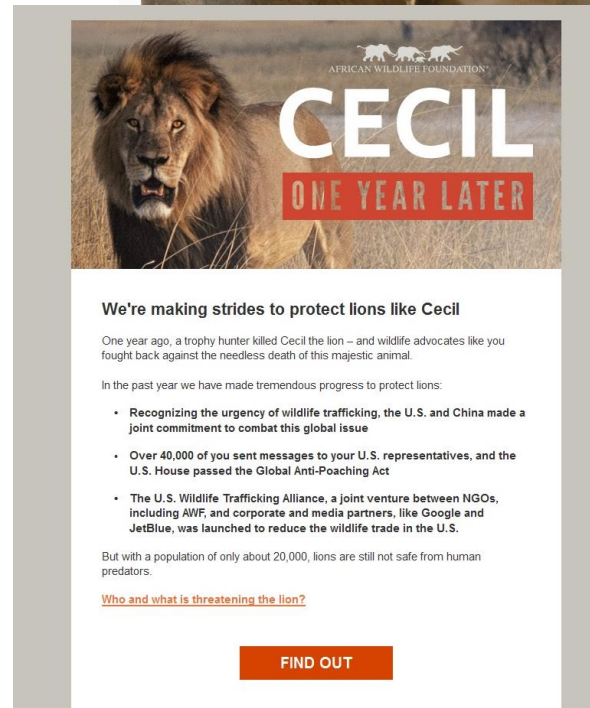
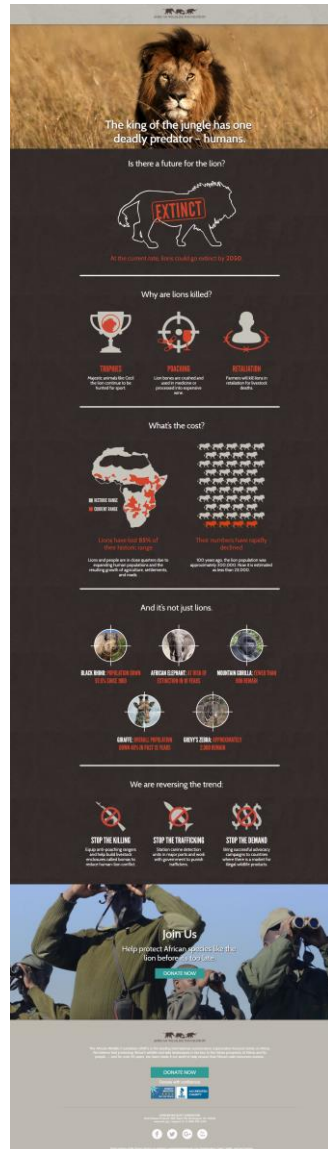
Financial and other information about the Drug Policy Alliance can be obtained by so sending us at: Drug Policy Alliance, 131 West 33rd Street, 15th Floor, New York, NY 10001 or for residents of the following states, as stated below: Colorado: Secretary of State 2013-004-0165; <http://www.colorado.gov>; DE: Reg. No. 1000002000; Florida: SC No. C-6-0416; A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITH THE STATE, 1-800-352-3434. Maryland: For the most up-to-date and copying: Secretary of State Webpage: MCEC No. 15018; <http://www.maryland.gov>; The official registration and financial information of the Drug Policy Alliance may be obtained from the Maryland Secretary of State's office by calling 1-800-224-6107. New Jersey: SECRETARIES OF THE TREASURY DIVISION, CONCERNING THIS COMPANY'S SOLICITATION AND THE PURCHASE OF CONTRIBUTIONS RECEIVED BY THE COMPANY DURING THE LAST REPORTING PERIOD THAT WERE ALLOCATED TO THIS COMPANY'S PURPOSES MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-524-6214 OR AVAILABLE ON THE INTERNET AT www.state.nj.us/treasury/finance/annualreport.shtml; New York: Upon Request, Attorney General Christine Rosen, 120 Broadway, New York, NY 10037. No 4th Card New Jersey: Information about the registration and a copy of the financial information of the Drug Policy Alliance may be obtained from the Secretary of State's office by calling 1-800-224-6107. Pennsylvania: For the official registration and financial information of the Drug Policy Alliance may be obtained from the Pennsylvania Department of State by calling toll-free, with in Pennsylvania, 1-800-722-6800. Virginia: State Office of Consumer Affairs, P.O. Box 1160, Richmond, VA 23210. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. **REGISTERED IN A STATE DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF THE ORGANIZATION BY ANY AGENCY OF THE STATE.**

PHASE III: THE EMERGENCY IS OVER

- Thank donors
- Send regular updates
- Leverage the residual hubbub for sustainer gifts to lift long-term retention
- Harken back using relevant themes & stories in upcoming communications
- Segment and message disaster donors appropriately

Revise and refine your response protocol according to what worked and what didn't!

