



CITIZENS FOR COMMUNITY VALUES OF MEMPHIS

Protecting Children & Families from the Harm of Pornography

June 20, 2010

Steve Ethridge
President and Chief Manager
Ethridge and Associates L.L.C.
P. O. Box 3513
Cordova, TN 38088-3513

Dear Steve:

I am writing to let you know how helpful your research and consulting was in helping Citizens for Community Values (CCV) quickly grow our donor base and increase the size of our major donations.

Your firm's motivational research among our donors and prospective donors, along with your strategic recommendations, were the key in helping us decide on the right fundraising message, market segments, and media to use to raise significantly more money than we had in the past. In particular, your strategic guidance about developing a fundraising DVD and your direction on what to say in the DVD and how to say it has helped us increase our major donations.

The DVD was and continues to be an excellent tool for fundraising. In 2009, during the recession, we were able to raise significantly more money than we had in the past. At a time when other non-profit organizations were struggling to raise money, we were on a firm financial foundation.

Since then, most church, foundation grant, business or individual that we have shown the DVD to have made a significant donation.

As a result, we have been able to focus less on the need to raise money and more on accomplishing our mission. In this way, your work for us indirectly helped CCV's "A Way Out" Program become a finalist in the Acton Institutes' "Samaritan Award" in 2005, 2006 and 2007, with a feature story in World Magazine about the work with the women and children in AWO. In 2008, we won first place in the Samaritan Award contest and received the grand prize of \$10,000, and were featured on the cover of the World Magazine.

Thank you for your help in achieving our mission. Should any of your prospective clients ever need a reference on your work I will be happy to talk with them about the helpful work that you did for us.

Sincerely,

George Kuyken all,
Executive Director
Citizens for Community Values of Memphis

"All that is necessary for the triumph of evil is for good men to do nothing!" - Sir Edmund Burke

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