POST-CECIL



DISASTER MESSAGING



From the Desk of Robert W. Radtke



Thank you. You helped at a critical moment.

Dear Kiesha,

Thank you very much for your donation to help those affected by Hurricane Harvey. I couldn't be more grateful.

Your generous support enabled Episcopal Relief & Development to provide technical support and emergency assistance, as our diocesan partners assess damage and respond to the critical needs of people who lost so much.

Currently, the US Disaster team is communicating with the Episcopal dioceses of Texas, West Texas and Western Louisiana. These local church leaders are in the best place to know what kind of assistance their communities need right now. This includes

DISASTER MESSAGING

Sanky, before you enjoy our latest issue of Seek & Serve we wanted to express to you our deep appreciation for your support to our disaster efforts in this time of crisis. Your generosity is giving urgent help to the communities and people who need it most in these regions.

Thank you again for putting your faith into action and enjoy your read!

Sanky, before you enjoy our latest issue of Seek & Serve we wanted to express to you our deep appreciation for your support to our disaster efforts in this time of crisis. Your generosity is giving urgent help to the communities and people who need it most in these regions.

Thank you again for putting your faith into action and enjoy your read!



Fall 2017 E-Newsletter

SEEK & SERVE

With one seek and serve I think he will perform, being true as light on a candle.



Letter From The President

Dear Sanky,

Abundance is on my mind these days. For a few different reasons. For one, fall inspires many of us to consider the benefits gifts we've received and how we can make the best use of them.

Our abundance is also at the heart of Episcopal Relief & Development's mission - not one of creating artificial scarcity, but rather unleashing abundance that is already there. With this in mind, we embarked on a process of reflection and inquiry over many months to develop our 2017-21 strategic plan. Through this plan we have identified three programmatic priorities:

- Early Childhood Development
- Gender-Equal Women
- Resilience & Climate Change

These new priorities build on the success of our integrated approach, but in no way replace our commitment to disaster relief, microfinance, clean water, or micro-small agriculture. As we move forward with this plan, it is my deepest hope that the people served by Episcopal Relief & Development gain the confidence necessary to grow in self-sufficiency and create for themselves a more abundant life.



Yours faithfully,
Bob
Robert W. Radtke
President
Episcopal Relief & Development

UPDATE REPORT: Responding to Famine in South Sudan



In February, the United Nations formally declared famine in parts of South Sudan. Episcopal Relief & Development continues to work with the Episcopal Church of South Sudan & Sudan and its website episcopal.org, the South Sudanese Development & Relief Agency (SSDRA) to respond to needs in the wake of this ongoing crisis.

Read More

DISASTER MESSAGING

When vulnerable individuals in the dangerous paths of Hurricanes Harvey, Irma and now Maria had to evacuate their homes, when floods and winds devastated communities, you responded swiftly. On behalf of the many people across the Gulf and Caribbean who we have been able to reach, I share my deep gratitude. Your generosity was quickly transformed into practical action and care. Through our local partners, we will help these communities rebuild. And in the coming months I'll share news of their recovery.

In addition to my thanks, I am sending you the newest issue of *Seek & Serve*, Episcopal Relief & Development's newsletter. We put this issue together before this recent series of disasters, and at the time I was thinking about the abundance of the harvest season. So in this



humanitarian arm, the South Sudanese Development & Relief Agency (SUDRA), to respond to needs in the wake of this ongoing crisis.

10,000 children, 3,000 of the elderly, and 1,000 people with disabilities.

The widespread hunger and malnutrition further complicate access to education and exacerbates gender justice issues. Young children, particularly boys, are recruited to join rebels and government forces, and as a result, 51 percent of children are not attending school. And according to SUDRA, women and girls traveling long distances in search of food for their families are vulnerable to attack or sexual violence.

Prayer for families and communities impacted by famine and political unrest in South Sudan.

In Kenya, agriculture is the backbone of the economy, and most of the production – about 75 percent – comes from small-scale farms. The nation, however, has faced severe recurring drought and at the same time has undergone rapid population expansion. This has led to a scarcity of both food and paying work.

Homa Bay County is located in the western part of the country, and the area experiences dry spells, poor harvests, high poverty levels, and HIV/AIDS prevalence. Episcopal Relief & Development is partnering with the Anglican Church of Kenya and its humanitarian arm, Anglican Development Services (ADS-Nyanza), to improve health, agriculture, and income generation among rural families in this region. And for one group of local farmers, the answer has been chickens!

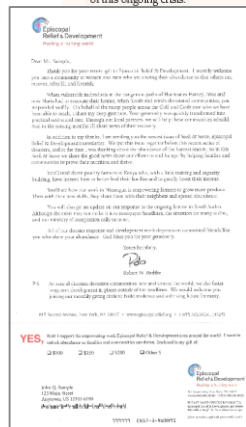
Beatrice is one of the group's farmers, and she admits she was skeptical at the start of the project. "I have unsuccessfully tried poultry production over the years and am sure of failing because of diseases," she said. Like many of the farmers, Beatrice started off with only a couple of chickens, but she now has 250 – proof positive that enhanced capacity and management pays great dividends.

Beatrice sold 200 chickens in early 2017, earning a good income of roughly 140 USD. The money has enabled her to enroll her two children in high school.

Members of Kaloo Anding'o Group are passionate about learning and practicing their new skills. Beatrice's skepticism has been replaced by confidence and appreciation. Now, when she looks at the dirt where her chickens roam, she thinks, "Gold is in the dust!"

Kaloo Anding'o Group is a community group of 30 farmers, 25 of whom are women. The group members were initially trained in poultry production management as well as the construction of poultry houses and other facets of poultry farming. They also took part in the purchasing of new chickens, which provided a choice stock of fast growing poultry with very good potential for weight gain and egg production. Several volunteers were trained as Trainers of Trainers, who could then offer support to the rest of the group as well as other nearby farmers.

With help from ADS-Nyanza and the County Government, the group was awarded a 528-egg capacity incubator, with a standby generator. This greatly increased the group's productivity and earnings. The incubator hatches roughly 400 chicks each cycle, and the group earns an average of 410 USD per hatching.



with the Anglican Church of South Sudan, Episcopal Relief & Development provided critical food to 20,000 people in South Sudan. This partnership is helping to address the needs of people fleeing violence due to changing weather and food shortages by providing food and other supplies such as clothing, blankets, and other necessities.

CHRISTMAS



that has the power to lift people out of poverty, hunger, and disease around the world. Supporting Gifts for Life is a joyous way to make a deep and lasting impact. This is truly a gift that keeps on giving.


What will you give? A goat, a cow, or a flock of chickens, to help families feed themselves and increase their income... A share of a village well, to provide a community with access to clean water... Mosquito nets and training, to drastically reduce the risk of malaria and save children's lives. And much more!

With each gift you purchase, you'll receive a free printed card or e-card announcing that you've made a generous gift in honor of a loved one – and you'll be able to spread the word via Facebook and Twitter.

Celebrate the birth of Jesus and his hope for the world by supporting Gifts for Life this Christmas season.


To learn more about how you can support Gifts for Life, visit www.episcopatreliance.org/gifts.

DISASTER MESSAGING



Episcopal Relief & Development
Healing a hurting world

[Donate Now](#)



NOT EVERY DISASTER MAKES HEADLINES

Help us reach communities in crisis

[Donate Now](#)


Kiesha,

Not every disaster makes headlines. The famine in South Sudan and recent flooding in Lanka are still impacting hundreds of thousands of people, yet we hear virtually nothing about it.

[We call these "silent disasters" — and the people who are affected by them need your help now.](#)

The good news is that Episcopal Relief & Development and our partners can reach people on the ground who are sick, malnourished, and displaced — and we stick with recovery communities long after the TV cameras are gone.

[You can support our response to these urgent, yet often overlooked humanitarian crises.](#)




Please make a gift today to support our response to silent disasters like the famine in South Sudan.

[Donate Now](#)

Episcopal Relief & Development, the Anglican Alliance, and other partners have been in South Sudan for more than two years supporting local efforts to provide food and other vital assistance. A recent expansion of our services with IMA World Health will assist approximately 40,000 affected people, including 3,600 pregnant or nursing women and children under the age of five.

In Sri Lanka, a monsoon brought over 19 inches of rain to some regions in May, triggering deadly landslides and flash floods. Right now, Episcopal Relief & Development partners on the ground dispatching relief supplies, providing refuge, and preparing for cleaning and recovery.

These are just two of the disasters that have taken lives and are leaving those affected extremely vulnerable. [Please help us reach people living in crisis now.](#)



Thank you,
Esther Cohen
Esther Cohen
Chief Operating Officer
Episcopal Relief & Development

P.S. Your gift will enable us to reach individuals and families who are suffering from life-threatening malnutrition or whose homes have been destroyed. Thank you for keeping them in your prayers.



Episcopal Relief & Development
18 hrs · 🌐

Not every natural disaster makes headlines. The famine in South Sudan, combined with violent political conflict, has left 100,000 people at immediate risk. Women, men, and children need our help NOW. Please make a gift and support ongoing famine relief and all of our response efforts to disasters: <http://bit.ly/save-people-from-natural-disasters>



NOT EVERY DISASTER MAKES HEADLINES

Like Comment Share

RAPID RESPONSE CHECKLIST

Ongoing	Listen / monitor Creative toolkit (templates) Streamline internal production process for rapid response
Preparation	Notify decision-makers Get creative & production teams ready Depending on resources, start drafting
Decision-making	Do we take action? What is our position? Internal response / talking points
Plan of action	What is the call to action? What channels are appropriate? Produce content
Launch	All systems a go
Ongoing	Monitor situation for follow-ups

Thank You!

lcole@sankyinc.com



we help you make our world better